

TIRES & AUTOMOTIVE PARTS MAGAZINE

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

2015
CADILLAC
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OFFER
ADVANCED
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FEATURES



JONATHAN TAIT

GENERAL MANAGER OF EMIRATES FOR UNIVERSAL TIRES (EUT)

Hot Products / Page 64

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PUBLISHER'S NOTE



Mobility has always been a key component of human development. Generally, the freedom and infrastructure to move around has been considered as one of the measures of a country's development. Countries across the world are spending billions of dollars on infrastructure and technology in order to develop transport facilities and make trade and travel easier for the common man.

The transportation infrastructure in the UAE has developed at a staggering pace. There was a time when going from Sharjah to Jebel Ali used to take almost a full day, especially if you do not own a car and had to resort to public transport. However, with the introduction of the Metro, one of the few driverless fully automated metro systems in the world and with Dubai winning the bid to host the Expo 2020, the scenario has undergone a sea change. In February, the Roads and Transport Authority (RTA) had announced that the emirate will be spending USD 1.91 billion on infrastructure projects.

One of RTA's recent innovations that caught my eye was the Smart Taxi app. Launched as part of the RTA's bid to support His Highness Shaikh Mohammed bin Rashid Al Maktoum's initiative to make Dubai the smartest city in the world, the app will make getting a taxi a lot easier for both tourists and residents.

All they have to do is enter their number into the Smart Taxi app on their smartphone to locate and track the nearest taxi and have the driver come to pick them up. The app also allows the taxi dispatch center to save previous requests from the user to make the entire process smoother. The Smart Taxi app is available on both the Apple and Android platforms and has a built in provision for obtaining feedback by allowing users to submit a review of the driver's performance.

With the launch of initiatives like these, Dubai is well on its way to indeed becoming the smartest city in the world.

Hamid Moaref
Publisher

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MASERATI MEA SALES UP 152% IN H1 2014

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JONATHAN TAIT

GENERAL MANAGER OF EMIRATES FOR UNIVERSAL TIRES (EUT)

Can you tell us a little bit about yourself and your career in the automotive industry? How long have you been with the AMS Group?

I was Sales and Marketing Director of Silverstone Formula 1 Circuit in the UK before moving to Abu Dhabi at the end of 2008 as Head of Strategic Business Development at Yas Marina Circuit. I met the Owners of Abdulla Al Masood and Sons while I was at Yas Circuit and started working with them in early 2011.

What do you enjoy most about working in the tire industry?

The tire industry is a very competitive business which ensures every day brings new challenges and opportunities. I have always enjoyed working in a demanding business environment. Solving problems, developing new strategies and making businesses thrive is what gets me out of bed in the morning.

How satisfied are you with the general business environment and policies in the UAE? Have you faced any roadblocks in importing tires or in the distribution process?

The business environment in the UAE is very good as it is a free market and the economy is growing strongly across the Emirates. As part of a major and well respected local business group we have excellent relationships with all UAE authorities so we rarely face any challenges in doing business here.

What are the main trends in the tire industry at the moment, both globally and in the MENA region?

As car performance increases the tires fitted become more and more crucial to maintaining the integrity of the car. We are seeing that knowledgeable customers are insisting on only fitting premium tires from the well-known brands, after all the tires are the only thing keeping you in contact with the road! At the other end of the market there is a global oversupply of low quality tires from South East Asia with all the road safety issues that poor quality tires bring.

How long has Emirates for Universal tires (EUT) been in existence? Is Continental the only brand of tires that the company distributes?

EUT has been in existence for 9 years and has been the exclusive importer and distributor of Continental Tires for 5 ½ years.

As the general manager of EUT, what is your main priority when it comes to the Continental brand?

I lead a team of people who are committed to building the brand of Continental in the UAE. Continental Tires are of outstanding quality and are fitted as standard by some of the world's most prestigious car manufactures, cars that are driven by some of the region's most influential and successful people; our role is to ensure that we support all of our customers as end users and the service centres they trust their cars to.

What are the strengths and weaknesses of Continental as a brand in the UAE tire market?

The strength of the brand comes from the quality of the product and the wide range of vehicles that Continental tires are fitted to at the factory; this makes the tires very popular amongst high performance and SUV vehicle drivers.

This popularity also provides a challenge, as it encourages unscrupulous traders to illegally import Continental Tires from other markets. These include colder countries and countries with lower speed limits, so the tires these traders import are often not temperature and speed rated for the GCC and as such pose a safety risk.

What sizes and types of tires do you sell in the UAE market? Do you cater only to the passenger vehicle segment or do you sell tires for commercial vehicles as well?

We have one of the biggest ranges of tires in the world, including truck, bus, industrial, speciality and solid tires. We have just launched a new range of truck tires and bus tires which are currently on trial with local fleets, where they are performing exceptionally well against the competition. Last year we launched a whole range of speciality Port tires which are proving very popular with port operators around the region.

EUT has been the sole distributor for the Continental brand in the UAE from 2009. Can you share some of the high points and the low points of your experiences with the brand?

Running any business you have ups and downs, the only downs are when we don't win a tender contract the team have worked hard on securing or when we can't help a customer who wants to change to Continental tires. But I also get plenty of calls from customers as they drive away from our service centres telling what a great job the team did and how much better their car feels on a set of Contis!

A big high point of the relationship is going to be this month's FIFA World Cup. Continental is a sponsor which gives us a great opportunity to invite our major customers to events and spend time with them, enjoying the football and getting to know each other in a relaxed atmosphere.

You have worked as the Sales and Marketing Director for Silverstone Circuits in the UK, and also worked closely with manufacturers such as Aston Martin, Audi and Nissan. What are the differences you have noticed between the automotive market in the Middle East and in the UK?

For one thing the cars! The relatively low cost of fuel here means drivers can enjoy a different range of cars than drivers in Europe can. People in the region have a passion for cars and can indulge that passion with higher performance cars with the top of the range high performance variants of various models outselling the base models. There is also a lot more aftermarket tuning of top end cars in the region than you would find in Europe. Despite all the high performance cars in the market, not many drivers in the region take their cars on circuit, whereas in the Europe drivers will buy high performance cars purely to take on circuit track days.

What are some of the challenges faced by the tire market in the UAE? How do you plan to overcome these challenges?

As I mentioned the biggest challenge facing all premium tires brands here is the parallel import of branded tires that are not suitable for the conditions in the region, this doesn't just affect our brands it affects safety on UAE roads. We will continue to work with the authorities to try and stop the supply of inappropriate tires into this market.

Continental is one of the top tire brands in the world. Do you think the brand has reached its full potential in the UAE?

Not yet!

Continental has been in the news lately for getting the Green Tech award and the Innovation award at the Reifen Show? How do these awards translate into benefits for your customers?

The technology behind the Rubin project that won the award is amazing and demonstrates the level of research and development that Continental invests in on an ongoing basis.

The breakthrough in harvesting natural rubber from the humble dandelion plant will result in shorter supply chains to Continental factories and less dependency on the volatile pricing of natural rubber from rubber plantations in tropical parts of the world. The "green" benefits, that everyone in the world will enjoy, are a reduction in the impact rubber production has on tropical rain forests and the productive use of marginal agricultural land. Both these factors will have a sustainably positive effect on the world's carbon footprint and on bio-diversity.

Cost is an important consideration for customers when it comes to buying tires. In a market that is flooded with cheap tires, how will you deal with this factor when it comes to price sensitive customers?

My recommendation to any customer is to buy the best tires they can afford as an investment in tires is an investment in safety. Customers should also consider the real cost of tires, by this I mean that cheap tires might save you money when you buy them but if they don't last very long and you have to replace them more often, then the real cost can be higher.

How strong is your distribution network in the UAE? Where do you see potential for additional expansion?

Expanding our distribution network is a major part of our business development plans for the next few years. We have some exciting plans already underway which we will share with Tires & Parts as they come to fruition.

What distinguishes Continental as a supplier in comparison to other brands you have worked with?

Continental tires are exceptionally good quality, something that comes from their German engineering roots. It means we can confidently sell tires to any customer, whether it is a critical Government agency, a member of a local Royal Family, a demanding business or a mother driving her kids to school, knowing that we have sold that customer the best product available for their vehicle.

Can you tell us a little about any new promotional campaigns you have planned?

Our big promotions at the moment centre around the FIFA World Cup in Brazil, of which Continental is a main sponsor. We are going to have a lot of fun watching the matches with our customers and talking to them about football!

Are there any common misconceptions about Continental tires that you would like to clear?

Because Continental tires are such good quality customers assume they must be more expensive than other brands, but if you compare with the other premium European tires we are actually very competitively priced.

What advice would you like to give to our readers regarding the care and proper maintenance of their tires?

Pressure, pressure, pressure! Maintaining the recommended pressures in your tires is essential to tires performing well and giving a safe and comfortable ride. Premium brands such as Continental carry out huge amounts of research and development with car manufacturers to create the optimum tire and determine the correct pressure for each car. Drivers should check their tire pressures at least once every two weeks, especially in the summer, don't rely on tire pressure monitoring systems fitted to the car as many of them are only designed to detect sudden loss of pressure not the slow bleed that all tires suffer. If drivers don't know how to check their pressures they can always call into a Continental showroom and we will be happy to help them.

2015 CADILLAC XTS OFFERS ADVANCED SAFETY FEATURES

The 2015 Cadillac XTS comes with a wide range of innovative safety features which are specifically designed to enhance driving experience and prevent crashes.

The XTS technology basically supports advanced safety features based on a unique 'control and alert' strategy that enhances the vision around the vehicle and offers an extra view to the driver. This new feature helps identify the potential threat of crash, while it becomes operational when a threat appears more imminent, employing visual, audible and tactile (vibration) alerts.

The alerts are specifically created to point out obstacles and warn the driver to react and maneuver. In the Safety Alert Seat feature, the driver feels a vibration in the left or right side of the seat cushion depending on the location of the impending concern. In order to further ensure maximum protection and safety, the intervening features – Automatic Collision Preparation and all-wheel automatic brakes – become active if the threat is more likely, and the driver is not paying any attention to the previously sent alerts.

The Driver Awareness Package is standard on the Platinum Collection and also available on the Luxury Collection. This package includes Lane Departure Warning, Forward Collision Alert, Safety Alert Seat, Side Blind Zone Alert, Rear Cross Traffic Alert, and Reflected LED display. The Driver Assist Package is also standard on the Platinum Collection and comprises the Driver Awareness Package, Adaptive Cruise Control, Front Automatic Brake, Rear Automatic Brake, and Automatic Collision Preparation.

Drivers who are not comfortable in parking their cars in parallel parking spaces can take advantage of XTS's Automatic Parking Assist feature that enables the car to park by itself in an available space. This unique feature uses ultrasonic sensors to maneuver the car into the space while the driver is simply required to engage reverse and apply the accelerator and brakes.

In order to minimize the chances of collision, the full-speed adaptive cruise control feature in the XTS adjusts the speed of the vehicle in no time – so, if, for example, the car in front comes to an abrupt halt, the XTS immediately stops.

The 2015 model of Cadillac XTS offers what exactly the automotive industry eventually looks for. The car will be available in the Middle East market this month.





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AL-FUTTAIM MOTORS SEIZES THE ADVANTAGE WITH NEW MODELS

Al-Futtaim Motors is making a strong effort to establish its supremacy in the mid-tier automotive segment this year. The company recently launched the latest model of the popular Yaris and the Avanza, a totally new model in the multi-purpose vehicle category as part of this drive.



The Yaris already has a 19 per cent market share in a closely crowded category. The new model has been completely redesigned with features to get greater attention from customers, including a lower overhang to give it a sportier look and three new attractive colors named Vibrant Orange, Frozen Blue and Silky Beige. It is also considerably bigger with the length and width increasing by 215 mm and 5 mm respectively, and is closer to the ground by 45 mm.

Speaking about the popularity of the Yaris, Jon Williams, the managing director of Al-Futtaim Motors said that it is highly in demand by both fleet and individual customers. Though the Corolla is the most popular sedan, the Yaris accounts for 30% of the small passenger cars sold in the UAE, considering the sales of both the sedan and the hatchback versions.

After a short period when only the hatchback was being sold, Al-Futtaim Motors had reintroduced the sedan version in the market late last year and is now performing just as well as the hatchback version when it comes to both personal and business customers.

Jon Williams went on to dispel the popular perception that the MPV category is not doing well when it comes to retail sales. He said: "As for this segment's performance, the light commercial vehicles segment makes up 19 per cent of the total automotive market and recorded 9 per cent growth in 2013. Within that, the MPV sector recorded a growth of 28 per cent."

According to him, Al-Futtaim Motors chose to launch the Avanza in the UAE as it is a highly practical and spacious vehicle that offers the ideal mobility solution for large families and small businesses.

The 7-seater Avanza may possibly redefine the MPV segment as it provides considerable passenger and cargo space and has a tough body that rates highly on the drivability and maneuverability attributes providing passengers with a comfortable ride.

AW ROSTAMANI TRADING MAKES COMMERCIAL VEHICLES MORE AFFORDABLE WITH ZNA RANGE



The fleet of vehicles used for transportation is crucial for the success of any business that depends heavily on transportation of industrial or commercial goods. AW Rostamani Trading has partnered with Zhengzhou Nissan Automobile Co., popularly known as ZNA, to provide a range of affordable options for fleet operators in the GCC market.

ZNA, which is one of the biggest manufacturers of LCVs in China is a 50/50 joint venture between the Chinese DongFeng Group and the Japanese automotive manufacturer, Nissan Motor Co. AW Rostamani has tied up with the ZNA to become the exclusive dealer for a range of high-end pickups, MPVs and SUVs that are available at reasonable prices and are suitable for commercial use in the GCC and ME markets. The company will handle not only the sales but also the after-sales support for these vehicles.

MK Rajkumar, the Director of AWR Trading & AAC After Sales commented: "There is vast potential for the ZNA range in the UAE and the Middle East region in view of the quality, safety and durability of these vehicles." He added that more than 3000 ZNA vehicles have already been sold in the region. Ranging from 2 WD and 4 WD pickups to luxury 7-seater MPVs and minibuses, AWR Trading will showcase and sell the complete range of ZNA vehicles. The company currently even has a Ramadan offer for ZNA vehicles that includes a buy-back offer, making it the first company in the UAE to offer a buy-back guarantee for a commercial vehicle. He said the buy-back offer was backed by the company's trust in the ZNA brand and its products.

ZNA's state of the art factory produces both Nissan and ZNA vehicles on the same platform and production line. The company receives strong support from Nissan in terms of R&D, production, and quality assurance and with this assurance of quality, the ZNA brand has proved to be highly popular with commercial customers.



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					LOAD in Kg (Lb)	IP in Kpa (Psi)	LOAD in Kg (Lb)	IP in Kpa (Psi)				
315/80R22.5 CEAT PRO R10	18	J	154/150	M	3750 (8270)	830 (120)	3350 (7390)	830 (120)	9.0 x 22.5"	1076	316	14.5



BMW CELEBRATES 30TH ANNIVERSARY OF M5 WITH '30 YEARS OF BMW M5'

BMW has marked the 30th anniversary of BMW M5 with its yet another variant '30 years of M5'. The company, while sticking to the limited production of 300 cars globally, has set a record of delivering 30 of these super performance cars to customers across the Middle East.

Under the hood, the BMW M5 '30 years of M5' has a 4.4-liter V8 engine. Equipped with M TwinPower Turbo technology, the car has an output of 441 kW/600 hp, which exceeds the power of its standard model by 29 kw/40 hp. The visible power boost is achieved through an upgrade in charge pressure and a very careful calculation of tweaks to the management of the engine.

BMW used Frozen Dark Silver metallic paint on the upgraded edition to give it a very special treatment and look on the 30th anniversary. The kidney grille, door handle insert, '30 years M5' badge on the front wing and twin tailpipes enhance the beauty of the vehicle.

The interior look also celebrates the anniversary as driver and the front seat passenger are greeted by BMW M5 '30 years of M5' lettering. The '30 Year M5' logo is embroidered into the backrests of all four seats of the high-performance sedan.

The front seats' electrical adjustment gives an unbelievable feeling of comfort to the driver and front seat passenger. The sports steering wheel is an additional improvement in the interior look of the car. Moreover, the other equipment installed on the vehicle, include a high quality Bang & Olufsen surround-sound system with 16 speakers with an output of 1,200-watts, and two pairs of high end Bang & Olufsen H6 headphones with M5 logo on the outer casing.

The story of BMW Motorsport GmbH that began in Munich in 1984 continues to raise the pulses of car fans around the world today, as the '30 Years of M5' is much more than merely a stylish anniversary version of the segment-founding high-performance sedan.

HYUNDAI'S ALL-NEW SONATA TO HIT MIDDLE EAST MARKET IN SEPTEMBER



The all-new mid-size sedan, Sonata by Hyundai will make inroads in the Middle Eastern market in the month of September, the Hyundai Motor Company has announced.

The new Sonata will offer the most modern and practical apps of Hyundai technologies, new style and superb performance etc, the company has claimed.

The Company carried out research and development (R&D) for three years to present this improved seventh generation model. The Company conducted the research in the Middle East and global markets to enhance the competitiveness and safety which is the ultimate need of every market.

Sonata has been the best-selling model in the Middle East market as the company sold over 27,000 units in the region during 2013. As per company data, Hyundai registered more than seven million unit sales around the globe since the introduction of this model in 1985.

Hyundai has used Fluidic Sculpture 2.0 philosophy in the all-new Sonata after this was introduced in the all-new Genesis. This philosophy uplifts the interior and exterior of the vehicle and gives stylish look to the vehicle.

The new model of Sonata boosts driver confidence to the maximum level as the new suspension and top safety features gives the driver the pleasure of a smooth, comfortable and safe ride. The company has used additional safety technologies in the new Sonata including Vehicle Stability Management, Blind Spot Detection, Electric Parking Brake and Hill Assist Control.

The new Sonata also brings extra important features like Puddle Lamp under the outside mirrors, Handsfree Trunk Lid, and HID Xenon Headlamps.

The company will offer a choice of two different engines in the all-new Sonata for the Middle East market. The one choice is 2.0 Liter multi-port (MPI) engine and the second is 2.4 Liter MPI with automatic transmission.

In his comments, Tom Lee, Vice President and Head of Hyundai Africa and Middle East Regional Headquarters, said: "Our aim is to create a world class mid-size innovative sedan while maintaining the legacy of the model."

He said, "We are confident that our customers across the region will like our all-new Sonata once it hits the market in September."



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AL HABTOOR MOTORS OPENS REGION'S LARGEST SHOWROOM IN MUSSAFA



Al Habtoor Motors continues its expansion plan under which it recently opened Mitsubishi and CarZone showrooms in Mussafa, Abu Dhabi. The first multi-level and multi-brand commercial and passenger showroom complex is said to be the largest three-storey auto showroom in the Middle East.

The new facility features Mitsubishi commercial vehicles section on the top floor while CarZone is on the second floor. Al Habtoor Motors offices are located on the first floor while Mitsubishi cars are displayed on the ground floor where parts and service section is also located.

The opening of new showroom shows the automobile sector's growth in the UAE while the company claims that the demand for Mitsubishi vehicles is rapidly growing, and there was a need to open an expanded facility to meet the market demand.

According to Joe Rogan, Sales Director of Al Habtoor Motors, the new facility is just the start of further strengthening company's relationship with customers, as the company is committed to expand after sales service in the South-West region and Mussafa to ensure that brand product is well-distributed in the UAE market. Moreover, support to the fleet owners and dealer network will help the company to enhance after sales, parts and accessories services.

The new expanded facility was inaugurated in the presence of Ahmed Al Habtoor, CEO of Al Habtoor Motors and senior management of Al Habtoor Motors.

Meanwhile, Al Habtoor Motors has announced the promotion of Roma Andres to the position of Executive Director of the company. This promotion follows the company's strategy to continue with the growth and expansion of its sectors including car leasing, automotive, hospitality, operations, education, real estate and publishing.

Roma joined the company's automotive division in 1993 and played an important role in various sections.

ABU DHABI MOTORS APPOINTS NEW BRAND MANAGER FOR ROLLS-ROYCE



Abu Dhabi Motors, sole dealer of Rolls-Royce Motor Cars in the UAE, has appointed Joseph Tayar as their Brand Manager, replacing Kadhim El Helli.

Tayar began his career in the automotive industry in 1999 from his home country – Lebanon. He first worked as sales consultant for a number of brands before moving to Qatar in 2005 where he joined Alfardan Automobiles importer BMW Group. In Doha, he served as BMW sales executive and consultant for Rolls-Royce Motor Cars. He gained experience in marketing, sales management and customer relations before being promoted as brand manager for Rolls-Royce Motor Cars.

During his eight-year role, he was responsible for 80 percent surge in sales and won numerous accolades, including Best Target Achiever Rolls-Royce for the Middle East in 2008 and Best Regional Sales Manager in 2010—the same year Rolls-Royce Motor Cars Doha was named Best Regional Rolls-Royce dealer.

Arno Husselman, General Manager of Abu Dhabi Motors welcomed Joseph Tayar and expressed hope that with his considerable experience, Tayar would further expand and strengthen the Rolls-Royce brand. He said: "Joseph is uniquely positioned to lead sales and marketing team to even further successes."

Husselman continued, "We are grateful to Kadhim El Helli for the substantial contribution he has made to our business over the past 15 years. We wish him well in his new endeavours."

Tayar is a trilingual and speaks English, French and Arabic and holds a Bachelor's Degree in Business Marketing from the American University of Science and Technology in Beirut. He took charge of his office in the month of July 2014.

HYUNDAI NAMED TOP RANKING NON-PREMIUM BRAND IN IQS

In the J.D. Power 2014 Initial Quality Study (IQS), Hyundai has been named 'top-ranking non-premium brand' with Accent as the most appealing small car in the (APEAL) Automotive Performance, Execution and Layout 2014 Study.

Won in the same year, these awards bring supreme honor for the world's fastest growing automaker in the APEAL and IQS. While the IQS termed Hyundai's Accent as top ranking non-premium brand, the company's Elantra and Genesis models have also received awards in their respective segments.

Hyundai, once again in this year's APEAL study has claimed top spot among non-premium brands while improving five spots among all brands to the 13th position overall. Moreover, the 2014 Sonata has been placed in the third position in the midsize car segment, whereas Veloster remained second in the Compact Sporty Car segment.

According to Tom Lee, Head of Hyundai Africa and Middle East Regional Headquarters, "Hyundai's achievements in the 2014 J.D. Power IQS and APEAL studies once again show the high quality of company's vehicles, as we are committed to pursue our 'Modern Premium' brand direction. Global awards of this calibre are extremely important when it comes to boosting customer confidence in the Middle East and Africa region, as well as on the global scale, and we are elevated to receive these honours."

Hyundai Motor, which was established in 1967, is committed to be the lifetime partner in the auto sector and beyond. The company is capable of circulating resources from molten iron to finished cars, and offers top quality best-sellers—Elantra, Sonata and Genesis.

With its seven manufacturing facilities and seven design & technical centers outside its home country South Korea, the company has sold around 4.73 million vehicles around the world in 2013.

With a workforce of over 90,000 employees around the globe, the company continues to improve its product line-up with localized models and makes efforts to further strengthen its leadership in clean technology, starting with the world's first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.



RTA TO INTRODUCE NEW DESIGNS, COLOR CODING FOR VEHICLE NUMBER PLATES



The Roads and Transport Authority (RTA) is working on a plan to give new designs and colors to the number plates to vehicles, registered in the emirate of Dubai.

According to the RTA, various designs and new color coding system for the number plates of vehicles of all categories are under-consideration. However, no final decision has been taken so far. He revealed that all new number plates will bear the new Dubai logo, without divulging what the new logo will be.

In this regard a specialized team is currently in the final stage of completing the study and the details of the new plan will be made public in the next few weeks.

It may be mentioned that number plates of all vehicles in Dubai haven't changed since long. Private vehicles carry white plates with numbers in black, while commercial vehicles have green plates with white letters. Recently, RTA launched number plates for classic cars, which are maroon in color.

Last year, the RTA also launched personalized number plates with images of Burj Al Arab, Burj Khalifa and other city landmarks.

Earlier this year, RTA announced that they were considering to introduce smart or electronic number plates, which could help improve road safety apart from other benefits.

The smart number plates were put on display at a transport exhibition earlier this year in Dubai and it was very likely that RTA would consider it for the future.

Among the important features of the smart plate is that it will help keep a check on vehicle's speed according to the designated speed limit on different roads and ultimately would improve safety.

Other benefits of the technology are integration with RTA's Salik, storage of data that can allow authorities to track movement of vehicles and identify criminals, auto deduction of parking fees, while also easing entry to and exit from parking areas, without the need to swipe cards.

The fee for the newly-designed number plates is not yet confirmed.



92% of all new sold cars in Brazil use ethanol as fuel, which is produced from sugar cane.

MASERATI MEA SALES UP 152% IN H1 2014



Maserati, a renowned Italian luxury automaker, has reported a 152 percent increase in its sales in the Middle East and Africa (MEA) region in the first half of the current year as compared to the results of last year during the same period.

The results of the first six months, which show the car manufacturer's continued global expansion strategy, exceed the overall sales of the previous year. The car giant aims at achieving the sales volume of 50,000 units in the near future by marketing newer products and exploring new markets.

The company's trident brand in the MEA region has already reported its highest sales in the United Arab Emirates. According to the company statement, the market has grown by over 226 percent during the past six years.

Saudi Arabia is the second highest market in terms of vehicles delivered to customers, where the company registered a hefty 231 per cent growth. In other parts of the region, the company also achieved double and triple digits growth.

Maserati's Ghibli, which was launched in the beginning of the year, remained the most successful model in the first half of 2014 as the vehicle's unique features and specification attracted the attention of motorists.

Quattroporte, the flagship product of Maserati, registered a 79 percent growth since its unveiling in 2013, and the UAE and Saudi Arabia remained its top markets. The company is expected to introduce a 330hp V6 engine in the third quarter of the current year.

Meanwhile, legendary cars Gran Turismo and GranCabrio will experience revival with the arrival of the limited Centennial Edition during the third quarter.

Maserati moves closer to its vast clientele by adding new showroom in Lebanon which proves the company's expanded network in the region.

In his comments, Umberto Cini, Managing Director of Maserati Global Overseas Markets, said: "The emerging markets in the MEA region give us enough to grow remarkably while maintaining our reputation and exclusivity." He added, "With the newer models of Ghibli and Quattroporte our product portfolio has strengthened further, while over the coming years we are all set to add more feathers to our crown by entering the other automobile segments."

Maserati will celebrate its centennial at its headquarters in Modena, Italy, this September. At the event, thousands of Maserati fans and motorists will gather for a succession of races, exhibitions, parades besides visiting the two Maserati factories and a concours d'elegance.

BEAT THE HEAT

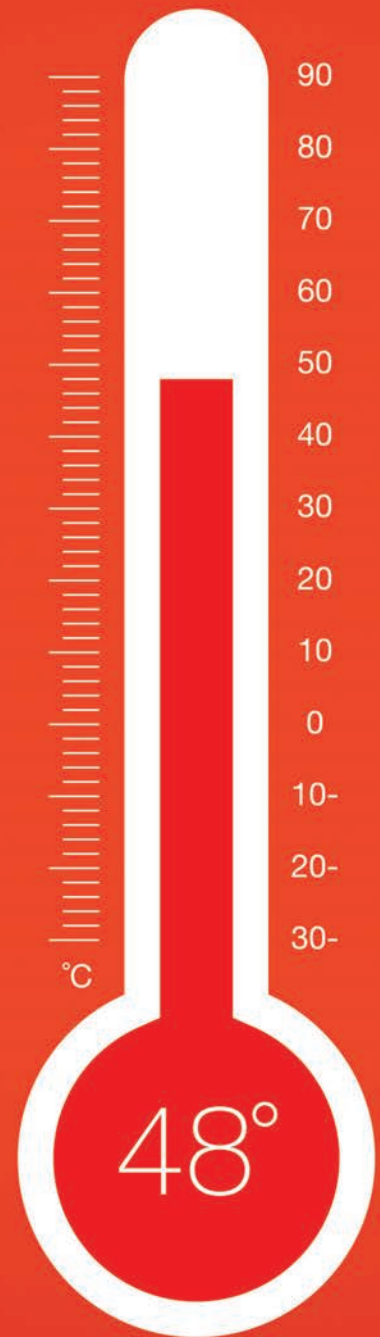
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Aston Martin Announces Revival of Lagonda Insignia on New Super Saloon

Aston Martin, the British manufacturer of luxury sports cars and grand tourers, has announced its customised product program about an all-new super saloon which will witness the revival of historic Lagonda nameplate in a strictly limited series.

The Lagonda insignia, as has always been the tradition, will once again decorate proudly the luxurious and exclusive super saloon.

The spectacular luxury super saloon will refresh the Lagonda culture of 'the super fine speedy cars' and will make inroads exclusively in the Middle East, following a specific market demand.

The come-back of Lagonda follows various headline-grabbing projects like One-77 hypercar, V12 Zagato and last year's CC100 Speedster Concept and then the ultimate Q by Aston Martin car.

The new car, based on the brand's existing flexible VH architecture, draws inspiration from the highly sought-after William Towns-designed Lagonda of 1976 and features many of the same cutting-edge engineering techniques which are seen in modern Aston Martin sports cars such as the use of carbon fibre in the body panels. It will be hand-built by the top craftsmen and women at Aston Martin's modern manufacturing facilities in Gaydon, Warwickshire in a dedicated building, which was previously given over for the creation of the One-77 hypercar.

The pricing details of the new super saloon remain confidential while the car will be offered for sale in the market through invitations only, however, the asking price will be commensurate with the car's luxurious nature, quality and exclusivity.

According to Marek Reichman, the Design Director at Aston Martin, the debut of this luxury super saloon in the Middle Eastern market will be so exciting, not only for Aston Martin, but also for enthusiast motorists, who look for luxury and comfort in the car.

"The all-new model, like its predecessors - the One-77 and V12 Zagato - has been created as a piece of exceptional automotive art."

SMART FORTWO AND FORFOUR TO HIT MARKET IN NOVEMBER

Smart's new generation 2015 models of ForFour and Smart ForTwo, which were officially unveiled in the recent past, are just steps away from the market. The cars are the cheapest version in three-cylinder 999C engine that is capable of producing 71HP (52kW) and 91Nm of torque. Both models are loaded with the same engine. As per their names, both models are two and four seat vehicles while ForFour is a stretched four-seat version.

Once in the market, the buyers will be offered a choice between a five-speed manual and a six-speed dual-clutch automatic.

The Smart cars, with prices starting from 10,895 euros in Germany, have some standard features including the front power windows, LED lights, Monochrome LCD display and Trip computer, etc.

The cars are finished in a choice of eye-catching colors while the safety cell is an important part of the way the cars look. Both smart models feature funky exterior styling as previewed by the FourJoy concept that was exhibited at the Frankfurt Motor Show last year.

Those shorter overhangs will help to make both Smart models extremely maneuverable around town, though, with a wall-to-wall turning circle of 7.3 meters for the ForTwo, and nine meters for the ForFour.

The super-mini cars are produced by the Smart division of German auto giant Daimler.

The first generation ForFour was marketed in Europe only from 2004-2006 as a five-door (hatchback) five-seat, sharing the platform with the Mitsubishi Colt whereas the second generation of ForFour debuted in July this year, sharing the platform with the forthcoming third generation Smart ForTwo.

The Smart ForFour with a turbocharged Mitsubishi 4G15 engine is rated more than the Mitsubishi Colt CZT. The Brabus ForFour requires higher than standard octane fuel to develop full power. It can reach a maximum speed of 221 km/h (137 mph) and accelerate from zero to 100 km/h (62 mph) in 6.9 seconds.

According to Daimler, deliveries of both models will begin on November 22.



VOLVO TRUCKS ME COMMITTED TO OFFER BEST TRANSPORT SOLUTIONS

The Volvo Trucks Middle East is committed to support the goal of manufacturer of Swedish premium trucks of leading the world in offering the sustainable transport and logistics solutions.

The announcement follows the launch of Volvo's three new state-of-the-art models in January of this year. The Volvo Trucks ME with its new models has optimized its transport solutions in order to offer the best care packages to the market to help increase the efficiency and productivity.



In his comments, Ian Drury, Transport Solutions Development Manager, Volvo Trucks Middle East, has said that Volvo Trucks' aim is at becoming the world leader by offering the best sustainable transport solutions to its customers as well as to the market. We take our each customer as important and unique and so we make efforts to offer the most suitable solutions to them as per their business requirement.

He said, "Volvo is one of the world's largest heavy-duty truck brands and we use our global resources to ensure that customers across the Middle East take more and more benefits of our global expertise. Volvo Trucks operates across 2,300 dealers and workshops in 140 countries with 17,000 dedicated Volvo Trucks employees, across five continents. This gives us the scope to provide the best of the best when it comes to transport solutions."

At a time when the Middle East market is maturing and owners are increasingly becoming aware of the total cost of the ownership of their businesses, Volvo Trucks ME is seeking ways to maximize the utilization of their products.

Most of the transport solutions, offered by Volvo Trucks ME, include a mix of pioneering the very latest product technology whilst enhancing customers' productivity, allowing them to increase uptime and optimize service and maintenance for the duty cycle.

Drury, added: "Our regional customers benefit from the service agreements that give them peace of mind and allow them to have a clear and transparent visibility on the total cost of ownership when it comes to service and parts."

He said, "Volvo Trucks has also developed the Dynafleet telematic system. This web-based system allows customers to track their vehicles round the clock and round the year, while also monitoring the driver, his driving patterns and habits, and offer coaching and training when needed. The Dynafleet system allows business owners to pin-point areas challenging profitability while ensuring that their drivers operate in the safest and most efficient possible conditions.

UAE'S YOUNG RACER TO PARTICIPATE IN GERMANY, SPAIN CHAMPIONSHIPS

The Abu Dhabi Racing (ADR) has announced that the 21-year-old Emirati car racer – Mohamed Al Mutawaa will participate in the FIA World Rally Championship in WRC 3 category in Germany and Spain. With this participation Al Mutawaa will have an opportunity to gain experience of driving in different weather conditions and on different fields.

In his competition in Germany the Emirati driver will face three stages - bumpy narrow Mosel vineyard roads, Baumholder military tracks with many different surfaces and the smooth country tests in Saarland over a distance of approximately 1,300 kilometers.

Later in Spain in the month of October, Al Mutawaa will be tested on the only mixed surface round of the season. He will drive on both gravel and asphalt stages in the hills of Tarragona.

It is the best opportunity for Al Mutawaa to take part in the championships in Germany and Spain which will be a reward for him after he showed superb performance in the FIA Middle East Rally Championship (MERC) in which he scored three victories with ADR's Abu Dhabi Racing – Citroen Middle East Trophy.

In the current MERC season, the ADR driver triumphed in Qatar, Kuwait and Jordan in his Citroën DS3 R3 (2WD category).

In his comments, Sheikh Khalid bin Faisal Al Qassimi, the Chairman of Abu Dhabi Racing, said, "Al Mutawaa showed his best driving skills during ADR and proved that he has full command over disciplined driving in "Abu Dhabi Racing – Citroën Middle East Trophy program."

Al Mutawaa's dedication towards the car racing paves the way for younger generation in the UAE to take challenges and build their career.



BENTLEY MOTORS ME POSTS RECORD GROWTH IN FIRST HALF OF 2014



The first half of 2014 has been the most successful period for Bentley Motors Middle East as it registered a 30 percent increase in deliveries as compared to the results in the same period in 2013.

The H1 results show a good start of the year for Bentley's new Flying Spur w12 after it hit the Middle East market in the end of third quarter of 2013. The company expects that the new model, equipped with a 6 liter W12 engine will continue with its popularity and demand in the second half of the current year alongside the unveiling of newer brands of Bentley family including the new Continental GT V8 S, arrival of which is expected at all Bentley dealerships during the current month. Moreover, the arrival of Bentley's Flying Spur V8 and Continental GT Speed is expected by the end of current year.

According to Neil Wilford, the Regional Manager, of Bentley Motors for the Middle East, India and Africa, Middle East is the key market for the company where the growth remained tremendous during 2014 whereas the dealers in the UAE and Kingdom of Saudi Arabia hold overwhelming positions in the world.

"This is all because the customers in the Middle East region understand the importance of features any automobile offers and so Bentley gives them all what they demand in a luxury car," Neil said. He added that the company continues with its commitment it has made to the region of maintaining quality and so the company looks forward to end 2014 as another positive year for all its models.

The new Continental GT V8 S comes with extra-ordinary features which give exciting drive pleasure.

Americas has been a top market for Bentley Motors with an approximate increase of eight percent over the figures the company posted in 2013.

Bentley Motors claims that there is one Bentley in every four cars delivered around the world. Moreover, the company posted a record 2013 in its 95-year history.

Bentley Motors is headquartered in Crewe, which is its home to all of its operations including R&D, production, engineering, design in its three models, Flying Spur, Continental and Mulsanne. Bentley employs around 3,700 people at Crewe.



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INFINITI ME UNVEILS NEW Q50 2L 4-CYLINDER TURBO ENGINE



The Infiniti Middle East has unveiled a 2-liter four-cylinder, lightweight turbocharged petrol engine for all its Q50 fans. The new engine is capable of delivering 208HP and 350Nm of torque and sends the drive to the rear wheels through a seven-speed automatic transmission.

An early useable torque in the new engine that begins at 1230rpm helps motorists enjoy flexible and efficient driving.

The 2.0L direct injection petrol engine has been manufactured while keeping in view the fuel efficiency as the top priority. The Infiniti engineers and supporting technical staff tuned it for an engaging throttle response. The new launch joins the previously known 3.5L V6 high performance hybrid powertrain and 3.7L V6 line up.

In his comments, Juergen Schmitz, Managing Director, Infiniti Middle East, said, "The launch of the Infiniti Q50 2.0L turbocharged engine marks the next step in the expansion plan of the company's portfolio. Set to increase its global model range by 60 percent and more than double the number of its powertrains within the next five years, Infiniti's commitment promises to cater to a wider audience of discerning customers."

A few of the salient features of the 2.0L turbocharged technology of the four-cylinder petrol engine are that it delivers sustained acceleration and outstanding responsiveness while differentiated drive mode options, in conjunction with a high performance output of 208 HP and 350 Nm, ensure exceptional handling control and a thrilling driving experience.

Front engine/rear-wheel drive 7-speed electronically controls the automatic transmission with Downshift Rev Matching and manual shift mode, Adaptive Shift Control.

Tire Pressure Monitoring System (TPMS) is designed to monitor the air pressure inside the tires.

Headquartered in Hong Kong, the Infiniti Motor Company Ltd has its sales operations in as many as 50 countries around the globe. The company launched the Infiniti brand in 1989.

JAGUAR LAND ROVER VENTURES INTO MOROCCO

Morocco is one of the most promising markets for the automotive industry in Africa. Factors like the country's proximity to several European and African countries and a booming economy have attracted several auto majors.

Jaguar Land Rover, the leading manufacturer of premium luxury vehicles, is the latest company to venture into Morocco through a partnership with Smeia. As an outcome of the partnership, Smeia will import and distribute the luxury range of Jaguar vehicles throughout the Kingdom of Morocco. Smeia is one of the leading distributors of vehicles in Morocco and already has a longstanding partnership with Jaguar Land Rover for the distribution of Land Rover vehicles in the country. The new agreement underlines Jaguar Land Rover's commitment to the partnership with Smeia.

The announcement of the partnership was made at a press conference which was held in the new Smeia Jaguar Land Rover showroom in Casablanca. In addition to this showroom, the Jaguar brand will be showcased at Smeia's wide range of showrooms spread across all major cities in Morocco like Tangier, Rabat, Marrakesh, Oujda and Fes. Smeia will also contribute to the partnership with a professional sales team to deal with existing and new clients for Jaguar vehicles.



Commenting on the partnership Bruce Robertson, the Managing Director for Jaguar Land Rover Middle East and North Africa, said Smeia was chosen as the exclusive partner for Jaguar in Morocco on the basis of its excellent track record as the dealer for Land Rover dealer in the country. He added that with the strong range of products that Jaguar has on offer and the increasing demand this year, it was crucial to choose the right partners to deliver the best brand experience to customers as part of the company's growth strategy in the region.

Smeia Jaguar Land Rover Brand Director Saad Bezzate added: "We are proud to be the exclusive importer and distributor for Jaguar in Morocco, and see this as a reiteration of Jaguar Land Rover's trust in us to represent these two iconic British brands here in Morocco. With Jaguar's current line-up and our dedication to customer satisfaction, we are confident that we will provide our valued customers with the ultimate Jaguar experience."

Smeia is the only dealer that is authorized to carry out after-sales service on Jaguar and Land Rover cars in Morocco and has a fleet of demo and courtesy cars to provide the best possible service to customers.

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GMC INTRODUCES THE ALL-NEW YUKON 2015 WITH EXTRA QUALITIES



The all-new GMC Yukon 2015, now available in the markets across the Middle Eastern region, brings higher capabilities and refinement along with options of rear folding seats and extra quiet, comfortable and roomy interior.

Yukon, with its bold style, advanced technological support and higher qualities, including comprehensive standard features and improved infotainment options, has been designed to broaden the attraction of auto industry's famous full-size SUV lineup.

When it is a matter of safety, the new high-tech in Yukon lineup protects the driver and passengers before, during and after a collision. This includes a forward radar system and the segment's only front seat centre-mounted air bag, which has been engineered to provide additional protection to front seat passengers and drivers.

The standard safety features available on different models, also include alert on forward collision, park assist, warning on lane departure, guidance on lane change, cross traffic alert, auto braking, cruise control, and seats with safety alert option. It also alerts the driver about potential crash threats.

The all-new Yukon family is extra powerful and more efficient than ever before due to its new EcoTec3 engine.

A 5.3L V-8 is standard in Yukon and Yukon XL models while 6.2L engine is exclusively available in Denali models, which delivers the segment's best horsepower and torque.

Based on the philosophy of 'Commands Respect', GMC enjoys a rich heritage in the Middle East and an impressive 111 years of presence offers innovation and engineering excellence in all its vehicles. The brand is set to offer pickups, SUVs and crossovers with extra fuel efficiency.

The GMC portfolio in the Middle East features Terrain small SUV and Acadia crossover. The 2014 Sierra half-ton pickup boasts all-new powertrains and design and is the most capable and powerful truck ever built by GMC. Every GMC model, including Yukon and Yukon XL full-size SUVs, is now available in Denali luxury trim. GMC also offers customers a high-level after sales service experience.

PATRICK FOURNIOL TAKES OVER AS THE NEW MARKETING HEAD OF AL-FUTTAIM MOTORS

Al Futtaim Motors, Toyota's exclusive dealer in the UAE, has announced the appointment of Patrick Fourniol as the company's new head of marketing. An MBA graduate from the leading French business school, "Grande Ecole", ESSEC, Fourniol is a veteran of the automotive industry and has a proven track record in building up the brand value of some of the most famous automotive brands including Renault, Volkswagen and Toyota. He has dual French and German citizenship and is a self confessed petrolhead with a keen sense of design. Fourniol is particularly interested in emerging markets.

Fourniol last worked for Renault Germany, where he first supervised the company's marketing communications as the VP of marketing communications on the global level before taking over as the as the Marketing Director from 2011. Prior to that, he had worked as the General Manager of Volkswagen Marketing Communication in France. He is no stranger to the Toyota brand. He had handled Toyota for four years, in his capacity as the Regional Senior Manager at Toyota Marketing Europe (TMME).



"Toyota is a brand and company I know quite well and love working for, and is certainly the leading brand in the automotive world. I was impressed with Al-Futtaim Motors for both the size of its operation and its clear and ambitious vision," he said.

This affinity for Toyota in addition to the size of Al-Futtaim Motors and a sense of admiration for the UAE's achievements were the key factors that prompted him to move to the UAE.

KIA EARNS DUAL DESIGN LAURELS

International Design Excellence Awards (IDEA) is one of the most prestigious awards in the field of industrial design. Awarded by the Industrial Designers Society of America in different categories such as Design Strategy, Environment, Automotive and Transportation, this award is a barometer of new developments in the global design field. IDEA awards are highly prized by automotive companies along with the Red Dot and iF design awards. The 2014 competition received over 2,000 entries from 39 countries across the world. Each entry was assessed by an expert jury on parameters such as sustainability, benefits to the customer and visual appeal.

Kia Motors struck a striking presence in the field of automotive design when the company won two awards in the transportation category at the prestigious 2014 IDEA (International Design Excellence Awards) event. Under the leadership of Peter Schreyer, the company's chief design officer, Kia Motors, the oldest manufacturer of motor vehicles in Korea, has been steadily building up a reputation for design and had previously won the Bronze award at the 2012 IDEA event for the design of the Kia Rio sub-compact vehicle.

In this year's edition of the event, Kia won the Silver award for the GT4 Stinger concept vehicle and the Bronze award for the 2014 Soul. Commenting on the awards, Tom Kearns, chief designer, Kia Design Center America (KDCA), said that the awards attested to the outstanding abilities of the company's design team. He added that the GT4 Stinger concept vehicle represented Kia's vision of the perfect performance car with its blend of sleek exterior design and superior driving dynamics. The Kia Soul, on the other hand, was a challenging project as the design team had to come up with a fresh concept while retaining the characteristics that made the original Soul so popular.

In both cases, the Kia design team has proven that it is more than equal to the task and has walked away with the honors it truly deserves.



NISSAN APPOINTS SENIOR OFFICIAL FOR AFRICA, ME, INDIA REGION

Nissan Motor Company has appointed Roland Buerk as Senior Director in charge of Communications for the Africa, Middle East and India region, with immediate effect.

After assuming charge, Buerk, who presently holds the position of General Manager, Global Corporate Communications, Nissan Motor Company, will report to Takashi Hata Senior Vice President and Chairman for the Africa, Middle East and India region, and Jeff Kuhlman, Vice President Global Communications.

As Nissan continues to experience rapid growth in the Africa, Middle East and India region, Buerk will lead communications efforts for the company based in Dubai.

Expressing his view on the appointment of Buerk, Hata said, "We are more than happy to welcome Roland Buerk to the new position of Senior Director in charge of Communications for the Africa, Middle East and India region as for the company, the region is strategic growth driver and I am confident that Buerk's communications leadership will help the company to grow further. He is capable enough to enhance the business and take the company to new horizons."



It may be mentioned that Buerk joined Nissan Motor Company in 2012 after his career in BBC as foreign correspondent during which he spent five years in South Asia.

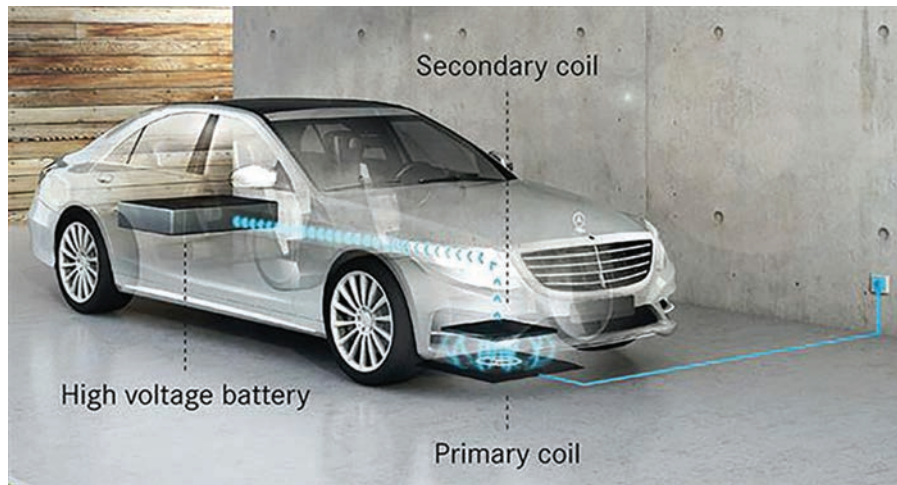
Buerk holds a degree in Political Science from the University of Birmingham in the United Kingdom.

DAIMLER AND BMW TIE UP TO WORK ON WIRELESS CHARGING

There is quite a lot of demand in the western world for electric and plug-in hybrid vehicles from eco-conscious customers. The prospect of wireless charging will make such vehicles an even more attractive prospect for such customers. Daimler and BMW have now announced plans to work together on developing a wireless charging system for electric and plug-in hybrid vehicles.

Daimler has already got a head start with plans to launch the company's S500 plug-in hybrid this September. The S 500 PLUG IN HYBRID is a pathbreaking initiative when it comes to emission-free mobility and has made a name for itself as the first luxury sedan to be certified as using less than three liters per 100 km. It will be Daimler's third hybrid model in the S-Class range after the S 400 HYBRID and the S 300 BlueTEC HYBRID and comes with a highly sophisticated hybrid powertrain and all the luxury features and innovations of the S-Class.

Mercedes-Benz will conduct fleet tests for the new "unplugged" technology in this hybrid first, to work on arriving at the best wireless charging system to make life easier for customers.



According to a press release from Daimler, the new wireless charging system consists of essentially two components: a primary coil set into a floor plate that could possibly be placed on the garage floor and a secondary coil built into the under tray of the car facilitating the transmission of electrical energy without cables between the two. Electricity will be transmitted at a rate of 3.6 kW and with a degree of efficiency that is as high as 90%.

The S 500, which was first unveiled at the Frankfurt Auto Show, can go as far as 33 kilometers only on electric power with fuel economy of about 84 miles per gallon. It can accelerate from 0 to 100 kph in only 5.2 seconds.

NISSAN GIVES AMERICAN BUYERS ONE MORE REASON TO BUY THE LEAF

Many people choose to buy an electric car like the LEAF, not just because it is an environment-friendly option but also because the cost of refueling the car is easier on the pocket. Normally, it costs about between \$2 and \$4 to recharge the LEAF from in-home charger. However, privately run charging stations may cost a lot more.

Just like Tesla has a Supercharger network that offers customers of the Model S fast and free charging, Nissan has come up with a "No Charge to Charge" Program. This program offers Nissan LEAF customers two years of free charging from more than 2,600 public charging stations in 10 major metro areas through the company's CHAdeMO fast-charging network.

The "No Charge to Charge" program was first launched in the month of April in Texas and its wide popularity prompted the company to expand the program further to new LEAF buyers in major areas like Sacramento, Seattle, San Francisco, San Diego, Nashville, Portland, Phoenix, Dallas, Washington D.C. Ft. Worth and Houston. The program will be expanded to cover 15 additional markets in 2015. Thus, the charging network will give more than 80% of Nissan LEAF customers in 25 markets access to free charging facilities.

Nissan is also holding discussions with Tesla on arrangements for sharing Tesla's Supercharger technology to make a wider network of chargers available for its LEAF customers. This could possibly herald a new age for electric vehicles across America as it would make owning an electric vehicle a much more profitable option in comparison to combustion cars.

From July 1, those who buy and lease LEAF cars will be getting an EZ-ChargeSM card, a single all-access card through the "No Charge to Charge" program. Even those who purchased their LEAF on after April 1, 2014 will benefit retroactively from this program.



JAGUAR LAND ROVER WORKING ON SMART CAR OF THE FUTURE



Jaguar Land Rover has announced that the company's researchers are currently working on advanced technology that will lead to the development of a car with "smart" technology. This "Smart Assistant" will personalize driving experience and help minimize accidents by reducing driver distraction.

The technology will use a combination of artificial intelligence and the most advanced machine learning to set up a learning algorithm that will recognize the driver and identify their preferences and driving style. On the basis of this knowledge, the car can then offer a range of services taking the "work" out of driving and minimizing chances for distraction while on the road. A number of factors are taken into consideration by the software including the time of the day, the weather, the traffic scenario and even the driver's calendar to set reminders and predict the routes.

Commenting on the new technology, Dr. Wolfgang Epple, Director of Research and Technology for Jaguar Land Rover, said the purpose of the technology was to reduce the extent of driver distraction as it has been identified as a leading cause of accidents. The system will focus on giving the right information to the driver at the right time and customizing the settings so that there is no need to look through phone lists or adjust the mirror, temperature or seat settings while driving. According to Dr. Epple, until now, technology is used chiefly to predict the traffic and navigate accordingly, but the new intelligent technology will provide much more—a completely personalized experience that will change from driver to driver.

Using the smartphone or a similar device to recognize the driver, the intelligent car will automatically set the seat, mirrors, the steering wheel and the temperature to the driver's preferences by the time he opens the door. Once the driver's calendar is fed into the system, it will automatically select the route for the day and inform you of your next destination. For instance, if the driver is taking his children to school, it will offer each of them their preferred infotainment option. If you run late, it can automatically call or email ahead to warn the person with whom you have your next appointment that you are running so that you don't have to break your journey to do this. The car will also automatically learn the driver's own unique driving style based on the road and traffic conditions as well as apply them to the automated cruise control when the driver activates Auto Adaptive Cruise Control (AACC).

Dr. Epple added that with the development of such a self-learning car, the company is moving one step closer to the introduction of autonomous driving over the next ten years—something which the drivers of the future are likely to demand.

It is not just drivers who own such cars who will benefit from the "Smart Assistant" down the line. Even those who lease such cars will also be able to have the very same personalized driving experience and really enjoy driving without any distractions.

NEW 2015 CORVETTE FEATURE ACTS AS BABY MONITOR



Chevrolet has a new surprise for drivers—the Valet Mode. This offers a number of functionalities such as locking the interior storage, disabling the infotainment system, and recording audio, video and vehicle data, showing precisely what the valet did with the car while the owner was away.

Harlan Charles, Corvette product manager, compares the Valet Mode to a baby monitor for the car. "Anyone who has felt apprehension about handing over their keys will appreciate the peace of mind of knowing exactly what happened while their baby was out of sight."

The new technology is an offshoot of Corvette's Performance Data Recorder (PDR) technology, which was preliminarily designed as a tool for track days, enabling motorists to record their laps and take their driving skills to the next level.

According to Charles, they soon realized the system could have more applications, including recording when the Valet Mode is activated or recording a scenic drive up Highway 101.

MARSHAL

All Round Excellence



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FORD BRINGS UNIQUE FEATURES IN FUSION

Fusion – the award winning vehicle from Ford – takes lead over its key competitors in the market in its unprecedented suite of driver-assist technology, which is usually found in the luxury car segment.

Ford's newest mid-size sedan has received overwhelming response from the enthusiast motorists that increased the vehicle's demand tremendously, as customers realized the value of package it offers in the highly competitive market where value for money and reward for driving experience go together.

Equipped with a package of radar, ultrasonic, optical and motion sensors and rear view camera, the vehicle brings a new level of comfort for customers with safety technology that helps drivers in Lane-Keeping, Driver Alert, Blind Spot Information, active park assist, cross-traffic alert, adaptive cruise control and collision warning.

According to Kalyana Sivagnanam, director of Ford Middle East & North Africa, the Ford Fusion with a number of impressive features of game-changing technologies and tremendous engine quality outclasses its close competitors in the market.

"Besides the existing technologies like electric power-assisted steering (EPAS) and data from the anti-lock braking and stability control systems, the addition of new sensors, cameras and radar make the Ford Fusion unique in sedan segment," said Sivagnanam.

In his comments, Adrian Whittle, Ford chief engineer said, "The new sensing technologies, loaded on the Fusion, help in enhancing driver's senses by providing an unprecedented level of assistance, which is never found before."

Lane-Keeping

In this system, a forward-facing camera becomes operational that can scan the road surface for lane markings. The system evaluates if the car is drifting out of its lane and then alerts the driver by vibrating the steering wheel. If the driver does not take a notice of the vibration, the system provides steering torque to nudge the car back towards the center of the lane.

Driver Alert

This system uses the front-facing camera to detect a pattern of vehicle motion consistent with a drowsy driver and provides a series of alerts to suggest the driver to pull the vehicle to the side and relax for some time. The visual alert shows a coffee cup icon appearing in the instrument cluster display indicating that pulling off the road and taking a break is really needed. As per AAA Foundation survey, more than 40 per cent of Americans acknowledge they fall asleep while driving.

Pull-Drift Compensation

This system is built into the electric power-assisted steering to counter the effects of steeply crowned roads or steady crosswinds. This system can detect if the car is changing direction even if the steering angle sensor indicates there is no command for this change. The Pull-Drift control then uses EPAS to provide gradual steering corrections that keep the car moving to where the driver wants to go.

Adaptive Cruise Control

This system uses a radar sensor that measures the distance and speed of the vehicle ahead. When Adaptive Cruise Control is active, the system maintains a safe following distance and automatically slows the car. In case the sensors installed on the vehicle, detect the following distance is narrowing fast and may result into a collision, the system provides an audio and visual alert to the driver giving the motorist enough time to maneuver and pull brakes to avoid mishap.

Active Park Assist

This system works in the parallel parking with the help of ultrasonic sensors, installed at the corners of the vehicle. The sensors first calculate the gap available between the cars and ensure there is enough room for parking and then the car automatically steers into the gap while the driver just has to be cautious in applying brakes and accelerator.

Blind Spot Alert

There are always many spots which drivers cannot see while controlling the steering. These are called blind spots. Even the most careful drivers are unable to reach those spots. However, in Ford Fusion, radar sensors installed in the rear corners, monitor the gap from other vehicles in the sides and just behind the car.

When the vehicle is moving, these sensors flash a warning light in the mirror alerting the driver while changing the lane to be careful as there is another vehicle at the blind spot. Also when backing out of a parking, these sensors alert the driver that another vehicle is approaching and at the same time the back-up camera provides a clear view behind the bumper.

Summary

The systems installed on the Fusion proves Ford's innovative technologies which ensure high-level safety of drivers and passengers as well as ensure the vehicle is on the road under the control of extremely careful drive system.

According to Paul Mascarenas, the chief technical officer and vice president of Ford Research and Innovation, "With a view to ensure extra comfort, convenience, high-level safety and enhanced drivers' capabilities while driving the vehicle, Ford has introduced the most innovative and latest technologies in Fusion which also ensures zero carbon emission."

Fusion is already available in the market at all Ford dealerships across the Middle East.

YOKOHAMA WISHES YOU SAFE DRIVING



Your Safety. Our Duty.

Yokohama Tires of Juma Al Majid Group is proudly launching the 2014 Summer Safety Campaign at Tasjeel vehicles registration centers in Dubai and Sharjah.

Being responsible about the welfare of the UAE's society, Yokohama aims to raise the awareness about the importance of tire's safety by offering advices on choosing and maintaining your tire.. for your safety every summer.



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APOLLO TIRES REGISTERS 37% INCREASE IN Q1 NET



Apollo Tires Board of Directors has approved the unaudited results of the company for the first quarter of the current financial year (2014-15) while the shareholders of the company, at the annual general meeting, approved the annual dividend payout of 0.75 per equity share (75 percent share) for the year ended on March 31, 2014.

According to results, the company reported a consolidated profit of Rs228 crore on Rs3,235 crore net sales. The profit and sales figures show remarkable growth and a 6 percent increase in revenue of the Indian operations of Apollo Tires in the first quarter.

The European operations of the company continued its upward trend in the same quarter and registered an increase of 18 percent in revenues compared with the revenues the company registered in the same quarter last financial year.

Meanwhile, in the part of African business, the company reported a flat growth at consolidated level in the period under review.

According to Qankar S Kanwar, the Chairman of Apollo Tires Ltd, increase in vehicle sales during the past quarter across the region, especially in India, has helped the company to report good results.

The net profit of the company has grown by 37 percent to Rs2.28 billion while operating profit went up to Rs4.58 billion showing an increase of 13 percent.

He said, "Besides company's decision of going ahead with a new Greenfield facility in the Eastern Europe, the company has plans to further expand the capacity at the company's Chennai plant."

BMW GROUP CHOOSES HANKOOK TIRES FOR MINI 2014



The BMW Group has again opted for Hankook tires for the new 2014 MINI. MINI cars have been fitted with Hankook tires from 2011 onwards and for this year's range of MINI models too, the company has decided to go with Hankook for the OE fitment. Depending on the model, the MINI cars will be fitted with tires of size 15, 16 and 17 inches. All the tires that will be used for the MINI cars will be sourced directly from Hankook's factory in Hungary. This OE fitment win is particularly notable as the technical requirements for the MINI are quite stringent. The chassis of the MINI cars have go-kart style handling properties and this places more demands on the tires that are fitted on the cars.

Hankook has made several additions to its tire portfolio and will be supplying tires for the Cooper, Cooper D, Cooper S, One and One D Mini models. The One and Cooper cars will get the 15-inch basic tires while the Cooper S will get the 16-inch tires. Customers can also opt for the sporty 17-inch tire in the Cooper S model. For the 16- and 17-inch tires, Hankook will supply the Runflat tires for emergency use. In addition to different types of summer tires for the European market, the cars will be fitted with all-season tires in three sizes (15-inch in the standard and the runflat version in 16- and 17-inch versions) for the North American market.

With the announcement of this new OE fitment, the BMW Group has further solidified its relationship with Hankook Tire. In addition to the OE fitments for the MINI, Hankook tires are already in use as the OE fitment for BMW models such as the BMW 1-, 3-, 4- and 5-series, and the X5.

"We have shown that our summer and all-season tires ideally highlight the driving characteristics of the MINI without neglecting important safety and environmental parameters like wet grip or rolling resistance", explained Engineer Klaus Krause, Head of Hankook's European Development Centre. He expressed his delight at the choice of Hankook tires for the new generation of MINI models with further extension of the tire portfolio.

MINI has a longstanding partnership with Hankook when it comes to OE fitments. The Ventus Prime2 has been used as an OE fitment by MINI from 2011. Other Hankook tires MINI has used include the ultra high-performance tire Ventus S1 evo2, the energy saving Kinergy Eco and the all-season pattern tire Optimo H426 for the North American market.

Hankook is making significant investment in research and development. The company recently broke ground for a high-tech Technodome in Daejeon, Korea that will require an investment of \$260 million.

FIRST OF ITS KIND CAFÉ WITHIN A TIRE SHOP



“Café Zee”, ZEE TEX’s signature café, opened its first outlet in the Middle East in conjunction with its distributor, Formula Tyres. Worldwide, this is ZEE TEX’s second café after the first one opened its doors in Naples, Italy, last year. For every café that ZEE TEX opens at its distributor’s premises, UAE based ZAFCO- the company that operates the ZEE TEX auto parts brand globally- sponsors the education of 100 needy children.

Zafar Jafri, Senior Vice President- Sales at ZAFCO, said: “With Café Zee we have strived to create a relaxed atmosphere at ZEE TEX dealerships so that getting your car serviced can be a pleasant experience as you enjoy complimentary coffee and snacks at our café. We plan to open two more Café Zee outlets in the Middle East by the end of this year and gradually expand the presence to all countries we operate in. For every café we open, we sponsor the education of 100 underprivileged children through the charity ‘Smile’ based in India.”

The café was designed by Italian designer Stefano Cavacelli.

According to Mostafa Tahiri, Managing Director of Formula Tyres, “We are excited to be part of the Zee Café project that helps to educate children from disadvantaged backgrounds. Also the café will be a value addition for our customers who can now sit back and enjoy the offerings at the café as our mechanics work on their vehicle.”

Established in 2005 by ZAFCO, ZEE TEX product portfolio comprises tyres, batteries and lubricants and offers over 500 differentiated items for the automotive industry.

ZEE TEX is an international brand, designed and developed to cater to the customer needs in every tire category for all types of vehicles. Zeetex is sold in 85 countries around the world and provides the assurance of quality, safety and compliance with environment requirements.

APOLLO TIRES APPOINTS CHIEF TECHNOLOGY OFFICER TO OVERSEE RESEARCH INITIATIVES



In a short period of time, Apollo Tires has made significant inroads into the global tire market. Now, the company has announced the appointment of Dr. Seshu Bhagavathula as the Chief Technology Officer (CTO) to oversee the research efforts related to tires for both passenger vehicles and commercial vehicles. He will be based at Apollo’s Global R&D Centre in Enschede, Netherlands and will supervise projects related to tire technology, research and new product development, while coordinating with the research, technology and design teams spread across the company’s locations across the world. He has also been inducted into the Management Board of the company.

Speaking about the new appointment, Neeraj Kanwar, the Vice Chairman & Managing Director, of Apollo Tires Ltd said that the company will be focusing on the two key pillars of Marketing and Technology for the next stage of its growth. He expressed his hope that the new CTO will be able to bring new synergy to research across all locations due to his vast experience and help the company to provide intelligent automotive solutions to buyers of Apollo tires.

Dr. Seshu has considerable expertise in the automotive field. He last worked as the Vice President of Research & Development at the Great Wall Motor Company in China. Prior to that, he had worked with Daimler AG in multiple locations handling product development and integration of engineering processes. He has dealt with both commercial and passenger vehicle segments and his expertise is mainly in the fields of strategic analysis, new product development and innovation.

Speaking about his appointment, Dr. Seshu Bhagavathula, said, “I am excited by this opportunity and impressed by the possibilities the future holds with Apollo Tires. I am positive that we will be able to bring out competitive products to address the requirements of our global customers.”

COOPER TIRE DEBUTS NEW PROGRAM TO TRAIN DEALERS

Cooper has added a new program to the online training package it provides to its direct and indirect wholesale and retail dealers. The new program named eCooper University Training Rewards consists of several highly useful components such as courses on product knowledge, business management programs, selling skills and more details of the Cooper brand. Dealers who enroll in the programs can earn points as they progress through the courses to receive different levels of certification and rewards, motivating them further to learn more and help their teams learn more.



Commenting on the new program, Phil Caris, Vice President of Sales for Cooper Tire North America, said that the company's distribution partners are the key to its success and it was crucial for the company to make its partners aware of every aspect of the Cooper brand, selling a tire and running a business successfully.

Many of the program's modules on business management are updated modules of the same topics that were handled through Cooper's previous training program, the CAMP program. These have been specially customized for the current e-learning environment. The eCooper University Training Rewards also builds on the success of the eCooper University eCertification program, which it will be replacing.

Similar to a university curriculum, the program consists of several certification levels which participants need to clear to proceed to the next level. All classes are completely free for dealers and their employees.

With the launch of this new program, Cooper will be equipping its partners with one more tool to offer top class service to its customers. For example, the Basic Training Certification, for instance will provide sales representatives and counter salesmen with the entry-level selling skills and product knowledge they need.

FEDERAL TIRES TIES UP WITH THE RED DEVILS TO SPOT FUTURE SOCCER STARS FROM TAIWAN



Next year, the Manchester United Soccer School hopes to hold this program on a bigger scale with three camps in Taipei, Taichung and Kaohsiung.

Federal Tires is the official tire partner for the Manchester United team, popularly known as the Red Devils in both Russia and Taiwan. The company is seeking to capitalize on this partnership to position its tires as affordable Ultra High-Performance tires of choice for customers in both these markets.

Commenting on the company's support for the first Soccer Schools program in Taiwan, James Ma, the Chairman of Federal Tires said that it gave the company great pleasure to provide the 32 children with the same training that the Manchester United stars received. With the partnership covering both Russia and Taiwan, he expressed his hope that the company could shortly help hold a Manchester United Soccer School in Russia as well. In view of the fact that Russia has more than 18 million Manchester United fans, this move is bound to be a surefire success.

According to Mr. Bennett, one of the MUSS coaches participating in the program, the visit by Feddi, the Federal Tires mascot to the Soccer School, was one of the highlights of the program with children flocking to give the mascot a rousing reception. He added that the support from Federal Tires had made it possible to hone the skills of youngsters with a talent for football with a world-class training program.

Ever since it was formed in 1999, the MUSS has trained over 150,000 people including youth teams, parents, partners and recreational players across the world in basic and advanced soccer skills.

With the FIFA games in full swing, football is the new flavor of the month. Federal Tires, the Taiwanese tire manufacturer which is already the official tire partner for the popular Manchester United team is taking this partnership one step further by providing support for 32 children to participate in the team's first Soccer Schools program in Taiwan, at the Taipei Municipal Stadium.

The Soccer Schools program will last for a period of three days. The 32 children participating in the program will be part of a group of 96 children the world over who were selected to receive world class training from three leading coaches of one of the popular clubs in English football. These coaches will impart the very same coaching curriculum that was used to train soccer stars like Wayne Rooney and Robin van Persie. In addition to the training, the children will get goodies like hats, footballs, and tire vouchers for their parents. There will be a number of skill tests for the participants with the winner getting a chance to travel to England and visit the Old Trafford stadium in Manchester as well as the team's iconic Theater of Dreams.

SAYAN Tires



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Kenda Makes First Appearance at Panama Tire Expo 2014



The Kenda Rubber Industries of Taiwan, for the first time, took part in the Panama Tire Expo 2014. The aim of participating in the Expo was to strengthen presence in Latin America's passenger tire sector.

"We focus on creating more communication and exposure in the Latin countries. The feedback is overwhelming as we came across the old and new potential clients," James Lo, Sales Director of Kenda, said.

He added that the range of sizes of Kenda tires for passenger cars for Latin America is broad enough. "Kenda is capable enough of meeting the market demand in a far better way by increasing its range of SUV and UHP tires."

Keeping in view the market requirements, Kenda is working in association with test engineers in Europe who perform evaluation tests as part of the development process at the renowned proving grounds of MIRA in the UK and IDIADA in Spain. The tests optimize the product portfolio for South and Central American customers.

In the future, Kenda will look to further enhance its contact with the passenger car tire market in the continent. James mentioned that Kenda will attend the Panama Tire Expo again with a larger booth. He hailed the show's atmosphere, saying he met many new friends who were very nice and liked to share ideas.

It may be mentioned that thousands of business people from Latin America visit Panama to take advantage of the Panama Canal and its duty-free zone. This is why the Expo draws crowds of importers, distributor from across South and Central America.



Tire Fact

The chemical responsible for the black color of car tires is carbon black, which is designed to protect them against ozone and UV damage as well as to prolong their life.

Toyo Wins Copyright Infringement Suit



Toyo Tire & Rubber Co. and its American subsidiary, Toyo Tire Holdings of Americas Inc. emerged as the victors in a copyright complaint filed against a group of Chinese tiremakers and importers at the U.S. International Trade Commission.

The ITC's final decision in the case which was filed with the organization last September was announced on July 28th. The case was initially filed against 23 Chinese, Thai and American tire manufacturers, exporters, importers, dealers and distributors. Toyo claimed these entities had violated patents filed with regard to the design of the company's tires like the Proxes 4, Open Country A/T tire and the Nitto Trail Grappler M/T.

Of these 23 companies, 15 chose to settle the suit with Toyo prior to the announcement of the decision. They agreed to stop selling the tires which infringed on Toyo's patented designs and to destroy any balance stock and the moulds of the tires similar to Toyo's tires. The remaining eight companies will be subject to ITC's limited exclusion orders and cease-and-desist orders to prohibit the import and sale of any tires that violate Toyo's copyrighted designs.

DUBAI POLICE INITIATE TIRE SAFETY CAMPAIGN

The Dubai police have recently launched a campaign for tire safety under the theme 'Summer Without Accidents'. The campaign, which will last for 45 days, is mainly designed for motorists taking a tour to other neighboring countries by road. It also aims to educate people about the importance of tire safety and how to check its condition.



The campaign normally takes place in the beginning of summer, but has been deferred as people do not travel during Ramadan. As more and more people are traveling these days, the campaign has been initiated to ensure the safety of people.

According to Colonel Jamal Al Bannai, Assistant to the Director of Bur Dubai Traffic Police, most motorists who travel to other cities or neighboring countries check their vehicle's engine and engine oil, but overlook the condition and validity of the tires—the most important part in the vehicle.

The statistics of Dubai Police Department shows that during the first half of the current year, a total of 8,544 fines were given to motorists for driving vehicles with poor tire condition. Moreover, as many as 1,429 drivers were issued fines for driving unfit vehicles. Under both offences, the fine is AED 200 besides impounding the vehicle for seven days.

The police have set up various check points across Dubai. They stop vehicles with poor tire conditions as these could pose a serious threat to drivers and passengers as well as other road users. Motorists are also warned, but do not get issued any fine for the first time.

To create awareness about tire safety, the police have put brochures at fuel stations, malls and border points across the country, as well as taken some steps to raise awareness among visitors to the UAE.

Col. Al Bannai has advised motorists to visit any official tire service station if they cannot determine the condition of their vehicle's tires. He also advised them to ask experts at service stations to check their tires when they go for routine oil change and any vehicle service. The campaign is sponsored by Apollo Tires.

BRIDGESTONE REBRANDS COMMERCIAL TIRES DIVISION

Bridgestone Americas Tire Operations LLC (BATO), the US subsidiary of the leading tire manufacturer Bridgestone Corporation, has revamped its brand from scratch for its commercial tires division in the US, GCR Tires & Service. As part of this move, all activities related to the GCR brand will be standardized across the commercial tire stores and service centers in the US with the same hours of operation, one website for looking up information related to all locations, an integrated sales force and technicians who have all received Tire Industry Association training and certification.



Currently, GCR has the largest network of commercial tire stores, which provide a range of services including Bandag retreading, on-site service, 24-hour emergency response and tire maintenance and repairs.

Speaking about the rebranding, John Vasuta, president of GCR Tire and Service said that GCR had earned the respect of the industry for top notch customer service, workmanship and for showcasing a portfolio of trusted brands including Bandag, Bridgestone, Dayton and Firestone products. He added that the rebranding exercise was part of the company's drive to deliver the best possible service and customer experience to commercial fleets and businesses.

GCR was first established in 1945 in Odessa, Texas and the name was coined from the last names of the original founders of the company Balie Griffith, Harold Crawford and Perry Rose.

BRIDGESTONE POSTS INCREASE IN Q2 TURNOVER, OPERATING PROFIT

Bridgestone, the largest tire maker in the world, has reported an increase in its operating profit and turnover for the second quarter of the current year. The results of the company show noteworthy figures particularly for Europe. The company shows continued improvement despite its below average estimates.

According to results, the first half turnover rose by three percent to £10.2 billion (1.75 trillion yen) while company's operating profit went up by 17 percent to £1.3 billion (223 billion yen) with a 12.7 percent operating margin. The company posted a net income of £826.0 million (142.2 billion yen) up by 22 percent



The turnover in Europe also increased by 11 percent to £1.3 billion (228 billion yen), while operating profit reached £5.8 million (a billion yen) as compared to £3.5 million (600 million yen) in the same period last year showing a 4.2 percent margin.

The tire maker managed to achieve its turnover target by 20 percent in Europe leaving behind the negative figures that it posted in the same period last year with an overall operating profit of over six trillion yen. The company managed to achieve 5.6 percent margin.

The company sees a continued progress in the second quarter of the current year. The total net income of the Japanese tire maker for the latest reporting period remained £824.8 million (142 billion yen), an increase of 22 per cent year-on-year.

As Japan's automobile industry is on a fast track of growth, the Bridgestone Group expanded its business to become the country's largest tire manufacturer. The company has also actively expanded abroad, especially in Asia.

In 1988, the company acquired The Firestone Tire & Rubber Company, a well reputed global corporation having a venerable history. This turned Bridgestone into one of the world's largest tire and rubber companies and so the company created a global team dedicated to serving customers worldwide with the highest level of technology, service and quality.

Meanwhile, Bridgestone has announced that its Bridgestone-brand DUELER H/L 33 tires is the original equipment on the new Lexus NX compact crossover SUV, launched first in Japan on July 29 and then globally. Engineered with low rolling resistance, the DUELER H/L 33 will play a key role in the vehicle's ability to deliver impressive handling, stability and fuel efficiency.

Widely praised for an extensive lineup of tires designed for conditions ranging from ordinary roads to challenging mud terrain, the DUELER tire line from Bridgestone has been selected as original equipment for many of the world's leading premium-class SUVs. Through efforts to promote adoption as original equipment, Bridgestone will continue to expand the DUELER brand worldwide.

CEAT STRENGTHENS PRESENCE IN EUROPE WITH COMPLETE TIRE RANGE

Indian tire manufacturer, Ceat has been in the news lately for expanding their presence in Sri Lanka with a new tire factory. Now, the company is making a move to strengthen its presence in the European passenger car and commercial vehicle tire markets by bringing its complete tire range to the region.

At the Reifen show, Ceat executives mentioned that the company will partner with local distributors for launching both the complete range of Ceat and Alutra brands including agricultural tires in every European market – with different distributors for both brands. Plans are already underway to launch the Alutra brand of passenger car and truck tires in the region next year.

The distributors will be backed by support from Ceat sales offices to handle marketing and after sales service in different countries around Europe, including a head office in Brussels. These offices will be opened before the end of 2015.

Ceat has been on the growth track ever since it regained the global rights to the brand name from the Italian tire maker, Pirelli in 2011. Ceat is currently the fourth largest tiremaker in India and is building a new £44 million plant to cater to the increase in demand that it is expecting from the European tire market. According to Arvind Sharma, Ceat's general manager for specialty tires, in addition to plans to make winter tires, port and flotation tires, the company also has ambitious plans to become the first Indian company to manufacture motorcycle radial tires.



KENDA TIRES EXPANDS DIGITAL PRESENCE WITH LAUNCH OF MIDDLE EAST WEBSITE



Kenda Tires, the tire manufacturer from Taiwan has been in the tire business for over half a century. The company has been in the news lately for opening an office in Oldenburg, Germany as part of its global expansion drive.

As part of the same strategy, Kenda recently launched its Middle East website, www.kendatiresme.com in partnership with its distributor in the region, Varga Trading Co. LLC.

Commenting on the launch of the website, James Lo, Sales Director at Kenda Rubber said, "With the help of dealership partners like Varga Trading, Kenda is pursuing an aggressive growth strategy in the region in view of the growing demand here for cars and thus for tires. The launch of the website will provide us with an opportunity to cater specifically to the information needs of retail customers and fleet customers in the region."

The new Kenda website is a bilingual site in English and Arabic with a user friendly layout for easy navigation, complete product details, and excellent search options. The site has been optimized for viewing on all devices including mobiles, iPads, laptops and desktop computers. With customers today using the internet more and more to facilitate their purchase decision, especially in a market like the Middle East where there is a high level of internet usage, the new website will take Kenda Tires one step further into the future.

ARABIAN AUTOMOBILES LAUNCHES 'TIRE SAFETY AWARENESS' CAMPAIGN THIS SEPTEMBER



As part of its corporate social responsibility initiatives, Arabian Automobiles, the sole distributor of Renault, Infiniti and Nissan in Dubai and the Northern Emirates, in cooperation with CEAT Tires, is kicking off a tire safety awareness campaign that will run from September 1, 2014 until the end of the month. The campaign aims to educate Nissan customers on the risks of worn out or damaged tires and the pre-emptive benefits of performing inspection on a regular basis.

Tires are the sole component of an automobile which are in contact with the road during vehicle movement and bears the brunt of impact and heat at all times. Therefore, performing regular inspections for tread wear or damage and ensuring tires are well inflated are a must to minimize the risk of catastrophic failure.

Aiming to ensure tires are in good shape and to provide customers with the highest level of satisfaction, Arabian Automobiles service centers offer a free tire check-up. The premier automobile distributor's campaign is anticipated to take tire safety to the next level and positively impact the lives of motorists in the UAE.

Continental Introduces New Range Of Tires Suitable Under All Weather Conditions



Continental - the global automotive supplier and premium tire manufacturer has offered a wide range of its branded tires which are specifically developed for the Middle East Market and can withstand any weather conditions.

The tires which have been designed, keeping in view the harsh weather and road conditions in the region can combat the increased tire wear and give the best performance at a time when mercury shoots up to the scorching heat level.

Top range models of Continental tires include ContiSportContact 5 P for powerful sports cars, which is available in more than 20 dimensions, while the ContiSportContact 5 is the perfect choice for more high-powered sedans and tuned cars. The ContiEcoContact 5 is available as a safe, eco-friendly tire for vehicles from mini to luxury segments. The ContiPremiumContact 5 offers precise handling and short braking distances in the popular class between 15 and 17 inches in size.

Dirk Rockendorf, Head of Marketing Middle East & North Africa said, "We understand the driving and weather conditions that motorists in the Middle East and Africa region face during the hottest months of the year. With this on mind, we were eager to provide a range of tires that provides both safety and performance at the optimum levels."

"Using the correct tire for your vehicle and driving with top-quality product is always important, especially during the summer months, and these tires have been well-received throughout the region."

Products from the Continental Tires range in the Middle East and Africa are designed to suit virtually every type of car, and are available from approved Continental outlets across the region.

As a premium brand, Continental's tires are frequently used by high performance luxury, sports and SUV cars that are common in the UAE. To support Continental Tires' customers, the company's sole distributor in the UAE, Emirates for Universal Tires, has an existing network of two showrooms, three state-of-the-art service centres and warehousing facilities across the UAE, with plans to expand rapidly over the next few years.

Kumho Revives Stalled US Plant



Kumho Tire Co. Inc. sought to expand its global footprint by restarting work in August on its stalled plant in Macon, Georgia. The company had initially broken ground for the plant in 2008 but put the project on hold in view of the economic downturn caused by the global recession. Construction was first put off until early 2010, but then it was announced that there would be further delays.

The tire manufacturer has now decided that the market has improved to the point where it can resume construction of the plant and expects the factory to be fully operational by January 2016. The scope of the project has been further expanded and Kumho will almost double the initial planned investment from \$225 million to the tune of \$413 million. Once it is fully operational, the factory, which will be built on a 150-acre site in the Sofkee Industrial Park, will employ over 450 people and turn out as many as 3 million tires on an annual basis, with the capacity for further expansion to produce 10 million tires annually if needed.

Commenting on the new plans for the factory, Harry Choi, the president of Kumho Tire Georgia Inc., said that the company is looking forward to "creating a successful and lasting business here." He expressed his gratitude to the local and state officials for their "consistent faith in and support for this important project," in spite of the long delay of six years when it came to implementation.

In view of the development it will bring to the region and the jobs it will create, Kumho had received extensive support from the state government in Georgia for the project. This included a state grant to help prepare the site for development, and local tax subsidies for a period of 20 years covering the initial phase of the project that will amount to an estimated \$17 million. This plant will be Kumho's first manufacturing plant in the US and its sixth plant overseas, and will help the tire maker cater to growing demand worldwide.

KENDA TO UNVEIL NEWEST PRODUCTS AT AUTOMECHANIKA FRANKFURT



Kenda, the manufacturer of Kenda tires and the winner of Taiwan Excellence Award, will unveil its newest products at a press meet during Automechanika in Frankfurt this year. Kenda has won this year's award for its K592 ATV and K1150 mountain bike tires.

Michael Andre, Marketing and Sales Manager of Kenda Rubber Industrial Europe GmbH, flanked by three other award winners from the auto sector, will meet journalists and answer their queries at a press conference scheduled for September 17.

Taiwan companies which proved excellence in marketing, quality, design and R&D have been awarded for the 22nd time by the Taiwan External Trade Development, the trade development organization in the country. This award recognizes and honors local companies that have expanded abroad and are successfully operating globally.

Expressing his view, Michael said, "We'll present Kenda's innovative products as global player in the tire industry." At the press meet, Michael will also present passenger car summer tires KR26 and KR30 by Kenda. These brands by Kenda are the winners of Taiwan Excellence Award."

Automechanika, the leading biennial trade fair for the global auto sector which will take place in Frankfurt, will attract as many as 4,500 exhibitors from at least 175 countries who will display their latest technologies, innovation and offers.

Earlier this year at the most important show of the industry - Reifen 2014 in Essen - Kenda used the show as a strong platform to strengthen its contacts in the global market. A large number of journalists and visitors to the show stopped by and took interest in the Kenda products.

Andre said, "We drew attention of visitors and made important contacts with German and international dealers interested in adding Kenda products to their portfolio."

The ultra-high-performance KR41 tire, which Kenda developed especially for this market, was the center of attention at Reifen 2014. The KR41 is a modern, sporty, high-speed tire with an asymmetrical tread pattern in the 'W' speed category. Its launch is planned in 2015.

LINGLONG DEAL WITH IDIADA MARKS NEW ERA IN TIRE TESTING



Last month proved to be a red letter day for the Linglong Group, as this was the day that the company signed a major deal with IDIADA to work jointly on developing the central Asia tire proving ground project.

The deal was signed between Josep-Maria Farran, the COO (chief operating officer) of IDIADA, and Wang Feng, the vice president of Linglong Group in a high-key ceremony that was attended by dignitaries like Li Shangxiong, the president of China Super Truck Racing Committee, Deng Yali, the president of China Rubber Industry Association, and Li Hongwei, deputy director of China Tire Test Center.

The Central Asia tire proving ground is the first and only project in China that provides a large-scale professional outdoor tire testing facility. It was built with a total investment of 1.13 billion yuan and covers an area of 2400 mu. With the signing of this new agreement, it is expected that the facility will be operational for tire testing projects as early as next year.

As an outcome of this new deal, Linglong will benefit from IDIADA's world-class management experience and operation models. Speaking about the agreement, Deng Yali, the president of the China Rubber Industry Association said that after a long wait of 40 years, China will finally be able to realize its dream of having a tire testing facility, a significant milestone for China's tire industry. He acknowledged and appreciated Linglong's great contribution to the industry and said that based on this spirit of innovation and national enterprise, the tire industry will surely have a bright future in the country.

July 1 proved to be a wonderful day for Linglong for another reason as well. This was the day on which the company was chosen as the first national level quality and safety demonstration enterprise for tire export. This marked the company out when it came to export activities and is a testament to Linglong's efficient quality management. This honor will go a long way in raising the brand image and influence of Chinese tire brands in the international market.

Commenting on this recognition, Wang Feng, the deputy president of Linglong Group said that the world has become increasingly competitive with more trade barriers which can be overcome only through paying attention to quality and innovation. He added that Linglong will focus increasingly on quality management and technical innovation, to build first-class testing facilities and an internationally competitive brand, thus contributing to the development of the industry as a whole.

OECD REPORT SUPPORTS SAFE USE OF NANOMATERIALS IN TIRE MANUFACTURING

"The use of nanomaterials in the production of tire can help improve the sustainability of the industry and minimize the environmental impact of vehicles, provided the health, safety and environmental risks of the rapidly changing technology are observed very carefully," a recently published report of the Organization for Economic Cooperation and Development (OECD) said.

The Organization's report entitled 'Nanotechnology and Tires: Greeting Industry and Transport' has been warmly welcomed by the World Business Council for Sustainable Development (WBCSD). The report throws light on the importance of the nanomaterials and analyzes the impact and challenges which may surface in the sustainable and safe launch in the tire industry.



Originally, the report was suggested to the OECD by the Business and Industry Advisor Committee (BIAC) of the OECD through the Tire Industry Project (TIP) of the WBCSD.

The introduction of new materials in the tire industry will bring better innovative prospects in the future, which will contribute to the resource efficiency and sustainability of the industry as well as of the entire transport sector. These materials are said to have the potential of minimizing the CO2 emission by improving the life and rolling resistance of tire besides ensuring the greater road grip and safety levels.

In this regard, a comprehensive plan and supporting framework, besides relevant tools are needed for the guidance in decision-making while analyzing the ecological, social and economic impact of nanomaterials' introduction in the industry.

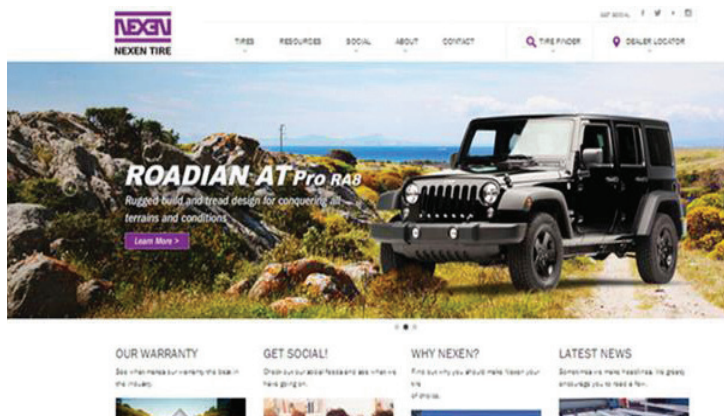
In order to develop industry-specific guidance, there is a need to evaluate health, safety and environmental threats which may occur at different phases of the product launch. For this purpose, the report offers a framework on risk management enabling site and company specific evaluation and assessment of strategies related to the risk management.

The report also offers an insight of the status of the new technology, innovation and its driving force besides social and economic costs and benefits. Safe use of nanomaterials at all levels, identifying the right tools and transfer of knowledge, are also the top priorities in the report.

The report calls for policy action to support research and the commercialization of nanotechnology research results for fostering responsible innovation in the tire sector. Finally, it emphasizes the importance of collaboration between governments and industry to address the specific challenges, which the introduction of new nanomaterials in different industry sectors has raised.

According to Philippe Fonta, the Managing Director of WBCSD's TIP project: "Having such a respectful institution as the OECD, concluding a two-year multi-partite project by, on the one hand, highlighting the potential of new nanomaterials on the sustainability of the tire industry and on the other hand, providing a guidance for risk assessment for the use of nanotechnology in our sector is a great achievement that we welcome. It sets the basis for the safe and responsible introduction of these promising technologies while taking full consideration of their socio-economic and environmental impacts."

NEXEN TAKES CONSUMER INTERACTION TO NEW HEIGHTS WITH NEW WEBSITE



As part of its drive to take its interaction with customers to new heights, Nexen Tire America, the American subsidiary of the South Korean tire manufacturer Nexen Tire Corp. has debuted its new corporate website.

The revamped site is a responsive site that has been optimized for viewing on all devices including mobile phones, iPads and desktops. It is a highly customer-friendly site with live streams from Nexen's social media platforms, a resources section that is open to all, detailed downloadable tire specifications, more comprehensive product pages, videos and other features.

According to Kyle Roberts, Nexen's director of marketing, the company went in for a makeover of the site as it felt the old site failed to correctly convey the positioning of Nexen Tires as high quality products that will ensure end user safety. The company will shortly add a slew of other features to the website to its social media campaigns in the coming months.

Roberts said that with consumers increasingly using the web as part of research process before making the purchase decision, it was crucial for the company to stay ahead of the curve by investing heavily in its digital presence.

MICHELIN TEAMS UP WITH CARLSSON



German firm Carlsson is in a special category of its own when it comes to car tuning. Known for making some of the world's most powerful, luxurious and demanding cars, the firm has not only created customized versions of the complete Mercedes-Benz range but even lifted cars belonging to brands like Citroen into the realm of exceptional cars by working on their engines and appearance. Now, the company has struck a deal with Michelin as an outcome of which from the 1st of July, Carlsson will be using only Michelin tires for its customers.

With Michelin manufacturing tires to suit practically every type of vehicle, this deal will enable Carlsson to move one step closer to attaining top spot in the high-performance, premium segment. The company has selected Pilot Sport 3, Pilot Super Sport and Pilot Sport Cup 2, three of Michelin's sportiest tires designed to fit on the vehicles tuned by Carlsson.

For Michelin, this kind of partnership with tuners and niche manufacturers is highly important and the company has a "Specialty Products" department in the Michelin Motorsports division to cater to the exacting requirements of such customers. According to Lorenzo Giovanelli, the Director of Specialty Products at MICHELIN Motorsport, through such deals, the company can demonstrate its commitment to the high-end market and touch the lives of those who really have a passion for cars and care about driving pleasure. It will also allow Michelin to expand its reach to those who use Carlsson rims.

Markus Schuster, the CEO of Carlsson said that in tests conducted by the company over the past three years, Michelin tires have always emerged as one of the top ranking tires when it comes to performance, irrespective of whether the tests were conducted in wet or dry weather, on tracks or on the open road. Hence, it made perfect sense for the company to opt for Michelin as its tire partner. The three MICHELIN tires that have been selected by Carlsson will be used on some of the company's most powerful cars and will be available to all its customers, regardless of the extent of tuning.

Both the Michelin and Carlsson teams work closely together in the field, with the Michelin team sharing their expertise on tire sizes and model of tires for tuning projects, and Carlsson developers sharing information gathered during testing with Michelin.

Charles Runge, the Key Account Manager at MICHELIN Motorsport who handles the relationship with Carlsson said that Michelin's ability to respond swiftly in terms of development and technology improvements, in addition to availability and flexibility when it came to production were mainly responsible for winning the fitment deal.

Ultra-high performance tires are a segment that adds high value to a tire manufacturer's portfolio of products due to the advanced technical aspects that are involved. With partnerships like these to its credit, the Michelin's Motorsport unit and its Specialty Products department is moving swiftly into the future with an eye on giving customers more options when it comes to design and technical personalization options.

YOKOHAMA WINS MERCEDES GLA-CLASS SUV FITMENT



Mercedes-Benz is not generally known for compact cars. However, the company will be shortly launching the GLA, its first car in the compact SUV segment. The GLA will be a four-door hatchback having Benz's 4MATIC permanent all-wheel drive system and will be fitted with a 208-hp, turbocharged 2-liter, 4-cylinder engine. What is most interesting, however, is that it will be factory fitted with YOKOHAMA's "C.drive2" eco tires for the overseas markets.

The tires will come in one of two versions, the standard version and the runflat version with the tire size being 235/50R18 97V for both versions. Yokohama had launched the C.drive 2 in March 2010 to replace the C.drive line. The tire has better wet grip and lower rolling resistance in comparison to its predecessor. This makes both versions of the tire highly fuel efficient. They also offer excellent handling and stability in both wet and dry conditions.

According to Yokohama, the tires will have Daimler's official marks of approval on the sidewall when fitted on the GLA: "MO" for the standard version and "MOE" for the runflat version.

YOKOHAMA has a number of fitments from the German luxury car manufacturer to its credit, including those for A-Class, E-Class Coupe, B-Class, C-Class, the S-Class, G-Class, G 63 AMG, G 65 AMG, CL 63 AMG, ML 63 AMG, C 63 AMG, CLS-Class, SL-Class and the SLK-Class.

EVENT	DATE	INFORMATION	LOCATION
Rio Parts	01-04 October 2014	Rio Parts is one of the most prestigious events in the automotive industry. It offers attendees an excellent platform to gain insights regarding the latest in the auto parts and auto repair sector as well as to generate business opportunities.	Rio De Janeiro Intercontinental Hotel, Rio De Janeiro, Brazil
MotorShow Porto	03-05 October 2014	MotorShow Porto will offer showgoers the best platform to interact with other professionals in the automotive industry under one roof. With hundreds of visitors, multiple product displays, exciting highlights and huge business opportunities expected in the 2014 edition.	Exponor Feira Internacional do Porto, Porto, Portugal
Paris Motor Show / Mondial de l'automobile 2014	04-19 October 2014	Paris Motor Show is a gigantic event in France's automotive industry. Here, trade visitors from the different parts of the globe will get a chance to come across various international brands.	Paris Porte de Versailles, Paris, France
UTILEXPO	09-11 October 2014	UTILEXPO 2014 is a grand exhibition that will bring together under one roof the biggest sellers and buyers in the following sectors: fuel supply, leasing, handling services, trailers, site equipment, lifting equipment, garage installations, light and heavy vehicles, etc.	Geneva Palexpo, Geneva, Switzerland
Ural Com Trans	09-12 October 2014	Attendees of the show will get a chance to explore new business opportunities and gain fresh insights from experts in the automotive industry.	Ekaterinburg Expo, Ekaterinburg, Russia
China International Auto Air-conditioning & Transportation Refrigeration Exhibition	15-17 October 2014	China International Auto Air-conditioning & Transportation Refrigeration Exhibition is a premier automotive event that anyone involved in the sector should not dare to miss. The 2014 edition is expected to attract 600 exhibitors and 16,000 industry leaders from all over the globe.	Shanghai World Expo Exhibition and Convention Center, Shanghai, China

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EVENT	DATE	INFORMATION	LOCATION
Autosalon Nitra	16-19 October 2014	For the fifth time, Autosalon Nitra has been included in the OICA's official calendar of Motor Shows of trucks and passenger cars. This international event has gained much popularity and importance in the Slovak Republic due to its aim to contribute to the advancement of the country's automotive industry.	Agrokomplex Nitra, Nitra, Slovakia
Sacramento International Auto Show	17-19 October 2014	Sacramento International Auto Show is an international expo that will be attended by premier vehicle manufacturers and suppliers. The importance of fuel cell technologies and vehicles will be primarily highlighted in this three-day event.	Cal Expo State Fairgrounds, Sacramento, USA
Abuja International Motor Fair	22-30 October 2014	Abuja Motor Fair is one of the most consistent automotive fairs in Nigeria, which offers a forum to automobile companies to meet their target group in the right number and environment.	Eagle Square, Abuja, Nigeria
Auto Moto Depoca	23-26 October 2014	Auto Moto Depoca is the grandest Italian show of motorbikes and Italian cars. In the 2014 edition, more than 1,600 cars will be showcased in the 90,000 square-meter exhibition space.	Padova Fiere, Padova, Italy
PS Show & AutoSalon	24-26 October 20	Organized by Welser Messe International GmbH, it aims to bring together industry leaders under one roof. It also offers attendees a chance to explore business opportunities and interact with other professionals in the motoring industry.	Messe Wels, Wels, Austria
Korea Auto Parts & Auto-Related Industries Show	28-30 October 2014	Held for three days, Korea Autoparts & Accessories Show (KOAA Show) is the first-ever exclusive Korean auto expo that specializes in auto parts and accessories. It primarily targets both local and international commercial markets.	Kintex - Korea International Exhibition Center, Goyang, South Korea



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GROWING TOGETHER

A-MAP Urges Motorists in UAE to “Beat the Heat” with SOLITE Batteries



A-MAP, a leading local automotive aftermarket distributor, is urging motorists in the country to “Beat the Heat” with the latest campaign for its SOLITE brand that is designed especially for this region, and is the OEM automotive battery used in Kia and Hyundai cars.

Made in Korea, SOLITE is already best-in-class amongst UAE drivers due to its ultra-heat resistance feature. The brand is renowned for its outstanding quality, management system, and after-sales service. Since its establishment, it has also enjoyed a solid annual growth rate of 70%.

In its quest to boost market share and provide motorists across the country with a hassle-free driving experience, A-MAP launched an integrated campaign which started in August and is set to end in October, with rewards and prizes in store for both retailers and consumers.

Headquartered in the emirate of Dubai, A-MAP operates a network of branch offices in North America, Africa and Asia, and is the exclusive distributor for SOLITE batteries. The Korean battery brand is also the choice for Dial-A-Battery, an on-the-spot roadside car battery replacement service.

Global Auto Parts’ OEM Radiators Promise to Beat Summer Heat in Middle East



The sweltering summer heat is the main culprit in breakdowns and short engine life of cars in the Middle East. This is why having high quality heat exchangers is crucial to protect the life of the engine and the car as a whole.

Aiming to keep cars cool during the entire summer season, Global Auto Parts (GAP) offers OEM Quality Radiators that are made to the same specification and materials as those originally fitted in the vehicle, and in some cases, the company can provide radiator units with higher exchange rating than those originally fitted. In addition, these radiators come with ISO 9001:2008 certification.

As vehicles age and the engines record the kilometers, the cooling system often goes unnoticed, as it is a soundless secondary system. When this system fails, it could take a huge toll on the engine. The center of the issue is the radiator itself, as its being forward-facing takes the brunt of the elements head on. It works by transferring the heat of the engine coolant to the cooler air that passes over it. However, if the fins are not in good working condition and the tubes are not clear, then both of these issues could lead to poor heat transfer and will eventually cause engine failure due to overheating of the moving components.

All late-model vehicles are fitted with radiators made of plastic and aluminum, while older commercial vehicles tend to use robust but heavy brass and copper materials. GAP offers units in both of these material combinations, which give maximum cooling efficiency to the engine coolant, which in turn cools down the engine block and other essential components of the contemporary car engine.

With a huge range of Korean and Japanese applications available in stock in Dubai, GAP is well-positioned to offer genuine quality radiators to all crash repairers and workshops. Moreover, there are more than 5,000 units available at any given time and GAP can have any special requirements made to order with reasonable lead times.

Offered with an innovative shrink wrap and box packaging, GAP is confident that its OEM quality radiators will reach customers in perfect condition without any damage to the pipes or fins. The Genuine Quality matching design guarantee also ensures that they will be a ‘like for like’ fit directly to the vehicle. For supreme customer satisfaction, GAP also offers 6 months warranty and ‘same day free delivery within the UAE’.



Airbiquity Beefs Up Infotainment Content Portfolio for Choreo Platform

Just recently, Airbiquity Inc. announced the deployment of two latest infotainment content providers on its Choreo private-cloud connected car services platform: TuneIn Radio and Twitter messaging. Through integration of the two leading brands into the Choreo platform, Airbiquity further reinforces an already varied and expanding infotainment content portfolio and the ability to create best-of breed connected car user experiences.

To take drivers' listening experience to the next level, the globally renowned leader in connected car services developed an in-dash app that enables them to stream TuneIn Radio's more than 100,000 stations and over four million podcasts worldwide on their vehicle head unit. Popular TuneIn features such as Local Radio, Top Podcasts, Trending and Favorites are fully supported and can be enjoyed while driving without the need to pick up and browse a smartphone. Furthermore, drivers can only use the app keyboard feature on the head unit when the vehicle is in park, ensuring they can't enter text while the vehicle is moving.

Airbiquity also simplifies the process of content integration with an application development program, including software libraries, interactive web portal, sample code and integrations, and APIs. After the preliminary integration, certification, and release of the Choreo platform, Airbiquity continually manages updates to ensure drivers have access to the freshest and most popular infotainment content available. The platform also enables automotive customers to actively deploy and update connected car program infotainment apps and content directly from the cloud without causing inconvenience to drivers. This makes the platform a valuable asset for enhancing customer loyalty and satisfaction.

For the renowned Twitter messaging service, Airbiquity created an in-dash application which enables drivers to view, respond, and post tweets without distraction. When the app detects the vehicle is in motion, it is automatically controlled by text-to-speech technology and the head unit touch screen keyboard is disabled to ensure that drivers' eyes remain on the road at all times. Drivers can also choose from a list of custom preset Tweets to immediately and easily communicate with their followers and respond to other people's tweets.

According to Leon Hong, Airbiquity Chief Operating Officer, Airbiquity is fully committed to offering their automotive customers with the best selection of infotainment content and advanced delivery capability for their connected car programs. "We're equally committed to working with the leading content providers around the world to ensure their brands' unique value propositions and user experiences are integrated into the vehicle in a way that contributes to driver convenience and safety."

Airbiquity's Choreo connected car services platform offers the freshest car connectivity technology, management capabilities, program services, and the ability to simplify customization, deployment and scaling of connected car programs in 50+ countries and 30+ languages. It is used in more than 4 million vehicles worldwide and supports multiple transactions on a monthly basis for key automotive OEMs.

The company's Driver Experience solution, which runs on the Choreo platform, enables delivery of turnkey infotainment content featuring cloud, content, a well-managed portfolio of renowned global and regional smartphone apps, as well as support for both basic and premium services. Announced last year, it started offering infotainment delivery for Nissan North American Rogue and Altima models. Since then, the company's Nissan deployment has gone viral and now covers nine models: Xterra, Versa, Serena, Sentra, Rogue, March, Juke, Frontier and Altima.

ADNOC Raises Awareness About New Diesel Product's Environmental Benefits



ADNOC Distribution has recently unveiled an awareness drive to put a spotlight on the environmental benefits of the new high-quality diesel product manufactured by Abu Dhabi Oil Refining Company (Takreer). In compliance with the UAE Cabinet's decision to standardize the specifications of diesel products according to the Emirates Authority for Standardization and Metrology's (ESMA) updated guidelines, the distributor launched the product in July this year.

The all-new low-sulfur diesel product is designed to create a cleaner environment and significantly enhance public health while offering better performance for car engines. EURO V-compliant, it offers multiple benefits to car and engine manufacturers by enabling mechanical components to work efficiently. It also significantly enhances engine durability and is compatible with vehicles working both on old or brand new diesel products.

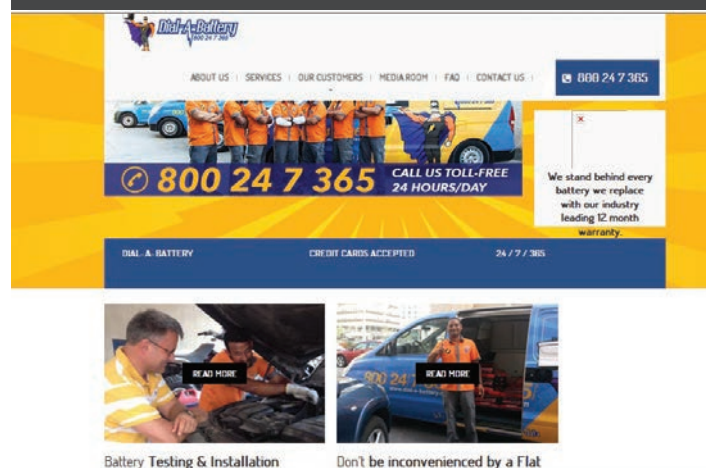
In a statement, Abdullah Salem Al Dhaheri, CEO of ADNOC Distribution, said that at the company, they recognize their responsibility to implement all standards and measures that attain environmental sustainability and preservation in coordination with relevant stakeholders. He also added that by offering the new low-sulfur diesel product that complies with the latest international standards, they stand by their commitment towards public safety and environmental protection.

Commenting on the low-sulfur diesel production, Jasem Ali Al Sayegh, CEO of Abu Dhabi Oil Refining Company, said that it is aligned with the vision of the government to enhance fuel product specifications to the latest international standards. He claimed that it reflects ADNOC's priority to maximize environmental benefits by attaining sustainability and producing clean fuel. Sayegh also added that Takreer has built new refining units and upgraded existing capacities to generate low-sulfur and eco-friendly diesel containing less than 10 milligrams of sulfur per kilogram, in line with the guidelines and specifications announced by the UAE.

"By introducing the new product into the UAE market, we have achieved another milestone by making the UAE the first country in the GCC and Middle East to switch to green diesel."

The all-new diesel product, which is distributed by ADNOC Distribution's service station network across the UAE, contains less than 10 milligrams of sulfur per kilogram and has replaced the old product that contained more than 500 milligrams of sulfur per kilogram. This sulfur level reduction will considerably cut down the discharge of exhaust gases and carbon emissions from vehicles.

Dial-A-Battery Gives Website a Makeover for Growing Mobile Audience



A growing customer base and mobile audience has urged local roadside car battery assistance service Dial-A-Battery to unveil a new website.

Aiming to cater to the needs of visitors, www.dial-a-battery.com/ has been given a makeover, updated with more information regarding the company and optimized for viewing on any screen size and device.

The redesigned website features an easy-to-navigate menu that walks customers through all the services on offer, a support center with highly informative articles, and better content organization. One of its best highlights is the 'tap-to-call' feature which will dial the toll-free 800-247-365 number when tapped on a phone call-capable device.

According to Asad Badami, Managing Director of Dial-A-Battery, they analyzed their website traffic, determined what their users were searching for and made the website more intuitive and user-friendly as the demand for car battery support continues to increase across the UAE. "Whether on a tablet or mobile device, our visitors will be able to access the important car battery support information they need, and easily connect with Dial-A-Battery through new forms and phone links. We anticipate more enhancements will continue to be made in the near future."

Dial-A-Battery is a renowned roadside car battery rescue service that offers battery solutions at car owners' doorsteps, saving them time and effort of having to go to a garage for the replacement of a dead automotive battery.



Chevrolet Makes Automatic Parking Assist Standard on Its SS Sedan

For motorists struggling to park their cars, the solution has finally arrived—automatic parking assist. Offering hands-free parking assistance, this path-breaking technology uses sensors on the front and rear bumpers to fully detect the width and depth of reverse and parallel right-angle parking spaces.

According to Scott Hollopeter, vehicle dynamics engineer for the Chevrolet SS, even some of the most experienced drivers in the globe dislike parallel parking. He added that automatic parking assist is designed to help reduce the anxiety in situations where more experience is needed in parking a vehicle.

The new system can calculate maximum steering angles for each parking space, evaluate distance to the curb, measure the parking space's size and detect obstacles. Following instructions on the driver information center, the driver controls the brake and accelerator while the automatic parking assist controls the steering. Signals transmitted from the sensors in the bumpers to the electric power steering (EPS or EPAS) rack enable the vehicle to steer itself into the space.

Michelle Krebs, senior analyst for AutoTrader.com, said: "Technologies that provide help in parking and even vehicles that can park themselves started—as most technologies do—on luxury cars, but they have proliferated to more mainstream vehicles". She also added that these technologies have wide appeal from newly licensed young drivers to older drivers and are also enticing to people who live in overcrowded urban areas.

In the parallel parking process, the motorist pulls alongside a parking space until the rear bumper of the vehicle passes the rear wheel of the car parked in front of the vacant space. Then, the motorist shifts into reverse and the car automatically steers itself into the space. The backup camera offers a visual indication of the SS sedan's proximity to surrounding cars.

Reverse perpendicular parking works in the same way. The motorist presses the automatic park assist button twice and follows instructions in the driver information center to properly and safely park the vehicle.

With the automatic parking assistant now standard on every Chevrolet SS sedan, parking will no longer be an inconvenience even for experienced motorists.

LIQUI MOLY Middle East Gains Further Traction in UAE



LIQUI MOLY Middle East, the only importer of the LIQUI MOLY brand in the UAE, is now gaining a strong foothold in the region, and promises to offer customers higher delivery reliability and better service. The all-new structure was launched at the Automechanika Dubai this year.

Hmayag Sanossian, in partnership with Daldar Arif Fattah, has taken on the company's sales and brand development in the country and used the event as an opportunity to inform existing customers of the enhancements and to gain new customers. Sanossian is the owner and managing director of LIQUI MOLY Middle East, which operates offices at the Fairmont, Sheikh Zayed Road in Dubai and in the Technology Park in Ras al Khaimah.

In a statement, Thomas Sailer, export area manager for the LIQUI MOLY business in the region, revealed that the reactions of customers were very positive and they were looking forward to offering them a better service. He also said that in Sanossian, they have found a strong partner who stands for delivery strength, service and reliability. "Together we will consolidate the market share of LIQUI MOLY."

How Does Safe Drive Systems Save Lives?



Centers for Disease Control and Prevention reports that distracted driving is the main culprit in 72% of vehicular accidents, leading to more than 15 casualties and another 1,200 injured every day in the U.S.

Explaining the dangers of distracted driving, David L. Strickland, administrator of National Highway Traffic Safety Administration (NHTSA), says that visual-manual tasks can destroy a driver's focus and increase the risk of getting into a crash thrice. Texting while driving is considered as the worst as it increases a crash's likelihood by 23 times.

The good news, according to the Insurance Institute for Highway Safety (IIHS), is that when a car features adaptive headlights, blind spot detection, lane departure warning and forward collision warning, around one in three fatal crashes and one in five injury crashes can be mitigated or prevented.

Rona Aharonson, leading anti-collision technology developer and CEO of Safe Drive Systems, adds that when 90% of front-rear accidents can be prevented with only 1.5 seconds warning in advance, collision prevention technology becomes not a luxury but a necessity.

Safe Drive Systems' innovative anti-collision technology gives drivers four to five seconds of advanced warning, enabling them to have extra time to react to impending dangers. The radar operates effectively even in extreme weather conditions, analyzing up to 460 feet ahead of the driver 20 times per second, while the camera monitors if drivers are accidentally drifting from the occupied lane. Aharonson continues that headway monitor warnings, lane departure warnings and forward collision warnings add a crucial protection level that keeps both the driver and occupants safe.

Safe Drive Systems' safety technologies are perfectly compatible with cars manufactured after 2006 and are also available for installation.

Subaru Debuts Next Generation STARLINK Infotainment System



Clarion Corporation of America, a premier manufacturer of high-end in-vehicle electronics, and Subaru of America has recently announced the launch of the Subaru STARLINK infotainment system. The path-breaking system uses Clarion's Smart Access platform in all 2015 model year Outback and Subaru Legacy models.

The two giant companies co-developed STARLINK, which features innovative cloud connectivity that enables users to connect effortlessly to the cloud through the Smart Access platform. The system is designed to support both Android and Apple iPhone iOS smartphones, so users can use the USB interface or standard Bluetooth of the vehicle to connect their devices to the vehicle's head unit display and then access select services and apps safely and effortlessly.

The platform will launch with iHeartRadio, an all-in-one digital music service featuring thousands of radio stations and millions of songs in one free app, as well as with weather information and news apps. In the future, extra services and apps will be made available without the need to upgrade the vehicle software. Drivers can access these functionalities via the Subaru STARLINK app, which they can download for free from iTunes app stores and Google Play.

Commenting on the Smart Access connectivity platform, Paul S. Lachner, president of Clarion Corporation of America, said that they have been working on perfecting it for several years to assure the system's reliable, safe and distraction-free operation while driving. He also added that they are pleased to customize and unveil their connectivity platform with Subaru, as well as excited to give their customers the ability to connect to the cloud safely and securely with the use of their smartphones and enable them to enjoy a customized and continually updated infotainment experience.

Thomas J. Doll, president, Subaru of America, Inc., also revealed that by making STARLINK standard on the new 2015 Subaru Outback and Subaru Legacy models, they have given Subaru drivers a highly-accessible driving companion right in their dashboards. "This gateway to the Internet will effortlessly and automatically push relevant data directly where it is needed most."

STARLINK is slated to launch on more Subaru vehicle models in the future.

SCHAEFFLER PROMISES VISITORS TO EXPECT MORE AT AUTOMECHANIKA FRANKFURT 2014



Aiming to cater to everyone who demands a bit more, Schaeffler Automotive Aftermarket will use the motto "expect more" at this year's Automechanika, taking place from September 16-20 in Frankfurt am Main, Germany. For the first time in its history, the Aftermarket experts are launching the four groundbreaking product worlds of the LuK, INA, FAG and Ruville brands together on ca. 1,200-square meter exhibition space (Forum: Level 0, Stand: A01).

The shared trade fair presentation of the four brands is the outcome of Schaeffler Automotive Aftermarket's bundling of its sales activities. This was undertaken in an attempt to reinforce the status of the company on the global spare parts market, to push forward with the development and expansion of the Ruville brand, and to work towards complete market penetration.

At the trade show, the four leading brands will once again prove themselves through innovative power, superior quality and technical excellence – in every segment. For instance, Schaeffler Automotive Aftermarket will unveil the INA GearBOX, a new kind of repair solution for passenger-car manual transmissions that enables garages to fix gearbox damage in-house.

The product is developed for a specified transmission type and includes all essential components for professional transmission repair in OE quality. Aside from wear parts such as shaft seals, o-rings, gaskets and main bearings inside the transmission, the repair solution also comes with components required to fix the leading causes of transmission failure. As an extra benefit, the INA GearBOX has a huge market potential for both distribution partners and garages.

"expect more" also implies the Aftermarket experts will be launching various groundbreaking products and repair solutions such as the INA FEAD Kit, the Ruville rear-axle repair solution for Citroen/Peugeot passenger cars, along with the modular LuK special tool system for the removal and installation of dry double clutches. Aside from exhibiting products for the tractor, transmission, heavy commercial vehicle and passenger car segments, the light commercial vehicle segment will also have its own product display this year. Moreover, there is high anticipation for the Glass Truck display, which the heavy commercial vehicle experts from Schaeffler Automotive Aftermarket will use to present their product portfolio in a vibrant, detailed and interactive way.

The entire garage expertise from the Aftermarket experts will also be on display: from the online portal RepXpert that will be unveiled in a new design, to live technology demonstrations, trade and specialist presentations, assistance with diagnosis, and tips for even the trickiest repair and installation jobs. Whether it is transmissions, tractors, heavy commercial vehicles, light commercial vehicles, or passenger cars, the newly designed online portal is going to shine a spotlight on the latest products and services for five days from 9:45 am to 5:00 pm.

Visitors at this year's Automechanika Frankfurt can truly "expect more".



Meet us at Automechanika 2014!

Frankfurt am Main, September 16-20, 2014, Forum F.O











Continental Debuts Latest Evolutionary Stage of HUD System



Globally renowned automotive supplier and tire manufacturer Continental AG has recently offered a breath of fresh air to the automotive world with the launch of its Augmented Reality HUD—the latest edition of its head-up display (HUD) system. The system is a supplement to the exterior view of the traffic conditions in front of the car with virtual information for the driver.

As real-world driving in the 21st century becomes increasingly complex, the AR-HUD relieves the driver's burden with new information quality. The augmentation connects the view seen by the driver's eyes with explanatory information. It is also a crucial step in the direction of holistic human machine interfaces in vehicles for a more economic, more comfortable, and safer driving experience; thus preventing sensory overload and driver distraction.

The AR-HUD system supports the use of Adaptive Cruise Control as well as the driver if the vehicle is in danger of inadvertently drifting out of the lane. Moreover, the driver is able to recognize at which point to turn, without having to look back and forth between the road and the navigation screen.

Using the AR-HUD system, the reflected information occurs exactly where the information becomes a part of the driving situation. During navigation, a virtual symbol inserted into the exterior view displays the way of the curve in front of the vehicle. By enabling the Adaptive Cruise Control, a marking in the AR-HUD visualizes the vehicle in front detected by the assistance system.

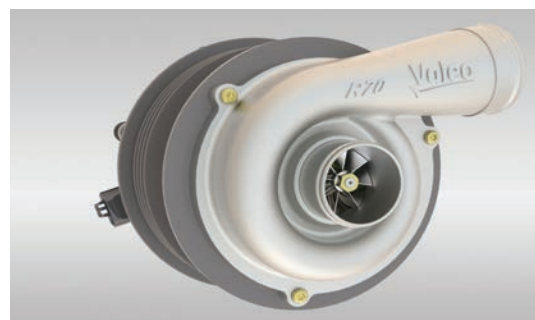
The groundbreaking system also inserts full-color graphics into the real road view in a section of the driver's field of vision, around 130 cm-wide by 60 cm-high and a 7.5-meter distance. The basis for this is offered by radar and camera data from the vehicle sensors—taking into consideration the vehicle's GPS positioning, digital map data and dynamics data.

With the AR-HUD, Continental is continuing its journey to a development path that started in 2003 when the company began the production of the first-ever color HUD in a passenger car. The company will bring this projection technology into series production by 2016, and aims to fully implement it by 2017.

Commenting on the HUD technology, Eelco Spoelder, head of the Continental Instrumentation & Driver HMI Business Unit, said that their several years of experience with it helped considerably with the AR-HUD's development. However, according to him, producing the augmentation in the AR-Creator was new territory.

Spoelder further explained that the human machine interface's quality in the vehicle is radically changing with the AR-HUD, as the information occurs where the driver looks first—in the travel direction. He concluded that information could barely be transmitted in an understandable and ergonomic manner, and the augmented reality technology puts Continental as a leader in HUD development.

Valeo to Offer Revolutionary Turbo Lag Solution



Lag, the silent moment between pushing down the accelerator pedal on a turbocharged car and the engine responding, is one of the most common problems of motorists worldwide. French technological engineering company Valeo discovered the solution to this without utilizing more than one turbocharger—electric turbocharging.

The electric turbocharger, which the company claims to eliminate lag completely, will not depend on the car's exhaust fumes anymore. Instead, it will be paired to a 48-volt electric system that when active, can spool up the turbo blade or impeller to 70 000rpm in just less than a second, thereby eliminating lag. Valeo also maintains that the new system can save between 7% and 20% of fuel, depending on the application.

By packing more air and fuel into the cylinders, the engine is able to boost its power output. However, the downside of the electric turbocharger is that the engine needs to work harder to drive out exhaust gases. Given that the unit needs 48-volt power, it implies huge power consumption and cost.

Audi is already testing the new electric turbocharger in some of its cars such as the 3.0 TDI RS 5 TDI Concept, and is anticipated to be the first automaker to adopt the system by 2016.

Speaking at a press event, Audi R&D Chief Ulrich Hackenberg said that the new Q7 will be available in the market in 2015 and the electric turbocharger will come a little later in a sporty version called SQ7. However, he did not reveal the supplier to provide the technology.

Along with Audi, other automakers are also earnestly looking into the e-turbocharger.

According to Mercedes-Benz R&D Chief Thomas Weber, the technology is applicable and a valid option when paired to 48-volt or higher voltage systems. He even called it a real alternative to two-stage turbocharging, which uses two fans—one for high speeds and another for low speeds.

Nikolai Ardey, engine development manager at BMW, revealed that the company is currently examining the technology but is also looking at alternatives.

A powertrain expert at General Motors (GM) called the technology "under study" yet "very interesting".

Continental Unveils New Electric Parking Brake Design



Forgetting to release the parking brake causes a huge inconvenience—the car works sluggishly and gives off a burning smell. To put an end to this problem, premier automotive supplier Continental is now developing an electric parking brake (EPB) for drum brakes, which is anticipated to open up a world of possibilities for car designers. Designed for luxury cars, the new functionality may also be integrated into driver assist systems that can remove the brake as the driver touches the accelerator.

The new electro-mechanical EPB is designed to securely fit into current rear-axle brake designs, and is made up of two actuators built into the drum-brake base panel of the rear axle. These are operated by electronics and software in the Electronic Stability Control (ESC) system found in several light compacts. Moreover, there is a dual-acting hydraulic cylinder for the service brake.

Continental believes that this arrangement offers a lightweight, affordable, low-maintenance, electric parking brake that is also mechanically simpler than traditional editions. The German automotive supplier also claims that the EPB offers multiple advantages for small cars. Since it no longer requires a parking brake lever in favor of a button, it will provide car designers with more freedom in configuring the car's control layouts and interior. Furthermore, the brake can already work with driver assist systems that could activate, deactivate and configure the brake in certain scenarios, such as releasing the brake automatically when the accelerator is applied or assisting in hill parking.

After the EPB's production in 2017, Continental will see the product being applied to duo-servo brakes common on SUVs and light trucks prior to expanding to replace mechanical parking brakes in the same way that automatic gearboxes are being terminated.

Commenting on the hand-brake lever, Continental's Matthias Matic anticipates it to progressively disappear from more cars of various classes over the next decade. He continues that the cars will be fitted with electric parking brakes instead. "One car in four in Europe will feature an electric parking brake by 2015. That's more than five times as many as in 2008."



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ENOC Announces Availability of 'Green Diesel' Across Its Network



Just recently, Emirates National Oil Company (ENOC) has made the ultra-low sulfur 'Green Diesel' available in the ENOC/EPPCO network's retail and commercial service stations, with service station staff advising customers on the need to switch to the new diesel fuel.

This is in conformity to the UAE Federal Cabinet decree designed to raise the country's standards of diesel fuel from 500ppm to 10ppm, whereby all equipment motorists and commercial diesel vehicles are to utilize the ultra-low sulfur diesel that matches Euro 5 standards. The decree also aims to promote the country's environmental sustainability by reducing pollution.

With only 10ppm of sulfur, 'Green Diesel' is more sustainable compared to the 500ppm used in the UAE. As a general rule, diesel is graded by its sulfur content, and removing it means a reduction in pollutants and particulate matters. Thus, the use of 10ppm diesel results in lower emissions and cleaner air quality.

In a statement, Saeed Khoory, Chief Executive Officer of ENOC, said that the UAE has set a clear vision and guidelines for the promotion of sustainable development, and upholding it is crucial for the benefit of the next generation. He further revealed that the Federal Government has mandated the use of the eco-friendly 'Green Diesel', which in turn could contribute to a greener and cleaner environment.

Khoory also added that as one of the initial providers of ultra-low sulfur diesel in the country, they will work with concerned stakeholders—including motorists and government departments—to further encourage its usage. He regarded the new diesel fuel as a perfect fit to the 'green economy for sustainable development' initiative launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. "The distribution of 'Green Diesel' marks a significant investment in the future and we are taking the extra step by absorbing the additional cost involved in distributing the low-emission diesel."

The eco-friendly fuel is distributed by ENOC according to the regulation by the Emirates Authority for Standards & Metrology—the only standardization body of the UAE—to reduce greenhouse gas emissions and motor vehicle pollution as well as promote environmental sustainability.

So far, customers' response to the debut of 'Green Diesel' at the ENOC/EPPCO service stations has been tremendously positive.

DTC and Al Dobowi Renews Hankook Battery Contract Agreement



Spearheaded by Dubai Taxi Corporation (DTC) Chief Executive Officer Engr. Khalfan and Al Dobowi Chairman Mr. Surender Kandhari, the contract agreement to supply Hankook batteries to DTC taxi fleet was renewed until 2016 last August 24, 2014 at DTC Office in Al Qusais, Dubai. This marks the 11th anniversary of the strategic partnership between the two companies.

DTC Director Engr. Mansour Al Falasi and Al Dobowi Chairman Mr. Surender Kandhari penned the AED 1.4 million, annual, two-year contract. The deal covers the supply of Korean Hankook battery products and the facilitation of battery-related services for the taxi fleet.

Al Dobowi was represented by Al Dobowi General Manager, Mr. Vikas Anand and General Manager for Government Contracts and Projects, Mr. Iftekhar Ahmed. Also present during the contract signing were Engr. Mansour Al Falasi, Director of Resource Services and Finance; Mr. Ahmed of Operations; Mr. Baraki, Manager of Operation Services; Mr. Sultan Salmin, Head of Service Department / Workshop; and Madam Zakia; Marketing Manager.

The stakeholders of Hankook, Al Dobowi and DTC celebrated the occasion through the traditional cake-cutting ceremony. Speaking during the closing, Mr. Surender Kandhari said that he was privileged to extend the Al Dobowi Power Management Solutions to DTC. He also promised to offer dependable products and competent services. Meanwhile, Engr. Khalfan thanked and complimented Al Dobowi for its continuous provision of high quality products and professional services.

Academy Session Unveils Methods to Prevent Huge Maintenance Costs in Fleet Management



Mohamed Salem Al Nuami
Head of technical operations at Emirates Transport

Prevention is better than cure. Mohamed Salem Al Nuami, head of technical operations at Emirates Transport, proved that this saying applies not only to human health but also to fleet management. Speaking in the second session of this year's Automechanika Academy held on June 4, he revealed the methods by which fleet companies can spare themselves from huge maintenance expenses.

According to Nuami, maintenance is the costliest aspect in any business operation, and to prevent the expenses involved with it, conducting preventive maintenance is important. This is the systematic inspection, detection, correction and prevention of incipient failures before they become actual or major failures.

Preventive maintenance comes in four dimensions such as management, economical analysis, psychological and engineering.

Management involves planning and scheduling preventive maintenance, and this primarily depends on the number of vehicles an organization has. The progress of the preventive maintenance plan must be constantly monitored to ensure its completion.

Economical analysis must be kept in mind particularly when certain changes are to be done in the task list. Citing a one-hour weekly task at AED50 or AED2600 per year as an example, Nuami said that the yearly amount will reduce the cost of changing tires or parts and will let them save multiple components from 15,000 to 20,000 per year.

Like in most businesses, psychological analysis is also a core element in preventive maintenance. Nuami explained that assigning technicians to the task they like to work on and constantly changing tasks between them is important to prevent monotony, which poses a negative impact to the quality of work. Promoting a culture of preventive maintenance among technicians, mechanics and supervisors in the workforce is also crucial to meet the overall objectives of the organization.

In the engineering aspect of preventive maintenance, conducting technical analysis is also important to analyze and enhance the task list.

Nuami presented an example of preventive maintenance task list, including five tasks. The first task could be anything like checking the engine or any part of the vehicle. Moving on to the fourth task, which is the inspection process, he used the cooling system as an example. Upon detection of the problem in the cooling system, he revealed that technicians prepare corrective work to change the part or do maintenance work in the system. He also cited a problematic radiator as another example. Prior to removing and replacing it, they first analyze the cause of the failure to determine the next step to be taken. Upon discovering that it is caused by age or other factors, they add certain maintenance procedures or replace defective parts with those of better quality. Then, the problem is raised to the technical committee to allow modifications in the task list.

The presentation of Emirates Transport at this year's Automechanika Academy served both as a reminder and eye-opener to the participants involved in the fleet management industry that a preventive maintenance well done will spare them from the overwhelming cost of corrective maintenance. Indeed, even in this industry, prevention is better than cure.

Delphi Puts Spotlight on Telematics' Role in Fleet Management at Academy Session



Gareth Adams
Engineering and sales manager at DELPHI,

Technology is the infinite fuel that powers the automotive world, specifically the fleet industry. Speaking at the second session of the Automechanika Academy 2014, Gareth Adams, the engineering and sales manager at DELPHI, proved this by underlining the role and importance of telematics in fleet management.

He started the presentation by introducing the telematics device, a system installed in the vehicle's OBD diagnostics socket to record information about the driver's driving habits. It enables the satellite navigation (SatNav) to locate the vehicle and track its speed and travel position in real-time. All the gathered data is then sent back to the network of Delphi security service, which will contain all the information regarding the vehicle, including its location, how and when it has been driven.

In his speech, Adams stressed that telematics boils down to one key thing—information. He claimed that Delphi ensures vehicle tracking is managed correctly. Real-time tracking is an important part of diagnostics, and based on the tracking information, fleet operators can perform predictive maintenance such as monitoring the status of the vehicle's battery and predicting when it is going to fail, as well as tracking the potential effects of certain faults before they lead to major issues. This results in reduced downtime and prevention of expensive maintenance or making it fast and efficient.

The gathered information also enables the prioritization and scheduling of fleet maintenance. For instance, if the telematics device detects an issue such as something that relates to engine management, the correct tooling, procedures, person and training can be custom scheduled ahead of time even before the vehicle comes into the workshop. In addition, in the event there is any outstanding maintenance on the vehicle which was cross-checked from the mileage, a notification is sent to the vehicle driver, fleet manager, fleet operator, distributor or aftermarket parts manufacturer, depending on the scenario where it could be used in. This notification is sent via SMS, computer, or diagnostics tools, which are used for vehicle service and repair maintenance.

Given that driving style is another aspect detected by the telematics system, Adams further revealed that the mentality of the truck drivers or car drivers would change when it comes to their driving behavior. He also advised both drivers and fleet operators to be keen regarding time and attendance policies in fleet management.

Technology has undoubtedly gone too far in the automotive sector. This is proven by Delphi's advanced telematics solution, which constantly gets better and makes fleet management easier and better than ever.

GERMAN AUTOMAKER WILLING TO SHARE BATTERY TECHNOLOGY WITH MARKET RIVALS



The automotive world was taken by surprise after BMW's recent announcement that it is willing to share with rival car manufacturers the electric vehicle (EV) battery cell technology it co-developed with South Korean company Samsung SDI, a subsidiary of Samsung.

According to BMW purchasing boss Klaus Draeger, sharing the technology would cut the cost of the battery cells—the costliest part of an EV. He said that if Mercedes called them, they would be happy to find a way with Samsung SDI to supply the automaker with battery cells.

BMW also intends to increase the battery cell orders from Samsung SDI by at least 20% to 30% in 2016 from its level this year. The supply deal was part of a memorandum of understanding (MOU) signed between the two giant companies that also included co-development of a next battery cell generation.

Draeger further revealed that Samsung will step up its battery supply for the BMW i8 plug-in hybrid sports coupe, i3 battery-powered city car and future BMW hybrid models beginning with the X5 plug-in hybrid.

According to BMW, it increased the i3's production to 100 units a day beginning in April, and will increase output by 40% at the end of summer. In June, the i8 was launched in Europe and in August, hit showroom floors in the U.S.

BMW started working with Samsung SDI on Li-ion battery cells in 2009. The company supplies battery cells to Ferrari for the limited edition LaFerrari hybrid model and to Chrysler in the United States for the 500e battery-powered minicar.

For Samsung SDI, which supplies batteries to Apple, the order builds on the company's automotive business expansion plan. Its rivals include Panasonic, the battery supplier to Tesla, and South Korea's LG Chem, the supplier to Renault.

In a statement, Lee Sang Hyun, an analyst at NH Investment & Securities, said the BMW deal would help SDI have greater presence as an electric car battery manufacturer in Europe and the U.S., where it is less popular compared with other battery makers.

Meanwhile, B3, a Japanese research company, estimates that the global market for automotive Li-ion batteries will climb to \$21.3 billion in 2020 from \$4.4 billion this year.

Samsung SDI manufactures 600,000 battery cells per month on two production lines in Ulsan. The company will add a third production line by the end of 2014 to take monthly output to 900,000 battery cells. According to David Kim, Samsung SDI spokesman, a battery typically takes up 30% to 40% of an EV's production cost.

During the announcement of the BMW-Samsung SDI deal, Draeger acknowledged range anxiety as one of the challenges for EV batteries. He concluded that this is the reason why the industry is still looking very much at fuel cells because what is happening on the side of the electric infrastructure is not clear, adding that BMW is also conducting research on a fuel cell vehicle system.

The German automaker, which utilizes battery cells manufactured by A123 in the U.S. for hybrid versions of its 3-series and 5-series sedans and for the X5 SUV hybrid, intends to further bolster purchasing from South Korean suppliers from more than \$408.45 million (€300 million euros) in value this year.

HONEYWELL TO MERGE TURBOCHARGER BUSINESS AND AEROSPACE UNIT



Renowned American company Honeywell has recently announced that it is combining its transportation systems division into its aerospace unit to take advantage of similarities between the two businesses. The company made the announcement upon completion of the \$155 million sale of its friction materials business to Federal Mogul Corp.

The transportation business, which manufactures turbochargers, has been the company's smallest of its four segments by sales. However, it has grown quickly, with 15% rise in profit last year.

After the realignment, Honeywell will have three business segments namely performance materials and technologies; automation and control solutions; and aerospace.

In a statement, Honeywell CEO Dave Cote said that born out of their aerospace business, the automotive turbocharger is a small jet engine. He also added that the realignment would leverage shared synergies and strengths.



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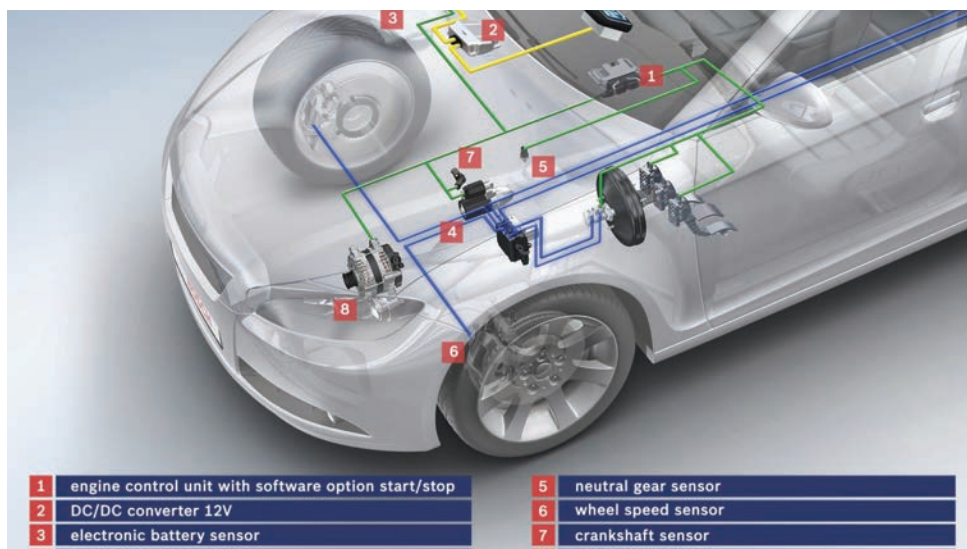
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Bosch's Green Auto Engineering Breakthrough to Take Middle East Roads by Storm



An industry expert recently revealed that the latest innovation in green automotive engineering, enabling motorists to cruise for a third of every journey without consuming fuel, will soon become as usual as air conditioning in cars on Middle East roads.

The all-new start-stop coasting function from Bosch Automotive allows combustion engine vehicle drivers to travel in noise-free, zero-emission, low-resistance mode. It also reduces CO2 emissions in real traffic and saves 10% fuel by stopping the engine when the vehicle is moving and the driver takes his foot off the gas.

In a statement, Andreas Bodemer, vice president of Bosch Middle East and Africa, said that whenever the vehicle could maintain its speed by rolling, for instance on a gentle incline, the engine stops. Then, as soon as the driver hits the gas or brake pedal, the start-stop system starts up the engine again.

Tests conducted by Bosch revealed that a combustion engine runs needlessly around 30% of the time, and a vehicle could simply coast for around a third of every journey.

Bodemer continued that the new stop-start system has been designed to capitalize on this, and under real traffic conditions would provide drivers with fuel savings of around 10%. He also claimed that it could be fitted to any vehicle in the Middle East, so whether motorists drive an Asian CNG-powered vehicle, an American gasoline model, or a European diesel-powered car, they could fully benefit from this technology.

"It is affordable, can be combined with any type of combustion engine, and we're confident it will soon become an everyday feature in cars – just like air conditioning."

The importance of the new Bosch green engineering innovation is underscored by the effect of lower fuel consumption on CO2 emissions. The system's first generation stopped the engine only when the vehicle was completely static. The latest version switches off the engine as soon as the foot of the driver is off the gas and the brake pedals, thanks to the upgraded software which makes this possible.

Car Seat Sensors of the Future to Alert Sleepy Drivers

Falling asleep after a hard day's work is good, but definitely not when driving. This is one of the leading causes of death not only of the driver and passengers, but also of others sharing the road with them. To prevent this driving threat from taking more lives, a team of researchers at Nottingham Trent University are presently working on a solution. They are using sensors in a car seat that detects the heart rate of drivers and alerts them once they begin dozing off.



Plessey Semiconductors, a UK-based company that is working with the university on the research, has succeeded in using the capacitive sensors mounted in a driver's seat to discreetly measure the cardiac signals of the occupant. However, to make the system flat and unobtrusive, the researchers are suggesting an actual textile that would feature the sensors, instead of devices that are mounted to existing car seats.

The research team now has a working prototype, but expressed the need to enhance the data's reliability and consistency so that it can be used for the planned purpose. Basically, the data is being collected, but it is not always usable and reliable.

The proposed system would utilize the data in sending an alert to the driver that they are falling asleep and that they must pull over. In the event the alert is ignored, that is where the technology could take over and involve systems such as lane departure systems and active cruise control to guide the car safely. In scenarios where further action is needed, the technology could even send the information to a control center. Skeptics might find the idea a bit obtrusive, but if it can really prevent fatal road crash, it is hard to argue.

The Technology Strategy Board promised funding US\$151,046 (£88,318) to the project. There is no time yet as to when the technology will be used in an actual automobile, but it is sure to create a loud buzz in the automotive world once it arrives.

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Featuring lesser volume and minimum weight, this sleeping bag can be carried without hassle during picnics, camping, or any other outdoor adventures in any season. Its baffles, which prevent cold air from entering along the edges, give anyone a long, serene trip to dreamland. And what's more, when there is no need for two, the sleeping bag can be folded and turned into a single bed for one person.

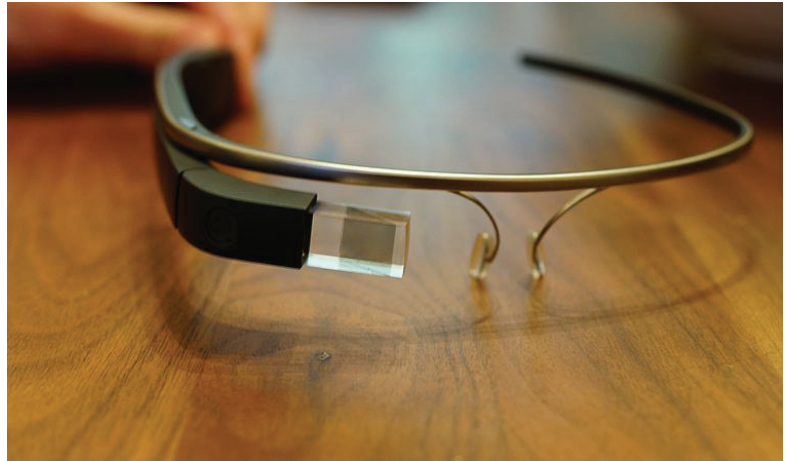
The multi-function DreamWalker can also be worn as an insulated poncho to keep you warm during a dark, cold night while on camp. The zippered slit in the middle of the quilt serves as a head opening while the two other zippered pockets allow each person to store small stuff within reach. Available in two sizes such as M and Large Wide, the bag can perfectly fit couples of all sizes. Plus, for easy packing and storage, the sleeping bag comes with a durable stuff sack and storage sack.

Google Glass

Just recently, Google has entered into a partnership with Luxottica, an Italian eyewear company that owns Ray-Ban, Oakley and other world-famous brands. The partnership is meant to introduce more attractive glass frame designs, and the result is Google Glass—a sophisticated, cutting-edge wearable computer. This groundbreaking technology features an optical head-mounted display (OHMD), a wearable display capable of reflecting projected images and enabling the user to see through it. Plus, it displays information in a smartphone-like hands-free format that can fully interact with the internet through natural language voice commands.

Here are just some of the list of things the Google Glass can do: record videos, take pictures, make a call or send SMS, offer navigation, offer access to real-time feedback, play tracks from Google Play Music, offer access so social networking sites, act as a compass, and many more.

Just like the eyes, which are the windows to the soul, Google Glass is the window to information and communication. Simply put, it opens up a world of possibilities.



IcyBreeze Air Conditioner Cooler

When temperatures reach the 40s and the 50s like they do in the Middle East in the summer, you need a powerful cooler that cools not only your food and drinks, but cools you down as well. The IcyBreeze Air Conditioner Cooler claims to be the world's best portable cooler. It comes with an inbuilt rechargeable battery and a powerful 3-speed fan that uses the combo of an integrated vent and a stay-put hose to send cool air from inside the cooler your way. All it needs to keep going is 2 quarts of water and the rechargeable battery.

It also has all the standard features of a heavy duty cooler including a drain, dual lift handles, a pull handle, large wheels to make it easy to take along, and a lid having built-in cupholders. Make sure you equip yourself for a cool summer with the IcyBreeze Conditioner Cooler.



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HOTPRODUCTS



TIMEX IRONMAN ONE GPS+

The entry of Ironman in the smartwatch segment with its extra-ordinarily superb qualities has done wonders in the market. It is a 3G smartwatch by Timex that does not require pairing up with a smartphone.

The Ironman, which the company calls 'One GPS+', is designed for all ages but is more suitable for athletes. It can upload run data to any fitness website with just one click. The smartwatch also has a much-needed built-in messaging application which enables the user to remain in friends' contact through a special email address. Plus, there is an SOS button on the watch that can be used to alert your family or friends with your exact location during emergency situations. The watch is water-resistant up to 150 feet and has a 4GB storage capacity for music, which you can enjoy using a Bluetooth headset. The battery, once charged full, lasts up to eight hours and works for up to three days if the GPS is not on.



Tom Ford Mens Summer Collection

It is not just women who care about their looks. One of the hallmarks of a true gentleman is the attention he pays to his appearance. Renowned American fashion designer and film director, Tom Ford has launched the ultimate summer collection for men this year. A line of affordable, multifunctional and effective skin care and grooming products for men, the Tom Ford Summer 2014 Collection is a must for everyone who cares about making an impact.

The collection includes a range of products that are essential for counteracting the effects of fatigue, travel and stress associated with modern day life on a man's skin. Made from the finest ingredients like plant extracts, botanical agents and antioxidants, they will help to deep clean and revitalize your skin to give you a fresher, more energetic look. The skin care products cover all aspects of skin care and in addition to the usual cleanser and moisturizer include a purifying complex, a skin calming complex, an infusing complex, an eye treatment cream, a mud mask, a lip balm and a revitalizing concentrate.

The grooming products include a concealer to hide unsightly razor nicks and blemishes and a bronzing gel to give you a healthy, sun kissed look.

The Tom Ford Grooming Collection will be available from September 2014 at retail outlets in Kuwait and KSA.



Blink Security Camera

For security-conscious people who want to monitor their homes 24/7, Blink is the right device to use.

This is a wireless security camera that records as many as 4,000 five-second events in a year, equivalent to a 20,000-second video recording. The main feature of the device is that it does not need to be connected to a plug to function. Its battery life is also over 365 days with standard use.

Currently, the device does not have a local storage option, so recorded footage is always uploaded to Blink's cloud for viewing later — or users can peek at a live feed of the inside of their home whenever they fancy via the companion app.

It is worth mentioning that even without a local storage option, there is no need to pay a monthly subscription fee for Blink's cloud storage to access the videos accessed by your own cameras.

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