

TIRES & AUTOMOTIVE PARTS MAGAZINE

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



Horsepower and the Catwalk Meet to Support Karl Wolf's New Music Video

Ford Middle East and Amato Haute Couture Team Up for Wolf's "Go Your Own Way" Video



MR. KIRK VONGSARIYAVANICH

Managing Director - Deestone group of companies

Baggu
Wetsuit Bag

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ART 1200



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HANDS-FREE AND EASY

FORD'S POWER LIFTGATE OPENS AND CLOSES
WITH A GENTLE KICK

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MR. KIRK VONGSARIYAVANICH
Managing Director - Deestone group of companies

Can you please tell us the history of Deestone Tires and where the name comes from?

My father established Deestone almost 40 years ago. Thailand is one of the top three producers of natural rubber in the world. He realized that there was a gap in the market as only foreign brands of tires were available. With the raw material practically on our doorstep, he saw no reason why tires could not be manufactured locally in Thailand. As we grew over the past 30 years, we have worked hard on developing and improving our own knowhow in tire technology.

The name "Deestone" was my father's choice. In the Thai language, the word "Dee" means "good". We previously dealt with bias products for trucks and buses, and he thought using the word "Stone" in combination with "Dee" would signify "Durability". That is how he coined the name "Deestone".

What are the products that Deestone offers and what is it mostly known for?

We manufacture all kind of tires. In the past, we used to manufacture only bias tires for trucks and buses. But now we are known as Thailand's main manufacturer for Passenger Car Radial or PCR tires. We produce both radial and bias tires for passenger cars, pickups, 4x4s, trucks and buses, industrial vehicles, motorcycles, and even for bicycles.

How many factories does Deestone have? Are there any new plans in the pipeline like a TBR factory?

Currently, we have four factories. They are located in Omnoi, Samutsakorn, Banglana and Nakornpathom provinces. Our latest projects, the TBR factories you mentioned, are being set up in Kampaengsan and Nakornpathom provinces.

To which markets do you export and which one are you the strongest in?

At the moment, we export our Deestone tires to over 100 countries around the world. And we are proud to say that we have a presence in every part of the world. There is no specific region where we are the strongest.

What have been the recent changes in Deestone? How do you compare Deestone with other Thai tire manufacturers?

There have been many changes in the past three to five years. Our production capacity and sales have increased and we have made an effort to raise our quality standards. One area we have really concentrated on is increasing the caliber of our staff by recruiting the right people and upgrading their skills.

We may be a local manufacturer but we want to set the benchmark for other local manufacturers and even in the global market when it comes

to quality. We are currently known as the manufacturer with the largest capacity in Thailand. Nevertheless, we would prefer to be known as the local manufacturer of tires that can compete with the best in the world. We want our products to be renowned not just in the domestic market, but in the international market as well.

What is Deestone's short term and long term vision?

Our short term vision is to be one of the top three manufacturers in Thailand and the Asian market. Over the long term, we aim to be one of the world's top 20 by 2020. Of course, these goals entail a lot of hard work. So, to implement our short-term and long-term plans, we have developed a road map detailing our plans to develop our three KSF's or Key Success Factors – our software, our hardware and our people.

What would you say are the biggest challenges for a tire manufacturer in 2013-2014?

The two main challenges we face as a tire manufacturer are the declining prices of natural rubber and the increasing level of competition in the market. Of course, there are different challenges in different markets. You have seen how the price of natural rubber has dropped sharply in the past six months. This means we have to lower tire prices accordingly making it easier for more players to enter the market.

We have some information that China had started planting rubber trees 5 to 6 years ago and that they would be ready for harvest very soon. An over-supply of rubber in the market would drive rubber prices further down by at least 20 percent. What are your thoughts on this?

We heard about this and we are keeping an eye on this situation. Of course, they will probably utilize this rubber for tire production and this can cause a sea change in the market. But I think what matters more than over-supply from China is the quality of their rubber. Also we have to take into account how much rubber they will use for local production and how much they will export. Personally, I don't think it will lower the price by as much as 20%. 10% might be a more realistic figure.

With this rise of new brands coming in from China and the subsequent declining trend in tire prices, do you think that there is an over-supply and how do you forecast tire prices for the next one or two years?

By all means, the price gap will be wider than before by 5-10% to 10-15%. Newcomers will try to break into the market with cheaper products and this might seem unfair, but I think segmentation and proper positioning will be a serious factor in helping tire manufacturers survive in this market. If we position ourselves right, the price gap will be a non-issue. It would be better for premium brands to maintain their price levels while spending more on trade promotion. They can also increase the perceived value of their products by introducing innovative new designs and patterns to maintain a technological edge over their competitors.

Has Deestone purchased any rubber plantations to have more control over your rubber supply? Why or why not?

We do not have any plans to do so in the next two to three years, but having our own captive rubber plantations is an option we are considering for the long term. The cost of raw material is definitely an important component in our business. But right now, our priorities are to improve our manufacturing technology and the quality of our products.

Where do you see or would like to position Deestone as a brand in the global tire market?

In the global market, we are far behind the leader. However, we are constantly striving to upgrade all the aspects of our production to become one of the top 20 global manufacturers by 2020.

How does Deestone differentiate itself from other brands?

We are a small brand but we are definitely on the growth track. We differentiate ourselves with the high quality of our products, our reasonable prices and by offering a diverse product portfolio. The next step forward is to launch "Innovative" products in different regions based on the requirements and preferences of customers in each region. We won't use the same products for all regions but will customize the product offering based on customer needs.

What kind of marketing activities does Deestone engage with?

Our first step in marketing is to communicate with the end user via all channels. First, we had to think about ATL (above the line) activities using the mass media to reach our consumers. We participate in racing events to keep ourselves in the public eye. Although this takes time and is a bit indirect, this should work in the long run.

What challenges do you face in the Middle East and Africa regions?

The two main challenges for doing business in the Middle East and Africa are the differences in the business culture and the very specific nature of the tires that are suitable for use in that region based on the terrain and the climatic conditions. We are working on fine tuning our marketing and production strategies to help us develop our market in the MENASA region.

How would you compare Deestone's quality with other brands?

We are very proud of our R&D team. The plan is for them to introduce tires with new specifications and designs at least every six months. It can be said that right now our products are highly cost effective as compared to others based on cost per kilometer.

BMW Concept M4 Coupe

the true essence of BMW M.

Last month BMW M offered the first glimpse of the highperformance sports car of tomorrow – the BMW Concept M4 Coupe. The car was unveiled at the BMW opening media reception held at the iconic annual Pebble Beach/Monterey automobile weekend.

“The BMW Concept M4 Coupe reflects the BMW M philosophy in ideal form: It combines motor racing genes and unrestricted everyday suitability in a highly emotional overall concept. For four generations, the BMW M3 has put motor racing on the road and the BMW Concept M4 Coupe consistently continues to pursue this fundamental idea. The new model designation “M4” refers – like all other BMW M automobiles – to the series on which this concept car is based,” explains Dr. Friedrich Nitschke, President BMW M Division.

THE DESIGN OF THE NEW BMW CONCEPT M4 COUPE. The BMW Concept M4 Coupe, finished in the colour “Aurum Dust” exclusively developed for this model, continues with BMW M’s design language – strong in character, emotional and extremely dynamic. From every perspective it is the embodiment of agility, dynamism and superior performance. Large air inlets in the dynamic front, a swift design language in the side and a sporty, low rear give clear visual indication of the car’s tremendous dynamic potential. CFRP (carbon fiber reinforced plastics) elements such as the front splitter, the roof, or the rear diffuser underline the optimized lightweight concept down to the smallest detail.

“At BMW M, design is above all an expression of function. Each design element is based on the underlying technical demands of the BMW M high performance concept. Thanks to this authenticity, the design provides a taste of what can be experienced with each model: Power, precise control and superior handling – an unforgettable driving experience on the racetrack as well as on the road” says Adrian van Hooydonk, head of BMW Group Design.

THE FRONT END. Faceted surfaces, precise contours and distinctive visual depth shape the powerfully expressive front end of the BMW Concept M4 Coupe. The classic “BMW face” with its double kidney and a modern interpretation of the twin round headlamps featuring LED technology provides the car with a distinctive identity, making it recognizable as a BMW M automobile at very first glance. The bonnet with its characteristic power dome symbolises the immense power of the engine that lies beneath it. This dynamic element is further emphasized by a distinctive contour. A further striking feature on the front of the new BMW Concept M4 Coupe is the BMW M double bar kidney grille: The black kidney grille bars imitate the characteristic M double spoke design of the BMW M wheels, the M4 emblem on the kidney grille adding an exclusive accent to the front end.



The powerfully shaped front apron sporting the carbon fibre front splitter immediately catches the eye. The three large air intakes supply the high performance power unit with sufficient cooling air. At the same time, the interplay of surfaces, contours and volume authentically express the car's supreme potential. The sharply outlined vertical air vents located in the outer section of the side air intakes, the so called Air Curtain is a design statement of its own. Together with the Air Breather, this feature ensures the aerodynamic closure of the wheel arches and consequently, improved air flow and fuel consumption.

THE SIDE. Viewed from the side, the dynamic impression conveyed by the front end continues. Astreamlined, flat silhouette and an athletic body design characterize the BMW Concept M4 Coupe. Typical BMW proportions – a long bonnet, long wheelbase, setback greenhouse and a short front overhang – create an exceptionally dynamic appearance even when the car is at a standstill. Muscular wheel arches and the powerfully expressive surface language reveal the BMW Concept M4 Coupe's supreme performance capabilities at very first glance. The flowing roofline enhances the BMW Concept M4 Coupe's sporty design with elegant finesse. As a visible hightech lightweight element, the contoured CFRP roof characterizes the BMW Concept M4 Coupe's technically innovative design.

The CFRP roof reduces weight and ensures a lower centre of gravity, thus facilitating an even sportier driving experience. Here, form and functionality are optimally combined in typical BMW M fashion.

The coupelike roofline flows into the muscularly designed rear end, which then adopts the contour of the roof. A rear spoiler lip is integrated into the trunk lid for optimum downforce. Thanks to this feature, the BMW Concept M4 Coupe not only has better downforce values, but when viewed from the side, also gains in volume and length, in athletic presence. Below it, the boldly shaped, muscular sill emphasizes the car's sportive stance on the road.

A conspicuous detail on the car's side panels is the redesigned M gill. This characteristic M design element constitutes a both sporty and functional statement. On the Concept M4 Coupe, the M gills incorporate the Air Breather, which together with the Air Curtain within the front apron serves to ventilate the wheel arches and facilitate better airflow values. Exclusively designed, bicoloured 20" M light alloys boasting the typical M double spoke design complete the sportive design of the car's sides. The five filigree doublespokes rims with polished outer surfaces reveal M Carbon ceramic brakes.

THE REAR. The muscular rear end of the BMW Concept M4 Coupe gives visual indication of the car's supreme power. The entire tail section boasts a sculptural and broad appearance. The large shaded areas beneath the spoiler give the rear end an even flatter and athletic appearance. At the same time, the flat taillights located far to the outside, the wide track and the powerfully flared wheel arches underscore the car's stable stance on the road. Horizontal lines accentuate the car's width, lowering the visual centre of gravity even further.



Within the tail section of the BMW Concept M4 Coupe, the design feature of the front apron comprising faceted surfaces is formally replicated and continued further. The interplay of surfaces and precise contours around the optical air vents further accentuates the rear end's dynamic design. Twin tailpipes are a characteristic M feature on the rear end. The two pairs of carbon fibre tailpipes are encompassed by the sculptural rear apron. A carbon fibre rear diffuser completes the overall aerodynamics package.



Discerning Customer Base Continues to Drive Growth for Rolls-Royce Bespoke Vehicles



The demand for bespoke luxury vehicles continues to rise in 2013 according to AGMC, the authorized dealer of Rolls-Royce Motor Cars in Dubai, Sharjah and the Northern Emirates.

The Bespoke Programme is a service offered to Rolls-Royce clients whereby the client may specify features of the car, in order to create their own unique model. The Bespoke team at Goodwood, home of Rolls-Royce Motor Cars, is dedicated to finding new paints, materials and engineering solutions that meet each client's demands to ensure he receives a truly unique and exceptional car.

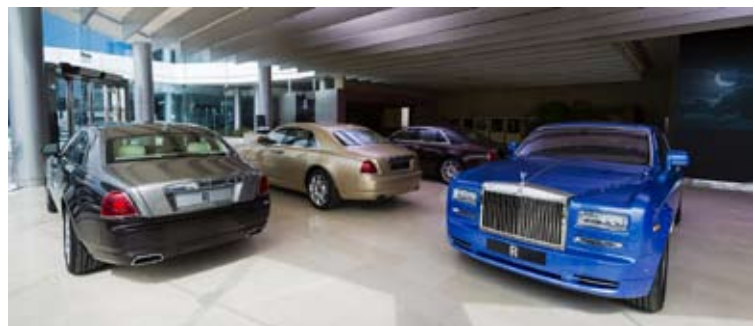
Commenting on the bespoke programme, Mohammed EL-Arishy, Rolls-Royce Brand Manager at AGMC, said: "The ability to personalise one's vehicle has always been at the heart of Rolls-Royce. The Bespoke programme enables customers to tailor their vehicle to a unique design that suits their individual style by using a range of premium materials, paints and interior trims. In doing so, we help cater to the ever growing customer-base demanding a combination of luxury and unique customisation."

AGMC has recently welcomed three new bespoke Rolls-Royce Ghost models to their Sheikh Zayed and Sharjah showrooms. The first of these is an antique gold coloured masterpiece themed 'Dubai City of Gold'. The second vehicle is a follow up on the first edition of the '1001 Nights' featuring a two-tone exterior and interior of 'Madeira Red' and 'Deep Garnet'. The new arrivals are topped off with a special two-tone Ghost boasting an elegant combination of 'Smoky Quartz' and 'Silver Sand'.

EL-Arishy added, "Our clients in Dubai and in the Northern Emirates appreciate unique and limited edition vehicles, so we always maintain a selection of Rolls-Royce Motor Cars that appeal to their individual style. A bespoke color can really make the vehicle stand out on the roads of the UAE, and gives the vehicle a personality."

The Rolls-Royce bespoke offering, which includes anything from the application of unique paint colours, coach lines and tread plates to whole vehicle designs featuring beverage sets, humidors and picnic cabinets, transforms the brand's super-luxury cars into unique hand-crafted masterpieces which are as individual as their owner's fingerprints.

The arrival of the new vehicles comes hot on the heels of AGMC announcing double-digit growth of 14% in the first half of 2013 compared to the same period last year. In addition, AGMC recently welcomed the third member of the Rolls-Royce family, the Rolls-Royce Wraith. Launching from the outset with a bespoke offering, the most powerful and technologically advanced Rolls-Royce in history is expected to take the UAE by storm when it hits the showrooms in the fourth quarter of this year.



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GARGASH ENTERPRISES LAUNCHES THE NEW S-CLASS IN DUBAI



The new generation S-Class was unveiled on July 24th at the Gargash Enterprises Sheikh Zayed Road showroom. This new S-Class generation will definitely give fresh impetus to the drive by Gargash Enterprises to increase sales in the year ahead. Conveying a touch of elegance and sophistication, the new variant has an extremely modern look and offers a considerably improved design. For the first time in the history of the car, Mercedes-Benz focused all its expertise on the development of the long-wheelbase saloon.

With a powerful twin-turbo V8 that produces 455 hp and a torque of 700 Nm, the enormous interest that customers worldwide are already showing in the car is an indicator of the success the new S-Class will have. Since the launch of the 220 model in 1999 that set the bar for the S-Class model series, Mercedes-Benz has delivered more than 3.5 million of these vehicles globally. Furthermore, over 500,000 units from the last S-Class model series have been delivered to customers worldwide since its launch in September 2005, which means that this S-Class sold even better than the ones prior to its generation.

"One mustn't forget how the S-Class has changed automotive development immensely. It has enhanced and added an essence of magnificent luxury to Mercedes-Benz, as it has done for many years. This fact backs up why the series, the S-Class, is the world's best-selling luxury vehicle," emphasized Mr. Wassim Derbi, Marketing Manager of Gargash Enterprises. "There are more than 64,000 V220 and V221 models sold in the Middle East region alone," he added. But the model isn't only about the design; it is also about advances in technology, for it wouldn't exist without innovation. This new version embodies enhanced features from the previous models. These new features boost the comfort and safety in the rear of the vehicle; in the S-Class, passengers seated in the rear are absolutely sitting in the same quality seats as those in the front.

Mercedes-Benz coined the term "Intelligent Drive" to describe all these safety features. One of the components of this "Intelligent Drive" is a DISTRONIC PLUS proximity control that automatically helps drivers maintain a safe distance from the vehicle in front. The optional Steering assist and Active Lane Keeping Assist provides additional support for getting directional stability and maintaining lane discipline. The collision avoidance system PRE-SAFE uses laser and camera sensors as well as information on driver's inputs to steering, accelerator and brakes to detect an imminent crash. This warns drivers to take pre-emptive action to avert or minimize the effect of accidents. Thus, they can protect pedestrians and themselves in the event of a rear-end collision. Among other measures, PRE-SAFE can close the electric windows and sunroof and take the slack out of the seatbelts. Thus the "Intelligent Drive" essentially equips the car with a "sixth-sense" that helps users take the surroundings into account while making quick driving decisions.

The most notable feature however is the MAGIC BODY CONTROL whereby a stereo camera monitors and analyzes the road ahead to prepare the suspension for bumps and imperfections, guaranteeing the smoothest ride ever.

To sum up, the new S-Class not only provides the driver with a full range of assistance features to enhance safety and aid driving decisions but also provides an extremely smooth and comfortable ride.



Al Habtoor Motors launches China's leading Global brand, JAC Motors, in the UAE



Al Habtoor Motors, the leading name in UAE's automotive sector as the official dealer for some of the world's most coveted names of passenger cars and truck is all set to launch JAC Motors in the UAE. The world renowned Chinese automaker will make its foray into the UAE with its popular line-up of passenger cars and trucks.

On 11th July 2013, the official dealership agreement was signed in Dubai by Mr. Sultan Al Habtoor, President of Al Habtoor Motors and Mr. Carl She, General Manager of JAC International, in the presence of all the Al Habtoor Motors Board of Directors.

The official agreement between Al Habtoor Motors and JAC Motors ushers in a partnership that will introduce international quality Chinese Passenger, Light Commercial and Heavy Commercial Vehicles to the UAE market. Part of Al Habtoor Motors strategic long term vision, this new partnership aims to make JAC Motors one of the highly competitive automotive brands in the passenger and commercial vehicles segment of the UAE in the next five years.

"JAC has been a comprehensive automaker with full-line independent brand vehicles in China, including light, medium and heavy-duty trucks, MPV, SUV, sedan, bus chassis, buses, engineering machinery, engines, gearboxes and other key components. With an annual production capacity of more than 700,000 units of completed vehicle, JAC has been ranked as one of the top 10 brands in Chinese auto industry. JAC has been largest bus chassis producer in China for 18 consecutive years. As a light commercial vehicle leading manufacturer in China, JAC has been No. 1 in export sales of for 11 consecutive years," said Mr. Joe Rogan, Director of Sales at Al Habtoor Motors.

"Al Habtoor Motors plans to open the first JAC Motors showroom in Dubai followed by Abu Dhabi in the first quarter of 2014. We have plans to expand its dealership network to other emirates within two years after the first showroom is launched," continued Mr. Joe Rogan.

JAC's stringent quality control and constant management improvement have been recognized multiple times with awards like "Recommended Brand for Export", "The Most Competitive Brand in Market", "Enterprise for Exemption from Export Inspection", "National Quality Award" by China Chamber of Commerce for Import & Export of Machinery & Electronics Products, The Ministry of Commerce, General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China and China Association for Quality respectively.



Nissan Racers On Track All Over The World

Formula One might be taking a holiday at the moment but these are busy times for the Nismo Athletes who are competing all over the world.

Lucas Ordonez and Michael Krumm have just completed a V8 Supercars test at Winton Raceway in Australia, an opportunity that came their way via the new Nismo Global Driver Exchange.

Nissan European GT Academy Team RJN is at the Slovakia Ring to defend the lead in the FIA GT Series Pro-Am standings.

Fresh from a Super GT test, Jann Mardenborough is back at the Nurburgring where he took his breakthrough pole position last year, to race against some of the world's best single-seater drivers in the FIA European F3 Championship.

As the Nismo Athletes race around the world, the next generation of European GT Academy winners are in action too. Ashley Oldfield, the 2012 South African winner, is in Britcar action at Snetterton, as he goes through the vital Nissan Driver Development Programme that readies the winners for international racing.

In September 'Race Camp' will take place for the 2013 European GT Academy competitions and by the end of the month the new winners will have been selected. The National Finals are taking place across the regions right now to select the competitors for Race Camp so there are a lot of gamers pushing hard to become the next European GT Academy winner.

Michael Krumm has been helping the Nismo Athletes get used to Super GT and life in Japan but he had a new experience when he drove the V8 supercar.

"Driving the V8 Supercar was quite an experience," said Krumm. "We prepared well, the team gave us all the information about the car, how it is to drive, but when you actually get it, they are awesome cars. The Nissan Altimas have a lot of power and not much downforce, so it's not what I'm used to, but it was much better to drive that I expected. It was great here at Winton. It's kind of a crazy track. It's a big challenge, bumpy and tight and has lots of different corners, but the cars are great fun. Everyone wants to come and race at Bathurst or the Gold Coast, so I'd really love the chance to drive these cars again in the future."

Lucas Ordonez is a man in demand and the Spaniard made his Super GT debut at the Suzuka 1000 kms. Before heading to Japan, though he joined Michael Krumm for a taste of racing Aussie-style.

"The car is amazing," said Lucas. "Lots of power, 650hp in the Nissan V8, so I've really enjoyed it. It is very challenging for a new driver in these cars, but I was getting on the pace towards the end. It was very tricky on the brakes, but I was pushing and trying to find the limit. This Nismo Driver Exchange Programme is really good for the drivers and it's amazing to be here in Australia, and then this weekend I'm racing in Japan!"



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SHIFT INTO GEAR AND ENJOY THE UAE'S OPEN ROADS



If you are new to Dubai, you'll soon realise that driving is an essential part of UAE life. For many, the opportunity to explore the culture and history of the seven emirates is irresistible, and there is no better way to do this than in a new car.

Al Nabooda Automobiles, the sole distributor of Volkswagen in Dubai and the Northern Emirates has put together their favourite UAE road trips for new residents to enjoy – from the Hatta Pools to Wadi Bih in Ras Al Khaimah.

Hatta Pools

Shift into cruise control with the Volkswagen Scirocco R and open up the panoramic tilting sunroof to really feel the elements on this drive.

Thierry Seys, General Manager of Volkswagen at Al Nabooda Automobiles, said: "The Scirocco R is a skilled sports coupe. It's great to drive and can be used every day. One of my favourite road trips, the ideal route to test drive the Scirocco R, is the one leading out of Dubai into the desert towards Hatta.

The Scirocco R comes with Adaptive Chassis Control which allows you to alter the suspension, throttle response and steering. Position it in 'Sport' mode to feel sharp steering and plenty of grip or in 'Comfort' mode for a relaxed motorway cruise.

"Set in beautiful gardens with a backdrop of mountains, the Hatta Fort Hotel is a perfect place to break for lunch. I'd recommend stopping there before checking out Hatta's Heritage Village, a traditional mountain settlement re-created to take visitors back in time, with displays of handicrafts, local culture and traditional costumes dated back to the 16th century," added Seys.

Al Ain, via Jebel Hafeet

About one and a half hours from Dubai is the perfect road to trial the new Golf GTI which boasts 220 HP of power and is 18 per cent more fuel efficient.

The highlight is the drive through Jebel Hafeet, Abu Dhabi's highest peak. This towering rocky height, which stands guard over Al Ain and borders Oman, is forged out of craggy limestone that has been weathered over millions of years. Progressive steering, xenon headlights and ambience lighting are standard in the new Golf GTI – just what is needed for a road trip to Al Ain.

Over 500 ancient burial tombs dating back 5,000 years have been found in the Jebel Hafeet foothills. Once you reach the top, you'll be rewarded with magnificent views over Al Ain.

Umm Al Quwain

Just off the coast of Umm Al Quwain are several islands and mangroves, visible from the old town.

Most drivers may not recognise this as one of the most exciting routes in the UAE, however Thierry suggests: "Taking the newly named Sheikh Mohammed Bin Zayed Road (formerly Emirates Road) before coming off to the new Emirates Road, the E611, (formerly the Dubai Outer Bypass Road), and you'll really feel like you're in the back of beyond. Sight

include the Sharjah Cement Factory and the Sharjah Equestrian Club. Once you reach the end of the E611, head towards the E11 and eventually you will reach Umm Al Quwain.

"The Golf R boasts tight handling, a smooth-shifting transmission and a well-trimmed interior – making it easy for drivers to enjoy the journey," added Seys.

Wadi Bih, Ras Al Khaimah

A picture perfect road trip not to be missed is the journey through the Hajar mountains, which are partially within the borders of Ras Al Khaimah (RAK) and divided by large valleys known in this region as wadis.

The entertainment system in the Scirocco R comes with an ipod dock as standard which means that drivers can hit the road while listening to their favourite playlists.

The most spectacular sight in the area is Wadi Bih, which straddles Oman and RAK. The first part of the road leading to the Emirates border post is paved, but for the Omani part you'll need your passport if you want to get through the border checks. Drive around the area and you'll come across remarkable patches of foliage, fantastic views at points where the mountains reach 1,000m above sea level and the remains of old stone houses.



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Horsepower and the Catwalk Meet to Support Karl Wolf's New Music Video

Ford Middle East and Amato Haute Couture Team Up for Wolf's "Go Your Own Way" Video

Lebanese/Canadian singer Karl Wolf has been a constant presence on the Middle East music scene with hits "Africa", "Yalla Habibi" and now with his latest single "Go Your Own Way" which is an interpolation of the Fleetwood Mac classic by the same name. Award winning director David Zennie was in charge of the creative process and drew on his product integration experience with his previous music videos, Ford Middle East was approached to provide the hero car, a 650hp Shelby Cobra Mustang for the video and a Raptor SVT for production support. Paul Anderson, Ford Middle East's Marketing director said: "We're very happy to support this world-class music video. The Ford Mustang has always symbolised freedom and individualism, while oozing sheer commanding power. The legendary Shelby GT500 adds excitement and muscle to Karl Wolf's latest video clip, promising to leave viewers in awe."

The wardrobe featured in the video was provided by Famed designer Furne One from Amato Haute Couture whose designs have been worn by celebrities like Beyonce, Nicki Minaj and Jennifer Lopez. The end result is an eclectic mix of modern style and surrealistic landscape. The video blends Detroit muscle with Haute Couture designs resulting in an exciting visual experience to accompany the electrifying song. Additionally in a continued effort to promote local business, Loft Beauty Station TECOM was selected to provide hair and make-up stylists to complement the wardrobe for the seven models used in the video.



The video was shot over the course of two days on the Arri Alexa camera on location in Dubai and the Hatta area. The single is now available on iTunes and the music video was released last month.





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Top accolade for Audi R8 in “Red Dot Award” 2013

Audi R8, Audi A3 Sportback and Audi S3 earn laurels at Red Dot Design Awards



Audi has come away from this year's “red dot award: product design 2013” with distinctions for three models: The Audi R8 impressed the high-profile international jury with its “highest design quality”, which earned it the top award “red dot: best of the best”. The Audi A3 Sportback, already a repeat winner, and the Audi S3 were also rated very highly, winning the “red dot” for their high styling quality. Head of Interior Design Enzo Rothfuss took receipt of the awards at the red dot gala in Essen's Aalto Theater. He expressed his thanks to the jurors and the design team: “Design is a dynamic process in which we all seek to blend tradition with vision.”

Of more than 4,600 products and projects entered from 54 countries, the winners included 22 car models. The jury comprises 37 experts from 24 countries. The award acknowledges not just aesthetic form, but also pioneering trends and the designers' innovations. “It is designed and elaborated to an extraordinarily high level. Its proportions are balanced, it has perfect poise and its aesthetics are of high caliber,” declared the jury as its reasons for choosing the Audi R8.

“Choosing new directions in design first of all involves questioning every design with a critical eye,” commented Audi chief designer Wolfgang Egger. “The design process often resembles a dynamic car trip, with all its highs and lows. For innovative creation to take place, things repeatedly need to be looked at from a variety of perspectives and new solutions invented without losing sight of the brand's DNA.” The R8 perfectly embodies this blend of tradition and vision. This ultimately leads to a design that generates a high affinity and emotional bond among Audi customers and points to the shape of things to come.





auto fact

Parking your car in the shade saves you fuel, energy and hence better for your car in general

CARS to set up series of service centres in UAE serving 500,000 cars in 2014

CARS, a leading vehicle testing and registration company in the UAE, unveiled nationwide plans to set up a series of service centres serving 500,000 cars in 2014. This announcement was made at the sidelines of the company's celebrations of 35 years of operations.

"Dubai's population rose 5 per cent in 2012 to 2.1 million, according to estimates from Dubai Statistics Centre. This increase in Dubai and other Emirates has boosted the volume of renewals of registrations of new cars, fuelling the demand for additional vehicle testing and registrations centres. At CARS, we are well prepared to meet this demand by setting up more centres across the country as well as increasing the capacity of current centres", said company's spokesperson.

CARS, established in 1978, is well equipped to do vehicle servicing within 72 hours, compared to other such agencies that take more than a week for a similar service. CARS workshops offer comfortable customer lounges and world-class facilities, including VIP pick up.

CARS is strong in customer loyalty, and customers come back because of value added facilities and attractive pricing, compared to German and European brand servicing centers, whose charges a way higher than those of CARS Service Centers.

Around 3,500 vehicle registrations were renewed daily in Dubai in 2012, with CARS handling around 200 vehicles testing and registration.

CARS owns 11 world-class workshops operated by 700 skilled employees. CARS is the first in Dubai to offer motorcycle testing through dedicated two-wheeler test lanes using sophisticated testing equipment.

CARS adopts latest trends in vehicles maintenance and testing industry. It offers dedicated client servicing as well as an express service for those customers who are on the move. In addition, it provides synthetic oil refilling which requires less frequent oil replacement. Moreover, a courtesy car is often offered when customers' vehicles are under repair as well as a pick-up & drop facility.

The company believes that there is a growing trend towards consolidating mechanical, body repair, washing and valet services, including Vehicle Testing and Registration Centre and insurance jobs under one roof.

Boasting ISO 9001, ISO 14001 and OHSAS 18001 certifications, CARS centres conduct annual vehicle fitness tests and offer all registration services for vehicles in the UAE.

A member of ETA ASCON STAR Group, CARS is one of the pioneering professional workshops. The company deploys the most sophisticated equipment, backed by qualified and trained technicians and staff through a state of the art infrastructure.

Customers at CARS can now avail of all vehicular services, including the e-Traffic services (renewal of vehicles, new registrations for light vehicles and motor bikes), export certificates, vehicle ownership certificates, fine payments, Salik, replacement registration cards, vehicle clearance certificates issue and replacement of number plates,

CARS offers technical testing for new registration and renewal of registration, export testing, comprehensive testing, including auction testing, vehicle evaluation and certification, insurance services, fast track and VIP services, special services for senior citizen, women and physically challenged persons.

US Customers Rank Ford No: 1 in Brand Perception Survey



BrandIndex puts Ford No. 1 in customer perceptions in its midyear review survey – based on responses from 600,000 Americans rating 1,100 U.S. companies. Respondents reacted favorably to Ford when asked if they'd heard anything good or bad in the past two weeks about a brand. Ford jumped from sixth place in the 2012 survey, due largely to sales momentum for the all-new Fusion and Focus. The two cars are key to the company's commitment to deliver top fuel economy across its lineup including an industry-leading seven Ford-branded vehicles returning 17 km/L or more. Ford's U.S. sales are up 12 percent in the first half of 2013, helping the company achieve the largest market share gain of any automaker. Brands were rated using YouGov BrandIndex's Buzz.

Ford Middle East managing director, Larry Prein said: "More and more customers are recognizing the efforts Ford is exerting to deliver top-notch vehicles that answer to their driving needs. Ford has gone a long way in terms of quality, fuel-efficiency and leading technologies and this latest recognition from BrandIndex shows improved perception from the customers.

"We continue to build on this strong momentum and work relentlessly with our dealers around our region to further strengthen our after sales support and parts availability to bring customer satisfaction to greater heights."

ASTON MARTIN DUBAI LAUNCHES PRE-OWNED DIVISION

Move underlines Aston Martin's commitment towards providing a total business solution for customers in UAE

Aston Martin Dubai is delighted to announce the launch of its internationally acclaimed certified pre-owned cars programme, ASSURED, a programme intended to bring more buyers to the Aston Martin brand, strengthen brand loyalty and awareness and increase the value of pre-owned Aston Martins.

Aston Martin Dubai has appointed a dedicated pre-owned manager to handle all aspects of pre-owned cars division. By doing this, the British luxury sports car maker has ensured the same outstanding quality of customer service is delivered across the board, from new car buyers to pre-owned car buyers.

By establishing a pre-owned cars division, Aston Martin Dubai has underlined its commitment towards providing a total business solution for customers. Private as well as corporate customers can now have more peace of mind and assurance while buying an Aston Martin vehicle in the UAE. Over the last one year, since the launch of Aston Martin's Dubai dealership, the brand has witnessed a significant growth in the country and the launch of its pre-owned car division strengthens the brand's positioning in the market. Aston Martin is committed to total customer satisfaction and this is a giant leap towards achieving that goal.

Tim Trenker, General Manager, Aston Martin UAE said, "This is a big step forward for us. Since the re-launch of Aston Martin in the UAE last year through our Dubai dealership, we have been focusing on providing the very best in luxury sport car ownership experience to our customers in the UAE and the launch of our pre-owned cars division underlines our commitment and cements our position in the market."

Key elements of this pre-owned cars program are a 140-point mechanical and cosmetic inspection backed by the manufacturer's limited vehicle warranty extension by one year. New Aston Martins have a three year unlimited mileage warranty. Customers can also buy an extended warranty at the time of purchase.

The launch of its pre-owned division follows the recent announcement of the launch of its new Aston Martin Dubai Service Center which will have over twenty service bays as well as a full parts department and customer service call centers with an aftersales team accessible at all times. The new Service Center meets all of the International CI requirements and standards, keeps up to par with Aston Martin standards and customer expectations. The Center is a Category A service center, allowing for the highest level of services within the aftersales field.



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SPYKER UNVEILS B6 VENATOR SPYDER CONCEPT

Spyker N.V. ("Spyker") revealed the Spyder version of its new exotic sports car, the Spyker B6 Venator, at a press conference in Pebble Beach, California.

Just five months after unveiling the B6 Venator Coupe Concept to rave reviews at the 83rd International Geneva Motor Show, Spyker – creator of meticulously hand built automobiles whose beauty is equaled only by their unrivaled craftsmanship – made waves on the other side of the Atlantic. Today the brand introduced the SPYKER B6 VENATOR SPYDER Concept, a unique alternative in the High Luxury Sports sector, via a press conference at The Quail Motorsports Gathering in Pebble Beach, California. The SPYKER B6 VENATOR SPYDER Concept is the eagerly awaited convertible execution of Spyker's compact, 2-door mid-engine sports car that will offer the discerning driver of the highest standards a new choice, delivering a rare combination of heritage, design, performance and exclusivity. Chief Executive Officer Victor R. Muller chose The Quail as the site for the SPYKER B6 VENATOR SPYDER Concept's worldwide premiere because, "It is the car's natural habitat. Car enthusiasts from around the globe descend upon the exquisitely beautiful Pebble Beach for the Concours d'Elegance weekend, and The Quail Motorsports Gathering is the most exclusive event of all." Designed by Muller, the

SPYKER B6 VENATOR SPYDER Concept incorporates vintage cues of the brand's aviation past, highly detailed design and bespoke materials into a defiantly contemporary statement that could only come from Spyker. The company's Latin axiom "Nulla tenaci invia est via" – "For the tenacious no road is impassable" – is tastefully featured on the exterior. The name "Venator" is Latin for "Hunter," a nod back to Spyker's "Hunter" fighter aircraft of the early 20th century.



CAR BAKED COOKIE CAMPAIGN HIGHLIGHTS THE DANGERS OF LEAVING KIDS IN CARS

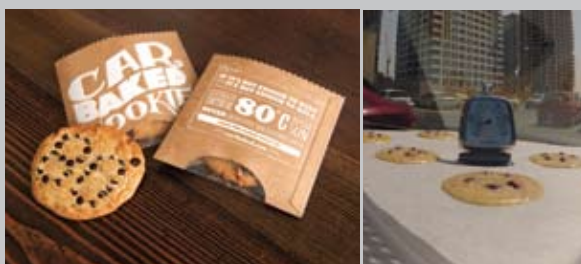
AW Rostamani Group is leading a campaign to highlight the danger heat buildup represents for children left in parked cars. Called 'Car Baked Cookies', the campaign highlights the temperatures vehicles' interiors can reach when parked in direct sunlight by cooking biscuits on the dashboard. With an astonishing 80° Celsius achievable in this confined, glass-sided and unventilated environment, the campaign message is simple: 'If it's hot enough to bake, it's hot enough to cause death'.

Car Baked Cookie demonstrations and cookie giveaways were planned post Ramadan to act as an ongoing reminder of the campaign's message.

AW Rostamani Group is calling on everyone to pledge their support for the campaign via the dedicated www.carbaked.com website and #CarBaked Twitter hash tag where they can also see a video demonstrating cookies being baked in a car. Campaign partners are also invited to join AW Rostamani Group in spreading this potentially life-saving message.

Michel Ayat, Director, AW Rostamani said: "The loss of a child is a tragic event for every family but all the more heartbreaking when it is avoidable. We at AW Rostamani share in the grief of parents who have lost young ones in this way, but the answer is simple – never leave your child unattended, especially in a vehicle. We hope all will remember the symbol of our car baked cookies and ensure they always take their child with them before they leave their car."

Children are much more susceptible to temperature changes than adults as their smaller bodies' heat and cool much more quickly. In our region, heat is the most obvious danger and the environment of an uncooled car, which rapidly increases in temperature is one which we should all be aware of as potentially life-threatening to children. The brain and major organs can be damaged within 10 minutes once a child's core temperature exceeds 40° Celsius while death is a real risk if it rises just a couple of degrees more.



While this type of child mortality is uncommon, one is too many. Please, ensure you do not leave children unattended, especially in parked cars.

1. Unventilated vehicles heat up extremely quickly and so can a child's temperature
2. An unventilated vehicle interior can be 30° Celsius above the outside temperature
3. With an outside temperature of 50° Celsius, a car's interior could hit 80° Celsius
4. A child's major organs can be damaged if their temperature exceeds 40° Celsius
5. Damaging effects from excessive heat can occur in just 10 minutes – 15 mins can kill
6. Over 30 children died in the USA during 2011 and 2012 from heat buildup in cars

If you see an unattended child in a car, call Dubai Police on 901.

If you are concerned an unattended child in a car is in grave danger, call Dubai Police on 999.

Volkswagen Survey Reveals that 60% of Young People Living in the UAE Prefer Listening to Music in their Cars

New research provides insight to the UAEs musical preferences



New research published by Volkswagen, the German car maker, provides an interesting insight into the UAE's music listening habits.

Volkswagen undertook the survey as part of its new regional 'grassroots' music initiative, 'Your Music. Das Auto', which has been specifically designed to support and find new musical talent living in the Middle East.

According to the results of the survey, which was conducted by YouGov, 60 per cent of the people living in the UAE prefer to listen to their favourite music or radio channel whilst driving.

Interestingly, the survey also revealed that nearly 40 per cent of the people interviewed believe that more attention should be given to Arabic language music, which is seven times more popular amongst young adults compared to people above the age of 40.

Thomas Milz, Managing Director, Volkswagen Middle East, said: "We undertook the research as part of our 'Your Music. Das Auto' initiative to gain a better understanding of the UAE's musical preferences and I think the results have been really interesting. They prove what we have always really known at Volkswagen - people love to listen to music in their cars and people in the UAE love cars, a perfect combination!

"At Volkswagen, we have a strong history in connecting people and communities through music and we see a strong alignment with the local Arabic music scene, where the young talent is truly innovative and pushing boundaries."

Raya Abirached, the popular host of Arabs got Talent, who is supporting Volkswagen with its 'Your Music. Das Auto' campaign to help unearth a new music star, said: "It excites



me that almost 40 per cent of young people think that Arabic language music should have more exposure.

"The Arabic music industry holds tremendous potential for young artists, and I always want to support the opportunities available in the region for them to get noticed. The 'Your Music. Das Auto' initiative is an excellent platform and offers a great opportunity for people to make new Arabic music and help open it up to new audiences around the world."

Volkswagen launched its first component of the regional competition - 'Your Music. Das Auto' - inviting people to develop an original song based around a specially commissioned beat. The beat, which is the Morse code signature for Volkswagen, is available to download from the Volkswagen Facebook page.

The competition is open to anyone with a passion for music until August 22nd, but with criteria that will ensure it retains its Middle East focus. The lucky winner will receive some amazing prizes, including their own music video.

McLaren Automotive grows retail presence in Saudi Arabia with the opening of McLaren Riyadh

McLaren Automotive and retail partner for Saudi Arabia and Bahrain, Al Ghassan Motors, continue their expansion drive in Saudi Arabia and the Middle East region with the opening of McLaren Riyadh. The event was hosted by Al Ghassan Motors President and CEO, Sheikh Ghassan A H Al Sulaiman.

McLaren Riyadh is the 43rd global retail location for McLaren Automotive, and is the second location to open in Saudi Arabia and the sixth in the Middle East, with McLaren retailers also located in Abu Dhabi, Dubai, Jeddah, Kuwait and Manama.

The latest McLaren retail location is situated within Al Ghassan Motors' new Riyadh facility, located on the main King Abdulaziz Road between the junction of Al Dabab Street and Riyadh Airbase roundabout. The facility will showcase the 12C, the current Middle East Motor Awards 'Car of the Year', and the 12C Spider. The location will also display McLaren Qualified pre-owned vehicles when the program is launched in Saudi Arabia later this year.

A McLaren P1™ specialist will also be based in the showroom to meet the needs of customers wishing to purchase the high performance sports car company's next generation ultimate supercar, of which only 375 cars will be built. Deliveries to customers are scheduled to start in late 2013.

Sheikh Ghassan A H Al Sulaiman said: "We are proud at the pace we have been able to grow our McLaren business in Saudi Arabia and our latest location highlights a vibrant supercar market. Our focus is on continuing to deliver world class customer service, and opening McLaren Riyadh is one step further to meeting the needs of our McLaren customers in the Kingdom."

"Supported by the groundbreaking supercars that McLaren has already launched and plans to bring to market in the coming years, including the incredible McLaren P1™, Al Ghassan Motors is fully prepared to ensure that McLaren continues to prosper in Saudi Arabia."

Ian Gorsuch, McLaren Automotive Regional Director for Middle East and Africa, added: "McLaren plan to have 50 retailers around the world by the end of 2013, which is also the year of our 50th anniversary. The achievements of Al Ghassan Motors to date are key to the success of McLaren across the Middle East as we look to establish ourselves as the iconic sports car company. The opening of our new location in Riyadh gives McLaren enthusiasts, prospects and fans the chance to see, first-hand, what McLaren do in a very impressive environment."

The Tire Story From Wooden Wheels to Green Tires



Surender Singh Kandhari
Chairman, AI Dobowi Group

Mr. Surender Singh Kandhari, the chairman of the AI Dobowi Group has been a fixture at the Automechanika Academy ever since it began. He was the first speaker in the session on tires and started by stating that tires are black and boring. He used a famous painting by noted English landscape artist John Constable "The Hay Wain" as the backdrop to emphasize how tires or wheels as they were called then have evolved over the years. The painting, done in 1821 depicts a haywain or hay wagon with wooden wheels encased by metal strips.

In the picture, the wagon is made to stand in water, possibly to allow the wooden wheels to expand and offset the contraction due to the hot summer weather. This would prevent the metal strips from falling off the tires. The painting shows tires as they were then - essentially metal bands or hoops attached to the rim of the wooden wheels of a cart. The picture has changed a lot over the last two centuries.

Tires are no longer black and boring. With new technological breakthroughs, we now have "green" tires that do minimum possible damage to the environment. Though it is often said that it is not possible to reinvent the wheel, fortunately for us, innovations in tire technology kept coming at a fast pace. Today's tires are sophisticated, lightweight marvels of technology that are highly durable and enhance the performance and fuel efficiency of a car.

The first pneumatic tire, a leather covered carriage tire which supported the weight of a vehicle with air was invented in 1845 by Robert Thomson. Unfortunately, the market was not yet advanced enough to accept his product. In 1839, in the US, Charles Goodyear accidentally discovered the process of vulcanization when he mixed rubber with sulfur at a high temperature to get a product that was durable yet flexible. Sadly for him, Goodyear did not patent the process until 1844 and it was widely copied. Goodyear's discovery paved the way for John Boyd Dunlop invention of the first practical pneumatic tire for his son's tricycle, which he patented in 1888.

Thus, in the 70 years from the time John Constable painted "The Haywain", tires evolved from a metal band to an air filled rubber rim that cushioned the ride in vehicles. The improvement in ride comfort must have been dramatic. The tire which was initially intended just as an iron rim to support the wooden wheel was transformed into a hollow inflated rubber rim placed over the rim of a road vehicle to reduce road shocks. The pneumatic tire essentially consisted of a reinforced auto casing enclosing an inner tube.

While pneumatic tires were comfortable, it was a tedious and difficult job to fit a replacement for punctured tires as they were glued to the rim. This problem was solved in the 1890s, by the Michelin brothers, Andre and Edouard who introduced demountable pneumatic tires. They were attached to the rim by bolts for comparatively easy removal. Eventually the bolts disappeared and tires as we know them today which are mounted on the rim with no external fixing became the norm. These tires have a much better structure and are also known as cross ply tires with reinforcing pieces attached to the casing at random.

There were further advances in designs and tread patterns. The 1940s was the decade that saw really significant strides in tire technology. The first of these was the invention of the radial tire in 1946 by Michelin which made tires much more comfortable and improved mileage. The following year, in 1947, B.F. Goodrich announced the world's first tubeless tire which they claimed made it easier to change tires and offered better mileage. These two inventions were highly significant for today's tire business where radial tires and tubeless tires are the norm.

Many advances have been made since the 1940s. Tires have become increasingly more sophisticated with the level of technology incorporated in today's tires increasing year by year. The tire that started as a metal rim around a wooden wheel has now been recognized as an integral part of a new car's suspension system and the advances have largely been driven by developments in vehicle technology. Cars have become quicker, the engines are more powerful and tires need to be adapted to withstand enormous stresses caused by the dramatic increase in the levels of torque. Even everyday family sedans theoretically have top speeds of over 120 miles per hour and sports cars and supercars are frighteningly quicker. Tires are now expected to be durable and fuel efficient with a high load capacity. They should be able to handle the top speeds in addition to wet and dry conditions.

Car manufacturers now consult the tire manufacturers at an early stage in the development of a new car and in some cases tires are specifically made for certain models, notably for the more expensive supercars. While safety is of paramount importance, the role of the tire in reducing the motoring costs and in limiting the impact of the car on the wider environment has played a part in tire design. Another key feature is low rolling resistance, as a tire that rolls easily uses less fuel thus saving money and valuable natural resources. This has been taken a stage further in the design of today's truck tires. For haulage and logistics companies, fuel is the main component of their costs and they do everything possible to reduce the amount they spent on fuel.

The one area in which tires are challenged the most is in braking. With cars travelling at high speeds, brakes have become larger and more powerful. However, even with the best brakes in the world, there is danger of skidding and hydroplaning if the tires are worn out and the road is wet. As an ad by a well known tire company goes, "Brakes stop the wheels but tires stop the vehicle."

Safety has always been the main priority for tire manufacturers. Some of the recent advances include replacement of textile radials with steel radials and the use of Kevlar belts for reinforcement in instances where there is high risk of punctures. Tread compounds are continuously being tested. It was found silica based compounds worked well at low temperatures and these are incorporated into beta tires, themselves a significant innovation offering low rolling resistance tires and good traction. Another trend is the use of faster speed radials. Many of today's tires are V rated or even higher speed tires. Directional treads and asymmetric treads are the new tread patterns that have been developed to cope with these faster speeds. A comparatively recent innovation has been the introduction of run flat tires that enable a car to continue running even after a puncture. This has safety advantages but the idea was also driven by car manufacturers wanting to save width and free up boot space.

Increasingly, tire designers have come up with tires that are not only axle specific (tire axle or trailer axle) but are also application specific with different materials and tread patterns for long haul, urban and regional applications. All of this is designed for optimized performance and to save money for the operator. This is a level of sophistication that was undreamt of a few years ago and is greatly aided by the use of computer aided design (CAD).

In the past, tires used to be designed by trial and error with every design prototype being built and tested on the road before being refined further. This was a very tedious process. Today, using CAD, engineers and technicians can model a tire on the computer, and can accurately predict how it will perform on the vehicle. They can even model the effects of changing the compound, and alternating the tread pattern. By the time the prototype is produced, the manufacturer knows how it will perform. Thus, CAD has enormously reduced the time it takes for the tire to go from the initial idea to market ready product.

Rather than a top down process, the designing process now is market driven with manufacturers constantly checking on customer preferences through market research. Every market is different, the temperature is different, and the climatic condition is different. So, all the tires have to be designed keeping the area specific requirements in mind. The world of tires is constantly changing and the rate of change is becoming even more rapid. As well as keeping up with the advances in vehicle technology, the tire manufacturer has to comply with growing number of rules and regulations. One example is the recently introduced Tire Label Regulations in the European Union whereby every tire sold has to be clearly labeled with details of area of wet grip, fuel efficiency, and exterior rolling noise. The end user benefits greatly from these and other legislations across the world such as e-marking in Europe, SOSO in the Middle East, and BIS in India

which have generally raised the bar in relation to tire quality and define the minimum safety standards. All tires are good and meet these minimum standards. Ultimately, it comes down to the customer which tire he chooses based on the parameters that are important to him such as the design, quality, level of service etc.

When it comes to future trends, development looks set to continue at a brisk pace with new materials and designs but safety will continue to be the main consideration. There will doubtless be advances in the fuel saving and other aspects of performance designed to minimize the effect on the environment. What is certain is that car design will continue to evolve and tire manufacturers and designers will need to commit greater resources to their research and development departments. The history of tires has been one of fine tuning and small but constant improvements such as the introduction of radial tires in the 1940s.

Based on what has been seen so far, Mr. Kandhari confidently stated that the tires of the future will technically be better than today's tires. All tire manufacturers are constantly striving for product improvement and innovation and no one can afford to rest on their past laurels. In just under two centuries, the tire has come a long way from being the metal hoop on the cart siding. We cannot even begin to imagine what it will be like two centuries ahead or even two decades ahead from now.

Revising his statement at the outset that, "Tires are boring. They are black and round", Mr. Kandhari concluded that tires are no longer boring. They have become technically very advanced with tire manufacturers taking a lot of interest in their quality, particularly from the safety perspective. It costs about 500 million dollars to set up a tire manufacturing unit anywhere in the world and no one invests that kind of money to make a bad tire. In the bargain, customers end up on the winning side as manufacturers compete to provide them with the best possible tires.

Bright Outlook for Global Rubber Industry Clouded by Greenhouse Effect



V. Krishnaram
CEO & Joint Managing Director,
Emerald Tires

How many of us know that the sap of a rubber tree comes not from the bark but from the leaf? Just as tires are needed to make a car roll, rubber is needed to manufacture those tires. With diplomas in marketing, HR and industrial psychology, Mr. V. Krishnaram, the CEO and joint managing director of Emerald Tires who is currently pursuing a doctorate on the topic of industrial tires proved to be a fount of knowledge when it comes to all things rubber. In his session at the Automechanika Academy, we got a concise but comprehensive overview of the current and future trends in the global natural rubber situation.

Natural rubber is nature's boon to mankind. In spite of spending billions of dollars on research, scientists have not yet been able to find a commercially viable alternative for this product that is essential for keeping the globe on the move. Rubber is an agro based industrial raw material and of all the rubber produced, about 70% is used in tire production and only the balance 30% is used in the production of general rubber goods. This plant, "Heavea Brasiliensis" that was originally a native of Amazon rain forest and was taken to the different parts of the world by the colonial British government in the nineteenth century is the mainstay of the automotive industry and is used in all parts from tires to gaskets.

There are three types of rubber; natural rubber, synthetic rubber made from petro product derivatives and reclaim rubber that is recycled from worn rubber products.

Countries such as Thailand, Malaysia, Indonesia, India and Vietnam account for 90% of the world's output of natural rubber. Natural rubber is grown over 9.3 million hectares and 95% of the global cultivation is in Asia as the plant thrives in a tropical climate where the average rainfall ranges from 2000-4500 mm. The tree is long lived but takes seven years to mature before producing rubber for 25 years. The rubber tree is highly sensitive and tappers need to be specially trained and highly experienced to extract the maximum possible amount of latex from a tree on a daily basis.

A tree normally produces about half a cup of latex in a day. This latex is mixed with diluted acid and dried and rolled twice - the first time to remove water and the second time around to process it into rubber

sheets which are then dried and smoked for commercial use. Block rubber is obtained from the dried and crusted remains of the latex that remains in the cups after latex is collected. There are different grades of natural rubber based on the texture and the dirt content. Styrene Butadiene rubber and poly butadiene rubber are the two forms of rubber that are most commonly used in making high performance tires.

Synthetic rubber which is made by refining oil, coal or other hydrocarbons pales in comparison to natural rubber which is produced from a renewable source. Natural rubber has less rolling resistance, lower heat buildup and better physical properties, does not use much energy and combines much more readily with silica to give greater reinforcement. With regard to the environmental aspect, 6 less tons of carbon dioxide is emitted when one ton of natural rubber is used instead of synthetic rubber.

Japan and the U.S. use up 40% of the natural rubber output for the production of tires. The Asia/Oceania region accounts for the largest production and consumption of natural rubber in the world, producing 9656 (000 tons) or 93% of the world output in 2012 and consuming 7617 (000 tons) or 70% of the total production. This makes Asia the hub of tire production in the world. Thailand, Indonesia, Malaysia, India, Indonesia, Sri Lanka and the Philippines are the major producers, accounting for 90% of the output. Thailand is the largest producer at 34.3% of the total production closely followed by Indonesia at 28.9%. Any adverse conditions in Thailand like the bad climate in 2010 makes rubber prices soar. In 2010, they went as high as USD 5/kg. Typhoons, rains, floods all affect the production of rubber. India has the highest productivity and the best yield per hectare and the Indian government has offered good support with support prices for rubber and tax breaks and agricultural loans for rubber farmers.

The main factors influencing the supply of natural rubber are the extent of area under cultivation, the climatic conditions, the productivity of the land, the availability of skilled tappers for maximum production, government support for cultivators and the market price for natural rubber. Some countries have restrictions on the extent of land that can be used for cultivation. The climatic conditions such as the temperature and the extent of rainfall need to be favorable as well. Labor can be a crucial factor as tapping is not seen as a very lucrative profession and tappers learn more by experience than anything else due to lack of formal training. The extent of area that is under cultivation and the area covered by trees that are not yet mature or need to be replanted also needs to be considered.

Forecasting the trend for the next five years, Mr. Krishnam stated that the factors that will influence the supply of natural rubber for this period are the extent of replanting (Thailand has an accelerated replanting program), the age of the rubber trees, farmers inclinations when it comes to the choice of crops and government incentives (as in Malaysia and Thailand).

90% Of the rubber plantations in the Asian countries are owned by smallholders. Their decision to cultivate rubber in a particular year depends on many variables such as the age structure of existing trees, the current price and short-term expected prices of rubber, the price of rubber wood, the alternative income sources till replanted trees start yielding again, the current cost of replanting and labor, availability of government incentives, availability of desired planting materials and on how lucrative alternative crops are. Normally if the price rises after a slump lasting for a few years, a lot more farmers switch to rubber cultivation. If however other crops appear to be more profitable like palm in Malaysia and labor and input costs remain high, fewer farmers will continue with rubber cultivation. As trees age and aged trees become more uneconomic calling for replanting, the yielding area goes down and the replanting rate goes up.

In order to increase the rubber supply either the productivity or the area under cultivation has to be increased.

The best way forward would be a judicious mix of both measures. The total yielding area for 2013-2018 depends on the 2012 yielding area, rate of replanting and area planted from 2005-2012. In the period from

	Reused	Reconditioned	Rebuilt	Remanufactured
Disassembly	No	No	?	Complete
Wear Parts	Reused	Reused	Reused	100% replaced
Cleaning	?	Yes	Yes	100% includes anti-corrosion
Testing	No	No	?	100%
Replacement of Pieces	No	No	As needed	100% OE quality
Final Testing	Sometimes	Sometimes	Yes	100%
Accessories	Sometimes	Sometimes	Sometimes	100%

2005-2012, ANRPC (The Association of Natural Rubber Producing Countries) members ensured there was a big spurt in the replanting of natural rubber. These trees are maturing now and China also had started rubber cultivation from 2007. So, the outlook for 2013-2018 looks bright as these trees come of age. Hence, the supply demand gap is on the positive side and it does not look like the world will experience any shortfall of natural rubber.

The spot price of natural rubber went down from USD 6 for a kilo at one time to USD 3.5 per kilo today due to increased production of rubber and decreased global consumption. The deceleration in growth in China, India and the U.S. has brought demand levels down. Unless the economic slowdown is reversed, natural rubber consumption is not likely to lead to a demand-supply gap.

Dr. Hidde Smit, a world renowned rubber industry analyst and former Secretary General of IRSG (International Rubber Study Group) has also predicted a dip in the price of natural rubber due to increased production as an outcome extensive replanting and expansion undertaken in 2005-08. He has also stated that the price will taper off after 2020. Global price per quintal declined from USD 362.61 in January 2012 to USD 303.8 in May 2013 and it is predicted that prices will fall further to USD 2 for a kilo later this year.

The current trend indicates that natural rubber consumption may climb to 19.3 million tons in 2025 and synthetic rubber demand may rise to 22.2 million tons in 2025. Natural rubber production may reach 18.5 million tons by 2025 with Thailand and Indonesia each producing about 4.5m tons in 2025.

When it comes to synthetic rubber, Asia/Oceania, North America and the EU countries are the largest producers at 49.65%, 17.50% and 17.65% respectively with the total production having been 7021 (000) tons in 2012. Synthetic rubber prices and natural

rubber prices are directly correlated as synthetic rubber can be used only in combination with natural rubber. Natural rubber cannot be substituted by synthetic rubber for bus or truck radial tires due to its physical, mechanical and adhesion properties.

Change in climatic conditions poses the greatest challenge as it may affect productivity. A 6 degree increase in temperature due to the greenhouse effect in the main rubber producing countries can lead to a drastic 50% decrease in the production of natural rubber. In order to keep the price under control, it is essential to start cultivation in new areas and ensure a stable supply.

A lot of research is being done in different parts of the world on finding alternatives for natural rubber. For example, scientists from the Fraunhofer Society in Germany have discovered that the milky sap of the dandelion contains raw rubber of the same quality as that found in rubber trees. Continental has been pursuing the research into dandelion rubber since 2007, and is currently working in a research consortium to explore the capabilities of the Russian dandelion species, which provides a higher yield of natural rubber than the common dandelion. Yokohama currently uses oil from orange peels in one model of passenger car tire to improve traction. Goodyear is looking at soybean oil as a way to help reduce the amount of petroleum-based oil used in tires. But none of these products have as of yet, emerged as a commercial viable product.

Mr. Krishnam ended his presentation with his view that a balanced assessment of the key factors playing a role in the production and supply of natural rubber leads us to the conclusion that there will be adequate supply of natural rubber in the future. Growth in rubber production will continue to outpace demand until 2020. The only cloud on the horizon is the possibility of drastic changes in the climate due to global warming. In that case, all our calculations and forecasts will come to nought.

ARE WE WITNESSING 'GENERATIONAL CHANGE'?



**Harjeev
Kandhari**

Executive Director
AI Dobowli Group

Recent news on the acquisition of America's Cooper Tire by India's Apollo Tire has temporarily over-shadowed the major phenomenon in our business of the past decade – the incredible rise of the Chinese tire industry. Rather than seeking major overseas acquisitions, the Chinese have steadily arrived on the global stage through organic growth and via impressive investment in new factories and state-of-the-art capital equipment. Enterprises like Hangzhou Zhongce (producer of the Westlake tire brand) and Shandong Linglong are now well established as global tire players.

It's a commonly held belief that the Chinese tire industry is export-led. But an incredible 24% of all global car production now takes place in China – so it's logical why so many tires are also being built there – primarily to satisfy the new 'first generation' Chinese drivers. As the domestic vehicle market expands, so more and more tires are needed – both for OE and replacement.

It's also worth noting that the Chinese currently own 80 vehicles per 1,000 people – compared to more than 500 per 1,000 people in the UK – and China is already the number one car market in the world!

But domestic growth is also there to support global ambitions and Chinese tire brands are now becoming more visible worldwide – following a trend in almost every other consumer product.

Take a closer look at your mobile phone – the brand message may be 'California' or 'Finland' but it's probably made in China. The same with

your blu-ray player or laptop or 3D TV or even the wallet in your pocket. The brand is global but the production is in China.

Why China? Of course initially it was down to cost advantages but now although input costs still play a major part, the country also offers improving quality and reliability. Just as several decades ago with its neighbour Japan or maybe later in the 1980s with Korea, China is emerging. Some fifty years ago when they first started to export to Europe, there was maybe a reluctance to buy 'cheap Japanese' and I remember the reactions approximately 20 years ago that Korean tires were not perceived as good as 'Made in USA' or 'Made in Europe'. That has all changed of course. The world's leading tire producer is Japanese and Korean tire brands (like Hankook) are now globally recognised.

So it looks to me that we are entering a new phase in the global tire industry. An era in which we will witness significant shifts – so-called a 'generational change'. In a few years' time the list of 'Top 20' tire manufacturers could look very different to today. The European and North American tire markets have matured. To see where change is really happening, it's time to look further afield to where vehicle ownership is in its infancy and undergoing a rapid transformation and to consider how this, in turn, will influence the supply of new tires and new tire names across the globe. It's an exciting change to be fully embraced. A change that can only help to deliver better choice, better quality and more buying power in the hands of you - the local tire dealer.



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Avoiding sharp turns at high speeds will make your tires last longer. The less strain and pressure on your tires, the longer it will last

BRABUS TRUSTS IN CONTINENTAL UHP TIRES

High-tech tuner BRABUS is putting its trust in Continental tires for its high-performance, sports-tuned cars. That includes what must be the world's most powerful road-going sedan boasting 800 HP (588 kW). It sprints to an electronically limited top speed of no less than 350 km/h on ContiSportContact 5 P tires in size 255/30 ZR 20 at the front and 305/25 ZR 20 at the rear. The tuning firm based in Bottrop, Germany, fits its Bullit Coupe 800, which as the name suggests also packs 800 HP, with the ContiForceContact, a high-tech, road-legal racing tire. Meanwhile the ContiSportContact 5 P in its UHP road-tire guise provides maximum grip for the BRABUS B63-620 and BRABUS 800 iBusiness. Along with its super sports coupes and ultra-high-performance sedans, BRABUS also puts the 800 Widestar – the tuned version of the Mercedes G 65 AMG – on Continental tires. This 4x4 that can hit top speeds of around 250 km/h runs on 23-inch wheels with ContiCrossContact UHP tires in size 305/30 ZR 23.

"Developing tires for cars as demanding as the ones turned out by BRABUS is a real challenge," says Henry Siemons, Head of Tuning at Continental. "What we encounter here is a blend of very powerful acceleration, extremely high speeds and high expectations in terms of handling. We're delighted that, building on the outstanding basis provided by our latest UHP models, our tires can offer BRABUS a very good and balanced solution in this context."



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BKT conducts technical training session in DP World

The desire to share their research knowledge and rich experience with their customers saw BKT and their premier distributor - Auto1 Tires, recently conduct a one day workshop for the Technical team of DP World, Dubai.

The training workshop was conducted in 2 sessions. The BKT team comprising of Mr. Anshul Samant (Export Manager- Middle East) and Mr. Sitaram Sheregara (Technical Manager) spoke about the construction and manufacturing process of tires in general and the processes followed in BKT, in the first session. The second session was devoted to tire maintenance issues in ports. The training sessions were followed by an open discussion forum in which the DP World team and BKT team discussed on the different maintenance issues the tire technicians' face in the real world scenario and how to overcome the same.

Mr. Jassim Mohammed Hussain (Senior Supervisor, Procurement – DP World) welcomed BKT's endeavor to conduct this One Day workshop and that it has created a platform for the tire producer and the user to share their knowledge and experience and benefit from each other.



Mr. Anshul Samant quoted that BKT and Auto1 Tires are committed to their customers in not just providing quality products but also services as these which has helped them gain the customers' insight and understand their requirements better.

Mr. Praveen Benjamin (GM- UAE, Auto1 Tires) quoted that BKT and Auto1 Tires will continue these training workshops for all its customers in the near future.

Goodyear, the best-known tire company in North America, is hard at work on the construction of its newest airship.

This week marks an important milestone in the company's plans to replace its current fleet of blimps as workers install an envelope over the aluminum and carbon fiber framework of the first of its new-design airships. The airships are supplied by German zeppelin manufacturer ZLT Zeppelin Luftschifftechnik and being built with Zeppelin and Goodyear teams at Goodyear's hangar in nearby Suffield.

Compared to the current fleet of Goodyear blimps, the new airship models will be longer, faster and more maneuverable. The envelope being applied to the new airship is made of polyester with a DuPont™ Tedlar® film. As it is stretched over each metal truss, the envelope is attached. When complete, the helium-filled envelope will have a volume of 297,527 cubic feet.

"This is a major project that requires the dedication and skilled handiwork of these combined teams of airship experts. The result will be the only Zeppelin model airship in North America. It represents a strong investment in Goodyear's airship program, helping to ensure that Goodyear will remain at the forefront of aerial broadcast coverage and support," said Nancy Ray, Goodyear's director of Global Airship Operations.

Upcoming construction milestones, according to Ray, include the attachment of the airship's tail fins and passenger gondola –scheduled to happen this year. In early 2014, key steps will be the crew training, airship certification, installation of the electronic video boards and eventual christening.

Goodyear's blimp fleet generates significant value for the company through visibility at major events, on-camera exposure during television broadcast, tire sales through



support of Goodyear dealer and store promotions, and the goodwill generated by support of non-profit and public service programs.

During its long operational history, Goodyear has built and operated more than 300 lighter-than-air vehicles since 1917, including two large rigid airships – the U.S.S. Macon and U.S.S. Akron. This is the first semi-rigid airship to be built in the 95-year history of the Wingfoot Lake Hangar.

For more than 87 years, the Goodyear blimps have appeared at the most watched news, entertainment and sporting events around the world. The blimps also heavily support local and national charities, and community emergency response programs.

Goodyear owns and operates three airships in the United States. Goodyear is one of the world's largest tire companies. It employs about 69,000 people and manufactures its products in 52 facilities in 22 countries around the world. Its two Innovation Centers in Akron, Ohio and Colmar-Berg, Luxembourg strive to develop state-of-the-art products and services that set the technology and performance standard for the industry.



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BKT's Industrial & OTR tyres: the innovative answers of a wide, complete and competitive tyre range.

Continental CST targets Middle East as key market for specialty tire range

The Middle East's rapidly expanding network of world-class ports will be a key target market for Continental Commercial Specialty Tires (CST), following the launch by the German manufacturer of the world's most complete tire portfolio for port fleets.

The portfolio, which was introduced at the TOC Europe Exhibition 2013 in Rotterdam, Holland, includes customized tires for all vehicle types operating in port logistics. The range includes tires for straddle carriers, reach stackers, rubber tire gantry cranes, terminal tractors and trailers, and heavy-duty forklifts. Most of the tires are based on the revolutionary V.ply technology, which has been especially developed for the challenging working environments of vehicles in port operation.

Middle East ports, such as Jebel Ali and Khalifa ports in the UAE and King Abdul Aziz port in Dammam, Saudi Arabia, are constantly investing and expanding and are set to benefit from the new tire portfolio, which will optimize operating costs and efficiency. In recent years, global port logistics have shown a steady market growth of seven percent per year. According to recent estimates, the global port business will double its capacity from now until 2024.

"For port fleets, fuel is cost factor number one, and tire replacement cost factor number two. More than that, 20 percent of a vehicle's fuel consumption originates in the rolling resistance of tires, commented Dr. Michael Andreas Maertens, Managing Director of Continental CST. " With our new high quality portfolio we can offer customers in the important Middle East market a complete solution that increases reliability and safety, while simultaneously keeping operating costs down and optimizing the environmental performance of their fleets."

The Continental ContainerMaster and DockMaster tires are designed for reach stackers, empty container handlers and heavy-duty forklifts. Continental offers these two tire ranges to fully address the particular challenges of each vehicle type and the wide scope of different operating environments and customer needs. Whereas the ContainerMaster is well suited for the typical operating conditions in most harbors, DockMaster is a slick tire especially designed for particularly challenging working environments, where puncture resistance is essential.

Continental CraneMaster is designed to enhance operating performance and endurance under enormous weights. Gantry cranes often turn on the spot under load. The fact that a rubber tire gantry crane does not move when its wheels are turned, puts tremendous stress on the tires, resulting in frequent flat spots and causing damages. When

the deformed carcass is moved, tire wear increases exponentially. Tire lifetime is also shortened by UV radiation that accelerates the aging process of rubber dramatically, causing visible cracks in the tire surface. The new CraneMaster minimizes these effects.

To meet the needs of operators in challenging harbor working environments, Continental presents a complete range of radial tires for terminal tractors and trailers. It includes the reliable TerminalTransport, the ContiRV20 and ContiRT20 radial tires as well as Continental Trailer, a solid maintenance free tire for Terminal Trailers.

Cross-ply technology is well-known for its superior damping properties and radial for optimum rolling resistance. Continental's V.ply tires combine the best of both worlds, by integrating an innovative weaving pattern of multiple cords arranged at specially designed angles. V.ply allows the production of sidewalls three times thicker than those used in radial tires.

V.ply tires' design has been inspired by racing tire technology and was developed with the help of 3D modeling. It enables high payloads even on heavy vehicles that need to reach high stacks, turn on the spot and perform frequent directional changes. More than that, extensive field-tests in ports worldwide have proven that V.ply features outstanding resistance against damages, a high reliability over a long service-life, and a low rolling resistance.

"Continental CST recently announced to make significant investments in sales and product development over the next ten years. This investment plan and the launch of dedicated port business products are part of Continental's Tire Strategy 2025. We want to grow our position among the top three automotive suppliers worldwide by providing the best solutions for each of our customers in each of our markets," said Nikolai Setzer, member of the Executive Board of Continental.

EXPLORING THE LIMITS



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Trelleborg Wheel Systems increases range to include large OTR solid tires



Trelleborg Wheel Systems, market leader in industrial tires, announced plans for the global roll out of its Brawler range of large off-the-road solid tires.

The Brawler range includes specialist tires for the most demanding environments of waste, recycling and underground mining. The range perfectly complements Trelleborg's existing range of premium tires for materials handling applications and develops the company's already successful presence in the construction segment.

Roberto Zampieri, Construction Business Development Manager Europe for Trelleborg Wheel Systems, Industrial Tires, says: "Brawler is particularly suited to the waste and recycling industries. Many customers in these industries are making the switch from either pneumatics or foam filled pneumatics to solid tires on large applications. Sites often operate 24/7 and require tires that last longer, need little maintenance and deliver the best 'Total Cost of Ownership' over their whole life.

"The Brawler Solidflex range was developed to maximize user comfort without compromising life or performance. It uses a patented elliptical hole pattern in the side wall, allowing for much greater deflection over broken terrain; vital for applications where drivers are working on rough ground."

The Brawler range is well known across North America where it is used extensively in the scrap metal and waste industries as well as in underground mining. It offers superior performance for construction machinery including loaders, backhoes, skid steers, telehandlers and material handlers and is available in wheel sizes from 20 inch skid steer up to 35 inch for wheel loaders.

Trelleborg is an established global market leader in the production of solid tires for the materials handling industry and has in recent years moved into the construction segment with a range of pneumatic tires and rubber tracks designed to meet the requirements of the replacement market. Trelleborg's strength in the construction segment was bolstered in late 2012 by the acquisition of Maine Industrial Tire, the US based producer of industrial and construction tires. The addition of the large OTR range to the portfolio adds another dimension to the company's offering to the market.

Brawler will be on display at the Kal Tire stand, number OA210A, at the Resource Efficiency and Waste Management Solution exhibition at the NEC in Birmingham, England, from 10 to 12 September, 2013.

Atturo Launches New Trail Blade All-Terrain



Atturo Tire expanded the specialty range with a third model, the Trail Blade A/T. The new All Terrain is produced in Thailand with the popular Trail Blade M/T. Atturo displayed the new model at the Latin Tire Expo in Panama July 24-27. The Trail Blade A/T is constructed for truck owners who demand a strong tire with versatile traction capabilities, but at an affordable price level. The initial launch includes nine LT sizes from 15" through 17".

The A/T pattern continues the evolution of the Atturo brand as a specialist in the SUV/LT market. This market represents a continued growth segment in vehicle sales, and tire replacement. The drivers of these vehicles also require a quality option when replacing their tires, without having to overpay for original equipment brands. It is one of the few segments not over saturated with poor quality no-name product. Therefore, it represents both a growth and profit opportunity for dealers.

The Trail Blade A/T has started shipments this month with these sizes. As with the AZ800 and Trail Blade M/T, additional sizes will be added to

Size	Speed Load Index	Ply Rating
LT265/70R17	121/118S	10
LT265/75R16	123/120S	10
LT245/75R16	120/116S	10
LT225/75R16	115/112S	10
LT215/85R16	115/112S	10
LT235/85R16	120/116S	10
LT235/75R15	104/101S	6
LT31x10.5R15	109S	6
LT30x9.50R15	104S	6

further grow the range of applications. Atturo are distributed via factory direct containers as well as from Atturo's growing group of domestic and worldwide distributors. As with all Atturo, they are covered by a three year warranty.

Bridgestone Group Opens First Technical Center in the Asia-Pacific Region



Bridgestone Asia Pacific Technical Center Co., Ltd., wholly-owned subsidiary of Bridgestone Asia Pacific Pte. Ltd., held a ceremony to celebrate its official opening in its office at Shinawatra Tower 3 Building, Viphavadi Rangsit Rd., Bangkok, Thailand. This will be the Bridgestone Group's first technical center in Thailand, and also in the Asia Pacific region.

The ceremony, which marked the official start of operations of the new technical center, was attended by representatives from the Bridgestone Group, including Mr. Yoshiyuki Morimoto, Senior Vice President, Member of the Board, and Chief Technology Officer responsible for Technology; concurrently responsible for CSR and Quality Management of Bridgestone Corporation, Mr. Shinichi Sato, Vice President and Officer of Bridgestone Corporation and President of Bridgestone Asia Pacific Pte. Ltd.*2 and Mr. Masajiro Fujiwara, Managing Director of Bridgestone Asia Pacific Technical Center Co., Ltd.*3. During the ceremony, Mr. Morimoto talked about the role that the technical center will play in providing technical support across the region and his expectations of it in enhancing research and development for Bridgestone to respond more quickly to customers' needs.

As the markets in the Asian region continue to grow and diversify at a fast rate, Bridgestone believes that it is necessary to set up a technical center in Thailand as a step to strengthen its framework for research and development in the region. By establishing a technical center close to the markets, Bridgestone will be able to

grasp changes in its customers' needs constantly and reflect these in the development of its products. The new technical center will oversee the functions of Tire Development, Production Technology, Quality Management, and Procurement, and serve as a regional base to enhance the operational level in terms of safety, environment, product quality and delivery in its Asian plants.

Moving forward, the Bridgestone Group plans to increase its presence in the Asia Pacific region through enhancing research and development, expanding its sales network, and increasing tire production capacity as it strives to achieve its mission of "Serving Society with Superior Quality".

Linglong Named Most Valuable Chinese Tire Brand for Second Successive Year

World Brand Lab published its latest listing for Chinese brand valuations – the 'Top 500 Most Valuable Chinese Brands'.

The Linglong brand was judged to have increased in value from 11.652 billion Yuan (\$1.86 billion) to 14.372 billion Yuan (\$2.30 billion) over the past 12 months, increasing the company's ranking on the 'Top 500' list to 127th place, thereby defending its position as the most valuable Chinese tire brand.

In this 10th edition of the World Brand Lab report, companies were judged on several criteria – including financial performance, consumer preferences and market positioning. The World Brand Lab, established in New York in 2003, is the leading independent consultancy of brand valuation and marketing strategy. It provides advice on branding to various commercial organisations, NPOs and governments.

On behalf of the Al Dobowi Group, Linglong's distributor in the United Kingdom, Jorge Crespo added: "We congratulate the company on being named once again 'China's Most Valuable Tire Brand'. Linglong's position in the growing Chinese market is enviable and we are delighted to bring some of these industry-leading brand features to the U.K., where the new Green-max passenger tire programme and the extensive Linglong TBR range are really being well received by tire dealers and end users alike".

HAMANN VREDESTEIN ULTRAC VORTI R



Attractive design, superior performance and perfection in every detail: These are the key concepts which have propelled the German firm HAMANN-Motorsport GmbH to the top in the premium styling segment for brands such as BMW, Rolls-Royce and Range Rover. HAMANN's characteristic qualities connect seamlessly to those of Vredestein, providing a solid basis for the development of a new Ultra High Performance Tire.

The brand new HAMANN Vredestein Ultrac Vorti R is specifically developed for the fastest and most powerful cars on the market and truly stand out in terms of grip, steering precision and cornering, at speeds exceeding 300 km/h. The development wasn't focused only on the technical perfection, even the design had priority.

The design comes from the Italian company Giugiaro Design, a name that needs no introduction. The signature of this grandmaster on tires stands for exclusivity and stylish design.

The brand new HAMANN Vredestein Ultrac Vorti R specifically was developed in the sizes 265/30ZR21 for the front axle and 305/25ZR21 at the rear axle for the latest

BMW 5-series models F10/F11 and BMW 6-series models F06/F12/F13 including the M-models and are from now on exclusively available at HAMANN.



Houston Rockets and Kenda Tires Renew PartnershipPartnership

The Houston Rockets and Kenda Tires have announced a multi-year extension of their corporate partnership. Kenda Tires will remain Official Partner of the Houston Rockets through the end of the 2014-15 NBA season.

Under the terms of the multi-year agreement, Kenda will receive corporate sponsor status, including use of Rockets marketing rights, TV-visible branded signage, hospitality and presenting sponsorship of a game night.

"This has been a tremendous partnership for the Rockets and we are thrilled to have Kenda with us again," said Rockets and Clutch City Sports & Entertainment CEO Tad Brown. "Kenda is completely aligned with our organization's position as an international sports property and we believe this partnership will continue to enhance both companies."

"We are excited to continue our sponsorship with the Houston Rockets," said Eric Yang, Kenda's automotive marketing manager. "The team has a great core of young players and we believe it is only the beginning. Similar to the culture at Kenda, the Rockets organization has built a winning product and we wish them the best in the upcoming seasons."

Over 325 million people watched Rockets game broadcasts worldwide during the 2012-13 NBA season across all networks. Over 30 different national and regional TV networks broadcasted Rockets home games in Asia

Apollo opens new European Distribution Centre

Situated at Staalsteden in Enschede (NL), the centre was opened in spectacular fashion by Luis Ceneviz, CEO of Apollo Vredestein. The 22,000 m² expansion of storage and distribution capacity was required due to the continuing growth of production and sales volumes, combined with a wider range.

"The new distribution centre in Enschede will specifically be used for the logistical processing of all Apollo car tires imported from India to the Netherlands," says Ceneviz. "They are transported to the new European distribution centre of Apollo in a sustainable way via Container Terminal Twente. From here they are supplied to our European clients via direct deliveries or our network of warehouses abroad."

With a storage capacity of around 50,000 tires, the new distribution centre is ideally located close to the production location of the Dutch tire factory in the Twente region. As a gateway to Europe, the region is increasingly considered a logistics hub.

Michelin opens its patents for adoption of worldwide RFID standard

Reliable identification of tires with embedded RFID1 technology already has shown how it can improve tire tracking throughout its life cycle.

Michelin group has been an internationally recognized leader for creating and fostering harmonized international standards for Tire RFID. Some other tire manufacturers have taken part in creating and fostering harmonized international standards for ease of development and deployment.

The adoption of a single worldwide standard is a key element to accelerate the deployment of this technology. That is why Michelin announces that it will license free of charge any of its patents that would overlap with the adoption of such standards.

In line with FRAND (fair, reasonable and non-discriminatory) licensing policies, Michelin will expect reciprocity from any entity which may be concerned by the adoption of such standards.



"The RFID1 technology has been around for many years. During the London Olympic Games last year, MICHELIN tire embedded RFID1 technology was used on buses to improve safety and operation efficiency" says Terry Gettys, Executive Vice President, Research and Development at Michelin. "We believe that the most important enabler to a broader integration of such technology within the transportation industry is the adoption of a global standard. This small step should help us get there."

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PIRELLI NAMED GLOBAL CHAMPION BY VOLKSWAGEN GROUP



Pirelli has won the 2013 Volkswagen Group Award, the coveted prize that the international carmaker awards to its best suppliers. The Italian firm has been named as 'Global Champion' by Volkswagen: a strong and committed reliable partner supporting the Volkswagen group.

The Volkswagen Group also underlined Pirelli's "firm commitment, competitiveness and ability to innovate, with the development of self-sealing technology underlining the company's technical know-how and ability to rise to future challenges."

The prize was given to Pirelli at a recent ceremony in Dresden, Germany, by the Chairman of the Board of Management of Volkswagen AG, Prof. Dr. Martin Winterkorn and Dr. Francisco Javier Garcia Sanz, Board Member of Volkswagen AG with responsibility for 'Procurement'.

This latest recognition is the result of a multi-year partnership, in which Pirelli supplies six million Ultra High Performance (UHP) tires per year to the Volkswagen Group and works with it on bespoke solutions tailored to individual models, which also become a reference in the aftermarket.

Pirelli has currently more than 200 homologations for the Volkswagen Group, in sizes that range from 15 to 21 inches. Another 250 homologations are currently under development, many of which will go into production within the next few years.

The long list of models currently equipped by Pirelli include prestige cars like the Porsche Carrera, Boxster, Cayenne and Panamera, several Audi models, the Lamborghini Aventador and Gallardo, the Bentley Continental GT and Flying Spur, plus the Volkswagen Tiguan, Touareg, Phaeton and Golf.

The partnership between the two groups is not just limited to the European market but takes in other territories as well such as Latin America, Mexico and China. Pirelli and the Volkswagen Group are also engaged in joint business development in Russia and the United States.

Goodyear refines brand positioning and launches new advertising campaign across 100 markets

"Made to feel good" campaign to shift the focus on the journey

Goodyear announces that it has refined its brand positioning and, simultaneously, launched a new advertising campaign that will span across 100 markets in Europe, The Middle East and Africa. The positioning, which builds on a new slogan, "Made to Feel Good", seeks to look beyond safety as a core message, and look at the benefit of high quality tires to the overall journey. The new positioning aims to deliver a message of empowerment, encouraging drivers to take their journey with confidence and to show that there are always good things ahead.

"The new campaign aims to deliver a more distinct and tangible promise to consumers" says Hugues Despres, Goodyear's Brand Director EMEA. "Goodyear is a brand that everyone recognizes worldwide, but we also know that overall, few people think about tires on a daily basis. With our new brand positioning we are seeking to make the role of the tire more emotionally relevant to our consumers by focusing on the journey, rather than purely on the tire."

The refined brand positioning will also, over time, allow Goodyear to break with traditional advertising and communications norms in the tire sector. Traditionally tire manufacturers focus on technical messages, such as braking distance, aquaplaning, rolling resistance and grip. The "Made to feel good" campaign seeks to break with this approach and will deliver a more value driven promise around the overall journey experience, with the technical messages in support.

The stronger value-driven approach will enable Goodyear to focus on distinct positive human benefits, which will in turn, open its campaigns to a broader range of media channels and enabled it to break the category norms. It will build on an already strong, but ever expanding, knowledge of people's needs and expectations. They will play a central role in the campaigns. Also new is the fact that, building on a solid understanding of its consumer base, the brand will also seek to appeal to women directly.

Women are often instrumental in family decision making matters and tires are no different. Tires are often seen as an investment and we therefore want to ensure we reach them as much as we do the men", Despres states. "We will approach this from various angles, including building on our existing environmental and safety strengths."

Goodyear's new brand positioning will also look at how dealers interact with consumers. Tire dealers represent the only human interaction with a tire brand and as a result they are the critical link between people's perception and final purchase. As a consequence, just as people reach out to dealers to help them with their decisions, Goodyear will, as part of the campaign, expand its outreach to dealers to even better understand what their needs are, and act on these.

Developed in co-operation with advertising agency Leo Burnett in Germany, the first poster and TV campaign is currently being launched across some typical European winter markets. A summer campaign is in full development.



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EVENT	DATE	INFORMATION	LOCATION
Autocare	03 - 05 Oct, 2013	The attendees like consultants, agents, industry leaders and professionals related to automotive industry will get an opportunity to share the same platform to have a discussion with each other about the market and investment opportunities associated with the automotive industry of this event.	Ahmedabad, India
MotorShow Porto	04 - 06 Oct, 2013	MotorShow Porto will offers a best platform to meet all the professional form automobile industry under one roof at Feira Internacional do Porto. The event will attract many visitors form Portugal and its neighboring countries	Porto, Portugal
Automechanic Philippines	10 - 12 Oct, 2013	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.	Pasay, Philippines
4x4 FEST	11 - 13 Oct, 2013	4x4 Fest is one of the leading trade fair for automotive industry in Italy. The event will be held between 11-13 October 2013 at the CarraraFiere Exhibition Centre.	Carrara, Italy
Moter Show	11 - 13 Oct, 2013	The motor show is being organised for the visitors who are highly interested in the brand new models of cars that are environment friendly i.e. do not harm the environment.	Vannes, France
Automation Technology Expo Texas	15 - 16 Oct, 2013	Automation Technology Expo Texas will be organized at global level. This event will bring numbers of opportunity for the automation industry. This event will focus on the development and innovative automation solutions and products.	Houston, United States Of America

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EVENT	DATE	INFORMATION	LOCATION
American International Motorcycle Expo	16 - 20 Oct, 2013	American International Motorcycle Expo is a five day event that will be held in Orlando in Florida. The event will exhibit the designs of different types of motorcycles and the products related with it.	Orlando, United States Of America
Johannesburg International Motor Show	16 - 20 Oct, 2013	Johannesburg International Motor Show South Africa's largest exhibition, convention and events venue, Expo Center Johannesburg is the most versatile facility you will find. However the biggest reason it is one of the most recommended venues, is the warm hospitality and professional services it offers..	Johannesburg, South Africa
China International Motorcycle Trade Exhibition	17 - 20 Oct, 2013	The national motorcycle exposition in China since 2002. The annual carnival for motorcycle industry, representing 80% production capacity of China motorcycle industry motorcycle in the world. The best platform for luxury motorcycles and relative products to enter China market...	Chongqing, China
AUTO SHOW France	18 - 21 Oct, 2013	Auto Show France is one of the leading Auto show organized in France with Auto Giants coming in from all across the world to display their vehicles. Auto Show France organized at Parc Expo de Tours hosts innumerable variety of cars, trucks, SUV s, MUV s etc from all the international as well national car companies...	Tours, France
Gulf Bike Expo	24 - 26 Oct, 2013	Organizing by the Clarion Events Ltd, the Gulf Bike Expo is one of the most prioritized event for the Automotive industry of United Arab estates. It will be held at the Dubai Festival City, in UAE. For 3 days will have all the leading names of the related industry showcasing their products and services under various themes such as All Terrain Vehicles, Clothing & Apparel, Custom Bikes, Custom Parts & Accessories, Entertainment System...	Dubai, United Arab Emirates



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Remanufacturing

A Northern American Perspective

The second speaker in the session on parts and systems at the Automechanika academy was Dil Kulathum, a strong supporter of the aftermarket industry and Vice President of International Sales for the U.S.-based remanufacturer, Cardone International. In his current position, Dil is responsible for sales, marketing, strategy and business development outside of the U.S. and Canada and has helped with Cardone's expansion into Europe, Mexico and Latin America, Middle East and Asia. As the world's largest family-owned remanufacturer of over 46,000 parts of all makes and models and with facilities spread over 3.4 million square feet in Philadelphia, Cardone International is a key player in the North American aftermarket industry.

There are a lot of misperceptions even at the government level about what remanufacturing is. Remanufactured parts cannot be substandard and there are strict controls on the entire process in North America. Remanufacturing has evolved greatly over the years and has kept up with technological advances in the automotive sector.

Dil began his session by defining remanufacturing and he spoke at length about its history in North America. As per CLEPA (European Association of Automotive Suppliers) and MERA (Motor and Equipment Remanufacturers Association, USA), a remanufactured product should perform a function similar to the original part and should be manufactured using a standardized industrial process in line with specific technical specifications. The industrialized process should incorporate core management standards and the end result of the process should be a remanufactured spare part that is warranted as a new spare part.

Though a new concept in the Middle East, in North America remanufacturing started right from the 1940s when mass production of vehicles came to a halt due to the war and the subsequent great depression. To keep the existing cars and trucks in running condition, people ended up depending on automotive parts that were rebuilt. In the 60s, the Federal Trade Commission published trade rules for the sale and distribution of used and rebuilt motor vehicle parts, establishing standards for automotive remanufacturers. In the 70s, the U.S. government began to pass environmental legislation regarding the traditional manufacturing processes such as the Resource Conservation and Recovery Act (1976) a milestone legislation that gave the Environmental Protection Agency "cradle-to-grave" authority over



Dil Kulathum
Vice President, International Sales,
Cardone International

hazardous waste. This led manufacturers, suppliers and garages to think of ways and means to control waste at its source. In 1997, a working group of the President's Council on Sustainable Development recommended recycling, remanufacture, redesign, and rethink as solutions for the 21st Century. From the beginning of this century, remanufacturing was actively encouraged by the government with moves like the laws passed in New York state to give tax credit to benefit remanufacturing companies. Texas, Connecticut, California and New York all passed legislation to promote the purchase of recycled and remanufactured products by states.

The three main factors that affect the aftermarket irrespective of the location are the number of vehicles on the road or vehicle parc, the age of the vehicles, and how often they are used in driving or the miles driven (economy, fuel price). These factors differ in volatility, status, and trend. Vehicle parc figures in the U.S. amount to 250 million vehicles and all these customers expect instant availability of all kinds of parts and accessories when they need them. This puts a lot of pressure on suppliers, OEMs and remanufacturers. The miles driven are affected by the economy and by the fuel price.

From a long-term perspective, in the North American market drivers of vehicle parc and age are positive, but miles driven are a concern due to fuel prices. Other factors that affect the aftermarket are the GDP, unemployment rates, net disposable income, interest rates, housing statistics and the consumer price index (CPI). In the U.S., the market for aftermarket parts, accessories and service has been on a steady growth track of about 2-4% increase every year and currently exceeds USD 200 billion. The U.S. and Europe are fairly mature markets. The MENA market and other emerging markets are also experiencing steady growth rates when it comes to the aftermarket.

When the economy tanks, the outlook for the aftermarket brightens as end users postpone replacement of old cars and try to make do with repair and replacement of worn parts. Another factor to be taken into account is scrappage as compared to new parts sales. The average age of the vehicles is also rising in North America and is a little higher than 9-10 years for a vehicle and this is another reason for a booming aftermarket.

Remanufacturing offers manifold benefits including the provision of parts that are as good as new, conservation of energy, the conservation of natural resources like copper, aluminum, iron and steel that would normally be used in the manufacturing process, the reduction of solid waste by adding not just one but several life cycles to a product and an overall reduction in pollution levels. For instance, in North America alone remanufacturing leads to energy savings equivalent to 69 million barrels of crude oil and electricity savings comparable to the power generated by eight nuclear plants of average size. Remanufacturing helps save hundreds of millions of pounds of cores and materials from landfills and reduces carbon dioxide emissions by 28 million tons.

The remanufacturer supplies his finished goods to his customers, the distribution centers who sell them on to parts stores from where mechanics procure the remanufactured parts for their service centers. This closed loop operates backwards in the same sequence to source cores (95% of cores are returned to the remanufacturer in North America) from mechanics at service centers. Cores are important to the aftermarket, because they facilitate speed-to-market for late-model parts.

OEMs are struggling to catch up with the increased demand for late-model parts and aftermarket new suppliers are not able to release late-model products fast enough. It is often cost-prohibitive to tool up the complex technologies that newer vehicles demand today. That is why remanufacturing holds the competitive advantage, because the remanufactured part is the OE part, available now, at little cost, with the same form, fit and function.

In addition to the environmental benefits, remanufacturing makes a significant difference in the cost of parts and the length of a car's life once it passes the seven year mark. In the U.S. market, over 90% of aftermarket needs are met with remanufactured products.

Dil concluded his presentation with a slide that summarized the market figures for remanufactured products in the US and Canada - a USD 40 billion market comprising 3800 companies with 350,000 employees who supply parts for 280 million passenger cars and light trucks. A market of that size is one that no serious player in the remanufacturing sector can afford to ignore.

Going Green with Benefits

Remanufacturing of Diesel Components



Oscar Villafranca
Managing director , Remanad

Diesel vehicles fare better than their petrol counterparts when it comes to fuel efficiency, performance and reliability but there is a flip side. All goes well when the vehicle is still new. But its components need to be very precise and the need for repair or replacement of parts will soon arise. Faced with mounting bills for parts, customers need viable alternatives for expensive original parts.

This is where companies like Remanad can make a huge difference. As the first speaker in the Academy session on the concept of remanufacturing, Oscar Villafranca, the managing director of Remanad spoke of the twin benefits offered by remanufacturing of diesel components; cost savings and reduction of the carbon footprint. A technology buff with a background in business management, he played a great role in turning Remanad into the largest remanufacturer of diesel components in Europe.

Using remanufactured components can halve the costs of replacement of components in diesel vehicles. In order to understand the benefits of remanufacturing, consumers first need to understand the different alternatives that are available to them when an auto component is damaged.

The first alternative that comes to mind, of course, is fixing the damage and repairing the component so that it can work as it did before. The component is dismantled, cleaned by hand and then repaired using regular tools at the local workshop with visual verification after the repair to check that all is as it should be. As an alternative to repair, the local workshop may also provide grey market parts that may be a lot cheaper than original parts but may not last for more than two to three months.

Another option is to use parts from a rebuilder at the national level. This company might mechanically dismantle and clean the parts with mechanical processes and may use precision and torque tools for verification and assembly but the parts still may not be durable enough to last for more than a year or so.

Remanufactured parts in contrast have a warranty period of at least four years and are as good as or even better than the original parts. They go through a process involving pre-cleaning inspection, industrial cleaning and drying, durability treatments, precision measurements and rigorous quality checks. All production is controlled and tracked by a traceability plan with each part being allocated a distinct serial number and code. Yet at the same time, remanufactured parts are 50-60% cheaper than original parts.

Remanufacturing not only leads to huge cost savings but also makes an immense impact on the carbon footprint of the manufacturing process. For example, in the case of steel pistons, new steel pistons when manufactured from raw materials leave a carbon footprint of 111 kg as compared to 4 kg for their remanufactured counterparts. Future technological innovations in the remanufacturing process can only improve its sustainability aspect.

Remanufacturing of diesel components is definitely a step forward in making the world a better place for our children. It also can make the difference between a happy customer and an unhappy customer when it comes to garage and repair bills. What is not to like about a process that cuts costs in addition to limiting the damage we inflict on the environment?

The Core Challenge

Introducing Remanufacturing to the Middle East

The Middle East automotive market is particularly well known for its grey market in cheap and spurious spare parts. This is the main bugbear for Jamison Nunn, the business development manager for the American company, OWS Auto Parts as he seeks to establish his company's presence in the MENA region. With more than 10 years experience in sales, management and customer service, Jamison is OWS's point man in the region as they work on educating end users and mechanics in service centers that their vehicles will benefit from quality remanufactured parts that are as good as original new parts and much lighter on the pocket too.

His main focus is on getting customers and service centers to return their automotive cores, for a price of course. Cores can be failed material, used parts, scrap and landfill material. Cores form the basic raw material used in the remanufacturing process and give critical support to the "REMAN" value proposition as remanufacturers use cores to salvage unworn parts and produce high quality products that are offered to customers at a reasonable cost. In order to ensure that more customers return cores, the value of cores is added in to the price of the remanufactured product. When a customer purchases a remanufactured part from a local workshop or a parts store and returns the core, he not only gets cash or credit as an incentive for the core he returns but also benefits from the lower price for the remanufactured product which is about 30% cheaper than an original part. So, he ultimately gets a part that is as good as new for half the cost of the original part.

Mr. Nunn illustrated this point with actual prices of original and remanufactured parts such as an alternator for a 2008 Hyundai Sonata and a starter for a 2007 Camry. The price of cores is higher for more expensive models to motivate customers to be more actively involved in the core exchange process. In the Middle East, the cores are collected locally from areas that have a lot of garages such as Ras Al Khor in Dubai and the Sanaiya industrial area in Sharjah. They are then sent to remanufacturing facilities in the US and Europe where the parts are completely remanufactured. The final stage is importing back into the region and distributing them in the local market.



Jamison Nunn
Business Development Manager
OWS Auto Parts

Mr. Jamison Nunn also went over the benefits of remanufacturing. The environmental benefits include 91% reduction in the energy and material used to manufacture new parts, preservation of ground water from potentially harmful contaminants, elimination of harmful emissions generated during the smelting and forging of new parts, and reduction of waste in landfills. In the United States alone, remanufacturing saves 70,000 tons of cores from the junk yards and landfills on an annual basis. OEM cores can be remanufactured again and again greatly extending the average life cycle of heavily used spare parts and keeping vehicles on the road longer.

Depending on the level of available disposable income that facilitates the purchase of new cars, the average age of vehicles in the MENA region varies wildly from country to country. It is as low as 5.6 years in UAE and can be more than 15 years in many parts of North Africa. But even in countries where consumers buy cars more frequently, the extreme weather conditions and heavy wear lead to the rapid deterioration of spare parts in the region. Many customers procure refurbished parts without warranty from the grey market. But this strategy is definitely a false economy as they have to be replaced sooner and the costs add up in the long run. Remanufactured parts that are of comparable cost and of much better quality, quality that is as good as new parts is the answer to this problem faced by vehicle users. The only challenge is to educate the general public on the benefits of using remanufactured parts.

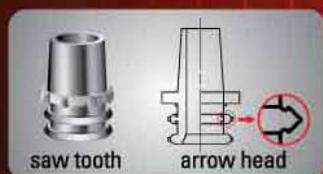
OWS has already made quite an impact in the local market by working closely with local garages and their larger fleet customers to collect cores in exchange for credits. Hopefully, in the long run, this strategy should reduce the amount of core material that ends up in junk yards and landfills and benefit customers by improving their access to quality spare parts in the MENA region.

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How many times have you struggled to get into your car when you've got arms full of boxes, or bags of shopping? Fumbling for your keys while trying to balance your boxes precariously on the side of the car, something inevitably goes wrong. We've all been there.

Well, the team at Ford had been there too. As part of the new wave of technologies hitting the market that make life easier for drivers and passengers, the Ford research team decided this was a problem that had a solution, and that owners need not struggle with this each time they popped to the shops. They designed the hands-free power liftgate, debuting on the all-new 2013 Ford Escape, which has been recently introduced in the Middle East.

"The hands-free power liftgate is yet another innovative Ford technology that makes customers' lives easier," said Thierry Sabbagh, Ford Middle East's director of Sales. "New Escape owners will be able to load their vehicle without ever having to set packages or gear down."

"Ford sees this kind of technology as a feature that will surprise and delight customers and make the ownership experience of a Ford vehicle more fun and rewarding. Offering smart products and unique technologies that customers want remains at the core of the One Ford strategy," added Sabbagh. "We continue our drive to introduce unique innovations and making high-end, premium technologies available and affordable to the masses."

The hands-free liftgate builds on Ford's Intelligent Access with push-button start. Customers can unlock and start their vehicles without having to take the key out of their pocket or purse.

The way it works is simple. The hands-free liftgate uses two sensors in the rear bumper to detect a person's shin and kicking motion. The system safeguards against accidental opening by being programmed to open with leg motions – so if an owner's animal runs under the car or when the vehicle hits a bump on the road, it will stay closed.

To keep the experience custom to each owner, the liftgate height can be programmed or adjusted manually to meet customers' specific needs.



UAE-based Automotive Parts Distributor Builds on Regional Construction Sector Growth

A-MAP supplying increasing number of Solite batteries for heavy machinery and fleet car use

A UAE-based distributor of automotive spare parts has reported battery unit sales of nearly AED 5 million to the regional construction industry and its associated sectors in the first half of this year, a figure that is responsible for increasing one of its division's operations by over two thirds in the space of just 12 months.

A-MAP, which is headquartered in Dubai and operates a network of branch offices in Asia, Africa and North America, says that sales of Solite batteries - the Original Equipment Manufacturer (OEM) for automotive batteries in both Hyundai and Kia vehicles, and for which A-MAP is the region's exclusive distributor - has been responsible for its Fleet and Corporate Department growing by 70 per cent over the first half of 2013.

The rocketing sales of vehicle batteries is something that the organisation attributes to two phenomena; the GCC governments' plans to invest US\$1 trillion to develop their infrastructure and the expansion of the fleet car market in the UAE.

"The incredible growth of our Fleet and Corporate Department that has been undertaken over the period of just one year is a direct result of both the booming construction sector in the GCC, particularly the UAE, Qatar and Saudi Arabia, and the increased sales of cars to UAE fleet operators," said Asad Badami, Managing Director of A-MAP.

Badami revealed that the burgeoning construction sector is creating an increased demand for power units from operators of heavy plant machinery that is essential for the blueprinted projects earmarked for the region. According to a recent report by Deloitte, the professional services firm, these projects include the estimated \$400bn plans to build schools, houses, universities, a new railway infrastructure, airport extensions and road improvements in Saudi Arabia, as well as the on-going development in Qatar to ready the country for their hosting of the 2022 FIFA World Cup.

"Over the past 12 months we have secured some important new contracts with major players within the construction, recycling and Genset industries to supply batteries for their heavy equipment," said Badami.

These include 20 top tier companies including Al Faris Rental, one of the region's biggest heavy equipment rental companies, Beeah, the Middle East's award-winning fully integrated environment and waste management company, as well as Byrne, Speedy, DP World, S.S Lootah, Dutco and Averda among others.

"The growing fleet car market is reflective of greater confidence in the regional economy. Larger companies are now happy to put money into fleet cars to service their respective businesses and the tourism trend is up, meaning that taxis are vital to ferry visitors to the UAE around," concluded Badami.

A-MAP has seen its total scope of operations more than double in size since its inception in 2010. The company specialises in the distribution of automotive batteries, tyres, spare parts and lubricants, with its significant brand names including Asimco brake pads, Fenix tyres, RBI rubber products, in addition to Solite batteries.

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New exhibitor records set for International Exhibitors and Key Brands halls

New Commercial Vehicle Parts Zone boosted by strengthened Truck Competence programme

The upcoming 2013 Automechanika Shanghai which takes place 10 – 13 December at the Shanghai New International Expo Centre, Shanghai, China is setting new exhibitor records for the International and Key Brands halls.

Organised by Messe Frankfurt (Shanghai) Co Ltd and the China National Automotive Industry International Corporation (CNAICO), the show is now the world's second largest Automechanika for automotive parts, accessories, equipment and services, with the largest one being held in Frankfurt, Germany.

Currently 80 percent of Automechanika Shanghai's exhibition space has been sold and more key domestic and international brands than ever before are wanting to showcase their latest products and technologies in the Parts & Components, Repair & Maintenance, Accessories & Tuning, New Energy and Remanufacturing sectors.

Automechanika Shanghai continues to strengthen its international position by gaining support from leading industry brands and organizations. This year, the International Exhibitors and Key Brands halls are doubling in size to two halls (W1 and W2) to meet demands. Exhibitors representing these halls include Affinia, BorgWarner, Bosch, Dayco, Delphi, Federal Mogul, Fras-le S.A, Gates Unitta, Henkel, Hennessy, Mahle, NTN-SNR, Osram, Petro-Canada, Philips, Remsa, Schaeffler, SKF, Valeo, Walker Products, Winhere and ZF.

This year, the show will have a new pavilion from Australia, bringing the total number of pavilions to 14. The returning overseas and regional pavilions include France, Germany, India, Italy, Japan, Korea, Malaysia, Singapore, Spain, Taiwan, Thailand, the UK and the USA.

Mr Stuart Charity, Executive Director for the Australian Automotive Aftermarket Association (AAAA) spoke positively about his organisation's cooperation with Automechanika Shanghai. "We are delighted to have a strategic partnership with the world's leading automotive trade fair brand," he said. "It presents our members with significant opportunities to more readily access expanding international markets such as China. We have led exhibitor and buyer delegations to a range of Automechanika fairs around the world for over 20 years and we are confident

that this year's first-ever Australian pavilion at Automechanika Shanghai will be welcomed by AAAA members."

He added: "The Australian aftermarket sector exports about

AUD 800 million worth of products a year. Closer collaboration with Automechanika will increase international marketing opportunities and lower costs for innovative Australian aftermarket businesses. It will help more AAAA members open the door to growth through exports."

New Commercial Vehicle Parts Zone boosted by strengthened Truck Competence programme

A new Commercial Vehicle Parts Zone will be located in Hall E7 in response to the fast growing commercial vehicle market which will see an estimated 35 million commercial vehicles or more in China by 2015. This zone will be supported by the Truck Competence programme which covers the entire value chain in the truck sector from truck parts and accessories, via workshop equipment to body repair and car care.

Commenting on the programme, Mr Jason Cao, Senior General Manager for Messe Frankfurt (HK) Ltd explained: "Automechanika launched this new initiative last year at its trade fairs globally, providing added value to both exhibitors and visitors. The concept was used for the first time at the Shanghai show last December where it was a success, with 10 percent of all exhibitors having Truck Competence within their portfolios."

Mr Cao continued: "This programme continues to attract quality supporters such as China Commercial Vehicle Parts Market Federation (CCVP). We believe that the further enhanced programme at this year's show and its various activities, which will include visitor delegations invitations, business matchmaking, industry updates and networking opportunities, will benefit exhibitors and help them to better understand the commercial vehicle industry related products and issues more efficiently."

To introduce Chinese exhibitors to the Truck Competence concept and the latest developments in China's commercial vehicle market, the organisers of Automechanika Shanghai together with CCVP organised a seminar in June. More than 30 main industry representatives including ASIMCO, F-Diesel and Jingang took part in the seminar and shared their valuable opinions on how to make better use of the show as a platform for enhancing business opportunities.

Mr Yan Li Xing, Administrative Vice Chairman for CCVP agreed that gathering the leading commercial vehicle parts brands in one hall made good sense. "This new zone complements the well established zones for international key brands, as well as country and regional pavilions," he said. "It aims to help buyers with one-stop purchasing for high quality Chinese commercial vehicle products."

Automechanika Shanghai is one of 13 Automechanika fairs held in Africa, Asia, Europe and Central and South America. For further information about the fair, please visit www.automechanika-shanghai.com / www.automechanika.com.



Mineral Circle Bearings Reaps Information and Bottom-Line Benefits at Automechanika Dubai



Mineral Circle Bearings (MCB) Marketing Manager Hassanein Alwan noted among other things, during the Automechanika Dubai 2013 that increase in new and re-sales of especially Korean-made vehicles in the MENA region, particularly in Iraq, Egypt, Libya, and Sudan, has led to a tremendous boost in the demand for Korean-built bearings for these vehicles.

"Statistics about specific new and used autos in this region is not compiled by reliable sources. So, events like Automechanika Dubai, where we have the chance to meet and speak with individuals who are knowledgeable about the market is invaluable to helping establish our business strategy," said Alwan.

Operating out of the Jebel Ali Free Zone in Dubai since 1984, MCB deals with the supply of the highest quality bearings from global manufacturers, in addition to their own bearing manufacturing company, MCB. Utilizing trained engineering staff, this top MENA region supplier-distributor customizes orders to precise

specifications to meet bearing requirements for refurbishment of used vehicles, as well as for a multitude of motorized and mechanical operations in gas and oil, construction, and agricultural industries.

Speaking from MCB head offices in Jebel Ali, Alwan remarked that MCB staff had plenty of its own information to share. "In Egypt there are 3 million vehicles today, but that number is expected to double within five years. This growth is due in part to the local production of some models of Chevrolet and Hyundai. The Iraqi market is booming as well. Car production there is expected to reach 2 million in 2015, from only 1 million in 2011. Gauging this sort of market growth allows us to stock accordingly," he said.

Alwan admits that regional turmoil can throw a wrench in the works of any forecast. "We are aware that Syria purchased many Iranian-brand vehicles and Iranian-built Kia cars as well. When the dust settles in Syria, we know what their needs will be."

Alwan states that MCB has remained the 'go-to' bearing supplier in the region primarily by having amassed an array of stock to be ready suppliers of diverse needs in the shifting sands of the MENA market. At its JAFZA site, MCB maintains more than 6,000 different items in a warehouse of 100,000 square feet.

"Attempts to purchase directly from manufacturers will always result in disaster because bearing manufacturers do not retain stock. Maintenance people who wait until the last minute to source bearings can at least be assured they will find it through us.

"We have to carefully leverage our awareness of the unpredictable against the stable. I always say that we must swim with – not against – the economic tide. We are at the top of our game because we've got a bright team with technical and engineering prowess. Everyone's input on regional travails is taken into consideration.

"It was a pleasure learning and sharing our knowledge with new clients at Automechanika Dubai, and MCB looks forward to celebrating our 30th anniversary serving the automotive industry at Automechanika Dubai in 2014!"

An advertisement for Mineral Circle Bearings. On the left, a large, detailed image of an NTN bearing is shown against a background of a green field and blue sky. To the right, there is a white box containing the company's logo, which includes a stylized bearing and the text "مينرال سيركلز بيرز" and "mineral circles bearings". Below the logo is the slogan "Wide Range, Wide Choice". Further down, the contact information is listed: "P.O. BOX 27691 Dubai, U.A.E", "Head Office: Jebel Ali Free Zone, U.A.E", "Tel: +971 4 8865100 | Fax: +971 4 8865123", and "Email: han@mcb.ae". At the bottom right, the logos for "NTN" and "SNR" are displayed, along with the tagline "With YOU". The website "www.ntn-snr.com" is printed at the bottom left of the advertisement.

Global Auto Parts AC products make cars germfree and improve the cooling performance of the ACs

In the UAE, the sweltering heat of the summer can put vehicle air conditioners to the ultimate test. This not only includes the overall cooling performance but also in maintaining freshness and clean air inside the cabin. The humid conditions add to the challenges of maintaining a healthy environment inside the car. Most often it manifests as odd smells coming from the air conditioning which may be caused by bacterial build-ups.

Another critical factor in this degenerative process is the actual age of the vehicle. As a car becomes older, or when the air conditioning system is used infrequently, bacteria, micro-organisms, mould and fungi may start growing, just behind the dash panel on the evaporator causing unpleasant odors. This could result in allergic reactions, causing headaches, sneezing, runny noses, sore throats, flu and asthma-like symptoms sometimes referred to as "sick car syndrome". The bacteria, along with mould and fungi, flourish in the build-up of condensation produced by a car's air conditioning system.

This problem can be solved by using an anti-bacterial treatment that destroys the bacteria growth and leaves the car smelling fresh again. Have the air conditioning of the vehicle serviced regularly, even if there are no visible problems is critical to maintaining a healthy environment and a robust AC system.

Global Auto Parts introduces 3 revolutionary AC products that will enhance the performance of a vehicle's air conditioning system, making them efficient, clean and effective.

GAP AC SANITIZING FOAM TREATMENT completely cleans the AC evaporator thereby removing all the unpleasant odors and unhealthy bacteria and micro organisms. The freshness is guaranteed for 6 months. For complete cleanliness, it is recommended to use the treatment twice a year.

Additionally, **GAP AC ONE SHOT** is a interior sanitizing treatment that specifically clears bacteria, fungi and micro organisms that spread through the ventilation system when the AC system is switched on, and settles on glass, upholstery and carpets inside the cabin. **GAP AC ONE SHOT** deodorizes within 20 minutes and leaves a pleasant fragrance of mint for months after.

An annual cleaning & servicing of a car's air conditioning system will guard against malfunctions in the compressor and other vital parts of the system. Regular cleaning & maintenance will save money in the long run and guarantee comfort in the hottest months.

Furthermore, refrigerant lubricant additives can improve the performance of the automotive air conditioning system. The lubricant helps in providing cooler air due to increased heat transfer – this means the vehicle interior cools faster. It reduces interior humidity providing a feeling of comfort to the passenger, and extends compressor life by reducing friction and protecting the metal surfaces.

GAP AC COOL SHOT is a synthetic catalyst that helps in improving the cooling capacity by 20 - 30% and extends the AC system's life span by 20 - 50%. Cool Shot contains 2 catalysts and a lubricity agent. The first catalyst breaks surface tension forces between oil molecules which helps in achieving maximum heat exchange efficiency. The second catalyst causes the refrigerant to evaporate at lower temperature. This draws more heat from the supply air so the fan blows colder air. While it helps in improving heat transfer by as much as 73%, it helps in delivering cooler (approximately 2 - 3 °C) vent air faster and provides a minimum of 20% saving in energy.

Global Auto Parts products are available across the UAE at most garages and leading authorized distributors.

Authorized UAE Dealers:

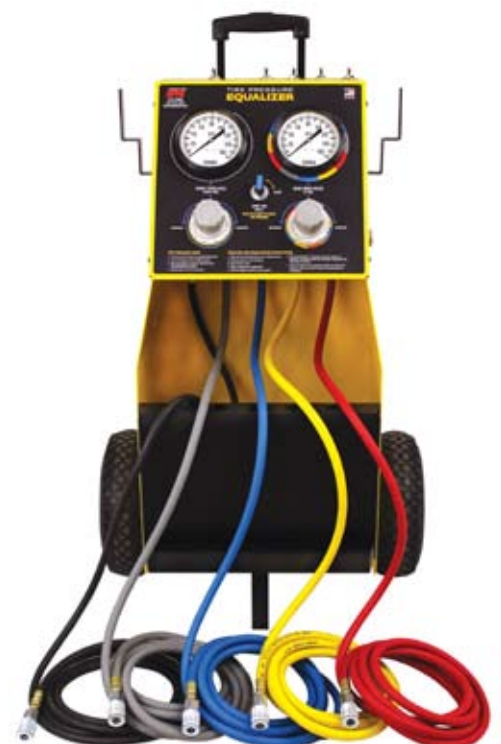
- Dubai & Sharjah - Pioneer Auto Parts, Ragina Auto Parts, Legend Auto Parts, Popular Auto Parts,
- Northern Emirates - Continental Star Impex
- Abu Dhabi - Global Parts Automotive, Ragina Auto Parts, Al Habtoor Royal Car

IS POOR TIRE MAINTENANCE COSTING YOU FUEL MILEAGE AND TREAD WEAR?

The IPA® Mobile Tire Pressure Equalizer (#9060) introduces a new, fast and efficient method to accurately read and inflate tire pressure on multiple tires (up to five) at the same time. IPA® has launched the Equalizer to help fleets ensure they are realizing the greatest fuel economy and prolonging tire life as far as possible to help reduce costs. Minute discrepancies in tire inflation can have profound effects on both tread wear and fuel economy as even a ¼ inch variance in tire size will cause the larger tire to support extra weight. When added to PM and Safety lane procedures, the Mobile Tire Pressure Equalizer allows fleets to ensure optimal fuel economy and tire life.

Unlike other tire pressure systems, the Mobile Tire Pressure Equalizer is designed to quickly inflate or deflate up to five tires at a time. It is equipped with two integrated high-capacity air regulators, and two accurate, high-resolution, glycerin-filled pressure gauges for consistent and precise tire pressure readings. The Mobile Tire Pressure Equalizer is engineered to save time and money, with all internal components optimized for the fastest possible inflation/deflation times.

The Mobile Tire Pressure Equalizer is mounted on a welded steel cart with pneumatic tires and features wheel-specific, color-coded hoses with corresponding panel indicators and convenient hose hangers. Simple to hook up, easy-to-use and with accurate and repeatable results, the Mobile Tire Pressure Equalizer, made in the USA, is a professional solution for tire service providers.



Database for Transmission
Components now available
on CD-ROM



The latest 01/2013 version of the INA database for transmission components can be ordered free of charge by email at reychell.ramos@schaeffler.com. The database is also available for downloading at www.schaeffler-aftermarket.com.



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Too Much Information? Not from Corvette Stingray

69 unique sources covered in three advanced cluster display modes

The advanced cluster display in the 2014 Corvette Stingray can provide up to 69 unique sources of information, ranging from an interactive performance timer to a tire tread temperature display. The crisp and bright display features make this information easily accessible via three configurable modes that prioritize information for daily commuting, weekend canyon carving and track events.

Flanked by three analog gauges for speed, fuel level, and engine-coolant temperature, the eight-inch liquid-crystal display screen in the center of the cluster is organized into sport, tour and track themes that change with the Driver Mode Selector. Each display theme is designed for a specific driving scenario and can be configured through applications found in the "app tray."

"The new Corvette Stingray features many advanced technologies, so our challenge when designing the driver's displays was to ensure that those technologies could be easily found in common driving scenarios," said Jason Stewart, General Motors interaction designer.

"The touring theme places more emphasis on multimedia and infotainment; the sport theme emphasizes performance features with a prominent shift indicator and a large radial tachometer; track theme offers a race-inspired layout containing a sweeping tachometer, Corvette racing inspired shift lights and permanent lap-time displays," Stewart said. "Each of these three themes can also be configured so that drivers can personalize their experience in the Stingray."

Here are 10 configurable display features that will help drivers realize the Stingray's capabilities:

1. Tour theme – Displayed when the Stingray is in Weather, Eco, or Tour drive mode, this is the most modern display, providing essential vehicle information drivers want for commuting or long-distance driving and includes key vehicle information and multimedia displays
2. Sport theme – Displayed when the Stingray is in Sport mode, this theme is designed to recall the classic sports-car experience, with a single, radial tachometer dominating the display

3. Track theme – Inspired by the cluster of the Corvette Racing C6.R, this theme prioritizes the information vital for a successful track outing, including a "hockey stick" style tachometer, large gear indicator and shift lights

4. Adjustable redline – All themes feature an adjustable redline that shows the suggested maximum engine speed as low as 3,500 rpm when the engine is cold

5. Tachometer 'halo' – The Sport theme features a ring around the tachometer that glows from yellow to amber to red as engine rpms increase

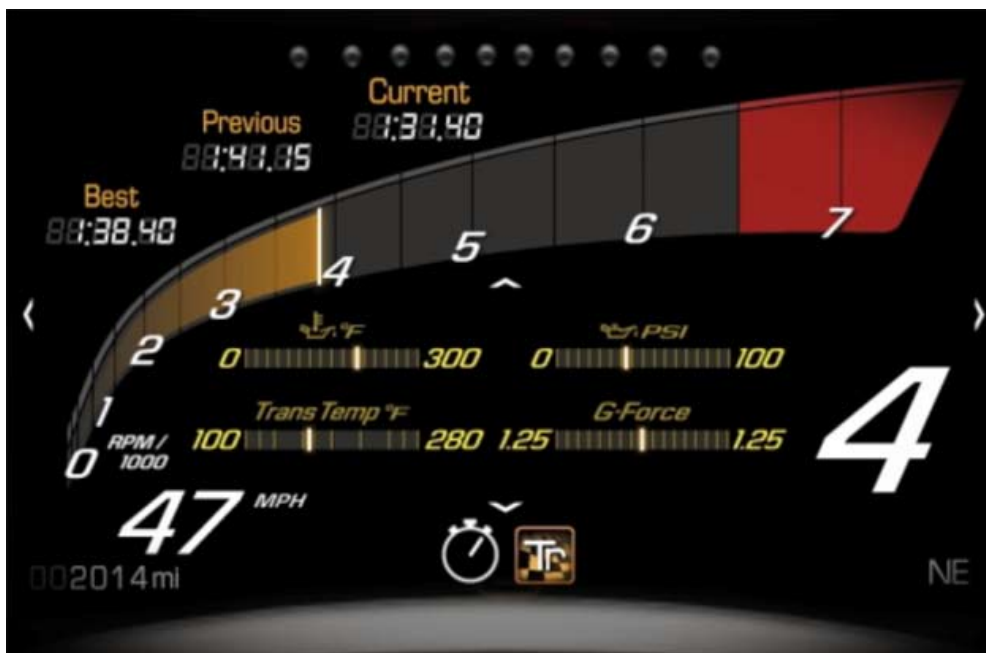
6. Shift lights – The track theme features shift lights influenced by the C6.R, which illuminate from the outside-in, transition from green to yellow to blue and flash at redline providing an easy-to-see shift notification at high speeds

7. Friction-bubble/cornering force – The friction bubble that displays lateral and longitudinal G-forces allows drivers to measure how close they are to the Stingray's limits

8. Tire temperature gauge – Leveraging the existing Tire Pressure Monitoring System, this patented system informs the driver as the tires warm up from cold to warm to hot, with hot being the optimal temperature for peak grip and track performance

9. Acceleration timer – The interactive timer features programmable start/end speeds, which enable drivers to measure any acceleration run, from a traditional 0-60 mph to acceleration from 70-100 mph in top gear

10. Lap timer – Shows current, previous and best lap times, enabling drivers to measure their consistency while lapping a road course



HIGHLY EFFECTIVE

New turn signal light in the Audi A8

In the new Audi A8, the turn signal light consists of lighting elements that illuminate in a defined sequence; this makes it easier for others to perceive the driver's turning intentions, even under difficult conditions.



In the new Audi A8, the turn signal lights will now indicate the turning direction in an innovative way, which has the potential to significantly enhance traffic safety. That is because the lights provide a visual signal that can be clearly and quickly perceived, even at long distances and in poor visibility.

Each of the enhanced headlights contains 18 light-emitting diodes arranged in a strip that is subdivided into seven blocks. Each tail light contains 24 LEDs in eight segments, which are used to dynamically indicate the turning direction. During flashing, the blocks are sequentially activated at 20 millisecond intervals, from the inside outwards in the desired turning direction. After 150 milliseconds, all segments are bright; for another 250 milliseconds they illuminate with full intensity. Afterwards, the turn signals go dark before repeating the lighting sequence.

Considering their capabilities, the Audi Matrix LED headlights can be regarded as a cutting-edge innovation. In each headlight, 25 light-emitting diodes generate a highly variable high-beam light. When the on-board camera detects other vehicles ahead, the Audi Matrix LED headlights mask the relevant sections of the high-beam by dimming or shutting off individual diodes. Very bright illumination is preserved in the remaining zones.

The Audi Matrix LED headlights also feature navigation-based cornering lights and, in cooperation with the night vision assistant, a marker light that warns the driver of pedestrians in the dark and which also alerts the pedestrians.

Audi will be presenting the upgraded A8 in September at the IAA International Motor Show in Frankfurt.

A large, vibrant advertisement for the 7th Asian Essen Tire Show. The background is a dark night cityscape with light trails from a car. A large, stylized green tire with a black tread pattern is the central graphic. The text is in various colors and fonts, including red, white, and blue. The event dates and location are prominently displayed in a red box. The logos for CURC and Messe Essen are in the top right. The Reifen China logo is in the center. The event name is in large, bold letters. The contact information is at the bottom. A QR code is in the bottom right corner.

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EMISSION STANDARDS AND CLEAN TECHNOLOGY BEHIND BOSCH COMMERCIAL VEHICLE DIESEL SYSTEMS BOOST IN MENA REGION

World-leading automotive supplier records more than 25 per cent diesel systems sales growth in Middle East for first half of 2013

Clean technology and increasing popularity of diesel engines in commercial vehicles are the reasons behind the remarkable growth and sales volume of diesel systems for one of the Middle East's leading automotive suppliers, its regional boss said today.

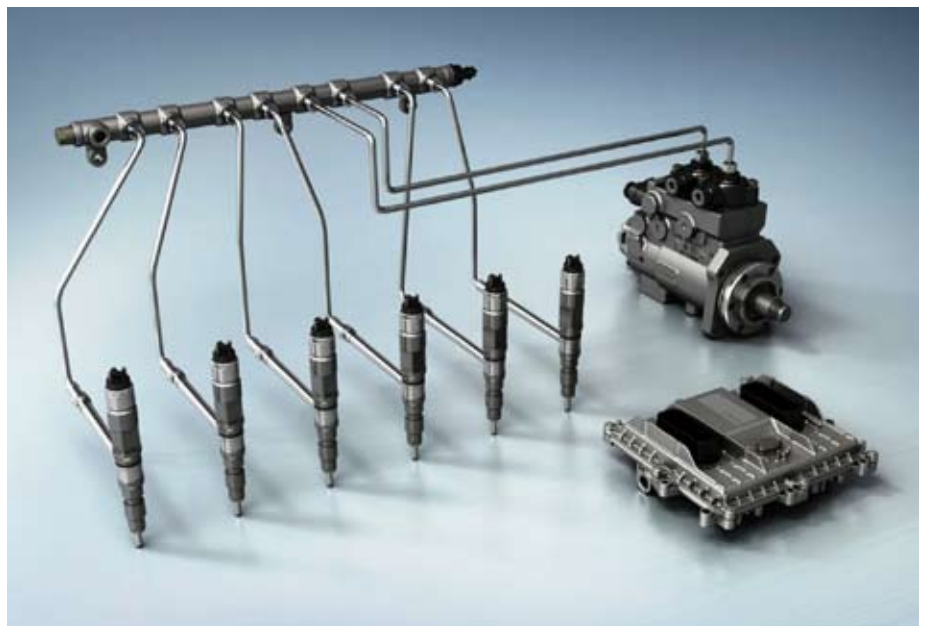
Guido Gring, Vice President of Bosch Automotive Aftermarket, Middle East and Africa stated that the emission measures and sustainable components used in Bosch diesel systems were backed up by a significant boost in the number of diesel vehicles in the region.

Diesel systems for commercial vehicles have consistently been the best earner for Bosch Automotive Aftermarket in the Middle East and Africa region, and have always been on an upward sales growth curve year-on-year, even during the global economic downturn a few years ago.

"In 2012, Bosch diesel systems accounted for about half of our overall sales revenue for the automotive business sector in the MENA region," said Gring. "Half way through 2013, our diesel systems division continues to lead the way – sales for the first half of this year have grown by more than 25 per cent compared to the first six months of 2012."

Gring said that the Bosch common-rail diesel system – the most popular of all Bosch diesel systems – will play a major role in meeting global exhaust emission regulations.

He added: "The combination of Bosch common-rail technology and exhaust-gas treatment is guaranteeing a sustainable and successful future for the diesel engine. The commercial vehicles diesel systems growth for Bosch in the MENA region in 2013 is also reflected in sales of our common-rail systems, which for the first six months this year have increased by more than 40% versus the same period last year."



Research has found that diesel vehicles emit up to 25 per cent less CO₂ less than comparable vehicles with gasoline engines. Not only are they more eco-friendly, diesel engines are also far more efficient – in terms of fuel consumption, the diesel engine is about 30 per cent more efficient than a comparable gasoline engine.

The combined eco-friendliness and efficiency of Bosch diesel systems provide the perfect match for commercial vehicles that are constantly on Middle East roads.

"Businesses using commercial vehicles are driven by ownership costs, and the diesel engine is ideal for commercial vehicles that clock up to 10,000kms or more per year," concluded Gring.

"Manufacturers, dealers, and end-users in the Middle East are now more environmentally conscious and this is driving demand for diesel technology. Bosch is a world-wide leader in that respect – the technology that we use in our diesel systems is safe, efficient and durable."

Bosch Automotive has a rich history in diesel system technology. In 1936, the German based company delivered the first diesel injection system to commercial vehicles, which was soon extended to passenger vehicles.

In the last two years, 2.5 million diesel engines in Europe were equipped with the Bosch-supplied Denoxtronic Urea Dosing system, which reduces the nitrogen-oxide output by up to 95 per cent. The company plans to introduce the same system to the Middle East within the next five years.

Metaio & Audi AG Release Interactive Augmented Reality Manual



return relevant how-to information or even virtual overlays of maintenance instructions animated in real-time 3-D. Metaio's cloud-based architecture pushes digital information directly to the device, meaning the user will never have to update the app.

The new design of the Audi A3 eKurzinfor app brings the most intuitive user experience with it: using Metaio's latest 2-D and 3-D augmented reality tracking technology, the user positions the camera of the mobile device directly over individual vehicle elements, instantly detecting and returning information on the desired subject. For example, after scanning the engine compartment, the app would return information with an animated overlay showing how to locate the engine coolant and refill it to the appropriate level.

The Audi eKurzinfor app is available in English, German and Japanese.

In the future, Metaio sees visualization technology decreasing the need for lengthy, costly and complex user manuals. Car owners should be able to access information instantly and directly from the car itself.

"After the remarkable success of the first version of the eKurzinfor application, we are delighted to continue our partnership with the Audi AG. We see enormous potential in the field of interactive service applications. In the future it will be possible to automatically retrieve the specific information relevant in a certain situation", Dr. Thomas Alt, CEO of Metaio.

Metaio, world leader in augmented reality (AR) software and solutions and AUDI AG - global leader in luxury vehicles, today announced the release of the Audi A3 eKurzinfor augmented reality mobile application, available for free download on iOS devices in the App Store.

After the success of the Audi eKurzinfor app for the Audi A1, which was nominated for the 2013 GSMA Global Mobile Awards for Best Mobile Solution for the Automotive Industry, Audi AG has extended the availability to the new Audi A3.

You will quickly receive information with no hassle directly on your Smartphone display.



The new app can recognize over 300 individual elements of the Audi A3 - from the insignia on the windshield wipers and entertainment system to actual engine components under the hood - in order to



The new 2-DIN Naviceiver from Audiovox offers an unbeatable performance

The car audio specialist for head units, which is based in Cologne, is now offering a 2-DIN Naviceiver for under €400 in the shape of its brand new VME 9125 NAV - complete with an excellent navigation system and superb sound package.

The VME 9125 NAV is a multimedia receiver with a 2-DIN widescreen display and built-in high-definition navigation system, which includes a TMC traffic warning function. This perfectly equipped Naviceiver is centered around a 16 cm high-resolution digital TFT screen. The device can be operated comfortably and precisely via the large touchscreen, while a perfect contrast and long service life are guaranteed in all situations thanks to the LED backlight technology. Optimum and intuitive user guidance round off the overall package of the VME 9125 NAV, which is primarily attributed to the use of the Windows 6.0 CE real-time operating system.

In addition to the excellent RDS tuner this Audiovox head unit also features a high quality DVD player and a high-performance power amplifier, which generates 160 watts of power over four channels. The built-in 10 band equalizer, which offers six preset and one custom

equalizer curve, rounds off the sound package used in the VME 9125 NAV rather impressively. Mobile devices can be connected to the front of the unit via a micro USB port or 3.5 mm A/V jack, while an SD card slot is also present. A Bluetooth hands-free system with built in microphone means making phone calls while driving is no longer a problem with this Naviceiver.



Toyota Mobility Assistance Robot “Winglet” Goes Public in Japan



Toyota has announced public sidewalk demonstration trials of the “Winglet”, a personal transport assistance robot developed by the company, in Japan’s Tsukuba City, to assess its safety and practicality for moving among pedestrians. It will be used by 80 local authority workers and employees of the National Institute of Advanced Industrial Science and Technology in a part of the city that has been hosting mobility robot test programmes since 2011. The trials will continue until the end of March 2016, with the emphasis in the first year being on safety and from 2014 onwards on functionality, convenience and prospective public demand.

Toyota first presented the Winglet in 2008. It is a compact, lightweight two-wheeled machine that is ridden in a standing position and maneuvered using a long, vertical T-bar handle. The handle is adjustable, so people of all heights can use the machine. It is powered by a lithium-ion battery and has a range of about six miles (10km) on a full charge with a top speed of around 3.5mph (6km/h), and battery charging takes an hour. Performance is emissions-free, so the Winglet is also suitable for use in some indoor environments such as airports or office complexes.

Toyota has developed several world-class vehicles that have been appreciated and well-received globally, making it the preferred

brand of choice among customers. It has further enhanced its leadership position in the transportation sector with its advancements in personal transportation through the development of people-assisting Toyota Partner Robots. In line with its commitment to environmental sustainability, Toyota introduced the Winglet to support public mobility and invigorate local communities while also improving the environment.

“Toyota has always strived to achieve sustainability in the areas of research and development, manufacturing and social responsibility, to help contribute to the health and comfort of future society. It is with this pursuit in mind that Toyota Partner Robot development is being carried out. With the start of the Winglet trials for the first time on a public thoroughfare, Toyota hopes to contribute to the realization of mobility-robot-using communities with zero emissions”, said Nobuyuki Negishi, Chief Representative of Middle East & North Africa Representative Office, Toyota Motor Corporation.

“Governments across the world are looking at several green solutions to reduce their carbon emissions. The transportation sector is a major contributor to climate change and hence as the world’s biggest manufacturer of vehicles used for personal and commercial purposes, we have always considered it our responsibility

to support global warming mitigation efforts through our commitment to our environmental technology plans. Toyota has pioneered and invested in several advanced vehicle technologies and concepts, to reduce carbon emissions, conserve energy and diversify fuel sources, by encouraging the use of electricity, hydrogen and other alternative energies. Toyota has made revolutionary breakthroughs such as hybrid, plug-in hybrid, electric, and hydrogen fuel cell vehicles, wireless battery charging, next generation batteries, and the Winglet among others”, added Negishi.

For the past few years, the developed and the developing worlds have been committed and are actively working towards reducing their carbon footprints through several policy changes, climate change programs, green initiatives, and community-wide awareness programs. In the MENA Region, it is estimated that carbon emissions doubled in the past three decades eliciting several countermeasures by the federal and local governments. The transportation of people and goods creates about one-third of all carbon emissions and hence shifting to the use of alternative fuels, public transportation and alternative means of transportation are some factors that can help reduce the contribution of the transportation sector to these emissions.

Toyota Motor Corporation, the world’s biggest automobile manufacturer has been at the forefront in realizing the need for this shift, investing heavily in terms of financial and human resources to develop technology that supports this change, and making this technology available to the masses. Toyota introduced Prius, the world’s first mass-produced hybrid passenger car in 1997, and has subsequently launched several other hybrid Toyota and Lexus models, with global cumulative sales crossing the 5 million mark earlier this year. In September 2012, Toyota announced plans to launch 21 hybrid models over a three year period.

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Contigo AutoSeal, for hydration on the go

We all have a penchant for colas and soft drinks but rarely give a thought to the amount of water we drink. With water making up more than 60% of our body, it is important to stay hydrated. Water you carry in ordinary water bottles may taste stale after a while and may be prone to spills and leaks. The Contigo AUTOSEAL water bottle has patented technology to make it spill proof and leak proof. It has a compartment to store keys, ID or money while you are on the go. With no spouts or lids, it provides water at the touch of a button. It can be easily used with just one hand and is 100% free from BPA. Easily washable and dishwasher safe, the sturdy design makes it very durable. The Autoseal technology ensures that once opened, it is automatically sealed on releasing the button to ensure there are no spills. The flavor of the water remains as fresh as it was when it was first stored. The Contigo AutoSeal can store 24 oz of water and easily fits most car cupholders. The bottles come in a wide choice of eye-catching colors. With the rugged design and a wide mouth that easily accommodates ice cubes, the Contigo AutoSeal bottles will soon be one essential you can't do without while on the go.

Claris Companion



The UN estimates that there will be more than 2 million people in the 60 plus group worldwide by 2050. Many old people live alone without any assistance. Many seniors shy away from the use of gizmos like laptops and iPhones due to their lack of technical knowledge. Even those who are technically savvy find the devices that are currently available in the market to be difficult to use with their tiny screens and multiple cables. The Canadian company Claris Healthcare has just launched the Claris Companion, a device that will enhance the quality of life for the elderly by combining the best features of a tablet, digital picture frame, mobile phone and a monitoring device to track medications. Featuring options for treatment management, exercise programs, video chat, call me requests and wellness surveys, the Claris Companion will be a boon for all who are anxious

about their loved ones who live alone. Seniors too will love this device for its simple interface, amplified speakers, large screen, built in charging connectors and its sturdy, durable design. The magnetic dock makes charging easy. Users can directly get emails and text messages which appear in a large, highly readable font. Photos can also be easily uploaded and shared using the device. The event reminders feature forestalls missed appointments with timely reminders that can be scheduled remotely. With reminders of medications and tests, The Claris Companion will help keep tabs on medical treatment. There is also an option to send alerts to family members and care providers in the event of any deviations from the norm.

Coffee Joulies

Most of us wake up in the morning and head straight to the kitchen for our first cup of coffee to help us prepare for the long day ahead. But we all have experienced at least once the pain of scalding our tongue when we are too impatient to wait for our coffee to cool before drinking it. The new magic coffee Joulies promise to make this a thing of the past. Made of cool steel and shaped like coffee beans, these solid, smooth Joulies house a pure plant-derived and completely non toxic phase change material made from a secret formula. This material makes your coffee drinkable by absorbing the heat of your boiling beverage to change into liquid form at 1400F. When your drink cools off, it releases the heat it has absorbed, changing back into solid state. This keeps your drink warm and toasty for a longer period. Apparently, the Joulies can keep your coffee at 1400F (600), the ideal temperature for five hours,



especially if the coffee was quite hot to begin with. Each packet has 5 Joulies that are the size of an ice cube and are made of 85% recycled stainless steel, the same material as normal silverware. They do not affect the flavor of your coffee, tea or even chocolate in any way. So, if you are really finicky about having your morning dose of java as soon as you wake up, these Joulies that can cool your coffee three times faster than normal are definitely the right product for you.

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much as planting 500 trees
& save up to 3% of fuel.**



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HOT PRODUCTS



Ascend P6, the world's Slimmest Smartphone

China based Huawei Technologies have recently launched their latest smartphone, the Ascend P6, which they claim is the world's slimmest smartphone. Really slim at 6.18mm, the slickly designed phone has a brushed metal finish, a 4.7 inch display, 1.5 GHz quad core processor, 2 GB RAM and 8 GB ROM with SD storage that can be expanded to 32 GB with a microSD card slot. The battery is 2000 MAH and the set comes preinstalled with an intelligent battery saving chip. The Ascend P6 has two cameras; a front facing 5 MP one and a more powerful 8 MP rear camera with advanced recognition settings like color adjustment, facial enhancement and contrast adjustment. Loaded with Google's proprietary Android operating system Jelly Bean 4.2.2, and weighing in at a light 120 grams, the phone has other standard features such as short-range data transfer system NFC, GPS and wi-fi. Another outstanding feature is an intuitive user interface named "Magic Touch" that makes the screen extra responsive. In the UAE, Huawei has tied up exclusively with Etisalat to launch the Huawei Ascend P6 slim smartphone. Huawei was the fourth-largest maker of smartphones in the first quarter of 2013 and is poised to emerge as a serious competitor to Samsung and Apple with this new model.

Atake Water Speakers

Have your very own tabletop version of a beautiful fountain with the new Atake water speakers. They explode with color created by bright multi-colored LEDs when music is played after they are connected to a laptop or any other music source with a 3.5 mm jack. The water bounces in time to the music that comes out of the speakers which are powered by mains or USB supply. The sound quality is very good for their size and the dancing fountains respond even at low volumes to create an enchanting display. Since the two 3 watt speakers are completely sealed, there is no risk of spillage. Each speaker houses 4 jets of water and the water is lit up by red, blue, green and yellow LEDs to create a colorful display. The height of the water column is tied directly to the volume and pitch of the sound. The speakers do not need an independent power source and have a durable black, rubberized base. Compatible with laptops,



MP3 players, iPods and even portable gaming devices, the speakers can also be connected into a wall outlet with an AC power adaptor which is sold separately. The Atake Speakers are available in seven colors (black, white, pink, silver, blue, or green) and each set has the same red, blue, green, and orange water jet colors. 9 inches tall and completely lightweight and portable, take your own personal fountains along with you and lend a touch of color to your music to create a fun musical light show.

Baggu Wetsuit Bag

There is nothing more refreshing and calming than sitting on the beach watching the sun set or having a quick swim in the waves. But one drawback with all beach trips is the wet clothing and debris from the trip. You end up with a car that is sticky and sandy with all the wet stuff that is piled into it. The Baggu Wetsuit Bag provides beach lovers with the perfect solution.

The wet suit bag is made of water resistant vinyl with welded seams and a water resistant zipper that will keep your wet gear safely apart from your dry things and prevent them from messing up your car. The exterior pocket provides extra storage and it is easily portable with a shoulder strap and a hand strap. So, keep your car safe from sand and water this year with the new Baggu Wetsuit Bag.



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