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# JAMAL SAHL

General Manager of Peugeot MERO



**Where does the name Peugeot come from and what does it mean?**

Peugeot is the family name of the founding fathers of the industrial company - Jean Pierre II and Jen Frederic Peugeot who started a steel foundry in 1810.

**How long has Peugeot been in the UAE?**

The brand has been in the UAE for more than 30 years.

**What is your highest selling model and why?**

Currently, the "207" model is our bestselling car in the region, accounting for around 25 % of the total sales. Although it is by no means the cheapest in its segment, it offers a very high standard of safety with a fun to drive feel, and is within the budget range of the majority of new car buyers.

**What exciting new models does Peugeot have to offer this year?**

We are hoping to launch the all new "208" towards the end of the year, followed by some other exciting products that are being tested locally, and those are likely to be put on the market early next year.

**What is Peugeot's flagship model?**

The new "508 Allure" was launched at the Dubai International Motor Show last November, with supplies arriving in the first quarter of 2012. This model has truly put Peugeot back at the forefront of the medium luxury segment, and currently has a long customer waiting list, as there is a request from the market for the different colors and trim options that are available; this is very encouraging for the model and the brand.

**We noticed a new concept model called the HX1, would we be seeing this on the streets anytime soon?**

The "HX1" is one of several concepts which will not be produced as currently seen, but whose technology is being tested for introduction into mainstream models.

**What is the ideology behind naming of the vehicles such as 207, 3008 etc, the model names are all generally in numeric form and it is easy to confuse the models. The only model that is not numeric is the RCZ; why is that?**

The 3 digit model numbers were initially introduced in 1929 with the '0' being a symbol of the starting handle position which was at the front of cars at that time. Although it is registered as a trademark by Peugeot, other manufacturers use this means of identifying the segment position and size of their vehicles. The "3008" was a breakaway from that tradition as we moved into crossover vehicles; this was also the case with the slightly larger "5008". "RC" has been used for sports versions of past models such as "206 RC" But "RCZ" has a unique style that is not associated with the sedan versions. So, "RC" was kept as a sports identity, and the 'Z' was added to distinguish this model from other ranges.

**What "green" models does Peugeot have to offer?**

All new Peugeot models are being fitted with the latest generation Euro 5 Engines which meet the 'lowest emission' standards, making 90 % of each car recyclable. The Hybrid Diesel electric versions are already available in Europe; however, the Middle East market does not seem ready for such products. We believe it is only a matter of time before we see them on the roads in this market as well.

**The EX1 was your electric concept with the highest acceleration, are you currently using that technology in your present models?**

Yes, the "EX1" was a racing car with a very lightweight body, but the electronic technology is being used in the previously mentioned Hybrid versions.

**Is Peugeot active in social media? If so, what makes their campaign unique?**

We sure are. In fact, we were one of the first to launch a facebook site dedicated to this market: facebook.com/peugeotme, which is proving to be very popular. We use it to interact with our customers and with Peugeot fans, and we have received great feedback so far.

**What types of events does Peugeot run?**

As you know, Peugeot is heavily involved, among others, in motor sports and tennis on an international level. In this region, the UAE hosted 3 rounds of the "RCZ Cup Golf Tournament" which has been a great success and was overbooked for all its rounds. We also work closely with our dealers on local events which fit our marketing strategy.

**What prominence does Peugeot give events?**

Obviously, the broader media scene is the largest part of our marketing spend, but events on both the regional and local levels are also very important for us in presenting our products to the public, so we do support outdoor displays and event sponsorships quite strongly.

**What are your event plans for the rest of the year?**

We are launching a special limited edition model, the "308 Sportium", during Ramadan and are working on the campaign behind this big event. Of course, there is also the "208" launch that is to happen around the end of the year... Stay tuned!



# Tuning to Perfection

## The 6-series Gran Coupé by AC Schnitzer

Powerful dynamics, sporting performance and exclusive elegance in perfect form became available with the BMW 6-series Gran Coupé. Tuning fans can rejoice: once again AC Schnitzer has reinvented the top class four-door coupé.

With a performance upgrade from 313 to 360 HP in the BMW 640d and from 320 to 360 HP in the 640i, AC Schnitzer again impressively demonstrates that there are no upper limits to dynamics and sporting performance. The concentrated power band widened by the Aachen specialists with intelligent technology is documented by the AC Schnitzer engine bay styling for the 6-series Gran Coupé. The AC Schnitzer twin sports rear silencer with chromed "Sports Trim" tailpipes (right/left), also available in export version, provides the matching sound track.

Deceleration too can be perfected. With the AC Schnitzer 8-piston high performance brake system for the front, the tuning experts have set new standards. The system - consisting of an 8-piston fixed caliper (left/right), the 8-piece set of brake pads and brake caliper holders - shows that even perfection can be improved. The same applies to the road-holding: the AC Schnitzer suspension spring kit gives the already excellent driving dynamics a further boost.

The bodywork components for the 6-series Gran Coupé by AC Schnitzer were designed by perfectionists for perfectionists: front spoiler, chromed front grille with chrome strip, rear skirt extension and rear skirt protective film give the Coupé a bonus in sporting looks, which is continued in the interior with the AC Schnitzer "Evo" sports airbag steering wheel.

Top class equipment comes as standard with the BMW 6-series Gran Coupé. With targeted highlights of aluminium, AC Schnitzer gives the interior a sophisticated finish: the "Black Line" aluminium cover for the i-Drive system controller, aluminium footrests and pedals, and velours floor mats give the interior even more exclusivity.

The coupé's wheelarches are filled with wheels of various styles (Type IV BiColor, Type IV silver, Type VIII BiColor, black and silver), in 19" or 20" depending on type. Lightweight forged alloys and forged racing rims Type VIII BiColor are available in sizes 9.0 x 21" and 10.0 x 21" with 255/30 R 21 tires on the front and 295/25 R 21 tires on the rear.

Perfectionism is defined as striving for perfection. This is the goal of the experts at AC Schnitzer, and the 6-series Gran Coupé demonstrates that even good things can actually be improved further.







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## Aspid Cars releases images of GT-21 Invictus hi-tech sports car

Aspid Cars has released the first dramatic images of its new GT-21 Invictus, which features a distinctive semi open wheel appearance at the front of the car. The multi-million Euro project will create up to 200 hi-tech jobs and builds on advanced lightweight technologies developed for the Aspid Super Sport technology demonstrator unveiled at previous motor shows. Discussions are nearing completion with investors to determine the most suitable manufacturing location. Both cars are expected to enter production within two years.

"The GT-21 Invictus complements the Aspid Super Sport, but is bigger and more powerful," says the car's chief designer and company founder Ignacio Fernández Rodríguez. "It has been a challenging styling exercise, but fortunately we have a really talented design team in the company. They have done an excellent job evoking the values of the company in the car."

"Aspid Cars in the vanguard of technological and lightweight vehicle development and we needed to convey this in the design. We also needed an element of aggressiveness to reveal our motor sport credentials. The design brief also demanded that we portray the elegance and beauty required for a premium car."

The Aspid GT-21 Invictus is bigger and less compromised for interior space compared with the Aspid Super Sport, significantly increasing the level of comfort for the driver and passengers. It is more powerful and more technologically advanced thereby maintaining the company's reputation for designing cars with a phenomenal power-to-weight ratio, significant CO2 reducing capability through lightweight efficiency, combined with sublime road handling. The GT-21 employs the same chassis design that weighs a mere 80 kg in the Super Sport, which still sets an industry benchmark. The GT-21 Invictus styling has been undertaken by IFR Automotive, which is also responsible of the design and engineering of the Aspid Super Sport which preceded it.

"The Aspid GT-21 Invictus represents a new generation of Gran Turismo fit for the 21st century" says Fernández. "With a weight that is less than 990kg when dry, the car features the latest generation BMW V8 engine capable of delivering 450 horsepower. It also incorporates a new generation of sports car hybridization, which increases the dynamic performance of the vehicle while being respectful of the environment. A lot of the technology we've developed will transfer to other road vehicles"

The manufacturing processes and suppliers for the Aspid GT-21, being from aerospace and motorsport industries, are used to producing components at high levels of precision in small batches or even as unique parts. The materials employed include aerospace grade

aluminium, ultra-light high-strength steels, and composites. The unique design of the car, choice of materials and manufacturing process ensure that every Aspid can be tailored to each individual customer.

Each car will be handed over to the customer at the factory by the team of engineers and technicians who build it. Each customer will also receive a special book signed by the factory team illustrating the assembly sequence.

Customers will be able to purchase the car from an elite group of 20 dealers across Europe, some of which have yet to be selected, able to deliver the high standard of sales and aftersales service. As well as maintaining the vehicle the dealer network will also help organise Aspid branded events and entertainment.

The configuration of each car will be tailored to suit the precise requirements of each customer, giving them the option, for example, to adapt the geometry and the electronics to their individual needs and personal taste. The customer may at any time request the Aspid engineering department to change the car's geometry and electronic settings for different needs.

Other technology included in the Aspid GT-21 Invictus already applied in the Super Sport includes the integration into the steering wheel of the most important driver primary functions and displays. The elimination of switches and buttons and the introduction of a new electrical architecture and electronic system, integrating multimedia with the control systems of the car, facilitate previously unseen features.



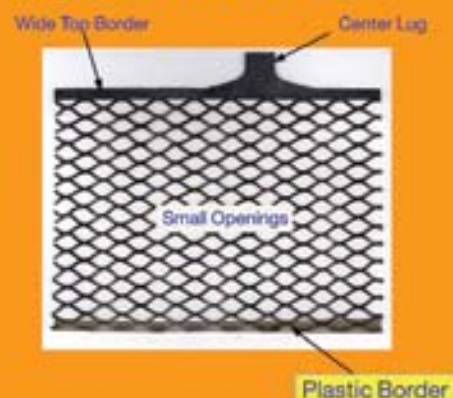




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Aston Martin

# V12 Vantage Roadster Roars In



Aston Martin is lifting the lid on an extreme new sports car with the global debut of the V12 Vantage Roadster.





The new sports car, available as a limited edition in selected markets worldwide, immediately becomes the most potent example of the open-top Vantage range and mixes the breath-taking power of Aston Martin's naturally aspirated 6.0-litre V12 engine with the established thrills of Vantage Roadster driving for what is an unforgettable sports car experience.

The V12 Vantage Roadster's 6.0-litre engine, mated as in the Coupe to a six-speed manual gearbox, generates 517 PS at 6,500 rpm and a muscular 570 Nm of torque at 5,750 rpm. It has been intelligently packaged into the Vantage Roadster's compact form to fully exploit the sports-orientated model's ample natural agility.

The naturally-aspirated V12 provides high levels of power and torque yet it delivers a flexible, refined driving experience illuminated with the potential for truly electrifying performance. The 0-62 mph sprint is dispatched in just 4.5 seconds\* while this most potent Aston Martin Roadster is capable of 190 mph\*.

While the Roadster naturally shares much of the technical and specification features of the V12 Vantage Coupe, some elements are redesigned to take account of the Roadster's neat packaging and engaging dynamics.

The V12 Vantage Roadster features a redesigned rear boot lid and lower front air intake to maintain a level of dynamic performance that's fully in keeping with the V12 Coupe, while there are also a number of unique chassis revisions. These include a modified rear damper set-up, front and rear damper valve tuning and a new rear spring design.

These changes, in conjunction with Aston Martin's use of Pirelli P Zero Corsa tyres, ensure the sports car delivers dramatic straight-line performance as well as outstanding handling.

Styled to be as beautiful as it is potent, the new Roadster boasts a number of eye-catching additions that underline its sporty characteristics. Carbon fibre side strakes; a carbon fibre front splitter and rear diffuser; carbon fibre mirror caps and carbon fibre rear lamp infills – plus the new forged alloy wheel design – should leave the sports car cognoscenti in no doubt that this is a truly exclusive Aston Martin.

At the rear, the boot lid on the V12 Vantage Roadster incorporates a more pronounced 'flip' to reduce rear lift and improve stability at high speeds. The V12's diffuser houses a large, centre-mounted oil cooler and two large tail-pipe finishers.

As with the front splitter, the carbon fibre rear diffuser is hand-made to ensure the direction and consistency of the weave and ensure the best possible finish.

Inside, there are other distinguishing features that make the new car stand out from its illustrious siblings in the sought-after Aston Martin V8 Vantage and V12 Vantage line-up. Subtle additions such as the use of glass switches in the lower centre stack elevate yet further the luxurious ambience in the V12 Vantage Roadster cabin.

While for those seeking the ultimate in V12 Vantage Roadster personalisation, a package of interior trim comprising carbon fibre facia and carbon fibre gearshift surround is available.



Unique to the V12 Vantage and new V12 Vantage Roadster is the engine's "Sport" mode button, which enables the driver to select between two different powertrain modes.

Normal mode is the default from start-up and provides not only a more relaxed throttle response but also a quieter, more refined exhaust note. This creates a more progressive throttle response, suited to 'everyday' situations such as when driving in heavy traffic.

Sport mode, meanwhile, is designed for use in more dynamic driving situations where sharper responses are required. It has a number of tangible effects on the powertrain including a sharper throttle response, with the engine delivering more torque during the early stages of throttle pedal travel. Exhaust system bypass valves are also kept open for longer to create a particularly sporty exhaust note.

Aston Martin Chief Executive Officer Dr Ulrich Bez said: "The V12 Vantage models are, first and foremost, driver's cars – inviting and fully rewarding the driver's full involvement.

"The addition to our range of this exceptional new Roadster allows the driver and passenger to experience full 'sensory overload' thanks to its outstanding performance."

He added: "I believe no other car in this class offers the combination of the V12 Vantage Roadster's prestige, six-speed manual gearbox and the unique enjoyment that driving a high performance convertible can deliver."





# DEFENDER XTECH

Special Edition

The iconic Land Rover Defender now has even more rugged appeal with the launch of the Defender XTech Special Edition.

Offering customers the same assured breadth of capability, the Defender XTech stands out from the crowd in Orkney Grey or striking Nara Bronze, which is unique to this special edition, with contrast Santorini Black roof and wheel arches and black chequer plate along the bumper and sills.

A special 'DEFENDER' decal sits above the rear LED lights whilst the front lights are enhanced with Santorini Black headlamp surrounds in contrast to the body colour. This distinctive front end design is complemented with a body colour grille and gloss black Land Rover lettering on the bonnet. A rear step bumper assembly aids entry, exit and loading. Gloss Black Saw Tooth 16-inch alloy wheels and MTR off-road tyres complete the look giving the Defender XTech a powerfully strong and purposeful stance.



A pure Ebony part leather interior complements both the Orkney Grey and Nara Bronze with contrast Lunar stitching. The Land Rover logo is embossed on front headrests whilst carpet mats have the Defender logo woven in. To harmonise with the exterior of this special edition, the central switch panel matches the body colour of the vehicle with the same paint finish.

The XTech Special Edition comes with a high level of standard equipment, including Air Conditioning, Anti-Lock Brakes with Electronic Traction Control, central locking with remote control and heated seats and windscreen.



With a choice of the 90 Hard Top and 110 Utility Wagon, a range of standard options and accessories are available to add even more capability and character to this iconic four-wheel drive vehicle.

Powered by the 2.2-litre diesel engine with six-speed manual transmission, the Defender boasts 360Nm of torque for effortless towing and excellent driver refinement whether on or off-road.



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# AUDI CITY

## The metropolis cyberstore opens its doors

Audi is preparing automotive retail for the future and complementing its dealer network with a new format – Audi City. The first location opens in London close to Piccadilly Circus. The brand's entire model line-up is presented fully digitally in a compact space. The efficient use of space facilitated by this approach allows the four rings to be present in the heart of major international cities. Over the next few years, Audi will secure more of these attractive locations, opening more than 20 stores worldwide by 2015. In future, Audi City will also play a crucial role in the marketing of new mobility services and electric-drive Audi models.

"Audi City combines the best of two worlds – digital product presentation and personal contact with the dealer," says Peter Schwarzenbauer, Member of the Board of Management for Marketing and Sales at AUDI AG. "This new retail format brings us even closer to our customers – geographically, of course, but first and foremost in terms of the quality of our relationship. Audi City offers new freedom for tailor-made services and an even more individual contact with the customer."

Thanks to groundbreaking media technology, the vehicle manufacturer now has the ability not only to present its growing model line-up – including all colours, equipment options and functions – in its entirety, but also to offer customers the chance to experience the sheer breadth of the range in full. Visitors can digitally select their vehicle from several hundred million possible configurations and experience it in realistic 1:1 scale on screens that almost fill the entire space. Moreover, technical details such as the drivetrain, bodysell or LED light technology can be presented individually in order to make innovations understandable on an intuitive level.

With Audi City, the premium manufacturer is responding to customers' changing needs. "People are placing greater emphasis than ever before on a direct and personal bond of trust with their vehicle brand – especially in respect of the increasing variety of products and available information," explains Schwarzenbauer. "Thus, with Audi City, we are creating a one-stop-shop for experiencing our brand. It is right in the midst of our customers' lives, yet seamlessly connected to the online range offered by the four rings."

This is particularly assured by the Customer Relationship Manager, who will be deployed in future at Audi City locations. This individual will be the customer's central and consistent point of contact for all needs – from the first consultation to after-sales and ongoing services. Plus, every Audi City is also connected to an Audi dealership that provides the entire spectrum of AUDI AG services as a single-point centre of competence.

With this highly personalized customer dialogue and the provision of individual services, Audi City represents a substantial expansion of the retail experience. In support of this, AUDI AG offers employee training targeted specifically at these urban stores and also supports the dealer in their selection and further training. Furthermore, employees increasingly have a more broad-based educational background – as IT experts, for instance, who are qualified to explain the digital world of Audi City.

Their central urban location makes each Audi City more than simply an additional retail outlet. Audi City will also evolve into a meeting place for fans of the brand, where they can make contact with the world of the four rings whenever they want. The stores will also be used as a dialogue forum for issues outside of core automotive business. For example, following close of daily business, they will play host to readings, round-table discussions and exhibitions on issues such as urban development and mobility or on matters relating to art, culture and design.





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# First Arab Brand of High Performance Luxury Sports Cars launched from Beirut

Beirut witnessed a major milestone for the automotive industry in the region and the world. W Motors s.a.l., which is set to be the premier designer and manufacturer of Hyper cars in the region, was launched on July 2012 during a high end ceremony

The official launch of W Motors which is a groundbreaking accomplishment for region based entrepreneur and specialist Ralph R Debbas, took place in the lavish venue of Sursok Palace Beirut. A select number of Politicians, Socialites and high ranking industry leaders, were there to attend the launch press conference and the unveiling of this promising automotive brand that eyes to cater to the desire and needs of an elite clientele around the world.

The young company has allied itself to major partners and suppliers in the automotive industry and design sector: "Magna Steyr Torino" represented by Mr. Tiziano Novo, General Manager of Magna Torino, "RUF Automobile Germany", and "STUDIOTORINO" represented by Mr. Alfredo Stola.

Ralph R Debbas, Chairman of W Motors s.a.l. stated: "We will be launching 2 different lines of vehicles, the Hyper-sport and the Super-sport. Our first model, the Hyper-sport, will be limited to 5 cars worldwide and will be labeled as the most exclusive high performance car ever made. With signature diamond incusted LED lights, it is also the most luxurious sports car in the world. In addition, the Hyper-sport W will be the first and only car to ever integrate a fully functional holographic display with interactive motion, gaining years of innovation ahead of competition. This car is simply unique in every single way; every element has been meticulously engineered to give the right balance between power, torque and speed, delivering the ultimate driving machine for a unique driving experience".



With an entrepreneurial background, Debbas is the mastermind behind the W Motors project. Graduating from Coventry University School of Art and Design with a major in Automotive Design and having finalized numerous awarded concepts in Europe, Debbas worked on building a sizeable network within the automotive industry, leading him to the creation of W Motors, the world's most exclusive, luxurious and technologically advanced high performance sports cars, a pioneer project for the Arab World.







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# MANSORY CARBONADO

# Black Diamond

*model based on the Lamborghini Aventador LP700-4 limited to just six specimens*



Carbon as far as the eye can see: the ultra-light and ultra-strong material of carbon is already present in abundance in the standard version of the Lamborghini Aventador LP700-4. In the MANSORY CARBONADO model, of which only six specimens are being manufactured, MANSORY continues to use the material consistently as the main component of all its bodywork elements. Each individual element of the Kourosh Mansory aerodynamic design is produced with perfect surface finish using the prepreg autoclave method and then built seamlessly into the car. And so the Aventador is transformed into the MANSORY CARBONADO, the most exclusive carbon compound found on the roads – the Black Diamond of the streets.

The series version of the Lamborghini already makes opulent use of the ultralight and high-strength material carbon fibre. And MANSORY continues this use as the main element of its bodywork components. Every single element of the MANSORY aerodynamic design is manufactured to perfect finish quality in the prepreg-autoclave process and fitted snugly into place on the vehicle.

The eye-catcher of the CARBONADO's newly designed front body is the striking apron with its optimised air inlets for improved ventilation of the front coolers. In combination with the new front lip and its proprietary daytime driving lights, MANSORY not only achieves an aggressive look, but also generates additional downthrust. The front wings, as well as the bonnet, are removed and replaced with proprietary versions. The sides grow by 40 millimetres in width on the front axle and an impressive 50 millimetres on the rear axle. Newly designed side sill sets are also fitted. These steady the airflow between the axles and, thanks to built-in channels, direct additional cool air to the drive unit and the rear brake system. The diffuser integrated into the new rear apron stabilises the rear at high speed and, in connection with the enlarged rear wing, produces contact pressure at the rear axle. The body package is completed by exchanging the roof and engine-compartment covers with carbon-fibre elements.

But it is not only through attractive design that MANSORY's customised Aventador impresses. Thanks to an optimised engine-management system and a high performance exhaust system, both engine power and acceleration are improved. Thanks to 754 PS / 555 kW at 8,300 rpm and 750 Nm at 6,000 rpm, the 12-cylinder accelerates from zero to 100 km/h in a breath-taking 2.8 seconds. The top speed of 355 km/h is also higher than with the basic vehicle.

As a perfect wheel-tyre combination, MANSORY fits striking, ultralight forged rims with carbon-fibre inlays in the sizes 9.0 x 20 and 13.0 x 21 with tyres in the sizes VA 255/30 ZR20 and HA 345/25 ZR21.

The extensive interior additions provide a perfect completion to the Lamborghini customisation programme. It goes without saying that only the most luxurious materials are used. The treated leather for the seats and dashboard is both particularly hardwearing and unusually soft. The natural product, with its individual grain and perfectly crafted stitching, gives a feeling of extravagance to the newly designed airbag sports steering wheel. To emphasise the interior's sporty character even further, MANSORY installs non-slip aluminium pedals and real carbon-fibre components.

MANSORY Design & Holding GmbH offers only its in-house developed tuning accessories. The company does not offer its own make as "complete" vehicle, neither does the company deal with such type of vehicles.







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## GUINNESS WORLD RECORD

# DAVID COULTHARD CATCHES FARTHEST HOLE IN ONE WITH SLS AMG ROADSTER

The absolute skill of Formula 1™ legend and DTM driver David Coulthard, behind the wheel of the awesome 571hp SLS AMG Roadster, provided the ultimate 'did that really happen?' moment for Mercedes-Benz.

Captured on film which was released recently, [www.youtube.com/mercedesbenzuk](http://www.youtube.com/mercedesbenzuk), the SLS AMG Roadster landed the record of 'farthest golf shot to be caught in a moving car, ever'. Professional golfer Jake Shepherd hit a golf ball at 178mph into the Mercedes-Benz supercar, which was moving at a rate of 120mph when it caught the ball 275 meters away from the tee.

The extraordinary film shows the exact moment when David Coulthard caught the speeding golf ball between the seats of the SLS AMG Roadster. Speaking about the astonishing catch, Coulthard said: "The only way to track the ball was to keep your eyes on it all the time: it's a real adrenaline rush but it's not the most comfortable thing to do because for a moment, you're not watching the road!" He continued: "I was as happy as I've ever been winning a Grand Prix because I was so surprised quite frankly that it went in, and went in so solidly!"

The amazing feat was not only caught on camera, but also independently verified by a Guinness World Record adjudicator who confirmed the unbelievable achievement secured the title of farthest golf shot caught in a moving car.

David George, Mercedes-Benz Passenger Cars Marketing Director, added: "The SLS AMG Roadster is

an extraordinary car so we wanted to do something extraordinary with it to celebrate our association with the upcoming Open Championship, and what better way than to break a world record and create such an exciting film!"

Across the globe, the SLS AMG has been hailed as a masterpiece, scooping up a throng of awards. The list of highlights for the SLS AMG reads impressively: aluminium space-frame body, AMG 6.3 litre V8 front mid-engine with dry sump lubrication, 420 kW (571 hp) and 650 newton metres of torque, seven-speed dual clutch transmission in transaxle configuration and a nimble double-wishbone aluminium sports suspension. This unique combination of high-tech engineering ensures driving dynamics of the highest order throughout the entire lifecycle.





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# Ariel Atom Race Series Plans Announced for 2013

Atomic Race Management in partnership with Ariel Motor Company announce plans for the Atom Cup, a new UK based Race Series featuring one of the most exciting cars in the world – the Ariel Atom. Spanning 8 race weekends at the UK's best circuits, from Brands Hatch to Silverstone, the Atom Cup will feature matched Atoms in full race specification.

The 2013 Atom Cup will be the first time that Ariel Atoms, already known for their legendary performance on the road and track, race wheel to wheel in an organized single make UK Race Series. Designed and built by Ariel Motor Company in Somerset, the Atom has become an icon of minimalist design and lightweight performance with a power to weight ratio in excess of most super cars. Having won multiple awards and made its name as a track day star through outright performance and legendary reliability, the Atom Cup Series is a natural progression for the Atom.

The matched cars will feature an Atom 'Cup Spec' version of the car, spherically designed for the Series with a modified chassis, full roll over protection, race instrumentation and Ohlins suspension. Engines, ECU and dampers will all be sealed and the cars will run on control tires

supplied by Yokohama, who are sponsoring the series. All cars will be powered by the legendary 2.0 Honda Type R iVTEC engine and the Series is also supported by Honda. Said Paul Ormond of Honda UK, "We are very excited by the opportunity to support this new Series. Competition has always been at the heart of Honda and the Atom Cup should provide some excellent and exciting racing.



## ROLLS-ROYCE CUSTOMERS DINE ON THE LINE



Rolls-Royce Motor Cars welcomed more than 100 discerning customers to 'dine on the line'. The unique event, the first held in the history of the company, transformed the assembly hall into an exquisite dining room, with guests entertained in the very place where every Rolls-Royce motor car in the world is hand-built to individual customer commission.

Arriving in chauffeured Rolls-Royce Phantoms or by helicopter, the guests were welcomed to the Home of Rolls-Royce by members of the management team and hosted on a red carpet stroll through the production area. Craftsmen and women were on hand to demonstrate their skills, including coachline painter Mark Court; guests were encouraged to try their hand at creating the perfect coachline with a Phantom Extended Wheelbase as their canvas.

The occasion provided the opportunity to introduce customers to the new Phantom Series II family, which were displayed in the dining area alongside beautiful heritage cars from the 1930's. The evening's entertainment was provided by Escala, the celebrated all-female electronic string quartet.



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# MERCEDES-BENZ DRIVES MENA GOLF TOUR FORWARD



Mercedes-Benz will be the Official Car Sponsor of the forthcoming MENA Golf Tour for a second consecutive year, a growing partnership that reiterates the shared commitment to drive the game forward in the region.

The oldest automotive brand in the world will line-up a luxury fleet of latest models to ferry players and officials to and from the venues under the terms of agreement which will also see them make a significant on-site presence.

One of the major sporting highlights of the region, the second edition of the MENA Golf Tour will have six events on its expanded schedule which, for the first time, includes a stop in Saudi Arabia.

The extension of Mercedes-Benz support to the tour is a ringing endorsement to the popularity of the Tour which is aimed at creating healthy playing opportunities for the region's leading amateurs and professionals against a competent international field.

"Our association with the MENA Golf Tour demonstrates our support to the sporting community in the region and is very much part of our drive to promote the close ties between the sport of golf and Mercedes-Benz," said Frank Bernthaler, Director, Sales and Marketing, Mercedes-Benz Cars, Daimler Middle East & Levant.

"Collaborations, such as this one, also provide us with a unique opportunity to connect with our customers and strengthen the existing relationships with our partners within an environment that mirrors the Mercedes-Benz image and reputation," he added.

"We have been associated with the Omega Dubai Desert Classic and the Omega Dubai Ladies Masters as the Official Car Sponsors, and this new ties with the MENA Golf Tour are a reflection on our long-standing history with the sport which we have always felt harmonises our brand values," he said.

Mercedes-Benz is a highly respected friend of golf, having been the Official Automobile Partner of The Masters in Augusta as well as the Official Patron of the PGA of America which includes the PGA Championship and the Ryder Cup 2012. The German car manufacturer has also been sponsoring the British Open since 2011 which means they are associated with three of the four Major tournaments.



The MENA Golf Tour, which is a new initiative by the Sheikh Maktoum Golf Foundation, was equally excited with the continued support of Mercedes-Benz.

"When you have a brand as big as Mercedes-Benz on board, it adds to the profile of your event. Their passion for golf makes it the perfect partner to work with as we strive to take the Tour to the next level," said Mohamed Juma Buamaim, chairman of the MENA Golf Tour.

"As a young Tour, we need all the support that we can get. We are delighted to establish this partnership with Mercedes-Benz and hope we can work together on a bright future for golf in the region," he added.

The MENA Golf Tour, which is affiliated to R&A and the Arab Golf Federation, kicks off at Dubai Creek Golf and Yacht on September 24, 2012 while the season-ending MENA Tour Championship will be held at Al Ain Equestrian, Shooting and Golf Club from October 29 to 31.





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# 2013 Shelby GT500 Launch Control Ensures Smooth Starts Regardless of Surface Condition

"With great power comes the need for great control" – the engineers at Ford's Special Vehicles Team have stepped up to the plate to manage the massive output of the 2013 Shelby GT500.

Whether a driver is a track-day veteran or getting their first ultra-high-performance sports car, the new launch control system on the 2013 Ford Shelby GT500 will help ensure they get smooth, consistent and fast starts every time.

Uncontrolled wheel spin is generally undesirable, whether commuting to work or racing at the drag strip. Both safety and performance suffer when the wheels can't get enough grip on the road. However, properly regulated, some wheel slip can be your friend.

"Launch control is essentially a special mode of the traction control system that integrates the brake and engine management systems to keep the tires balanced on the peak of the mu-slip curve in order to achieve maximum thrust," explains John Pfeiffer, senior engineer, SVT Vehicle Engineering. "With so much more power and torque on tap from the new 5.8-litre V8, launch control makes it easier for drivers to take advantage of the performance."

With launch control enabled, the driver just has to press the accelerator pedal to the floor and then smoothly and quickly release the clutch pedal just as he normally would when executing a clean start. The difference is that the electronics will automatically hold the engine steady at the desired speed and manage the rear brakes to allow the optimum amount of wheel slip for maximum traction.

"We recognize not every driver has the same style, and surface, tire and climate conditions vary," said Eddie Khan, SVT Engineering supervisor. "Most of our competitors' launch control systems have a fixed engine launch speed. We've given Shelby GT500 drivers the ability to adjust the engine speed to achieve best and most consistent performance, no matter where and when they drive."

Ziyad Dallalah, Chief Engineer, Ford Middle East, added: "With changing surface conditions due to the extreme heat, humidity and sand that can occur in the Middle East region, being mindful of these differences during development of the control system is going to mean drivers of the GT500 in the region are going to have a car that adapts incredibly well to the climate here. This is really going to raise the enjoyment and performance levels even further for this car."

Shelby GT500 drivers can enable launch control in two ways – either through Track Apps™ on the 4.2-inch LCD in the instrument cluster or simply by tapping a switch on the left side of the instrument panel. When using the Track Apps screen, drivers can also adjust the desired engine speed for the launch in 100 rpm increments

from 3,000 to 4,500 rpm. When first getting accustomed to launch control or if the pavement is cooler, a lower speed may be more appropriate. Switching to racing tires or running in an autocross event on a warm Saturday morning may call for a launch speed closer to the upper end of the range.

Once the desired engine speed has been set, launch control can be toggled on or off by tapping the instrument panel switch – more convenient than the intricate multistep process required on many other vehicles. After the launch control has been enabled or disabled, it retains that mode even after the engine has been switched off and restarted, something drag racers frequently have to do as they slowly make their way through the lines to the next quarter-mile pass.

"We developed this system to enable 90 percent of drivers to be able to achieve very fast, smooth and consistent starts with the Shelby GT500 regardless of their skill level," said Khan. "Experienced drag racers may be able to get away slightly quicker, but chances are they won't be as consistent."

Veteran drag racers will find the Shelby GT500 also gives them extra flexibility. Switching off the traction control while the launch control is on produces an rpm-only mode that engine calibration engineer Tom Siebyla has tuned to keep the engine speed rock-steady with the electronic throttle and ignition without scrubbing off any speed with the brakes. Autocrossers or track-day racers can also mix and match the normal, sport and off modes of the stability control with the launch control to achieve the degree of sliding or control that best suits the conditions or their personal driving style.

For those times when there isn't enough grip to use launch control effectively, such as dust or moisture on the pavement, Ford electronic brake control development engineer Dan Dunn has built smarts into the launch control that enable it to automatically switch off and revert to traction control.

"It's not as intrusive as some TC systems have been in the past," added Khan. "We wanted to help the driver make consistent starts without getting in the way."

Launch control won't do the driving, but it is a tool to help drivers extract consistent high performance from the most powerful production Mustang ever.

"For drivers who want to have some fun at their local drag strip with a stock machine, the 2013 Shelby GT500 is the ultimate bracket racer," said Khan. "We've given our drivers the ability to exert control over all the power and torque this Mustang can produce."





# HAMANN thumbs its nose at the series turbo

HAMANN-Motorsport has really turned the Porsche Panamera into a rocket. Even from the factory the Gran Turismo is already blessed with loads of performance, but this is still not enough for the Laupheim-based refiner. They're crowning the Panamera as a super sports car with 603 hp/ 443 kW. This is music to the ears of Turbo and Turbo S owners, as this powerhouse is bringing vitality to both models. Already just reading the data sheet your blood pressure shoots up and you get itchy feet: 870 Nm of torque at 2,250 - 4,500 rpm, 3.9 seconds for the sprint to 100 km/h and hitting the 200 km/h mark after 12.6 seconds. With the Sport Chrono Package activated the HAMANN Panamera's ultimately turn into solid fuel rockets and catapult their occupants in a breathtaking 3.7 seconds to 100 km/h or in 12.4 seconds to 200 km/h respectively. At the same time the top speed increases to an impressive 315 km/h and thus it conclusively thumbs its proverbial nose at the series models (Turbo 303 km/h, Turbo S 306 km/h). Fittingly HAMANN-Motorsport has called its bodywork program CYRANO in honour of the French fictional character with a long nose.



In order to meet the highly visual requirements and aerodynamic demands, the HAMANN engineers revamped the front of the four-seater completely. Larger air intakes in connection with perfectly integrated daytime running lights give the Porsche an even more dynamic look. Moreover, the optimized airflow - generated by the redesigned bonnet - reduces the lift at the front axle even further. Adding 60 mm width to the front and rear fenders makes the GranTurismo look even more imposing and are instrumental for the powerful overall appearance of the HAMANN customization. The CYRANO side skirts were modelled such as to steady the airflow across the sides and let the stylish sports car appear even closer to the tarmac and stretched. In order to reduce the up-lift forces at the rear axle, the HAMANN engineers developed a special diffuser rear apron for the sedan from Zuffenhausen. The apron encases the striking dual tailpipes of the sports exhaust system and makes this car's rear a real eye catcher.

To bring the mighty appearance of the CYRANO to a full circle, HAMANN added its new 22-inch rims: UNIQUE FORGED "GUNMETAL". The design of the extremely light wheel combines sportiness and elegance. The recommended front wheel/tire combination is 9.5Jx22 inches with 265/30 ZR 22 tires. The rear is fitted with 11.0Jx22 inch rims and 305/25 ZR 22 tires.

Special eye catchers are the new alu wheels with special suspensions or a lowering module for the air suspension that lowers the Panamera's center of gravity up to 30 mm. At the same time, the handling of the sports car is notably improved.

The powerful enhancement of the Panamera Turbo will soon be offered by HAMANN as the core part of its customisation program. Included in this upgrade - which is still under development - is a rear sports muffler as well as a new engine management system. The result is a performance increase by 80 hp and a torque that has been enhanced by 120 Nm.

HAMANN completely redesigns the interior of the Panamera and turns it into a Five-Star VIP Lounge. The factory-installed interior has been replaced with the finest leathers. The HAMANN aluminium pedal system shines brilliantly in the footwell and complements perfectly the medical applications of the car's serial production interior.

Whether it is double clear-coat finish, leather, or Alcantara - what ever your heart's desire, it is available upon request. From personalized foot mats to complete interior leather finish, everything is made with the highest degree of craftsmanship and precision. Individually designed and integrated into the vehicle by masters of their craft.



# SMART AND BRABUS CELEBRATE 10 YEARS TOGETHER WITH SPECIAL EDITION MODEL



Sporty smarts are called BRABUS – and have been for ten years already. In 2002 smart and the tuning specialist BRABUS founded a joint company. As early as 2003 the first premium models developed by the joint venture smart-BRABUS GmbH – the smart fortwo BRABUS coupé and cabrio – were introduced on the market. Now the companies are celebrating their anniversary with the unique and exclusively equipped “10th anniversary” special model.

smart boss Dr Annette Winkler says: “10 years of smart-BRABUS stands for more than 50,000 customised vehicles and lots of delighted customers. The fact that we already produced more than 10,000 smarts together last year shows that we still have lots of potential for further growth and high profitability with this creative and efficient team.” Bodo Buschmann, CEO of the BRABUS Group, adds: “The cooperation with smart has developed extremely well in the past ten years. This means that BRABUS is not only a synonym for fast, but also highly exclusive sports cars. And we still have lots of ideas how smart and BRABUS can continue to grow together.”

Since the launch of the first smart fortwo BRABUS more than 50,000 customers worldwide have opted for a smart model customised by the joint venture. The customisation programme “smart BRABUS tailor made” that was launched two years ago and has now become established throughout Europe is also very successful. In 2012 it will also be extended to customers in the USA and China. According to the current forecast, more than 1000 customers will choose the smart-BRABUS tailor made offering this year. tailor made underlines one of the great strengths of smart-BRABUS – individualisation of the vehicle interior and exterior. In Germany, for example, prices start approximately AED15000 for an exterior colour of the customer’s choice or exclusive leather appointments in the interior.

## Here is an overview of the most important models from smart BRABUS:

- June 2002 : smart BRABUS 1st edition
- May 2003 : smart fortwo BRABUS (production model)
- June 2003 : smart fortwo BRABUS “edition starblue”
- July 2003 : smart roadster BRABUS V6 biturbo
- October 2003 : smart roadster BRABUS “edition bluewave”
- April 2004 : smart roadster BRABUS
- November 2004 : BRABUS Ultimate 101
- March 2005 : smart forfour BRABUS
- March 2007 : smart fortwo BRABUS (second model generation)
- October 2007 : BRABUS Ultimate 112
- May 2008 : smart fortwo BRABUS “Edition 10”
- March 2009 : Study: smart fortwo BRABUS electric drive
- May 2009 : smart fortwo BRABUS USA version
- March 2010 : Customisation programme smart BRABUS tailor made
- March 2011 : BRABUS Ultimate Style
- September 2011 : smart BRABUS tailor made by WeSC
- March 2012 : smart fortwo BRABUS/Xclusive facelift, BRABUS Ultimate 120, smart BRABUS electric drive, smart BRABUS ebike (study)
- July 2012 : smart BRABUS 10th anniversary

To celebrate the tenth anniversary of the co-operation, smart-BRABUS has developed a very special treat for its customers. In addition to the familiar sportiness of smart-BRABUS models, this special edition, which is limited to 100 units, offers numerous exclusive highlights.

The anniversary model, which is being produced in a limited edition of 100 vehicles, is based on the current smart fortwo BRABUS production model with 75 kW (102 hp) and maximum torque of 147 Nm. It has a top speed of 155 km/h, sprints to 100 km/h in 8.9 seconds and offers driving pleasure as a standard feature.



The tridion safety cell, bodypanels including front grille and the door mirrors of the “10th anniversary” edition are painted in liquid silver, as are the front spoiler and side skirts in the styling package. Further exterior features include titanium-coloured headlamps and red BRABUS logos at the front and rear.

The interior of the “10th anniversary” edition is characterised by a black leather interior with high-quality hand stitching. The trim parts are painted in an exclusive red and the contrast components and seat console come in black. Cruise control is regulated via the BRABUS sports steering wheel, and the starter button is integrated in the gear shift lever knob. A badge with the serial number (xx/100) draws attention to the fact that this is a limited edition.

The equipment of the “10th anniversary” edition is orientated to the smart fortwo BRABUS and standard features include the comfort and light package, heated seats, electric power steering, LED daytime driving lights, audio and navigation system and BRABUS Monoblock VII alloy wheels in matt grey.

#### **Sporty: the smart BRABUS**

As well as a 75 kW (102 hp) turbo engine with sporty transmission configuration, the smart BRABUS has “Monoblock VII” alloy wheels with front tyres: 175/50 R 16; rear tyres: 225/35 R 17, a sports suspension lowering the vehicle by 10 mm, front fog lamps, a sports exhaust with rear apron in black, BRABUS logo at the front, rear and in the mirror triangle, and a panoramic roof (coupé; incl. sunblind). The tridion safety cell comes in black, or is alternatively available in silver or white. Among other things the interior is upgraded by BRABUS dashboard instruments (cockpit clock & rev counter), a gear knob in leather/aluminium, an aluminium hand brake lever and sports pedals in stainless steel with rubber nubs. There is also a 3-spoke leather sports steering wheel with steering wheel gearshift, air conditioning with automatic temperature control (incl. dust and pollen filter) and electric windows. The fabric upholstery comes in design black and the interior contrast components in pearl black. Fabric elements on the instrument panel, door trim and knee pad, colour-coordinated with the upholstery, round off the stylish look of the smart BRABUS.

#### **Uncompromising: smart BRABUS Xclusive**

Fine materials, exclusive styling and plenty of power: from the dynamic exterior to the high-quality interior equipment, the smart fortwo BRABUS Xclusive leaves virtually nothing to be desired. In addition to the equipment of the smart BRABUS, the Xclusive also has a front spoiler and side skirts in the bodypanel colour and headlamps with titanium-coloured surrounds. In the interior the BRABUS Xclusive features heated leather seats, silver stitching and the BRABUS logo embossed in the headrests. The air conditioning has automatic temperature control (incl. dust and pollen filter). The contrast components come in aluminium look, and the instrument panel and door trim in leather optic.

#### **Dynamic and powerful acceleration: the smart BRABUS electric drive**

Zero local emissions but maximum driving fun: the smart BRABUS electric drive proves that cutting-edge urban mobility can be combined with lively agility and a sporty look. The electric motor is based on the state-of-the-art drive technology of the new smart fortwo electric drive and has an output of 60 kW. It delivers maximum torque of 135 Nm which means that the smart BRABUS electric drive almost always wins when pulling away at the traffic lights. The new BRABUS sports suspension makes a decisive contribution to driving fun by bringing the vehicle approximately ten millimetres closer to the asphalt. The sporty character is accompanied by a special BRABUS sound to match, generated by a sound module. The smart BRABUS electric drive comes with a BRABUS sports steering wheel with steering wheel gearshift as a standard feature. Recuperation can be regulated with the help of the shift paddles.

The smart BRABUS electric drive has a dynamic look that also signals environmental friendliness: the tridion safety cell and mirror covers are painted in electric green whilst black dominates on all other body parts – even the front grille. Dark BRABUS headlamps, BRABUS “Monoblock VII” alloy wheels measuring 16” at the front and 17” at the rear, and BRABUS Xclusive aerodynamic body styling parts (a front spoiler and a special rear apron insert with double reflectors) round off the sporty look.

005: world premiere at the Geneva Motor Show for the new smart fortwo BRABUS. A maximum speed of 221 km/h, acceleration from 0 to 100 km/h in 6.9 seconds and even more driving pleasure mark the four-seater BRABUS as a premium vehicle for connoisseurs and enthusiasts. Leather in the interior creates a premium class atmosphere, which is underlined by leather-covered headrests and velour floor mats sporting BRABUS lettering.

“edition 10” label in the mirror triangle and on the tailgate round off the exclusive appearance of the limited special model.





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# HANKOOK BECOME AN OFFICIAL SPONSOR OF THE UEFA EUROPA LEAGUE



Hankook has announced that they will become an Official Sponsor to the UEFA Europa League for the period 2012 – 2015. The new partnership demonstrates another milestone in the company's European marketing approach to sustainably increase brand awareness in the company's biggest regional enterprise and reinforces Hankook's long-standing engagement in European soccer.

Hankook will benefit from extensive brand exposure such as perimeter board advertising in the stadiums, media backdrops during flash interviews as well as during official UEFA press conferences. The competition also attracts an extensive live and television audience - not only in Europe, but throughout the world.

"We are excited about our new partnership with the UEFA Europa League. Soccer sponsorships represent an integral component of our European marketing strategy. The emotionality in soccer is a perfect match to our company motto 'Driving Emotion', explains Hee-Se Ahn, Vice President Marketing Hankook Tire Europe. "We are pleased to be supporting the UEFA Europa League, one of the most challenging and highly emotive competitions in international soccer. This unique Pan-European platform cements our long-term engagement as a European soccer partner and is a perfect opportunity for us to sustainably strengthen our brand awareness, especially in the Ultra-High-Performance sector."

"The UEFA Europa League is Europe's biggest club competition, boasting many talented international players and high quality clubs from all around Europe. We are delighted to welcome tire manufacturer Hankook, as another top global brand, to the UEFA Europa League family. Hankook is known for its premium quality, especially in the field of ultra-high-performance tires and we look forward to join forces with Hankook to build the competition awareness and engage with fans." adds UEFA Events SA CEO David Taylor.

## Yokohama Rubber Strengthens Activities to Preserve Biodiversity at Five Domestic Plants

The Yokohama Rubber Co., Ltd., announced that it is strengthening its activities to preserve biological diversity.

Ahead of its other plants, the Mie Plant began such activities in fiscal year 2011. The Shinshiro and Mishima Plants followed, beginning their efforts in the first half of fiscal year 2012, and the Ibaraki and Nagano Plants will do so in the second half.

Each of the Yokohama Group's companies carries out its business activities depending on the bounty of nature, starting with natural rubber, minerals and water in the ecosystems that produce the benefits we enjoy. To preserve the chain of diversified life (biodiversity) supporting those benefits and for the sustainable use of them, Yokohama Rubber formulated in July 2010 its Guidelines on Biodiversity. Included in the Action Guidelines within the diversity guidelines is "Determine the Effect on Biodiversity and its Reduction," based on which Yokohama has begun investigations around its various locations - efforts referred to as "nature monitoring."

The Mie Plant in Ise-shi, Mie Prefecture, draws water for cooling facilities from the nearby Miyagawa Valley, and discharges water to the Hinokijiri River. Based on the plant's "nature monitoring," the plant participates in tree-planting activities in a program called "Industry Forest" sponsored by Mie Prefecture to preserve water sources upstream on the Miyagawa River. It also monitors bird populations (grey-headed lapwings and bull-headed shrikes) in the downstream of the Miyagawa River, investigates water quality and fauna (medaka and dragonflies), cleans the basin along the Ise Bay where the Hinokijiri River enters, and endeavors to exterminate foreign plants (cutleaf evening primrose, etc.) and preserve native ones (seashore false bind weed, beach vitex, beach silvertop and blady grass). Now in the second year since the activities started, the approach is shifting to voluntary activities by employees. Employees make plans and investigate on their own initiative, deepening their understanding of biodiversity. Moreover, communications with local communities are invigorated through these efforts.

Starting the "nature monitoring" in the present fiscal year, the Shinshiro Plant in Shinshiro-shi, Aichi Prefecture, investigates effects of water intake from and drainage to the Toyogawa River system, while it works on activities to preserve the Yotsuya Senmaida, the famous terraced rice fields in the prefecture, which draw their water from the same sources as the Toyogawa River system. The Mishima Plant in Mishima-shi, Shizuoka Prefecture, which also began its activities in the present fiscal year, is located next to a residential area known as "Spring-Water City," blessed with abundant clean water. The company works with full consideration for the neighboring residents.



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## Goodyear at the Nürburgring Truck Race

### Trucks race on the historic Formula One circuit

Jochen Hahn in the Castrol Team Hahn Racing, driving his MAN truck racing on Goodyear tyres still leads the FIA European Truck Race Championship after the sixth round, which took place at Nürburgring Germany on July 13 - 15. On the Saturday, the first race was won by Adam Lacko in the MKR Technology team driving a Renault and the second race was won by Antonio Albacete in the team Equipo Cepsa driving an MAN. On Sunday Jochen Hahn in the Castrol Team Hahn Racing won the first race and Markus Östreich MKR Technology team driving a Renault won the second.

Two of the European Truck Racing Championship 2012 locations are Formula One circuits: Turkey and Nürburgring. It is interesting to compare two forms of motor sport as diverse as Truck Racing and Formula 1. On one hand are the massive trucks that started life on a production line and were designed to haul goods and on the other the pinnacles of engineering excellence, designed for the sole purpose of being the fastest cars on the track.

So what are the technical comparisons? The rules of both series limit the weights: for a race truck it is a minimum of 5500 kgs and for an F1 car 640 kg. Typically a race truck has a 12-litre turbocharged diesel engine producing in excess of 736 kW (1000 bhp) whereas an F1 car has a 2.4-litre gasoline fuelled naturally aspirated engine with KERS developing as much as 650 kW (870 bhp): So the truck has a power to weight ratio of 134 kW/tonne and the F1 car 970 kW/tonne. While these figures

seem a long way apart the truck's figure allows it to accelerate from 0 - 160 km/h quicker than a Porsche 911 so they are by no means slow. For safety reasons, race trucks are limited to 160 km/h top speed but F1 cars are unrestricted. At the German Grand Prix in 2011, F1 cars were reaching around 300 km/h. Both vehicles have rear wheel drive and disc brakes all round, although the race trucks have water cooling to ensure maximum braking throughout the races.

Tires of course play a crucial role in both types of racing and it can be argued that truck racing tires have a tougher job to do than those in Formula 1. In truck racing the Goodyear Truck Racing tire has been specially developed as such. The fact that the casings on which the Truck Racing tires are built are similar to those used in Goodyear's regular truck tires, shows just how robust Goodyear's on-road truck tires are. A special compound and tread pattern on the Truck Racing tire allow optimised grip in both wet and dry conditions. In Formula 1, a range of tires is used with a choice of types for dry use and further options for wet conditions.

The one factor shared in both types of racing is the spectacle and excitement but it has to be said that there is far more overtaking in truck racing and a lot more action.

## TIA Leads on Safer Tire Repair



Tire Industry Association (TIA) board of directors announced that it is continuing its proactive approach on improving safety for the motoring public by proposing to make improper tire repairs illegal. TIA's proposal to states seeking to pass tire repair legislation would extend the tire industry's well-established best practices by making it:

1. Illegal to plug a tire on the rim or install a patch on the inside without filling the void left by the object
2. Illegal to repair a puncture in the shoulder or an injury in the sidewall
3. Illegal to repair a tire that has already been illegally repaired.

Ernie Caramanico, who is president of New York Tire Dealers Association, TIA board member and president of Amityville Firestone stated, "Inherently dangerous practices like plugging the tire without inspecting the inside and installing a patch without filling the injury would become illegal and hopefully cease to exist. This would be an important step for the image of the tire industry and the safety of the motoring public, so it makes sense for TIA to promote good legislation that makes a positive impact without causing harm to anyone other than those who improperly repair tires."

TIA is resolute on improving the safety of the motoring public with the goal of making a positive impact on tire safety without exposing the tire retailing industry to unnecessary liability. Legislating that improper repairs are illegal makes sense for the thousands of tire service providers and makes it that much more difficult for the minority to continue repairing tires outside the guidelines created by the industry. TIA plans on introducing the model tire repair legislation in its home state of Maryland.

"By making improper repairs illegal, the thousands of tire retailers who follow industry recommended practices will finally have definitive answers to the questions about why a tire cannot be repaired. They will refuse to install illegal repairs and advise their customers to be cautious when dealing with automotive service providers who are willing to illegally repair tires and endanger themselves and other motorists," stated Kevin Rohlwing, TIA Senior Vice President of Training.



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## NEW KUMHO TIRES MEDIUM COMMERCIAL TRUCK TIRE RELEASED WITH ON-ROAD SPEED AND ENVIRONMENTAL RESPONSIBILITY IN MIND

State-of-the-Art Tire Lets Heavy Trucks Traverse Tough Terrain & Cut Down on Traffic



One of the world's leading tire manufacturers, announced the release of its all new KMD41 tire to its medium truck and bus radial tire line-up. Along with recent introductions of Smartway approved line haul steer, drive and trailer products, Kumho has focused their efforts on the on/off highway tire segment. The all new KMD41 is designed for use in on and off road applications such as refuse, construction and mining and logging use. Along with added traction, the new KMD41 removes the 55-miles per hour speed restriction of the previous product, increasing the speed certification to 65-miles per hour for normal highway driving.

"The KMD41 is the ideal drive tire for any on/off highway application where high drive traction is required," states Ron Gilbert, Kumho Tire U.S.A.'s Commercial Truck Tire Sales Manager. "The KMD41 is also easier on the environment, built with environmentally friendly processing oils."

Utilizing all new Kumho rubber compounding technology, the KMD41 also provides increased on road traction and greater resistance to cutting and chipping in off road conditions. Using Kumho's proprietary casing technology, the Integrated Component Optimization System (ICOS), casing durability and retreadability have also been improved.

The KMD41 joins an impressive line-up of truck and bus radial tires built especially for use on and off the road for maximum versatility in mixed use conditions, including low profile and wide base products.

Kumho Tires produced the KMD41, along with its entire line of consumer and commercial tires, in accordance with strict environmental standards. The KMD41 was designed without the use of high aromatic oil (vacuum-distilled crude oil), which is used heavily in the auto industry. The KMD41 utilizes high aromatic oil-free technology in an effort to reduce unnecessary hazardous materials from entering the eco system. The KMD41 can also be retreaded when it gets to a worn state so instead of throwing the tire away, it can be reused and given another life on the job.

## PORSCHE HONOURS PIRELLI WITH 2011 SUPPLIER AWARD

Italian tire manufacturer Pirelli has been honored as Porsche AG's supplier of the year award for 2011.



In the production material category, Pirelli was one of the most powerful suppliers of the iconic Porsche brand last year. For new projects such as the latest versions of the Carrera and the Boxster, the tire manufacturer distinguished itself by a high degree of motivation and reliability.

The Porsche Supplier Award 2011 was awarded to ten suppliers in ten different categories.

Pirelli's Chief Technical Officer, Maurizio Biocchi, commented: "We are delighted with this award and are proud that Porsche rates us among its best suppliers. This is a great motivation and encourages us in our target: to become the world's leading tire manufacturer in the premium segment by 2015."





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# EU label available for all commercial vehicle tires from Continental



On July 1 of this year, Continental classified all relevant commercial vehicle tires for the new EU label that will be required by law from November 1 and informed retailers about the figures. The Hanover-based manufacturer tested around 500 truck and bus tires in accordance with the test methods prescribed by the EU to determine all relevant figures and classify each type in all sizes according to energy efficiency, wet grip and external rolling noise. The EU commission agreed on these three categories mainly because of the environmental issues. It wants to create more transparency and make it easier for consumers to compare tires in terms of safety, economy and environmental aspects.

Continental has now integrated all measured tire data into existing internal and external SAP-supported computer systems and made it available to retailers. In future, tire retailers will be able to provide potential and existing customers with information on the fuel efficiency, wet grip and noise emissions of individual tires. Unlike car and transporter tires, there will not be an EU label sticker on the actual truck and bus tires. Instead Continental and the sales partners will list the data in the technical documents for the products, in the sales rooms, on the Internet and on invoices.

Herbert Mensching, Managing Director Marketing & Sales Truck Tires EMEA says: "A large amount of studying lies ahead for the tire manufacturers and tire retailers. Properties like mileage, handling and life are not covered by the tire label, but are important when choosing tires and above all when working out the lowest total costs in the fleet."

The EU directive 1222/2009 for obligatory labeling of new tires will come into force on November 1, 2012. For tires that are produced after July 1, 2012, and sold after November 1, the measured values must be indicated in accordance with the EU tire label regulation. This applies for all car, transporter, truck and bus tires sold in Europe. Continental supports the new EU tire label because it creates more transparency in the selection of tires.

It can only provide an initial reference point, however. The label cannot replace good advice from a specialist retailer.

## Cooper Tire Goes Mobile

Recognizing that mobile devices are poised to surpass desktop browsing as the primary internet search device for consumers, Cooper Tire & Rubber Company (NYSE:CTB) has launched a new mobile-optimized version of its website.

The site gives consumers—a majority of whom start their tire purchase research online—a new and easy way to research the right tires for their everyday driving requirements. The site also provides advice on service, replacement tires, retail locations and safety information.

"With the growing trend in mobile access and tablet use, the obvious next step for Cooper was to make our customer locations, product and safety information accessible to mobile consumers who want to connect with our brand anytime or anywhere," said Hal Gardner, Vice President of Marketing Communications and Market Intelligence. "We wanted to create a mobile site that can effectively aid



consumers in their research and tire purchase. Our site will help consumers access the information they need, when they need it."



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# Federal Tire and Warner Bros. present a true show of a fantastic ride and memorable fun in Australia



A strategic alliance between Federal Tire and Warner Bros. proved a remarkable success after an enjoyable meeting of top-level executives in Queensland, Australia.

Earlier in August, an unprecedented opportunity has brought global leaders of tire and entertainment industries together for an invigorating exchange of information, ideas and insights. Jamie Ma, CEO of Federal Corp. and Michael Croaker, Head of Entertainment, also Creative Director at Village Roadshow Theme Parks both had a learned about from each other by sharing the same value and know-how of successful leadership and business management. The quality of the conversations they had was refreshingly high.

Warner Bros Movie World at the Gold Coast Australia is perfect holiday destination for families with a cross-section of ages. The highlight of the show is based on the filming of an action movie which features a lot of drifting and chasing scenes, and its Italian village theme gives the park a glitz and glamour buzz that takes audiences on a car-flying adventure across the rooftops of buildings. They can hear the screaming brakes, smell the burnt rubber and see how it all comes, all of which are performed by real life professional stunt drivers known as the Hell Drivers on a real-live movie set over breathtaking stunts and precision driving.

"It was very thrilling and amazing. This international crossover collaboration allowed Federal to further expand its geographic footprint in Australia as the extreme stunt show contains a variety of excitement by running on Federal brand tires." Jamie Ma was impressed with the quality live entertainment production. Meantime, he admired Croaker's passion, enthusiasm, and hard work behind the scenes in one of Australia's most exciting industries to conceive ideas of demonstrating such a diverse and unique series of large scale show in-park.

Among Hollywood Stunt Drivers team is Warren Luff, an established racing star, twice crowned Mitsubishi Mirage Series, and secured 4 titles wins of V8 Ute Australian Champion in 1999, 2000, 2002 and 2003 respectively. He is the son of the world renowned driver training instructor Ian Luff, and best known as a race driver, stunt driver and driver training instructor. Luff has most recently worked as a stunt driver at Movie World on Gold Coast, and served as the Driving Standards Observer for the V8 Utes Series.





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# Zafco Rejuvenates Armstrong Brand

In an official statement, Zafco has announced Pirelli Tyre SpA and Zafco signed an agreement which enables Zafco to use the Armstrong brand under license for five years, with an understanding to acquire the brand from Pirelli within five years.

Asif Yusufzai, member of the Board of Directors of Zafco, described the deal as marking a momentous occasion for both Zafco and for the brand Armstrong. He commented: "We are very pleased with this development. We took this step in keeping with our long term vision of establishing our presence across all segments of the market and to implement our global strategy of offering a wide ranging assortment to our customers. We also aim for continuous improvements in product quality to ensure that every new product we roll out under the Armstrong will be better than its predecessors". Zafco also confirmed that Armstrong tires will be manufactured at reputable factories commensurate with its internationally recognized high quality.



Carl Casalbore, Vice President of Sales at Zafco's US subsidiary, added: "The use under license and subsequent addition of the Armstrong brand to our portfolio in the US is an important strategic step we have taken in line with the needs of the US market. This brand has a lot to offer in the agriculture and commercial tires

segment in the US, and therefore this will be the main focus for Armstrong here. In addition, Armstrong will also be selling tires in the Passenger segment including Touring and Ultra High Performance, Sport Utility Vehicle, Cross Utility Vehicle".

Founded in 1993, ZAFCO is a leading global distributor of tires, batteries and lubricants to over 800 customers around the world. To work closely with its customers, ZAFCO has established offices in UAE, USA, India, Russia, Thailand and Brazil and has presence in over 85 countries. Key values for the company are social responsibility, environment preservation, health and safety of its employees, associates and customers. The achievements of the company's workforce have been recognized by respected industry bodies. Recent awards include:

2010: ISO 9001:2008 Accreditation

2011: Dubai Customs Gold Accreditation and Best Client Award

## Trelleborg becomes the Tractor of the Year awards first ever sponsor

Trelleborg, the global supplier of agricultural tires and wheels, has become the first ever official sponsor of the prestigious Tractor of The Year® awards, after signing a long-term agreement.

Launched by Italian magazine Trattori in 1998, the awards scheme – now in its 16th year – celebrates the very latest innovation in tractor design and technology from the world's leading manufacturers and agricultural machineries.

The judging panel, made up of 21 journalists from the European agricultural industry's most influential publications, will evaluate the performance of both open field and specialised tractors under field conditions. The winners are due to be announced at EIMA International 2012 (7th-11th November 2012, Bologna), where Trelleborg will also be showcasing its latest range of agricultural tires and complete wheel solutions.



"The choice of Trelleborg as our official sponsor of the awards was naturally driven by the key role which the company plays in the agricultural industry and its strong partnership with the leading tractor manufacturers. The partnership is also the result of the special attention Trelleborg has always given towards the real needs of farming professionals," says Stefano Agnellini, Editor of Trattori.

Lorenzo Ciferri, Marketing Director of the Agriculture division of Trelleborg Wheel Systems, commented: "As agricultural industry awards schemes go, the Tractor of The Year® awards are, quite rightly, widely considered the 'Oscars' of our industry. We are proud to associate ourselves with them. Having assisted original equipment manufacturers with their evaluation events for the judging panel in previous years, the natural extension of our involvement in the illustrious awards scheme was to become its official sponsor."

The tractor manufacturers' will be competing in three award categories – Best of Specialised, Golden Tractor for Design and the overall Tractor of the Year title.

"Over the years, Tractor of The Year has been an important stimulus for the development of the agricultural industry. Through this partnership, Trelleborg confirms its commitment to improve the efficiency, productivity and sustainability of future farming," concludes Ciferri.



# Hankook “e-cube” truck tyre series with top-performance in DEKRA fuel consumption test

Hankook's consumption-optimised tire series 'e-cube' for heavy trucks achieved top results in a comprehensive fuel consumption test\* in the DEKRA Automobile Test Centre in Klettwitz/Germany that compare favourably with premium competition. The fuel consumption test, commissioned by Hankook and conducted by independent testing agency DEKRA's Automobil Test Center in Klettwitz/Germany was executed over several days to determine the influence of different tire sets on fuel consumption for trucks. With a documented average consumption of 29.4 L per 100 km, measured on the latest 'Scania G420 4x2' tractors and fully loaded 'Schmitz Cargobull' semi-trailers, a significant fuel reduction was confirmed in comparison to Hankook standard models as well as a level of fuel efficiency on par with the Michelin X-Energy tires, which were also tested and measured during the consumption testing.

"As a result of the fuel consumption measurements at constant speed with three identical vehicle combinations each with an alternate set of tires it was ascertained that Hankook's e-cube models allow for fuel savings of up to five percent," stated DEKRA testers in their concluding report. "Thus, under the conditions tested, the e-cube model is to be equated with the premium competitor in average fuel consumption for the testing period."



Hankook e-cube tires type AL10 (All Position Long Haul) were used on the steering axle, DL10 (Drive Axle Long Haul) on the drive axle, each in size 315/80 R 22, as well as the TL10 (Trailer Long Haul) in size 385/65 R 22.5 on the trailer. The competing comparison tires were the Hankook standard truck tires AL02, DL02 and TH02, as well as models XZA 2, XDA 2+ and XTA 2+ from the Michelin X Energy line in corresponding sizes on the respective axle positions. All tires were tested under the same controlled conditions over a total of more than 6,000 km each over nine days on the oval course at the DEKRA Automobile Test Centre in Klettwitz, Germany by the testing organisation itself.

"The e-cube concept not only focuses on the aspect of efficiency which is of utmost importance in the transportation business but also on the increasingly important aspects environmental friendliness and sustainability," says Jin-Wook Choi, Hankook President and CEO Hankook Tire Europe. "We continuously invest in further development

of our quality products to make sure Hankook clients profit from the very latest in optimal tire solutions. We are happy to see this confirmed from an independent and renowned testing authority such as DEKRA."

The basic compound of all three e-cube treads has consistently been optimised for efficiency during tire development. Through the increase of low dampening compounds used in the tread, a significant reduction in visco-elastic power loss was achieved, that as a principle is inherent to the tire tread: Less energy is lost and the tires' fuel efficiency improved. In addition, the innovative Hankook mixture process IMS (Innovative Mixing System) allows for a much more consistent distribution of soot particles and rubber molecules within the mixtures. In combination with extended mixing periods at reduced temperatures this results in a significant increase in the connection rate between the soot and rubber molecules. As a result the e-cube tires produce less warmth, which also has positive effects on the tires fuel efficiency by reducing consumption.

Also the e-cube series' tread designs, customised to fit the respective axle positions, reduces fuel consumption without affecting mileage or performance. The patented Hankook design technology 'Stiffness Control Contour Theory' (SCCT) provides more stability and less movement by ensuring balanced pressure distribution within the tires. Compared to its predecessor this result in considerably increased carcass durability and promises excellent re-treadability and cost efficiency. All e-cube tires are classified 'low-noise' and are therefore in principle eligible for funding. Upcoming regulations with regard to rolling resistance and noise, which will become stricter in the future, have already been taken into consideration in the development of all three tire types.

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# Goodyear Middle East helps construction workers beat the heat with Miles for Smiles campaign



Goodyear Middle East has been on a mission this summer to help consumers beat the heat. Over the course of the last few weeks the regional team turned their attention to the city's builders, delivering care packages and helping them keep cool during the hot summer months. The initiative comes off their recent campaign focusing on educating drivers about ambient road temperatures and the effects on tires.

This month, one of the hottest of the summer, saw Goodyear Middle East staff come together and take time out to visit various housing and work sites around the UAE in an initiative called Miles for Smiles, distributing care packages to the construction workers to help them keep cool during the hot summer months.

While the care package included items such as a cap, cool bottle, towels and more, the Goodyear team also took the time to explain simple options for the outdoor, manual workforce to keep healthy while working under the harsh summer sun. The tips were focused on hydration and protecting themselves from the sun.

While the tire manufacturer has always stressed the importance of tire care awareness, with their products specifically engineered for hot climate conditions, they have said that this is a small initiative of their overall community focused approach in the region, "It is necessary to make our community aware of not only the tires on their vehicles during our hot

summer months, but to support those who help build our city and the roads we drive on every day as well," commented Mitchell Peeters, General Manager at Goodyear Middle East.

Globally, Goodyear remains keenly aware of its responsibility to associates, customers and society as it manufactures and markets its products worldwide. With a focus on environmental, health and safety concerns, campaigns such as Miles for Smiles is one of many community-centric initiatives they hope to roll out throughout the year.

"It's been an eye opening experience for the team, these individuals work so hard for us in soaring temperatures and helping put smiles on their faces even for just one day was extremely moving," added Peeters.

In line with their recent 'Beat the Heat' awareness campaign the Goodyear Middle East team have gone to great lengths to ensure that their latest Eagle F1 Asymmetric 2 and Efficient Grip SUV tires have been diligently tested for hot climatic conditions by global independent specialists.





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## Goodyear Discovers Soybean Oil Can Reduce Use of Petroleum in Tires



The Goodyear Tire & Rubber Company announced a development that could help consumers and the environment by reducing the amount of petroleum-based oil used in tires, while at the same time, extending tread life.

Goodyear researchers at the company's Innovation Center here have found in their tests that using soybean oil in tires can potentially increase tread life by 10 percent and reduce the tiremaker's use of petroleum-based oil by up to seven million gallons each year.

In addition, testing at Goodyear's tire plant in Lawton, Oklahoma showed improved mixing capabilities in the manufacturing process. The company found that rubber compounds made with soybean oil blend more easily with the silica used in building tires. This can improve plant efficiency and reduce energy consumption and greenhouse gas emissions.

"Goodyear is committed to caring for the environment and communities, and use of soybean oil is proving to be another way to accomplish this goal," said Jean-Claude Kihn, Goodyear's chief technical officer. "Consumers benefit through improved tread life, Goodyear gains with increased efficiency and energy savings and we all win whenever there is a positive impact on the environment."

Prototype tires built in Lawton will be tested at Goodyear's Proving Grounds in San Angelo, Texas in the coming months. If indicators remain positive, Goodyear expects consumers will be able to purchase tires made with soybean oil as early as 2015.

The United Soybean Board (USB) is helping fund the Goodyear project with a grant of \$500,000 over two years. Goodyear will display a tire made with soybean oil on August 6-7 at The Ford Motor Company's research center in Dearborn, Michigan, as part of an event sponsored by the USB.

"The United Soybean Board congratulates Goodyear for its commitment to sustainability," said Russ Carpenter, USB's New Uses Committee chair and a soybean farmer from Trumansburg, N.Y. "The ongoing discovery of novel applications for soybean oil validates our commitment to the environment, cultivating a renewable feedstock that reduces carbon emissions and provides a natural replacement for petrochemical alternatives. The USB and America's soybean farmers are excited to support Goodyear in this effort to provide consumers with cost-effective, eco-friendly products."

The use of soybean oil is just one of the initiatives Goodyear is currently undertaking to increase its use of renewable raw materials. Goodyear and DuPont Industrial Biosciences continue to work together to develop Biolsoprene, a revolutionary bio-based alternative for petroleum-derived isoprene. Biolsoprene can be used for the production of synthetic rubber—which in turn is an alternative for natural rubber—and other elastomers. The development of Biolsoprene will help further reduce the tire and rubber industry's dependence on petroleum-derived products.

Another effort underway in Goodyear to save non-renewable fossil fuel is Goodyear's Air Maintenance Technology (AMT). AMT will help enable tires to remain inflated at the optimum pressure – without the need for any external pumps or electronics. All components of the AMT system will be fully contained within the tire. The potential benefits of such a system include improved fuel economy, reduced emissions, longer tire life, enhanced safety and performance.

## Bridgestone launches cutting-edge Challenge app for its Truck and Bus team

**A revolutionary new iPad app has been created by Bridgestone to help its Truck and Bus team monitor the performance of customer's tires.**

The "Bridgestone Challenge" app, which is unique in the tire industry, represents an important step toward embracing technology and making the fleet monitoring and buying process more user-friendly. It demonstrates the most effective fleet solution by simplifying data into user friendly, single-page reports.

It is designed to measure key performance factors including pence per kilometre (PPK), performance and tyre wear analysis, demonstrating the long term cost benefits of utilising Bridgestone truck and bus tyres. The system also allows instant comparison with other tyre brands to ensure that all fleet customers are using the most cost effective tire for them at all times.

The Bridgestone sales teams can easily enter tire fitment and performance information offline, then upload their data to a central server when they hit a wi-fi zone. Data from other users is simultaneously pushed to their iPads so the sales teams have a wealth of performance information from around the country at their finger tips.

Andy Mathias, UK TBR Product & Marketing Manager, at Bridgestone UK, said:

"We studied how we could evolve our system of tire data storage and product comparison. By using cutting edge technology we have moved away from traditional spreadsheets and made the whole process more straightforward for our sales teams and end users. The creation of the "Bridgestone Challenge" app represents a more modern and effective approach to capturing and evaluating tire performance. The App single handedly ensures data is available to our sales teams and customers – proving the low operating costs of running Bridgestone truck & bus tires."

"By focusing on clarity and simplicity, the app gives clients access to the data that they want most, enabling them to make confident, informed decisions when supplying their fleets."





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EVENT	DATE	INFORMATION	LOCATION
Ural Com Trans	02-04-Oct 2012	. UralComTrans 2012 - demonstrate the capabilities and features of commercial vehicles, equipment, supplies and services, and contribute to the establishment of new development and existing business contacts.	Ekaterinburg Expo, Ekaterinburg, Russia
Orange County Auto Show	04-07-Oct 2012	Orange County Auto Show-Anaheim organized at the 800 West Katella Avenue is a mega show of automobile first time of its kind in USA. It is an excellent platform for automotive industry executives, manufacturers to generate good business fortunes through unparalleled exposure to automobile fraternity, cross-fertilization of ideas and an opportunity to present their proposition to consumers	Anaheim Convention Center, Anaheim, California, United States Of America
charlotte Diesel Super Show	05-06-Oct 2012	charlotte Diesel Super Show will offer comprehensive opportunities for meeting for learning new skills and imparting knowledge of truck company	Charlotte Motor Speedway, Charlotte, North Carolina, United States Of America
Autoclassico Expo	05-07-Oct 2012	Autoserwis will be a premiere event, where the exhibitors will showcase the international motor and motor technology. The exhibitors will impart a lot of knowledge to the visitors regarding the products, techniques and methods of the concerned industry.	Feira Internacional do Porto, Porto, Portugal
Transexpo-Poland	10-12-Oct 2012	Transexpo is the largest trade fair of the public transport sector in Poland in addition to being the only exhibition presenting public transport through such a wide range of products and services.	Kielce Trade Fair Centre, Kielce, Swietokrzyskie, Poland
International Suppliers Fair	10-12-Oct 2012	A large number of leading national and international suppliers meet at the fair and take advantage of this unique communication platform in order to establish business links with representatives from Volkswagen AG, suppliers from Germany and abroad as well as other automobile manufacturers.	Allerpark, Wolfsburg, Niedersachsen, Germany



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EVENT	DATE	INFORMATION	LOCATION
Automechanic Philippines	10-12-Oct 2012	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.	South African Automotive Week
Automechanic Philippines	10-12-Oct 2012	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.	South African Automotive Week
China International Motorcycle Trade Exhibition	11-14-Oct 2012	Cochin Motor Show 2012 aims to create a common platform for all automotive enthusiasts, car lovers and customers to experience the significance & feel of Indian automotive industry and its future.	CIAL Trade Fairs & Exhibition Centre, Cochin, Kerala, Indiaa
Professional Car Damage & Exhibition	12-14-Oct 2012	The Professional Car Damage & Exhibition is held up in Hardenberg for a period of three days. The event is all about the Garage Equipment, hand tools, auto parts, software, lubricants, car paints and accessories.	Evenementenhal Hardenberg, Hardenberg, Overijssel, The Netherlands
Autoshow	17-20-Oct 2012	Autoshow can be termed as one of the foremost auto events in Central Asia which is marked by the participation of international leaders in automotive industry. Various sections like motor vehicles, trailers, commercial, military and private vehicles apart from a list of others are dealt with in this trade fair.	Atakent Exhibition Center, Almaty, Almaty [City], Kazakhstan
International Automobile Trade Show	17-28-Oct 2012	International Automobile Trade Show, as the name indicates is an event which features some of the leading automobile manufacturers of the world. As an international gathering of key industry stakeholders, exhibitors unveil the latest models and newer better versions of popular makes.	Anhembi Palacio das Convencoes, Sao Paulo, Brazil





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# BMW ConnectedDrive 2012.

## 1. BMW ConnectedDrive – a new milestone in networked mobility.

BMW ConnectedDrive has been setting the pace in the field of automotive connectivity for many years now, and is renowned for forward-looking in-car concepts and technologies that maximise customer benefit. The new functions mark another milestone in the BMW ConnectedDrive success story and once again demonstrate how the BMW Group is striving to retain its status as the leading innovator in this area.

- The new generation of the BMW Navigation system Professional boasts more powerful and impressive performance than ever, featuring a design rendered entirely in 3D, a modified display and control concept as well as a host of extra Navigation, Office and Multimedia functions.

- Dictation function with full speech recognition system: for the first time, the driver is able to compose short texts for emails and SMS messages while driving by simply dictating them. Meanwhile, the function for recording voice memos then sending them by email ensures that any flashes of inspiration at the wheel can be instantly preserved.

- BMW iDrive Touch Controller: following the addition of a multi-touch touchpad, not only does the Controller allow characters to be entered with the finger, it lets drivers navigate in maps and websites or magnify them.

- Product debut: the BMW LTE Car Hotspot ushers in the next generation of mobile internet. This particular accessory makes the

- BMW Group the first car manufacturer to bring the ultimate in high-speed mobile internet to the road – and, what's more, for every BMW.

- Integration of smartphone applications from third parties: the

- BMW Group's Software Development Kit (SDK) facilitates the integration of third-party apps into the vehicle's native control and display logic, allowing drivers to use their favourite apps in their car, too.



## 2. The new-generation BMW Navigation system Professional.

The new-generation BMW Navigation system Professional instantly makes a winning impression, boasting a new design and an optimised control concept that give its various displays an even more sophisticated, even sharper, even more attractive look. The readouts appear against a black background in a very reduced layout, and the state-of-the-art feel is further intensified by an atmospheric lighting effect. Overall, the new display concept makes the contents even clearer to read and the functions even easier to use. For the first time, the individual menus are structured entirely in virtual, three-dimensional spaces and calculation is performed in real time. Quite apart from allowing smooth scrolling and browsing, the high-performance system with a 1.3 GHz processor and dedicated 3D graphics chip features top-quality animations and dynamic transitions to make the whole operating experience an immensely enjoyable one.





### 3. BMW iDrive Touch Controller – fingertip control at its finest.

The introduction of the BMW iDrive Touch sees the development team at the BMW Group integrating a touch-sensitive pad into the iDrive system's central control unit, the iDrive Controller, for the very first time. Measuring 45 mm across, the multi-touch surface makes certain in-vehicle control functions more intuitive, faster and easier to use.

Incorporating the touchpad into the iDrive Controller means it is ergonomically positioned where it is easy to reach: with entry, selection and confirmation being performed in the usual way using the control knob's rotate-and-press mechanism, the direct proximity to the touchpad means there is no need for any fumbling around.

The touch surface will initially be made available for the Chinese market from July 2012 and will add various convenience-enhancing functions to the iDrive Controller, including handwriting recognition as well as navigating in maps. One year later, availability of the iDrive Touch and these new functions will be extended to almost all other markets. At this point, a function for surfing the internet is also due to be added, which will allow the mouse pointer to be controlled in exactly the same way as on many handheld devices.

Handwriting recognition.

The handwriting recognition function enables characters to be entered with the finger by simply "writing" them on the surface of the touchpad. Whereas previously this could only be done with the "Speller" – a circular arrangement of letters in the display – by turning the control knob, the touch-sensitive surface now recognises the letters and the Speller instantly jumps to the right point of the alphabet. To further reduce driver distraction, a voice output repeats the character that has been recognised.

### 4. The BMW LTE Car Hotspot brings ultra-high-speed mobile internet to the road for the first time.

The BMW LTE Car Hotspot ushers in the next generation of mobile internet, and will make the BMW Group the first car manufacturer to bring the high-speed mobile internet experience to the road when it is launched in November 2012. All that is required apart from the BMW Car Hotspot is an LTE-capable SIM card, which is inserted into the hotspot. Once it has been put into service in the vehicle, the adapter works just like any hotspot, meaning the passengers can enjoy LTE high-speed internet access on any devices they connect up. The hotspot additionally comes with a built-in battery pack and antennae, allowing portable use for up to 30 minutes outside the vehicle without an external power supply. A standard USB power supply unit even enables fully autonomous use without the need for either vehicle or battery.

### 5. Product debut: Message dictation function.

The new generation of the BMW Navigation system Professional adds various new speech functions to the BMW ConnectedDrive Mobile Office portfolio, most notably a dictation function that employs a full speech recognition system to simply transcribe the driver's words. The dictated text can then be sent by SMS or email. There is furthermore a voice memo function for making recordings up to two minutes long, which can then either be sent in an email or archived. Meanwhile, the new, more intuitive voice control allows virtually all functions of the BMW Navigation system Professional to be operated more simply, easily, quickly and, most importantly, safely than ever.

The improved voice control offered by the Navigation system Professional is designed to enable more intuitive operation of practically all functions by allowing the driver to phrase commands or questions in whole sentences (in German or English at present) and call up multiple functions with a single utterance, in the same way that the navigation destination can be entered with just one statement. The result is a voice control system that is even more intuitive and easy and convenient to use, making it safer too. All the driver has to do to phone someone, for example, is say the command: "Connect me with John Smith", whereupon the system recognises both the desire to make a phone call

### 6. Third-party apps – "BMW ready".

In 2010, the BMW Group became the first carmaker to enable comprehensive, application-based integration of the Apple iPhone into vehicles. Apps extend the range of in-car services using the smartphone, making it possible to use features such as web radio, Google™ Local Search or Facebook™ safely and easily in the vehicle. But that's just the start, as the application-based concept is designed to allow the use of "external" apps, paving the way for third-party services to be integrated into BMW and MINI models. With these third-party apps, the range of functions can basically be expanded at will: updating the app or installing another compatible app simply adds new functions, without having to make any modifications to the vehicle itself.



# ARB SAHARA BAR FOR TOYOTA HILUX

Adding to the already comprehensive range of accessories available for the latest Toyota HiLux, ARB has released a Sahara bar as an alternative frontal protection option for 4x4 owners.

Complementing the sleek, modern look of the HiLux, the Sahara bar incorporates many of the features of the ARB deluxe bull bar, including the superbly engineered and extensively tested air bag compatible mounting system that secures to the vehicle's chassis via high tensile bolts.

ARB's five fold upswept and tapered wing design has been tailored to suit the appearance of the HiLux, while also optimising approach angles, ground clearance and off road functionality. The split pan design allows for maximum strength and airflow, while extensive under bar protection panels on the centre and either side of the bar provide increased protection. To cater for demanding off road conditions, the Sahara bar is fully compatible with ARB's new under vehicle protection panels and recovery point. The bar can be configured with or without the polished centre tube, adding to its versatility and aesthetic appeal.

The Sahara bar incorporates a range of additional features for off road purposes, including twin Hi-Lift jacking points located in the centre pan of the bar, provision for both round or rectangular IPF lights, and two CB aerial brackets located on the alloy centre tube. The bar is suitable for both winch and non winch applications, and is able to accommodate Warn and Bushranger winches up to 9500lb. Finished in a durable millennium grey powder coat, the Sahara bar comes with the option to colour code for greater individual style.

Along with the Sahara bar, ARB has a range of accessories available for the latest HiLux, including deluxe and commercial bull bars, Old Man Emu suspension, roof racks, ARB Air Locker locking differentials, canopies, roller drawer systems, rear step tow bars and much more. ARB accessories are sold exclusively by ARB stores and authorised distributors.



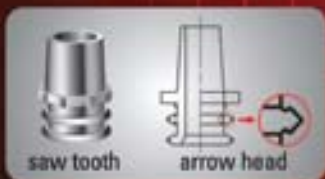


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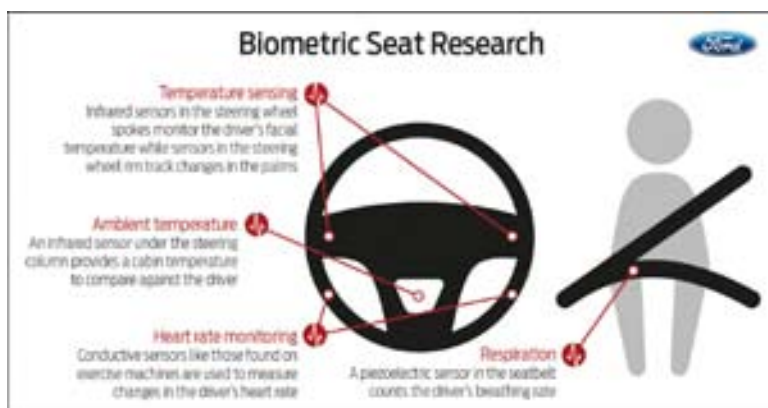
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# Developing New Technologies to Help Ease Traffic, Parking Stress and Address Future Mobility Challenges



Ford Motor Company is researching and developing intelligent, next-generation driving technologies designed to help address traffic jams and other future mobility challenges that come with rapid urbanization and population growth around the world.

Ford's early prototypes of two such technologies - Traffic Jam Assist and an advanced version of active park assist, evolved to offer hands-free perpendicular parking - are designed to interact with a vehicle's surroundings, reduce driver stress and help reduce traffic gridlock.

"Developing these technologies is part of the first step in a journey toward a more connected future," said Paul Mascarenas, Ford chief technical officer and vice president, Research and Innovation. "It's an undertaking we believe will save time, conserve resources, lower emissions, improve safety and help reduce driver stress."

## Traffic Jam Assist

Traffic Jam Assist is an intelligent driving technology that Ford is developing for the mid-term. It uses radar and camera technology to help a vehicle keep pace with other vehicles in traffic and provide automated steering control to stay in the current lane, reducing driver stress and potentially improving vehicle flow.

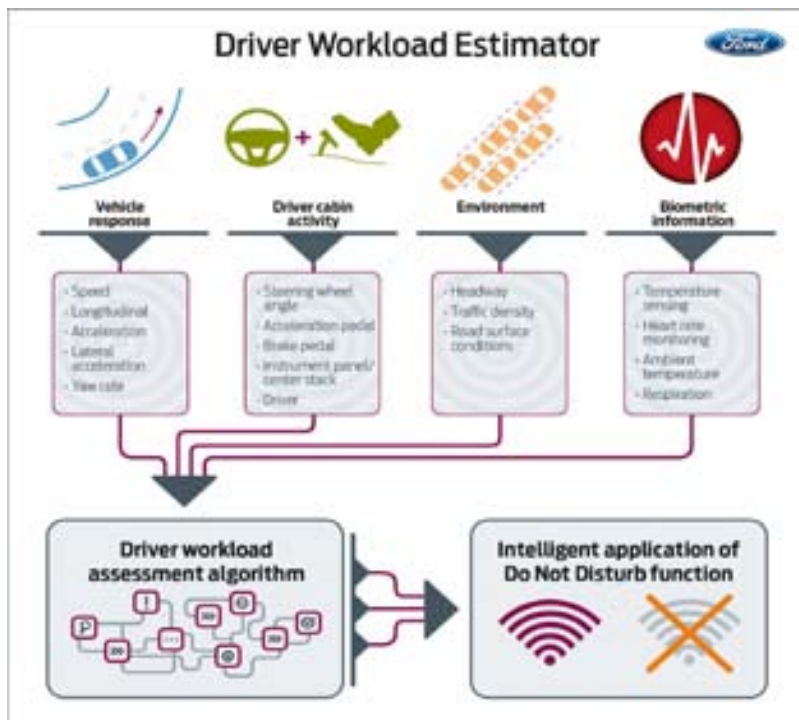
"Drivers spend more than 30 percent of their time in heavy traffic," said Joseph Urhahne, engineer with Ford Research and Innovation. "Traffic Jam Assist could help make traveling through congestion a more relaxing experience and, by keeping pace with the flow of traffic, potentially help relieve road congestion."



Individual simulation studies have found that where 25 percent of vehicles on a stretch of road are equipped to automatically follow the traffic ahead, journey times can be reduced by 37.5 percent and delays reduced by 20 percent - saving millions of gallons of fuel each year.

Traffic Jam Assist has the potential to follow the traffic ahead while maintaining lane position in environments where there are no pedestrians, cyclists or animals, and where lanes are clearly marked.

Many of the sensing technologies required to deliver Traffic Jam Assist already are available on current Ford models including Focus, Escape and Fusion.



The developing technology would be able to respond to changing traffic situations ahead and communicate any developments to the driver. Traffic Jam Assist would also incorporate features to help ensure the driver remains alert and in contact with the vehicle controls, even when the system is active. It could also be overridden at any time.

### Perpendicular parking

In the near term, Ford plans to further develop its active park assist technology, a popular feature that allows drivers to parallel park without touching the wheel. Ford is adding perpendicular parking to the parallel parking maneuvers already possible.

The enhanced system would harness the technologies introduced with active park assist. It uses ultrasonic sensors to identify suitable parking spaces, for width rather than length, and then steers the vehicle into them using electric power-assisted steering (EPAS).

Active park assist is activated by pressing a center console button. When a suitable space is detected, the system will advise the driver to stop with an audible and visual warning. The driver will then be told to put the vehicle into reverse gear and operate brakes and clutch, if needed, while the car controls the steering wheel.

Perpendicular parking functionality would use the vehicle's rear parking distance control sensors to monitor for obstructions not seen by the driver when backing into the space.

Where there is insufficient space to complete the maneuver in one attempt, the system might ask the driver to shift the vehicle into forward and reverse as necessary. Once the vehicle is perfectly parked, the driver gets a finish signal.



# Intelligence beats gridlock

VDO gears up for commercial vehicle management in ever denser traffic



VDO is gearing itself and the haulage industry up for increasingly dense traffic and is moving to counter the impending saturation of Europe's trunk roads with modern intelligence. Driven on the one hand by global vehicle trends, such as the growing need for safety, environmental compatibility, and the increasing demand for information and data exchange, and on the other by the crucial need in the commercial vehicle sector to cut costs and enhance vehicle efficiency, innovative solutions are emerging for Intelligent Transport Systems (ITS), as well as new services that make vehicle operation even more economical, safe and comfortable even on increasingly clogged roads.

All developments under the VDO brand for the commercial vehicle market are taking place against the backdrop of megatrends to which Continental, as a leading automotive supplier, gears its work. For

example, it develops products and services aimed at optimizing the safety of drivers and all vehicles types, minimizing the load on the environment and improving information management. Continental is also actively helping to reduce the frequency and severity of accidents, cut CO2 emissions and facilitate the data exchange between the driver, vehicle and infrastructure which is crucial if the new assistance and infotainment systems are to work. All these trends are effective not only in the world of passenger cars, but also in commercial transport.

VDO focuses here mainly on solutions which make it possible to minimize costs for commercial vehicle owners and optimize the operation of trucks, vans and buses and the deployment of drivers. By doing so, VDO is making a key contribution to the economic development of the haulage industry, as it can only be profitable if fleets are utilized efficiently and sustainably.

A concept of paramount importance in this connection is that of "Intelligent Transport or Traffic Systems" (ITS). This stands for the networking of all modes of transport and transport operators without barriers and across all borders with the aim of handling transport tasks as quickly, safely, cleanly and economically as possible. Whether private vehicles or group travel, packages or containers, by road, rail, waterway or air, this society-wide approach is all about optimizing travel time and minimizing safety hazards, environmental pollution and costs.

With it, the transport world is responding to a number of virtually unavoidable factors which are set to influence traffic even more strongly in future: Fossil energy reserves are limited, awareness of climate change and environmental pollution is increasing, the economic pressure on all the partners involved in ITS are growing, and traffic routes are reaching saturation point. New road construction projects are difficult to realize, as are projects for additional airport runways or new rail lines.

Intelligent Transport Systems therefore aim to use existing resources as efficiently as possible thanks to the electronic management of traffic flows and a supply of comprehensive information to all users of the transport channels. This ranges from intelligent changing of means of transport and farsighted and adaptive route planning right through to warnings of serious hazards.

This calls for far-reaching, thorough networking of all the means of transportation and their users, as well as of infrastructure. Infrastructure data about the weather, traffic situation and route profiles must all be available in an ITS control center, together with vehicle data indicating fuel consumption, speed, driver behavior or tire pressure. This information is then analyzed and exchanged at very different speeds – from radio broadcasts of traffic reports at half-hourly intervals to ad hoc signals transmitted within a few milliseconds to warn of an imminent accident.





Virtually all the technical means of achieving this already exist: VDO has access to all vehicle data and, through Continental, also participates in numerous research projects on what is known as car-to-car and car-to-X communications. What is still lacking, however, are uniform standards, which are the only means of ensuring that this information is exploited in a meaningful way. Only if politicians and industry provide for clearly defined interfaces and standardized formats and all transportation users then really speak the same language will it be possible to optimize existing traffic routes, cut transport costs, minimize travel time and reduced pollution: Nonstop travel through nonstop data exchange – that is the vision of the ITS developers.

VDO supports this process of standardization and is one of the driving forces behind it. This is why its developers are not standing idly by, waiting to see the outcome of political and social processes. Instead, using the available technologies and in response to acute transport issues here and now, they are already generating products and services that can be built into Intelligent Transport Systems.

One already very concrete vision is parking space management, which addresses one of the most urgent problems of long-distance freight haulage: In situations where truck drivers, searching for an unoccupied parking spot or rest area, today regularly exceed their allowed driving time yet still end up parking in hazardous places (for them and other road users), such as on the hard shoulder or in entrances and exits, this VDO vision is a means of enhancing safety and convenience and using existing parking capacity efficiently.

As a first step, it would be conceivable to provide automatic information to the driver about all parking areas. Long before his route planning is jeopardized, he would then receive a message about possible parking areas along the way. As a second step, and if the infrastructure

data was available, the ITS solution from VDO could simultaneously provide information as to whether and where there were still unoccupied spaces in those parking areas. The more information VDO provides about individual parking and rest areas, the easier the choice for the driver. He might in the near future be able to find out while still at the wheel whether the indicated parking area has sanitary or catering facilities or offers vehicle servicing. Assuming that data could be exchanged between the vehicle and infrastructure, the driver would be able to reserve his parking space while still en route at the push of a button. This would eliminate inefficient detours that cost time and fuel as the drivers hunt for parking spaces. Other road users would no longer be hindered by illegally parked trucks, and the driver would be sure of finding a safe and convenient place to park.

This is just one of many examples showing how intelligent data and traffic management by VDO can help all parties in future – from the driver to the haulage contractor and the other road users as well.

Dr. Michael Ruf, Executive Vice President Commercial Vehicles & Aftermarket at Continental on the subject of ITS:

“Efficiency determines the commercial vehicle business, and fleet operation must be extremely profitable. The products of the VDO brand stand for precisely this efficiency and are prepared accordingly for the future. Our company thus offers a broad portfolio of products and services which address the topic of ITS and make vehicles safer, more economical, and more environment-friendly as well, and at the same time enable the exchange of relevant information between infrastructure and vehicle. With the products from VDO, you’re ‘ITS-ready’ today. Both our digital tachograph and new products like parking space management are proof of this.”

## Chevron Lubricants Launches Techron Concentrate Plus Fuel System Cleaner in the Middle East

Helps restore fuel economy and reduce emissions



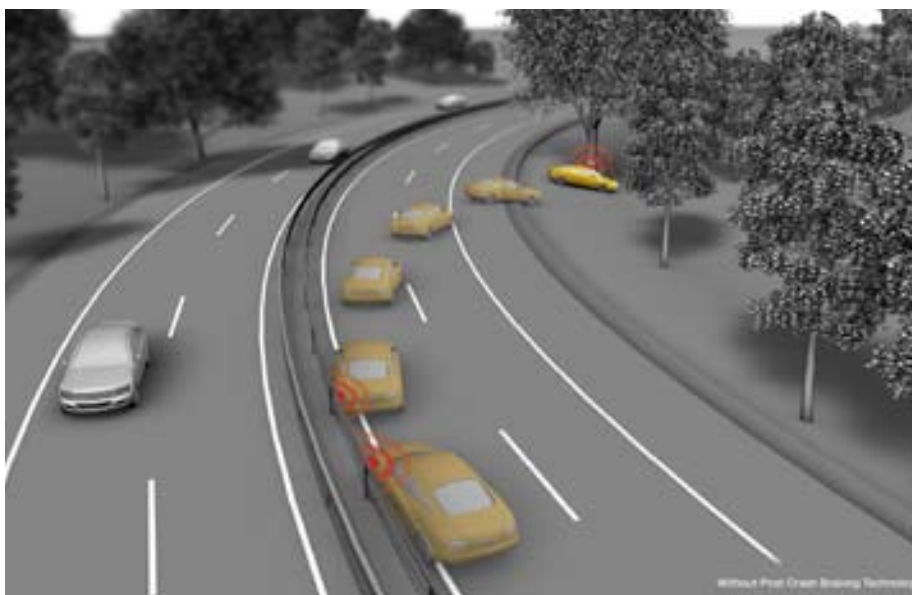
One of the global leaders in fuel and fuel additive technology, Chevron launched its most advanced fuel cleaning system for car owners in the Middle East. The latest addition to Chevron Lubricant's world-class engine care products, Techron® Concentrate Plus is unsurpassed at cleaning the entire fuel system. Techron Concentrate Plus contains the patented polyether amine (PEA) formula that can help to restore lost power, performance, and vehicle fuel economy.

With more than a 40-year investment in research, technology, and expertise behind the evolution of Techron® Technology, the fuel system cleaner is proven unbeatable in its class, shown to be very effective in the clean-up of deposits and significantly restoring lost power and performance. A clean engine also helps ensure fuel-to-air ratio is optimized, thereby maximizing fuel efficiency. Techron Concentrate Plus helps to enhance the overall driving experience through improved performance and drivability, giving smooth acceleration and operation as well as easier engine startup.

Asim Khan, Area Business Manager for the Gulf Region said, “Drivers today want to protect what really matters- the investment they made in their cars and the desire to optimize or restore their car's performance. Techron Concentrate Plus offers a unique total fuel system protection for your vehicle. We want the drivers to think of Chevron as being synonymous with protection and performance.”

The Techron® technology developed by Chevron is also used in other Chevron products such as Chevron's Caltex with Techron® petrol, which is unsurpassed in keeping your engine fuel intake system clean and cleans up deposits left behind by inferior petrols.

# Continental's Technology Reduces the Probability and Severity of Secondary Collisions



**Automatic application of the vehicle's brakes by Post Crash Braking Technology mitigates the consequences of accidents, minimizes injuries and damage and thus enhances road safety.**

According to the German automobile club ADAC Accident Research, about a quarter of all passenger car accidents involving personal injuries in Germany are attributable to multiple accidents. An initial rear-end collision or a collision with a crash barrier, for example, often leads to secondary accidents because drivers are no longer capable of bringing their vehicles to a stop under control. As part of its ContiGuard® safety concept, Continental, the international automotive supplier, has developed Post Crash Braking Technology which is designed either to prevent secondary accidents or to at least moderate their effects, thus reducing the potential risks to vehicle occupants and other road users. "A second crash can be even more dangerous for the occupants of a vehicle than the first impact. We are constantly working towards networking vehicle safety systems in order to prevent such secondary accidents", said Dr. Ralf Cramer, member of Continental's Executive Board and President of the Chassis & Safety Division.

The airbag sensorics play a vital role in Post Crash Braking Technology. Irrespective of the vehicle's own speed, the Safety Control Unit (SCU) recognizes from the crash sensor signals that a collision has occurred and transmits a signal to the electronic braking system via the onboard data network. Based on Electronic Stability Control (ESC) technology, the safety system will then automatically brake the vehicle after the impact, even if the driver is no longer operating the brake pedal, thus reducing the risk of dangerous secondary collisions and minimizing injuries and damage. "In high-speed collisions in particular, drivers often lose control over their vehicles. This is where our Post Crash Braking Technology can help; it quickly reduces vehicle speed, removing as much kinetic energy as possible and bringing the vehicle more rapidly to a stop", said Daniel Förster, Head of System Design ContiGuard® in the Systems & Technology department of Continental's Chassis & Safety Division.

An important feature of the safety system is that it will return control of the vehicle to the driver if, at any time after the collision, the driver actively operates the accelerator pedal or carries out an emergency braking by himself. If there is no such intervention from the driver, the system will brake the vehicle to a complete stop. Post Crash Braking Technology has been developed together with a German vehicle manufacturer which has been awarded the ADAC 'Yellow Angel' for the system.

## UAE's Car Buyers Warned to Take Care When Buying Pre-Owned Vehicles

**'Cars Must be Examined by Independent Mechanic,' says Expert**

Prospective second-hand car buyers are being urged to have the vehicles checked thoroughly before making the final purchase, says one leading expert in the field.

"Before anyone buys a used car it's crucial to do as much research as possible to ensure the car meets their needs, meets Gulf specifications, and is in good condition," said Asad Badami, Managing Director of the region's leading automotive parts distributor, A-MAP.

"Even if the service history shows that the vehicle is in immaculate condition, without question the car still needs to be examined by an independent mechanic to check its condition, as well as the condition of any non-original parts – fake parts can be a major safety hazard," he added.

A-MAP issued a warning earlier this year for car owners to avoid purchasing fake automotive products, saying that they are not tested and have a questionable safety profile.

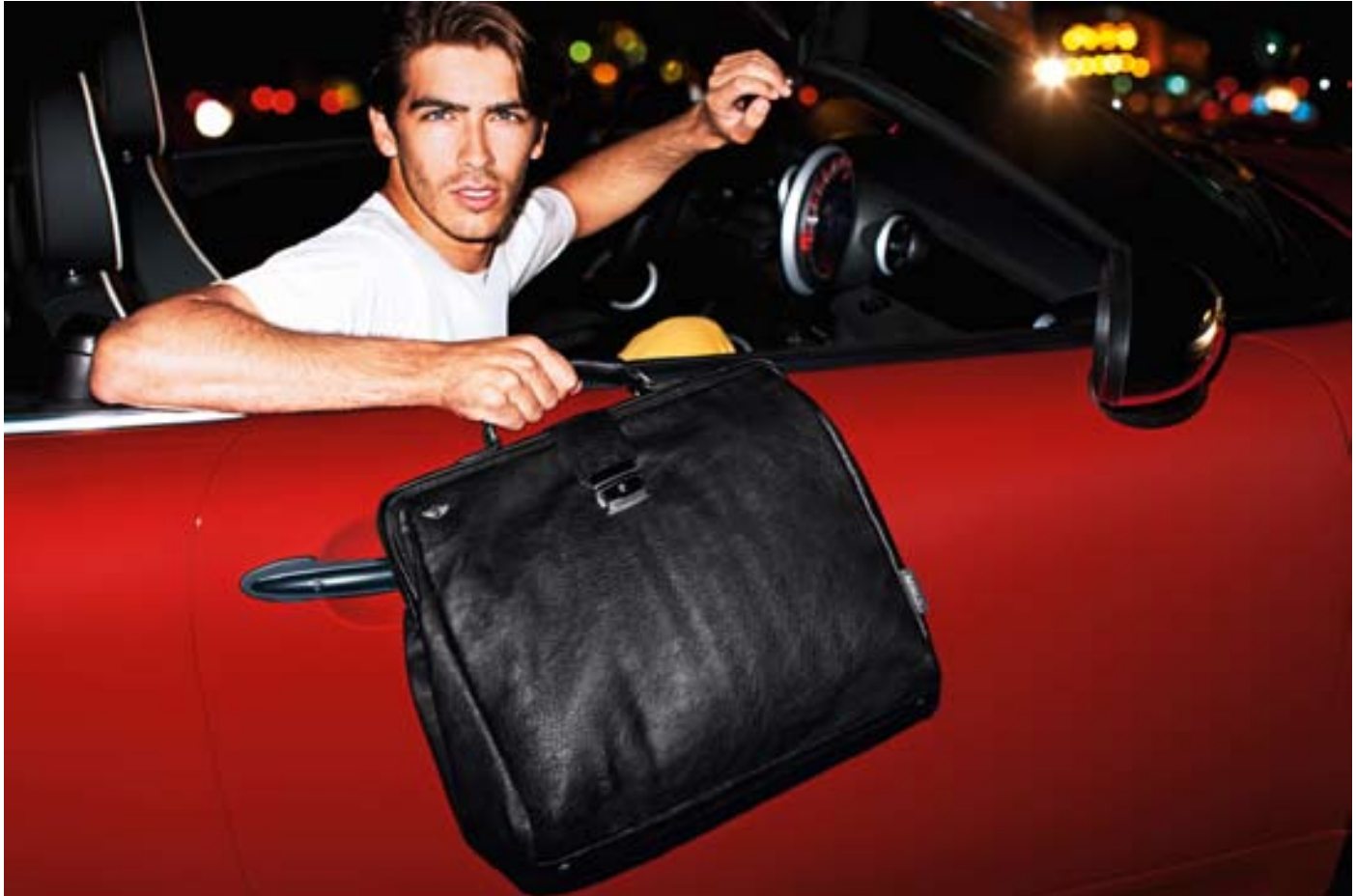
Buying a used car avoids the depreciation hit that new-car owners are burdened with in the first year of ownership, allowing it to retain its value for longer.

The high turnover of residents in the Emirates has contributed to a large second hand car culture, and car sales have surged in the UAE as economic stability returns to the country.

A-MAP is one of the UAE's leading automotive part suppliers. Headquartered in Dubai, A-MAP is a genuine 'made in the UAE' success story, having expanded by an astonishing 300 per cent since 2009 and established operations in Africa, Asia, and North America - an achievement largely down to a burgeoning reputation as a go-to supplier and re-exporter of world-class stock such as Solite batteries, Asimco brake pads, Fenix tyres, and RBI rubber products.



# MINI AND PUMA SEAL A MULTI-YEAR LICENSE PARTNERSHIP



Automotive manufacturer MINI and sports lifestyle brand PUMA have signed a worldwide license agreement sealing their partnership over a period of several years. The collaboration brings together two innovative and iconic brands with a long-standing passion for functionality, performance and design, and centres on a joint collection of clothing, shoes and accessories. The lifestyle product lines will be available from September 2012 under the label MINI by PUMA. Selected MINI dealerships will be selling a range of items, while PUMA stores and PUMA retail partners will carry the entire collection.

MINI by PUMA – Driving style meets sporting fashion. The collection unites MINI's "creative use of space" principle and PUMA's strengths in designing clothing, shoes and accessories. Inspired by the UK, the home of the automotive brand, the collection features British icons like the Union Jack and bulldogs as design elements to add an extra fashionable edge. High-quality materials, clean lines and contrasting linings combine to create a sleek, stylish look.

"In PUMA we have found an ideal partner that shares our enthusiasm for a sporty, urban look and lifestyle, has a worldwide presence and, like MINI, appeals to young, open-minded target groups", says Dr Thomas Goerdts, Director Lifestyle Collections at the BMW Group.

The first MINI by PUMA collection, which will be launched in September, features sporty yet stylish unisex bags and accessories, including larger weekend bags, compact handbags and wallets. The cleverly designed interior compartments and zips make for practical bags with ample storage. The strap and handle designs are inspired by MINI seatbelts. The various models come in black with neon yellow luggage tags. The bags will be complemented by a range of sneakers, which will include different models of low-cut sneakers and chukka sneakers for both men and women. The sporty, lightweight shoes have a narrow last and feature "cool Britannia" design details. The collection's colour palette focuses on black, white and green. The MINI by PUMA collection will also feature a variety of fashionable clothing ranging from T-shirts to parkas.

MINI brand partnerships. MINI has a long history of licence partnerships. For example, the automotive brand collaborated with Japanese shoe brand Onitsuka Tiger on a shoe collection and also teamed up with Sonoro audio, a German manufacturer of design audio products, to produce a special MINI multifunctional internet radio receiver. This latest collaboration with PUMA is the most comprehensive license agreement MINI has signed for its Lifestyle Collection to date.

# Mercedes-Benz debuts Beltbag airbag for rear seatbelts

The Beltbag, one of the highlights from the ESF 2009 Experimental Safety Vehicle, is due to go into production in a luxury-class model from Mercedes-Benz. The inflatable seat-belt strap is able to reduce the risk of injury to passengers in the rear in a head-on collision by lessening the strain placed on the ribcage.

Should the crash sensors detect a severe frontal impact, the airbag control unit will trigger deployment and inflation of the Beltbag. A gas generator then inflates the multi-layered belt strap with Velcro seams to nearly three times its normal width. The resulting larger surface area is able to better distribute the force acting on the seat occupant, thereby reducing the risk of injury.

The Beltbag can be used in exactly the same way as a conventional seat belt. The belt strap's design is different from that of the standard belt though, and received top marks in practical trials for being extremely comfortable to wear and for its extra-soft belt strap edge.

"Mercedes-Benz is pursuing its safety initiative in the rear of vehicles with the Beltbag," comments Prof. Dr.-Ing. Rodolfo Schöneburg, Head of Passive Safety and Vehicle Functions at Mercedes-Benz Cars. "After all, the excellent standard of safety offered by Mercedes-Benz doesn't just apply to all model series, but to all seats, too."

Just like the active seat-belt buckle recently presented by Mercedes-Benz that is likewise earmarked for inclusion in a luxury model, the Beltbag was developed with a particular view toward new markets. There, the occupancy rate in



the rear is as much as 30 percent, making it much higher than in Europe. By introducing the Beltbag, Mercedes-Benz is further expanding the safety system for passengers in the rear – in contrast to many other manufacturers, seat belts in the second row of Mercedes-Benz models already come equipped with belt tensioners and belt force limiters. It is not planned to introduce the Beltbag for the front occupants, as airbags are already included in the front on all models as a supplementary restraint system.

Because dummy measurement technology is not capable of quantifying the benefits resulting from a wider belt strap, such as the lower force exerted on occupants, the safety experts at Mercedes have also been working intensely with virtual human models, as such computer-generated models make it possible to obtain detailed findings on the biomechanical strain during a collision.

## Fiat 500L to launch with world's first in-car coffee maker option



The FIAT 500L, which was launched to the media this week in Turin and which goes on sale in Ireland at the end of the year, is the first production car in the world available with a fully integrated espresso coffee machine as an accessory.

Designed in cooperation with famous Italian coffee-machine producer Lavazza and using the company's convenient "A Modo Mio" pod system, the espresso maker integrates perfectly into the passenger compartment, free of power cables and including a dedicated set of accessories to keep the interior neat and tidy, including a spoon holder, pod dispenser and sugar container.



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# BASF releases global automotive color trend report

Green, bronze, brown go beyond the silver trend; 'naturally cultivated' berry and copper tones ahead

Designers from BASF Automotive Coatings have announced the results of its latest automotive color trend report. In the report, BASF color experts from North America, South America, Europe and Asia provide a forecast of the automotive colors of the future.

Results from this year's report show future colors will be "naturally cultivated" with nuanced berry and copper tones, along with natural colors such as brown, blue and green.

"Although popular staple colors such as silver, black and white make up approximately 50 to 80 percent of current production, there is a rich diversity of potential shades that is returning to the market," said Paul Czornij, Technical Manager for the BASF Color Excellence group. "The increasing inclination of society to celebrate beauty in earth tones and more traditional green and blue hues is the basis for this trend."

In recent years, the color green has not played much a role on the roads, yet in four to five years, the color is predicted to become more popular. Similarly, white, silver, and gray will gradually wane in popularity at the expense of more saturated colors like blues and browns.

"There are signs from automakers and consumers that the desire for more color on the roads is continuing. We will be tapping into further color spaces, such as bronzes and emeralds," says Mark Gutjahr, Head of Design for BASF in Europe. "The continued high value assigned to the notion of ecology may now again be signified by the color green."

## New diversity

The topic of sustainability continues to be on the radar, attracting attention to not only the environment, but also the everyday world. Finding novel ways to use materials, simplify lifestyles and have a closer focus on daily experiences are the main inspirations for this trend.



"The innovation that arises from this mindset nurtures a stronger awareness for things great and small, which in turn raises social responsibility," said Czornij. "Colors are being developed that evoke this sense of purpose, stretching the aforementioned blue, green and browns into both strong and subtle tones."

## Materials that can be experienced

Modern communication technologies are triggering huge changes. Setting the tone are phenomena such as the increasing "dematerialization" of technology. In the future, technology will be less tangible in a haptic sense, and instead will be increasingly more intuitive. For example, smart phones use a touch display instead of a keypad.

"We are observing new narrative and haptic qualities in many areas. Heavy substances, striking surfaces and expressive materials such as wood and stone create a stronger emotional connection to the world we live in. In the automotive world, this means that we can expect more intensive colors and bolder effects," said Corinna Sy, Designer at BASF Coatings Europe. "The new colors are expressive, but not blatant, like a good story."

With dark berries, intensive browns and coppers, along with radiant emeralds, BASF designers anticipate powerful color experiences on the roads.

## Global team - China

Carmakers are working and thinking globally. For this reason, BASF's design team has a global presence, sounding out international trends without ignoring regional features or color trends. In order to acknowledge the increasing significance of the Chinese automotive industry, and specifically the local manufacturers, the designers have included special colors, such as various shades of gold, in their trend collection.

The colors developed for China demonstrate the ability of BASF's Design Team to utilize its colorant tools and paint technology to span the range of bold blues to elegant browns, golds and grays. This reflects to the local market and its evolution to more interest in colors as an expression of self. The vivid hues support these trends and are balanced with metallic effects that bring increased prominence to this growing segment.







# DEESTONE

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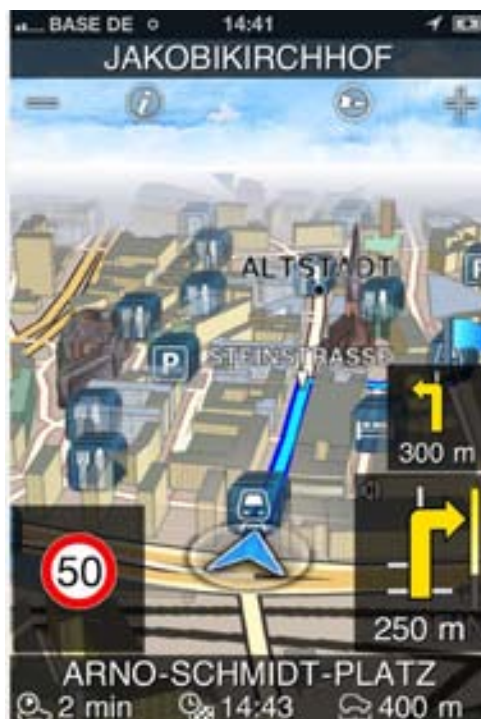
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# Bosch nav system in the fast lane thanks to update and the integrated “flinc” ride-sharing service



Following the extensive update and product introduction of Version 1.5 just a few weeks ago, buyers are giving the Bosch navigation app top marks: since the integration of the flinc ride-sharing service, the Bosch pilot has been averaging 4.5 of a maximum five possible points. This translates as at least one point more than the competition, as a quick look at the iTunes App Store reveals. “We have learned to listen to our customers in the App Store and to continually adapt the Bosch navigation system to meet specific user needs and wants. This is the only way that makes sense when market leadership is the goal,” comments Florian Knollmann, Product Manager for Mobility Solutions at Bosch SoftTec GmbH.

In addition to the 3D-artMap, the curve warning system and INRIX, the real-time traffic congestion warning service, the integration of the “flinc” ride-sharing service is the latest feature that users really appreciate. “We are very happy that this quick mobility portal has met with such a high level of customer acceptance. An increasing number of drivers are now more than willing to take extra passengers along

with them, which is not surprising considering the current fuel prices,” continues Knollmann. Anyone participating in the mobile ride-sharing service can request to be messaged by the Bosch navigation system while on the road if there is a potential passenger in the area with a similar destination. If the price the passenger wants to pay is attractive, the driver can confirm. After that, the Bosch navigation app guides the driver to the passenger’s location, then to the passenger’s destination and finally to the driver’s own destination. As a result, the driver can defray some of the driving costs with little effort and in an environmentally friendly way. “The integration of a ride-sharing service in a navigation system makes sense in times when sharing cars and bikes is becoming increasingly popular,” says Knollmann. Mobility is changing. The transportation concepts of the future will be based on a much stronger connection between the different modes of transportation. Increasing fuel prices are also driving this development forward.

## Ultra-Powerful Leak Detection Flashlight Slashes Inspection Time!



Tracer Products has unveiled the new Tracerline TP-8690 OPTIMAX 3000 — the world’s most powerful, portable, blue light LED fluorescent leak detection flashlight. With its focused beam, the OPTIMAX™ 3000 makes it easier than ever to find air-conditioning and fluid leaks. Now, technicians can pinpoint all leaks the first time and avoid comebacks due to undetected leaks. And there are no cords that can get snagged on engine parts!

The OPTIMAX 3000 uses breakthrough super-hi-flux LED technology to deliver 15 times brighter leak detection light than regular LED lamps. Its power equals that of 150-watt lamps that must be plugged into an AC power source, and it has an inspection range of 20 feet (6.1 m) or more. Powered by a rechargeable NiMH battery, the unit has an LED lifetime of 50,000 hours.



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## CORUM ADMIRAL'S CUP CHALLENGER 44 CHRONO RUBBER

Representing dynamic interpretations of the famous Admiral's Cup Challenge 44, the new Admiral's Cup Challenger 44 Chrono Rubber models have the wind in their sails. Their vulcanized rubber cases immediately set the tone and infuse the timekeeping functions with renewed vitality. The call of the sea comes in a variety of daring shades.

This is clearly no time for a low-key, half-tone approach. The vibrant new COSC-certified chronographs in the Admiral's Cup collection are brimming with contagious energy expressed through seven new models flying the intense and enthusiastic colours of intrepid watchmaking.

One sees red, while the other plunges into the deep blue of the ocean. One is illuminated in white, the other is darkened to black, occasionally opting for the brilliance of a gold bezel... Blue, red, black and white; solid colour or two-tone versions; radiating a daring or more classical appearance: the new Corum chronographs love challenges. Their sporty nature is embodied in the velvet-finish matt sheen of their colourful vulcanized rubber strap



## The Makerbot Mixtape

The mad scientists at MakerBot are delighted to announce the launch of their latest product, The MakerBot Mixtape. Rediscover the magic of making a mixtape. Sharing the music you love (with the people you love) has never been easier, but how do you make it memorable? Show them you really care with a customized DIY Mixtape hot off your MakerBot Replicator. Purchase the The MakerBot Mixtape Kit for just \$25! No 3D Printer? No problem. We made a \$39 ready-to-go Mixtape just for you – simply upload your favorite songs!

"Before CDs and digital music, offering someone a mixtape was a way to show them that you cared enough to hand-craft a gift. Our Mixtape revitalizes that idea," said John Dimatos, head of MakerBot Applications. To make The MakerBot Mixtape, just download the cassette from Thingiverse.com, pick your colors, and fire up your MakerBot. Open your Kit and snap the memory chip and control buttons into the cassette. Now you're ready to upload your mix! Just plug in to your Mac or PC with the USB cable included. Finally, give that one-of-a-kind gift to someone you love. You might want to bring a camera, too.

## MONOPOLY: THE GODFATHER EDITION

It's not personal, it's business as you systematically eliminate your opponents to reign supreme in this classic MONOPOLY game with a Godfather twist. Produced by USAOPOLY, under license from Hasbro and Paramount Licensing, this collector's game celebrates the 40th anniversary of the release of one of the most seminal films of our time.

Reminisce and relive The Godfather story anew as you play America's favorite game with a killer instinct the Don would respect. Expand your family's interests by amassing property and influence as you seek to bankrupt those around you. Buy, sell and trade the likes of Woltz International Pictures, Moe Green's Casino, Joe's Diner and Hyman Roth's Home as you muscle your way to an empire. Make them an offer they can't refuse as you vie for the Corleone Long Island Home and Corleone Lake Tahoe Estate (the prime properties traditionally occupied by Boardwalk and Park Place).







## VEZDA AST KR26

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# HOT PRODUCTS



## The Element Indoor Smokeless BBQ

The Element Indoor Smokeless BBQ is a radical leap forward for apartment-bound chefs or those burdened with the pains of winter.

The Element is a smokeless cooking system that uses a gas or electric stove element to heat lava rocks, creating the delicious BBQ flavor we've all grown to love. We like to think of it as a triumph for the modern man, bringing all the flavor and fun of a traditional BBQ to the convenience of your stove top. The adjustable grill height and removable handle allows you to have complete control throughout the cooking experience. With a specific section for catching and removing grease, it is easily cleaned and can be stored right beside the rest of your cookware. Free of costly propane and charcoal refills, it provides the full-flavor and healthy cooking experience of an outdoor BBQ within the comforts your own kitchen – a must-have for the urban man with a hearty meat tooth.

## SOMBRERO Bottle Juicer

SOMBRERO is an easy to use hand-held citrus juicer that fits right into any water bottle to allow natural fruit juice such as lemon and lime to be pressed directly into the bottle.

The idea came about when Mauricio encountered a friend trying to squeeze a lemon into the head of a water bottle. At that moment he thought there ought to be an easier and cleaner way to enjoy naturally flavoured water on the go.

SOMBRERO Bottle Juicer provides a healthier choice for flavoured water without artificial flavours, colors and sweeteners while also encouraging people to re-use and refill water bottles.



## Polaroid's New Z2300 Instant Digital Camera

The newest addition to the Polaroid instant digital camera line, the Z2300 features an integrated printer with ZINK® Technology, enabling users to instantly capture, edit and in less than a minute print full color, 2x3" prints. Along with the ability to easily upload images to any social media platform, the Z2300 combines a compact form factor with a host of fun, easy-to-use features to create the ultimate social media machine. The camera is available in white and black and houses a 10 megapixel image sensor. The large 3.0" LCD display makes it easy to frame and review images and capture video in virtually any setting.



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