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HISATAKA SATO

MANAGING DIRECTOR, NGK SPARK PLUGS MIDDLE EAST FZE (NGK-ME)

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PUBLISHER'S NOTE



The price of fuel has become a talking point in the UAE. Though petrol and diesel prices are relatively lower in the Middle East region as compared to other parts of the world, fuel prices are higher in the UAE when compared to other countries like Oman or Saudi Arabia. Based on the average price in April, May and June, one liter of petrol here costs AED 1.72 or USD 0.47. As compared to the Republic of Congo, where a liter costs USD 1.51, this is low. The price is higher here, though, when compared to Qatar where the average price per liter is USD 0.26 or Saudi Arabia where it is only USD 0.15 per liter.

The move to deregulate fuel prices is one that is made with good intentions. With oil prices dropping sharply recently, revenue has been dropping for oil producing countries in the Middle East. The UAE spent over AED 46 billion on fuel subsidies this year, and it makes economic sense to remove subsidies to make the economy more stable.

The UAE government is also hoping that it will motivate many more motorists to switch to smaller cars and use public transport more frequently. This is likely to occur in the long run and will definitely have a positive impact on the environment. With Dubai having 540 registered vehicles per 1000 people, the UAE has one of the highest rates of car ownership in the world, surpassing even cities like New York, Hong Kong and Singapore. Emissions from the transport sector in the UAE added up to 44.6 million tons of carbon dioxide in 2013. Possibly, this trend may reverse with a slight increase in fuel prices.

Hand in hand with the move to remove subsidies, the government here is developing infrastructure to support the widespread use of electric cars. In line with the Smart City initiative, DEWA plans to install 100 stations with the facility for charging electric vehicles by the end of 2015. These stations will be located near major malls, restaurants, airports and other spots that are easily accessible to the public. Many automotive manufacturers like BMW which debuted the i-sub brand in the region are planning to launch their electric cars here.

Prices will not be completely delinked as they will be determined by a fuel price committee which will announce the prices every month after analyzing average international levels. The prices announced for the month of August reflected increase in petrol price but decrease in diesel prices and hence logistics companies and freight operators effectively benefited from the price deregulation. Though petrol prices went up, the prices of essential goods was expected to go down and thus offset the impact of the increase in the price of petrol for the consumer.

For the average consumer on the road, it translates into thinking twice before buying a flashy SUV and using the Metro more often. Though it may pinch the pocket a bit in the short term, in the long run with cleaner air to breathe and a more stable economy, we will wonder why it was not done sooner.

Hamid Moaref
Publisher

LX.



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HISATAKA SATO

MANAGING DIRECTOR, NGK SPARK PLUGS MIDDLE EAST FZE (NGK-ME)

Could you give us a quick rundown of your products?

We have TWO brands, NGK and NTK.

Our spark plugs, glow plugs and related products under “NGK” have been in long use since the establishment of the company, becoming some of the top-quality products throughout the world. As our leading products, they have made significant contributions to the progress of the automobile industry. Under “NTK”, we produce IC packages, sensors for exhaust gas cleaning (Lambda sensors) and cutting tools.

Our company is expanding its business field to areas such as medical, environment and energy products as well as bio ceramic products for which demands are expected to increase in the future. Here at NGK-ME, we only distribute products related to the automotive industry.

You offer spark plugs and glow plugs. What are the differences between the two?

The major difference lies on the function and technology of the products. Spark plugs are used only for petrol/gasoline engines, while glow plugs are used for diesel engines.

Could you tell us something about your spark plug technology?

NGK works closely with automobile manufacturers to research and develop spark plugs technology that provides improved driving performance and outstanding environmental efficiency, as well as meets the demands and requirements of customers. We have been producing spark plugs since 1936, which is almost 80 years. Currently, we have around 40 percent market share worldwide, supplying spark plugs to all the major manufacturers as OEM, for cars, marines and motorcycles.

What sets your spark plugs apart from those offered by other spark plug manufacturers?

As mentioned, NGK is the OEM for all major automobile manufacturers worldwide. Due to technology advancement, new kinds of cars and engines require unique spark plugs. We produce more variety of spark plugs fitting to different engines of different car manufacturers. We also ensure to produce spark plugs for older car models unlike other manufacturers, making us the main supplier of almost 5,000 different items covering almost 100 percent of the engines worldwide.

Today, NGK is the largest OEM spark plug manufacturer in the world. What do you consider as the key factor that has contributed to your success?

First is the close collaboration with car manufacturers when it comes to research and development. Second is our involvement in motorsports, especially F1 (Ferrari) racing. For the last 40 years, we have been supporting Ferrari and won the F1 race more than 200 times. When we participate in these races, we get the opportunity to learn, develop and refine our technologies continuously.

Your company has a huge involvement in global motorsports events. Do you consider this as your best marketing strategy to popularize your products?

This is just one of our key strategies to promote our brands and reach out to customers as well as motorsports enthusiasts. It also gives us an opportunity to highlight the ability of NGK to perform brilliantly even in the most extreme driving conditions.

We have become an icon in spark plug technology and we are committed to offering racers a high quality product that will pave the way for their victory. Since race teams push their vehicles to the edge, each of our spark plugs is designed to withstand extreme thermal and mechanical shock related to these high-revving and high-compression race engines.

We have heard that you extended your partnership with Dubai Autodrome last year for the fourth consecutive year. This year, what are the new things that this partnership has in store?

Apart from Autodrome, we are now also exploring other opportunities to partner with some local teams and races like drag race, desert rally, and drifting to increase our reach in different categories of motorsports.

In today's automotive manufacturing, performance and environment friendliness should stringently go hand in hand. How do you ensure that your spark plugs and other products will not harm the environment?

NGK strictly controls and monitors the manufacturing process, minimizing the impact on the environment. We also meet the car manufacturers' stringent environment regulations. In addition, we produce spark plugs specially designed for LPG/CNG engines to cater to this niche segment.

Do you see any challenges that the spark plug market will face this year? How do you plan to deal with these challenges?

From our Dubai office, we cover around 50 countries, including Africa, Middle East, Asia and CIS countries. In general, people in African countries are not fully aware of the importance of using high quality ignition products. Worse, they easily get deceived by the counterfeiters. So, one of the challenge for us is to create awareness in these developing markets to ensure that NGK consumers understand the danger it poses to their car engines.

Given the extreme weather condition in the Middle East, how do you ensure that your spark plugs will perform at their optimum for the vehicles in the region?

NGK spark plugs are designed to meet any kind of extreme weather and/or driving conditions. To cover these extreme conditions further, NGK spark plug comes in different heat range, in which they work well thermally. Each spark plug's heat rating is indicated by a number; lower numbers indicate a hotter type, while higher numbers indicate a colder type. For instance, if the OEM is a BP6ES, we can recommend a BP7ES instead of a BP 6 for hot weather conditions. By choosing the right heat rating, consumers can use the product as per their needs.

Where do you see the spark plug market in the Middle East in the next five years?

Globally, we expect the volume to decrease and same applies to Middle East due to technology and components change from nickel only to new iridium and platinum type spark plugs. The life of the plug becomes longer from 20,000 to 100,000 kilometers, which means the replacement is much less. On the other hand, we expect the trend of spark plugs to change from standard nickel to precious metals such as platinum and iridium.

Each spark plug unit comes with part numbers. What do these numbers indicate and what is their significance to the driver?

The alphanumeric part number represents the specification of each product. Users and/or drivers should always refer to the car's owner manual to find the right application for their car. They can also approach NGK dealers as well as refer to our website www.ngkntk.ae for more details.

When misfires occur, is the spark plug really the root of the problem or is this a symptom of another issue with the vehicle?

Misfires can occur due to many factors such as not fitting the right spark plugs. Tightening them too much damages the plug. Thus, replacing the spark plug on time with correct fitting is important to prevent misfires.

Anyone can learn how to drive, but only a few are interested in knowing the inner workings of the vehicle. This renders most drivers unknowledgeable about the right spark plug to use for their car. How do you ensure that your customers are properly educated when it comes to this?

Drivers are always recommended to refer to the owner's manual to identify the correct part for their car. They can also visit the NGK dealers who can recommend the correct application.

What are the tell-tale signs that oxygen sensors need replacement? How often do they need to be replaced?

Oxygen sensors generally carry warranty to car manufacturer of 5 to 8 years. Normally, when a sensor become faulty or need replacement, a warning lamp indicated this. The driver should immediately check on the warning light in the car and visit a garage or workshop. If the oxygen sensor is faulty, it must be replaced immediately. Avoiding replacement can reduce the vehicle's performance and efficiency, which could lead to 20 percent more fuel consumption.

Just last year, counterfeit automotive parts made global headlines. How did this issue affect your company? Could you share with us the steps you are taking to combat their proliferation?

NGK, being a market leader with a strong brand name, becomes an easy target for counterfeiters. This negatively affects brand image and results in loss of revenue not only to our company but also to the government authorities of a country. In addition, it also creates confusion among customers, which leads to loss of confidence in our products. As a trading hub, counterfeit goods easily get distributed in UAE as well as in the rest of the Middle East and Africa.

Here at NGK, we closely work with legal companies and government authorities in raiding the source of counterfeit goods, as well as seizing and destroying them. In the UAE, we continuously put our efforts in creating awareness through the customs and economic department, as well as through print and electronic media.

What are some industry predictions for 2015 related to the products and technologies you offer?

As aforementioned, we foresee the trend to longer life spark plugs. With more environment regulations coming to effect, we expect the demand for oxygen sensors and Lambda sensors to increase, giving NGK/NTK the opportunity to fill this demand.

Could you give us a sneak peek of your next products or projects?

We are working and planning to introduce ignition coils and some new sensors such as temperature sensors for the aftermarket in the near future.

How do you want NGK spark plugs to be remembered by customers?

"NGK: The world-leader in spark plug technology"

BMW EXCLUSIVE AUTOMOBILE PARTNER FOR LATEST MISSION IMPOSSIBLE FILM



“Mission: Impossible – Rogue Nation” is the latest film in the Mission: Impossible series. Made by Skydance and Paramount Pictures, the latest flick in the action series made its global debut in a gala event at the Vienna State Opera on 23rd July. The BMW Group was the exclusive automobile partner for the high profile event that was witnessed by a crowd of cheering fans. Along with the stars of the movie like Tom Cruise, Rebecca Ferguson, Simon Pegg and director Christopher McQuarrie, the new models from BMW like the BMW M3 and the BMW 7 series were featured prominently on the red carpet. As the automobile partner for the function, BMW provided vehicles for ferrying the VIPs to the event.

This is not the first time that BMW has partnered with the Mission: Impossible team. In 2011, BMW has successfully tied up with “Mission: Impossible – Ghost Protocol” and provided the company’s cars, motorbikes and technologies for the production crew.

“Mission: Impossible – Rogue Nation” had its Middle East premiere on August 6. The movie once again has undercover agent Ethan Hunt, played by Tom Cruise and his team embarking on yet another thrilling adventure that appears to be its most impossible mission. The IMF has been disbanded and Ethan is out of favor. However, he and his old colleagues are now up against a new network of highly skilled operators named the Syndicate who are bent on creating a new world order by setting up a spate of terrorist attacks across the world.

The movie has several action sequences in which vehicles from the BMW Group have a prominent role. The new BMW 7 Series is deployed on the streets of Vienna in shots demanding elegance and style while the BMW M3 and the BMW S 1000 RR have been used for chase sequences filmed in Morocco due to their powerful performance. Other models that make an appearance in the movie are the BMW X5 xDrive 40e, the company’s first plug-in hybrid series production automobile of the core BMW brand, and the BMW 6 Series Convertible.

BMW ConnectedDrive, the technology that seamlessly connects the driver with the vehicle and its environment is used throughout the movie by the Impossible Mission Force team. Consisting of features like camera and driver assistance systems, both in the movie and in real life, this innovative technology comes to the rescue of motorists.

Commenting on the partnership, Ian Robertson, Member of the Board of BMW AG, Sales and Marketing BMW said that due to their dynamic performance, technological leadership and the unique BMW ConnectedDrive system, BMW models are the perfect vehicles for Ethan Hunt and his IMF team.





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DAIMLER AG LIKELY TO TIE UP WITH IDEM TO ENTER IRANIAN MARKET

In the runup to potential cooperation, a team of senior executives from Daimler AG visited the IDEM (Iranian Diesel Engine Manufacturing) factory in the Iranian city of Tabriz. Talks were held between the two companies on technical collaboration and improving Daimler's market share in the Iranian market, especially with respect to the manufacture of some of the most technologically advanced diesel engines including OM 924, OM 926 and OM 457 and raising emission standards to conform to Euro 5 and Euro 6 norms.

Other topics covered during the discussion between the two companies included exchange of technical knowledge, working together to expand markets and the modalities of export of spare parts to regional markets.

Earlier, the CEO of Iran Khodro, Hashem Yekke Zare had revealed during a press conference that Daimler has plans to purchase a 30 percent stake in IDEM as part of its drive to manufacture the most sophisticated diesel engines in the world.

IDEM is engaged in the supply of diesel engines and spare parts to Iran Khodro Diesel and plays a key role in the supply of spare parts to relevant markets in Iran. It has highly experienced and qualified staff for the design and prototyping of spare parts as well as for the production, assembly and testing of diesel engines.

VOLVO ACQUIRES POLESTAR TUNING DIVISION TO MAKE SPORTIER CARS



In a bid to make sportier cars that will prove to be challengers for BMW's M cars and the Mercedes-AMG models, Volvo has acquired the tuning arm of the Swedish racecar manufacturer, Polaris. The financial aspects of the deal were not disclosed. Back in 2013, Volvo had signed a partnership deal with Polaris to use the company's expertise in churning out Polestar-tuned versions of the V60 wagon and S60 sedan from Volvo.

Commenting on the deal, Volvo CEO Hakan Samuelsson said that the deal will help to provide more Volvo drivers with more powerful, Polaris tuned models. Volvo will thus follow the footsteps of premium luxury brands like Mercedes-Benz, BMW and Jaguar Land Rover which have been focusing lately on developing more performance oriented versions of their popular models.

As an outcome of the deal, Volvo aims to increase sales of its Polestar models from 750 cars this year to 1500 cars in the medium term. Polestar tunes Volvo cars with performance enhancing software and makes changes to the gearbox and throttle to boost their performance. The UK, US and Australia are the biggest markets for Polestar tuned cars from Volvo.

The acquisition did not cover the division of Polestar which is engaged in the manufacture of racing cars. This will continue to remain under the ownership of one time racer and CEO, Christian Dahl.

Volvo which used to belong to Ford was acquired five years ago by the Chinese company, Geely Holding Group Co and has been pursuing an aggressive growth strategy ever since.



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THE MOST DANGEROUS ROADS IN THE WORLD

Since the dawn of motoring, man has always sought to push the limits of speed, endurance and even danger. This irresistible thirst for stretching the boundaries of possibility finds its calling in creating roadways that wind and twist to connect the remotest parts of our planet. The road has captivated the imagination of both traveler and hermit and earned its place in lore and literature. It figures in proverbs, clichés and maxims that glorify the intrepid human spirit: the open road, hitting the road, the road to tomorrow, and the road goes on forever.

In this article, we explore the riskiest roadways ever built, cutting through raw, untamed lands to further the great march of civilization. Here are six of the most dangerous roadways in the world.

Karakoram Highway – Named after the mighty Karakoram mountain range that is home to the second-highest mountain peak on earth and at an altitude of over 15,000 feet above sea level, this highway connects China and Pakistan along the ancient Silk Road. It serves as an all-weather overland trade and military route between the two nations. As the highest asphalted road in the world, running along the region's major tectonic plates, the Indian and Eurasian plates, this motorway's dangers include landslides, inclement winter weather, and low visibility

North Yungas Road – This narrow motorway in Bolivia has earned the moniker "Death Road" with good reason. In 2006, this road saw over 300 fatalities and the road continues to claim nearly 200 lives each year. Connecting the country's capital, La Paz and the market city of Coroico, the Yungas Road is a narrow dirt road that traverses a cliff with dense tropical jungle on one side and sheer 2000-foot cliff faces on the other.



BR-116 Federal Highway – It seems inconceivable that a national highway makes a list of some of the most dangerous motorways in the world. Yet, Brazil's 4,610-kilometer highway of death—Rodovia da Morte—is arguably one of the most hazardous roadways in the world. Rain and flooding cause the road surface to be submerged and wet during the rainy season, and overturned big rigs are a common sight during inclement weather. In 2012, the highway claimed over 200 lives. The section between Sao Paulo and Curitiba is one of the most dangerous regions of the highway. Steep cliff sides and the highway's history as a route for child sex trafficking give the Rodovia da Morte its notoriety.

La Strada degli Eroi – Traversing the Vicentine Alps, this historic "Highway of Heroes" is closed to all automobile traffic. However, cyclists still use the highway that celebrates the fifteen Italian soldiers who fought in the Valli del Pasubio during WWI. Dense fog is known to envelope this gravel road. Loose gravel, incomplete paving and rapidly changing weather made this road a traveler's nightmare.

Commonwealth Avenue – In this era of traffic snarls and almost perpetual gridlock, it seems only natural that one of the most lethal roads on the planet is right in the middle of the urban sprawl of Quezon City in the Philippines. With twenty-five major intersections and one of the highest traffic densities in the world, this urban motorway records hundreds of fatalities each year. Poor traffic management and heavy vehicular traffic has made it the leading site of death for cyclists and pedestrians. Known locally as the "Killer Highway", this 12.4-kilometer road remains the most dangerous urban road in the world, despite being the second widest highway in the Philippines.

Some of these motorways seem inaccessible; and yet, they remain—great pathways along which stories are created; stories of humankind's march to discover the unknown.

FORD GT BAGS PRIZE FOR MOST IMPRESSIVE CONCEPT VEHICLE



The Ford GT has been named as the 2015 North American North American Concept Vehicle of the Year at the 14 edition of the North American Concept Vehicle of the Year (NACVOTY) awards. The model was chosen for the award by the North American Concept Vehicle of the Year jury from all concept vehicles which made an appearance at auto shows held in the United States and Canada. The jury consisted of 30 automotive journalists drawn from leading publications in North America.

The GT made a stunning impact on the highly knowledgeable jury members with its stylish look, lightweight build with extensive use of carbon fiber and a highly efficient EcoBoost V6 engine. It was launched at the North American International Auto Show in Detroit and marked a radical departure in style for Ford with its low-slung body, upward-swinging doors and high-performing twin-turbocharged EcoBoost V6 engine having an output exceeding 600 horsepower.

The GT picked up the award in the face of tough competition from the Hyundai Santa Cruz pickup and Mercedes-Benz F015 autonomous car.

The GT won the award as best production preview concept in addition to the overall award as most significant new concept. Ford had last won the award back in 2006 for the Reflex hybrid sport coupe.



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ABU SHAGARA DEALERS TO BE RELOCATED TO PURPOSE BUILT USED CAR COMPLEX



Residents of Abu Shagara, a residential area in Sharjah will find life much easier in the near future with an end to their parking woes. Over 600 dealers of used cars in the area whose wares are taking up the limited number of parking spaces have been asked to relocate to a purpose built used car complex located near the Sharjah airport. Though residents are skeptical of such reports as they have heard similar stories in the past, this time round, the dealers themselves have confirmed that they have been asked to relocate.

Many residents of the area currently end up double parking, triple parking or parking illegally in sandy areas due to the lack of available parking space. The usual practice is to leave a chit with their mobile number in plain sight so that they could move their car if necessary. They also end up getting fined for illegal parking after fruitless quests to find legal parking causes them to park their vehicles in any place they could find.

With the completion of the new complex, most traders who were asked mentioned that they have been asked to relocate by September. Those whose rental periods expire will no longer have their leases renewed for premises in Abu Shagara. There is also talk of heavy fines if they remain in the area.

The new used car complex, like the one in Ras Al Khor in Dubai, will serve as a one stop location to find the best used car deals in Sharjah. The proposed rents in this complex are said to be much higher than the ones in Abu Shagara and will depend on the number of cars that can be displayed. This will vary from an annual rent of AED 100,000 for 13 cars, to approximately AED 360,000 for 44 cars.

MULLINER TAKES LUXURY TO NEW HEIGHTS WITH LIMITED EDITION BREITLING JET SERIES

Mulliner, the division of Bentley which specializes in bespoke cars has taken luxury to new heights with the new Limited Edition Continental GT Speed Breitling Jet Team Series. Inspired by the seven Breitling jets, this bespoke collection consists of just seven cars for each of these jets and will be available only in the USA.



The Breitling Jet Team has made an impact on the minds of the public with their high risk stunts, precision and speed and will definitely boost the Bentley brand with a grand tour they will be taking across the United States and Canada this summer. The Limited Edition Continental GT Speed Breitling Jet Team Series will mirror the majesty of the jets with their combination of speed and customization.

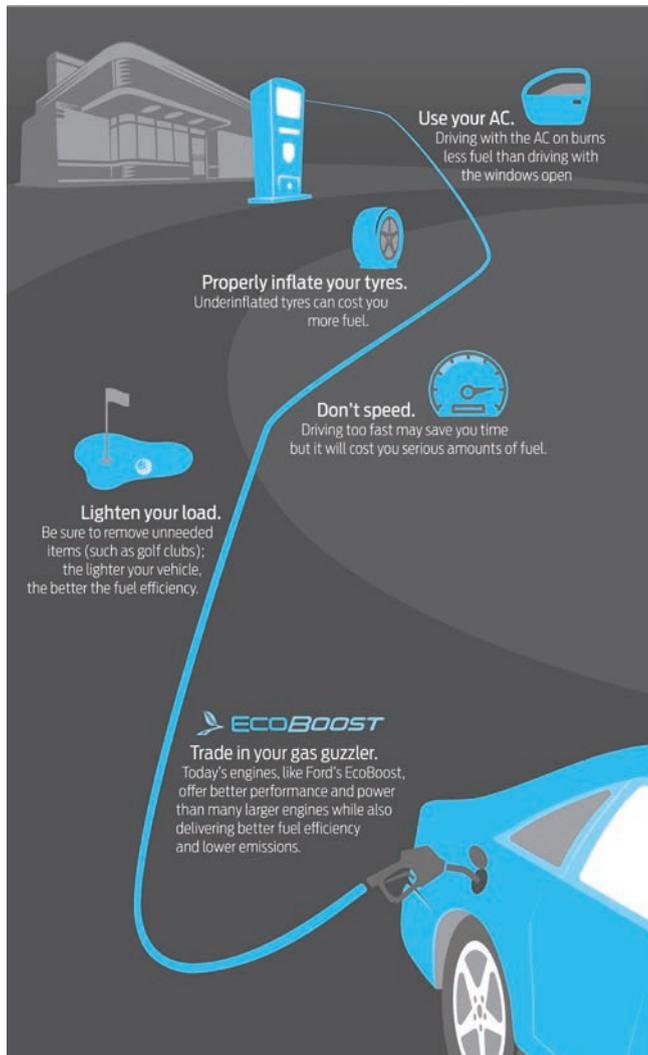
The seven cars in the collection will have a two-tone color combination of Onyx and Hallmark with highlights to match the unique yellow Breitling shade of the jets on the exterior. The color scheme is matched in the interior as well with sculpted seats having accents of the same Breitling yellow.

Each of the cars in the collection will have a unique individual number which will match that of one of the Breitling Jets. In keeping with the theme, the dashboard panel, which is fashioned from carbon fiber fascia will have an image of the seven jets in their signature Avenger flight formation, with the jet that matches the car highlighted in Breitling Yellow.

The headrests will sport logos and graphics highlighting the individual jet and the number of the car. Individual numbering will extend to the tread plate plaques.

Milliner officially debuted the collection at the Boeing Seafair Airshow on 31st July in Seattle, in which the Breitling Jet Team performed. Lucky owners of each car will officially receive the key for their very own Limited Edition Continental GT Speed from the pilot of the corresponding plane who will also take them on a journey in the jet that inspired their car.

FORD COMES UP WITH TIPS TO MAKE YOUR FUEL LAST LONGER



The recent removal of subsidies on fuel in the UAE will force many to think about their fuel usage and its impact on their monthly budget. Ford Middle East & Africa has come up with a few tips that will help motorists to get the maximum bang for their buck when it comes to the petrol they use.

According to Trevor Hale, director of communications for Ford Middle East & Africa, a few minor behavior modifications on the part of motorists can help them to maximize fuel efficiency. This will not only reduce the number of trips to the petrol station but will also help you to cover more distance between refueling stops.

1. Close Windows: There is a common misconception that keeping the air conditioning on with the windows closed uses up a lot more fuel than driving with the windows open. However, if you drive with open windows at high speeds, it creates drag and uses up more fuel as compared to keeping the windows closed and using air conditioning.

2. Check tire pressure: If your tires are not inflated to the recommended pressures found in the manual or on a label inside the driver's door, they will create more strain on the engine and this will use up more fuel. Keep tires at the optimal pressures to get the best "footprint" and minimize fuel usage.

3. Control Speed: Driving faster may get you to your destination faster, but it will use up more fuel. Unnecessary braking and acceleration too will increase fuel usage. While driving on highways, set the cruise control at a speed that balances your need to get to your destination fast with minimal fuel usage to save money when it comes to long trips.

4. Less luggage, less fuel: Luggage that you carry around as a matter of habit or due to pure laziness may be contributing to your high fuel bills. So, dump the extra stroller or set of golf clubs and lighten the load on your pocket.

5. Opt for a Smaller or More Efficient Car: Opt for smaller models or those that are fitted with more efficient engines like the EcoBoost engine from Ford which has turbo direct injection technology. This technology helps the engine to deliver better power and performance than larger engines. These engines also offer lower emission levels and better fuel efficiency.

FUEL PRICE COMMITTEE ANNOUNCES NEW DEREGULATED FUEL PRICES



The newly constituted Fuel Price Committee has announced the deregulated fuel prices for the first month after the removal of subsidies. From August 1, across the UAE, the price for the "Special 95" category of petrol will increase by 23.6 per cent from AED 1.72 per liter to Dh2.14. For Super 98, the new price is AED 2.25 per liter while for E Plus petrol, it is AED 2.07 per liter.

Diesel prices however have dropped by 29 per cent from AED 2.90 per liter to AED 2.05.

These prices will remain in effect for the rest of the month with the Fuel Price Committee declaring the price for the subsequent month on the 28th of every month. The prices for the month of October will be announced on August 28 after careful daily monitoring of the average global fuel prices for diesel and petrol with allowances for costs involved in operation, distribution and transportation.

Dr Matar Al Nyadi, Undersecretary for the Ministry of Energy and chair of the Fuel Price Committee, said the Fuel Price Committee will work closely with the Ministry of Economy and the Supreme Committee for Consumer Protection and all other relevant organizations to safeguard consumer interests so that in the long run, consumers will benefit from lower costs for the cargo, shipping and industrial sectors due to drop in diesel prices.

It is expected that the move to de-regulate fuel prices will encourage more people to switch to fuel-efficient cars and use public transportation.

Drivers of flashy SUVs will not be affected much by the removal of subsidies on fuel as they can obviously afford to pay for fuel if they can afford luxury vehicles. However, it remains to be seen what the impact of the revised prices will be on the common man in the UAE.

BMW REINFORCES RACING HERITAGE WITH CONCEPT M4 GTS.

BMW is set to make waves in the racing world again, a year after it launched the BMW M4 Coupe, with its new high-performance model that is meant for use on the road as well as the race track - the BMW Concept M4 GTS.

Initially established as BMW Motorsport GmbH in 1972, the BMW M Division specializes in high-performance models and first created a sensation with its iconic BMW M1 racing car. It also came up with the first turbocharged engine that made the company a Formula One World Championship winner and also developed what is arguably the world's most successful racing touring car – the Group A BMW M3.

The new BMW Concept M4 GTS is a worthy successor to the BMW M3 special models, which have already captured the hearts of motorsport fans like the BMW M3 Evolution (1988), BMW M3 Sport Evolution (1990), BMW M3 GT (1995), BMW M3 CSL (2003), BMW M3 GTS (2010) and BMW M3 CRT (2011).

All these models are notable for their technology excellence underpinned by excellence in races, powerful performance, their lightweight design and limited production numbers.

Commenting on the new model, Frank van Meel, President BMW M Division said that the BMW M4 Coupe offers the right combination of motor sport genes and unrestricted everyday usability, while giving users an emotionally powerful and exclusive driving experience. Though it is a powerful performer on the track, it is still road legal and thus offers racing technology for the road in every sense of the word.

The BMW Concept M4 GTS showcases several new technologies that will make their series production debut in a new model which is scheduled to be launched at a later date. One example is the innovative water injection system that significantly boosts the output and torque in the BMW M4 MotoGP Safety Car. It also has rear lights with OLED (organic light-emitting diode) technology that give the high-performance model a whole new look when darkness falls.

The BMW Concept M4 GTS made its global debut on 13 August 2015 in the midst of top-notch classic automobiles which were displayed during the Monterey Car Week in California, USA.

Optimised down to the finest detail.

The BMW Concept M4 GTS is inspired by the design of the BMW M4 Coupe, but what is most notable about the concept car is that every feature has been optimized for high performance. These include the manually adjustable front splitter and rear wing fashioned from exposed carbon which enhance the aerodynamic balance and makes the model suitable for both road use and the racetrack.

Another example is the use of CFRP (carbon-fibre-reinforced plastic) to make the bonnet to reduce the weight of the car. The wide front air intake optimises airflow and minimises front axle lift.

When it comes to the exteriors, the BMW Concept M4 GTS is painted in Frozen Dark Grey Metallic paint effectively combines Acid Orange accent on the front splitter for contrast. The same Acid Orange accent is used for the lightweight, forged and polished light-alloy wheels in 666 M styling. The 9.5 J x 19 (front) and 10.5 J x 20 (rear) wheels are fitted with Michelin Sport Cup 2 tires (265/35 R19 at the front, 285/30 R20 at the rear).



ATTURO

TIRES

PERFORMANCE WITHIN REACH



AZ850 RFT

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

AZ800

PERFORMANCE TIRE FOR SPORT, LIGHT
TRUCK AND CROSSOVER VEHICLES.

AZ600

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



TRAIL BLADE M
PERFORMANCE MUD TERRAIN



TRAIL BLADE X
URBAN ALL TERRAIN



TRAIL BLADE A
PERFORMANCE ALL TERRAIN



SPYKER BOUNCES BACK FROM BANKRUPTCY WITH NEW MERGER



Spyker is a brand that has gone through many ups and downs. A company with a long history that goes back to 1880 and the era of making carriages, it had become bankrupt in 1926. The company was revived by Victor R. Muller in 1999 with the aim of making premium cars. He captured popular imagination with his B6 Venator concept car, takeover of Saab and his acquisition of an F1 team.

In spite of these bold ventures, Spyker was forced to file for bankruptcy in December 2014. However, true to its credo of "nulla tenaci in via est via" (for the tenacious no road is impassable), it looks like Spyker has emerged from bankruptcy and is preparing to make another attempt at bouncing back through a merger with an American aircraft company.

The company has revealed that it will be emerging with Volta Volaré, a US based manufacturer of electric aircraft. In 2012, Volta Volaré had publicly revealed the prototype of an electric airplane named the GT4, and is currently working on its commercialization.

Commenting on the merger, Spyker CEO Victor R. Muller said in a statement that Spyker will soon be back with a vengeance, with electric airplanes and high end electric motorcars in the coming decades.

He went on to thank Spyker employees, Volta Volaré's founder and CEO, Paul Peterson and the owners of the 250 Spykers on the road who remained loyal to the Spyker brand even during this difficult time.

MASERATI RETURNS TO INDIAN MARKET



Renowned Italian luxury car brand Maserati has made a grand return to the Indian market. This re-entry was prompted by the significant potential for premium cars in the Indian market in the medium term and is well in line with the brand's growth strategy.

Maserati's annual sales worldwide zoomed to 36,500 vehicles in 2014 through the addition of new models to its range and entry into new markets. In addition to the popular Gran Turismo and Gran Cabrio models, the company launched the sixth generation of the Quattroporte and the new model Ghibli, which is the first such four-door sports executive sedan in the E-segment. All Maserati vehicles are manufactured either at the Modena plant or at the new plant in Turin, both in Italy.

Maserati is planning an aggressive growth strategy on its return to the Indian market. With Maserati being one of the brands belonging to Fiat Chrysler Automobiles, the brand's operations in the country will be coordinated by the company's Indian subsidiary, Fiat Chrysler Automobiles India (FCAI). Initially, Maserati will have dealerships in major metro cities like New Delhi, Mumbai and Bangalore from the third quarter of 2015 where it will be represented by AMP Supercars Pvt. Ltd., Bagga Luxury Motorcars LLP and Jubilant Autoworks Pvt. Ltd. respectively. All locations will also have dedicated Maserati service facilities, which will follow the brand's global standards. The service centers and showrooms will have staff who have been trained by authorized Maserati Trainers.

Commenting on the brand's return to India, the newly appointed Head of Operations for India, Bojan Jankulovski, said that driving a Maserati is like wearing designer clothing as it is a luxury brand and the demand for luxury automobiles is on the rise in India. The brand is set to go places by entering India and other new markets across the world.

Jankulovski is a veteran of the automotive industry with more than 15 years of experience under his belt, especially in the field of network development, sales and aftersales and this experience will be handy in re-establishing the brand's presence in the country. In the past two years, Jankulovski has a track record of establishing the Maserati brand in five markets in the Middle East and South East Asia.

Umberto Cini, Managing Director of Maserati Middle East, India and Africa, who was present at the announcement press conference said that the emphasis of Maserati brand in the Indian market will be on exclusivity and not on numbers. With Maserati having a flair for Italian design and a long tradition of performance and craftsmanship and heritage, it is set to go places in India.



auto fact

The last car to have a cassette deck come standard was the Lexus SC430, in 2010.

STUDY FINDS TEENS NEED TO STAY CONNECTED PLAYS MAJOR ROLE IN ACCIDENTS

A study conducted by the National Highway Traffic Safety Administration, NHTSA in the US found that driver distraction was the cause of almost 3,000 fatal crashes in 2013. Of the people killed in accidents, 10 percent were teens. In the case of teens today, it is the desire to stay connected even while on the go that is one of the main causes of driver distraction.

Texting while driving, especially in response to parents who are trying to keep tabs on their kids can significantly increase the number of accidents. Fifty-five percent of the teens involved in the study said they had texted while driving to update their parents on their plans. Almost one in five (19 percent) teenagers felt parents expected a response within one minute, and another 25 percent believed they should reply to their parents within five minutes – even while driving. Parents though had a different tale to tell, as 58 percent of parents said they do not have a set time limit for responses. This indicates the need for more open communication between teenagers and their parents.

Texting to parents is not the only distraction. One-third of teenagers in the study said they texted friends while driving to confirm plans. An even higher percentage reported taking their eyes off the road to read notifications and almost 90 per cent of teen drivers think it is “safe” to use phone apps like facebook, Snapchat, Twitter, Instagram and YouTube even while they are at the wheel.

This need to stay connected puts young drivers at greater risk, especially when taken in combination with their relative inexperience on the road. They end up paying more attention to their devices than to the road. As they lack the capacity to deal with this complex equation, there is need for greater communication between teens and their parents to recognize the need for safe behavior while driving.

Another way in which the need to stay connected affects driving behavior in teens is due to the effect it has on their sleep pattern. Many teens report staying up late to check out social media sites and read their text messages, with the outcome being a generation of drowsy teen drivers. This in turn affects their reaction times and concentration levels, causing more accidents.

With an estimated 100,000 crashes and 1,550 fatalities annually directly resulting from driver fatigue (NHTSA) – it is critical that parents and teens alike receive a wake-up call on this dangerous threat. Parents need to pay greater attention to risk factors in the driving behavior of their teens – from drowsy driving to technology use behind the wheel – and have frequent discussions with their children about what safe driving really means.



RENAULT ENTERS MEDIUM SIZED PICKUP SEGMENT WITH DUSTER OROCH

Renault unveiled its first medium sized pickup inspired by the hugely popular Renault Duster at the seventh edition of the Buenos Aires International Motor Show. Named the Renault Duster Oroch, the model took pride of place at Renault's 1,800 sq. meter booth at the exhibition.

The Duster Oroch presents a radical deviation in design from typical pickups. Based on feedback from customers and customer needs, it creates a new segment when it comes to LCVs, and combines the best features - a normal double cabin pickup with the performance, spaciousness and comfort of an SUV.

When it comes to looks it is similar to the Duster though it has a modified single-slat front grille, new tail-lamps, sportier bumpers and of course, has the profile of a pickup. The interiors too are just like those of a Duster with a black theme and silver accents, a 3-spoke steering wheel having control buttons, and an advanced infotainment system.

The Oroch will be positioned between half-ton and one-ton pick-ups. A five seater with four doors, it has a double cab and plenty of space even when compared to bigger pickups.

Customers can choose from 1.6 liter and 2 liter engines which are paired with 5-speed and 6-speed manual gearboxes respectively. Those who buy an Oroch with a 2 liter engine can also go with a 4-speed automatic transmission.

The Oroch is Renault's next step in its drive to take the brand global, according to Ashwani Gupta, Renault's Global Head of Light Commercial Vehicles. It will be sold exclusively in South America from the second half of 2015.



DUBIZZLE STATISTICS REVEAL IN DEPTH PICTURE OF USED CAR TRENDS IN UAE

Dubizzle's statistics for the first half of the year provide interesting insights on the dynamics and nature of the used car market in the UAE. According to the report which is based on figures from January to June 2015, the used car scene in the country is thriving with as many as 1.3 million visitors to the auto section and 72,000 ads placed for used cars during this period on the classifieds website. This translates into an average of 12,000 new ads on a monthly basis.

Japanese cars continued to retain their top rankings. Toyota models grabbed the top spot with an average of 2,132 ads per month, closely followed by Nissan with a monthly average of 1,465 ads. Mercedes-Benz was the top German brand and the third brand overall with an average of 1,330 cars being listed every month. The three leading brands listed on the site were Toyota Camry 2008 (average asking price of AED 32,393), Honda Accord 2009 (average asking price of AED 41,658) and Mitsubishi Pajero 2009 with an asking price of AED 49,068.

According to a report published in February 2015, the UAE has an amazingly high level of internet penetration, with 8.81 million from a population of 9.58 million people being active internet users. UAE residents use the internet for shopping, making travel arrangements and of course to buy and sell used cars. There has been a surge in the number of visits to the automotive section of dubizzle in the first half of the year. The user base and the models listed span all segments with buyers and sellers from the high-income bracket who want to sell their Ferraris and Lamborghinis to the common man who wants a used Toyota Corolla to commute to his office. Bugatti Veyrons were the most expensive cars listed on the site with all the three most expensive cars being Bugatti Veyrons.

Dubizzle served as the site to list not just cars, but also car accessories and number plates. The most expensive number plate had a price tag of AED 3 million, followed by plates listed at AED 2.5 million and AED 1.55 million. There was some disparity in the preferences of users in Dubai and Abu Dhabi. Dubai's favorite brands were BMW, Jeep, Honda, AMG and Porsche. When it came to models, the pony car, the Mustang, emerged as the top brand followed by the C63, SRT, Wrangler, and GTS. For Abu Dhabi, though the brands were the same the order differed slightly with BMW, Honda, Jeep, AMG, and Mercedes being the top searched brands in that order. The Mustang was not as popular here with C63, SRT, GT, Raptor, and Wrangler being the favorite models.

Convertibles may be declining in popularity in the western world, but here they are hugely popular, with 48,000 dubizzle users looking for convertibles. When it comes to colors, black was the color of choice in the first six months of 2015 followed by white and then red.

"With over 1.3 M people visiting the autos section on dubizzle and an average of 12,000 new car ads being posted on the site each month, dubizzle retains its position as the UAE's No.1 autos marketplace. That's why we find this kind of data so valuable when it comes to identifying price trends, market insights and most importantly providing transparency within the autos market place." said Osman Bhurgri, Marketing Manager – Autos at dubizzle UAE.

The dubizzle report has revealed that the used car scene in the UAE is thriving and has provided an indepth look at user preferences that would be of considerable use to car dealers and automotive manufacturers operating in the region.



LEXUS HOVERBOARD CLEARS FINAL TESTING

The Lexus Hoverboard that was first launched in June has successfully cleared its final testing phase in Cubelles Barcelona and is all set to showcase the brand's expertise in innovation.

The Hoverboard looks like it is something that belongs in science fiction. The team at Lexus had worked on pushing the boundaries in the fields of design, technology and innovation to make the project a reality. The Hoverboard was made in collaboration with partners who shared the company's passion for creating enjoyment out of motion. Though the team encountered many challenges, they overcame them successfully to create the "Amazing in Motion" Hoverboard.

According to Takayuki Yoshitsugu, Chief Representative, Middle East and North Africa Representative Office, Toyota Motor Corporation, the Lexus Hoverboard is a significant technological and creative breakthrough, opening the door to a future with unlimited possibilities. It symbolizes the company's quest for technological leadership while retaining the brand's no holds barred approach to design and innovation.

Lexus began working on the Hoverboard project about 18 months ago in partnership with scientists from IFW Dresden and evico GmbH, who specialize in magnetic levitation technology. The Hoverboard was first tested by pro skateboarder and hoverboard test rider Ross McGouran, in Dresden, Germany. Then the team moved to Barcelona for further tests in dynamic surroundings.

Commenting on the performance of the Hoverboard, Ross McGouran said that testing the Hoverboard was a whole new experience in his 20 years of skateboarding as the absence of friction totally changed the dynamics.

The tests were performed in a purpose built facility and for the final dynamic testing, 200 meters of magnetic track was taken from Dresden to Barcelona for installation beneath the hoverpark surface. The process of magnetic levitation makes it possible for the hoverboard to be used even across water.

The Lexus Hoverboard technology features two "cryostats" or reservoirs for keeping the superconducting material at -197 degrees through immersion in liquid nitrogen. The board is then placed above a track that contains permanent magnets.

Dr. Oliver de Hass, evico CEO, said that the board is kept hovering in the air by maintaining the distance between the board and the track using magnetic levitation. This magnetic force is strong enough to permit the rider to stand and even jump on the board.

Lexus has created a short film named "SLIDE" which is directed by award winning director Henry-Alex Rubin depicting the final test rides. The film is the fourth such film in the Lexus "Amazing in Motion" campaign series that showcases creativity and innovation from the Lexus brand.

FRENCH GOVERNMENT PLANNING RENAULT STAKE SALE



The French government has long had a sizable stake in the car manufacturer, Renault. It previously had a 15 per cent stake. Back in April this year, it bought 14 million shares (another 5 per cent) through Deutsche Bank AG to secure the double voting rights that it was eligible for as a long term stakeholder, according to a new law that had come into effect. Shareholders voted on the granting of the double voting rights in a meeting that was held on April 30.

Now that it has successfully managed to retain its voting rights, the French government has announced plans to offload its 5 per cent stake in the car manufacturer to fulfill its promise to the public that the move to buy Renault shares was only a temporary measure. This move was disclosed by the French Minister of Economy, Emmanuel Macron in an interview to the newspaper, Le Monde

Carlos Ghosn, the CEO of the Renault Ghosn had opposed the move to give the government double voting rights in compliance with the new law. He was concerned that it would damage the state of Renault's 16-year alliance with Nissan, in which the company has a 43 per cent stake according to the terms of their alliance. Though Nissan owns 15 per cent of the shares in Renault, the Japanese company does not have any voting rights.

No definite timeline has been disclosed for the disposal of the Renault shares, but the proceeds of the sale will form a part of 5 billion euros worth of disposals sought by the French government for 2015, Macron said.

NISSAN SUPPORTS EPIC CROSS CONTINENTAL ADVENTURE BY DUBAI PHOTOGRAPHER

Nissan, true to its tagline "Innovation That Excites" is backing a cross continental road trip by Dubai based photographer, Catalin Marin. The award-winning photographer plans to travel by road from the UAE to Romania in his Nissan Patrol Safari that has been equipped for adventure with all possible equipment including a roof-mounted tent. This 7645 km journey is expected to take a period of at least three months and will be highly demanding physically but will give Marin plenty of scope to capture an array of stunning images of mountain, desert and forest landscapes.



In keeping with the spirit of its tagline, Nissan will be giving Marin all possible support, including financial support and technical support for ensuring his Patrol Safari is in perfect condition to handle the arduous journey.

Commenting on the company's support for the project, Nissan Middle East managing director Samir Cherfan said that Nissan supports those who take on challenges and try to do things differently. With his cameras and camping gear, Marin will be embarking on a grand adventure that will truly be the experience of a lifetime and Nissan identifies with this passion for change and innovation. He added that everyone in the Nissan team will be looking forward to viewing the photos that will be produced as an outcome of this trip.

Marin has already embarked on the first stage of his road trip by taking a ferry from Sharjah to cross the Strait of Hormuz. He will then be driving in a north-west direction and will drive through Iran, Armenia, Georgia, Turkey, Greece, Albania, Croatia and Serbia to reach Romania. He will return from Romania to the UAE through Bulgaria, Turkey and Iran.

Marin runs a photography blog that has crossed one million views since it was set up and is an award-winning photographer. He is highly active on social media with more than 3,000 followers on Instagram, 1,200 followers on Twitter and over 3,000 on Facebook.

Marin said that he was setting out on this road trip to celebrate ten years of life in Dubai. He added that he could not think of a better vehicle than the Patrol for his trip as it can handle a wide range of terrains and conditions.

NISSAN CELEBRATES PLANT ANNIVERSARY AND PRODUCTION MILESTONE AT KYUSHU PLANT

Nissan Motor Co celebrated the 40th anniversary of its plant in Kyushu with a production milestone as the 15 millionth vehicle made at the plant came off the production line.

A formal ceremony which was attended by dignitaries like Fukuoka Prefectural Governor Hiroshi Ogawa, Nissan Chief Competitive Officer Hiroto Saikawa, Nissan Executive Vice President in charge of manufacturing Fumiaki Matsumoto, other officials and the 500 strong workforce of the plant was held to mark the twin achievements.

The Kyushu plant was first used for the production of engines in April 1975 before it moved on to the manufacture of Datsun trucks from 1976. It is the oldest plant in Kyushu that is engaged in auto manufacture and progressively continued to ramp up



its range and production capacity. In November 1992, the Kyushu plant produced its 5 millionth vehicle and it surpassed 10 million vehicles in December 2004.

1992 was also the year in which a second production line was opened in the factory, which was not only technologically very advanced, but also made the work environment very comfortable and friendly. In 2000, receiving and sending shipments of raw materials and finished goods became a lot easier with the establishment of private wharves near the factory. From 2010, Nissan Shatai Co., Ltd, a Nissan subsidiary which specializes in mixed-model production lines, also started producing in Kyushu.

From 2011, the Kyushu plant was made an independent operational company named Nissan Motor Kyushu Co. Ltd. Due to its prime location in relation to access to the ports, the Kyushu plant has proved to be highly efficient when it comes to procurement and logistics. Hence, it is one of Nissan's core production facilities and is highly competitive on a global basis from the cost perspective. Currently, the Kyushu plant accounts for over half of Nissan's production in Japan.

Nissan is a major contributor to the economy in the local area with procurement from local sources in Fukuoka and nearby areas adding up to 250 billion yen on an annual basis. The Nissan Group provides jobs to over 8,000 people from the region taking into account employees at Nissan's sales companies in Fukuoka. Nissan also focuses on strengthening ties with the local community through community outreach programs and plant tours, which about 50,000 people take per year.

JAGUAR F-PACE PASSES EXTREME TESTS WITH FLYING COLORS

The new Jaguar F-Pace has been put through its paces in an array of extreme conditions ranging from soaring temperatures in Dubai to the freezing conditions in Northern Sweden. It emerged from all the tests with flying colors.

Jaguar Land Rover devised some of the most demanding test programs in order to test the F-Pace with regard to all its aspects ranging from performance to design and utility.

Andrew Whyman, Vehicle Program Director, Jaguar F-PACE said that the F-Pace was designed to offer the high level of handling, refinement and comfort that is expected from a Jaguar in addition to the ability to outperform in all seasons and on all surfaces.

He added that the company paid meticulous attention to the engineering of every little component and put the F-Pace through exhaustive tests to ensure that it would not only meet but would exceed customer expectations.

Jaguar Land Rover has a testing facility in Arjeplog, Northern Sweden, where the average ambient temperature in winter ranges from -15°C to -40°C. It encloses a 60 km stretch of purpose-built handling tracks, mountain climbs, inclines, split-friction straights and off-road areas. There could be no tougher test for the calibration of the all-wheel drive system, Dynamic Stability Control and technologies like the Jaguar's revolutionary All-Surface Progress Control.

The outcome of the tests performed there was that irrespective of the surface, be it snow, ice or asphalt, the F-Pace proved that it is fully capable of delivering the flexibility and connected steering feel that is seen in all Jaguar models.

Dubai is on the other end of the spectrum when it comes to the ambient temperatures. Even in the shade, ambient temperatures can exceed 50°C. If cars are parked in direct sunlight, as is often the case, these temperatures can climb to 70°C.

The tests conducted in Dubai included ones that placed a tremendous load on the cooling systems with low airflow in addition to the high temperatures.

The outcome of the tests performed in Dubai served to showcase the outstanding performance of the F-Pace's climate control systems and infotainment touchscreen even at extremely high levels of humidity and temperature. With its splendid performance in this battery of tests that involved through testing of every component, the F-Pace is poised to be a benchmark in the performance crossover segment.



UBER INVESTS USD 1 MILLION IN INDIAN MARKET



Ride-sharing company, Uber has announced that it will be ramping up its investment in the Indian market by USD 1 billion. It will be deploying this amount over the next nine months for the expansion of its services and products. The company had announced a similar investment in China in June.

Amit Jain, the head of Uber India revealed to the Press Trust of India that the amount will mostly be used for improving the customer support network and to streamline operations. He said that India is one of Uber's priority markets at the moment.

In 2014, Uber was involved in a controversy when one of the service's drivers in Delhi was accused of raping a passenger. Uber lost its license to operate in the city but the ban was lifted recently.

Currently, Uber operates in 18 cities in the country including New Delhi and Bangalore and is already exhibiting growth of 40 per cent month-on-month.. The company's target is to achieve 1 million rides per day. The expansion of the Uber network will make India a larger market for Uber than the US, where the Uber concept was first established.

COMMERCIAL TIRE DEVELOPMENT IN AFRICA, INDIA AND MIDDLE EAST

CSABA SZUNDER

is the Product Marketing Manager for Michelin AIM and has significant experience in deployment of corporate strategy for several leading international firms in England, France, Middle East, African and Indian business environments.



The Michelin Group is one of the world's leading tire brands with a rich history of designing and manufacturing high quality performance tires. From 1889, Michelin has made tires for racing, consumer and commercial applications. Today, the company claims a 13.7% share in the global tire market with a sales network covering 170 countries. These 170 countries include 70 countries in the Africa, India and Middle East (AIM) region. In 2014, the company's 68 plants produced 178 million tires and 13 million resources such as maps and guides. Michelin employs over 112,300 staff and 6,000 specialists involved in the research and development of safer and environmentally responsible tires.

Csaba Szunder is the Product Marketing Manager for Michelin AIM and has significant experience in deployment of corporate strategy for several leading international firms in England, France, Middle East, African and Indian business environments. Szunder has over 21 years of experience in sales and marketing in over 100 countries and presented Michelin's vision for tire development for the Middle East at the Commercial Vehicles Conference held on the sidelines of the Automechanika Show. The key highlights of Szunder's presentation were as follows:

Commercial Tire Environment in the Middle East

Szunder began his presentation by tracing the history of tires for commercial vehicles and the role of a tire in the automobile. Today, in the commercial tire sector, some of the challenges faced by tire manufacturers include extreme temperatures, overloading in some countries, over speeding, price, extreme driving conditions and the volatility of market conditions. Good commercial tires are supposed to support heavy loads, help handling and maneuvering, handle all types of terrain and should have low rolling resistance to minimize fuel usage.

In the Middle East, standards for tires as laid down by the GCC Standardization Organization (GSO) cover new and retreaded tires and are the most stringent in the world. These standards (GSO 645, 646, and 647) require manufacturers and operators to comply with guidelines defining markings, dimensions, braking energy tests, endurance tests as well as annual certification tests and age parameters. Some of the new regulations discussed by the GSO and the Saudi Standards, Metrology and Quality Organization (SASO) cover rolling resistance, RFID tagging, and wet grip aside from a variety of safety, load and speed norms.

Recent GSO/SASO Initiatives

In this dynamic environment of changing rules, one of the key aspects in tire manufacture should be accurate labeling of tires with RFID chips for individual tires. Ultrahigh-frequency (UHF) radio frequency identification tags are expected to be the device of choice for tire manufacturers. In the UAE, regulations covering RFID tagging for tires are expected to be operational from 2015 with regulations governing rolling resistance and wet grip performance from 2016. These regulations will apply to all the tires sold in the Middle East and are to be accompanied by safety campaigns

and roadside inspections in order to ensure that basic safety aspects are implemented. Csaba Szunder highlighted the importance of safety at all levels and for all entities ranging from importers and distributors, to end users. Michelin has pioneered the use of RFID transponders embedded in tires since 2004.

Considerations for Tire Development in the Middle East

The process of tire development involves several stages, including a detailed analysis of customer needs followed by a feasibility study, a prototype stage and the all-important industrial feasibility study and field tests. Szunder presented the challenges faced by tire designers with regard to materials and driving conditions in the Middle East. Temperatures and ozone emissions in this region are among the highest in the world. Phenomenon such as tire cracking is seen as a result of the high ambient temperatures and operating conditions.

In terms of loads, a study in the Middle East has suggested a 45 percent higher axle load for on/off-road commercial vehicles when compared to on-road-only vehicles. Load practices and usage patterns were also presented. Telematics about speed and acceleration for different types of commercial uses indicated that despite a common load index and speed index, the tires faced vastly different real conditions—a challenge for development. The evolution of usage conditions and speed limits was presented.

A profile of new product development and field test engineering was presented. Michelin employs 25 experts to test 7,000 prototype tires and an additional 10,000 tires on the ground across diverse road and climatic conditions. Michelin offers a special range of tires with internal homologation criteria that exceed GSO and SASO standards, conduct rolling load tests that test performance and safety before the tire is released to the market.

Designer's Challenge

Some of the key challenges that tire designers face include negotiating a prototype's major performance tradeoffs against the existing performance and conducting simulation and projections based on targeted usage conditions in the UAE and the Middle East. Some of the factors considered include:

- Dry Handling •Dry Braking •Hydroplaning •Wet Braking
- Wet Handling •Off-Road Performance •Cost •Wear Life
- Comfort •Noise

Evolution of Usage Conditions

The rapid evolution of usage conditions in the Middle East was presented with regard to four parameters—the variance of speed regulations across countries in the Middle East, load regulations in Oman, where overloading is common, the rapid evolution of infrastructure and roads that impact tire performance and finally, the evolution of vehicles from generation to generation. The increased axle load of 400 kilograms across Euro V and Euro VI buses and trucks was cited as a factor affecting tire design, one of the factors that would impact the Middle East as well.

Dedicated Products for the Middle East

As a result of extensive research and development, Michelin now offers products that are tailored to Middle East conditions and are expected to exceed to current and upcoming environment requirements and regulations. Szunder explained that extensive straight-line and bended road tests are held to simulate real on-road conditions up to the point of tire explosion and have resulted in the development of several products that have been thoroughly tested for performance and safety before being launched. These tires include the X Coach Tropic Z, X Cool Runner Z/D, the X Line Tropic Z&D and the upcoming X Multi Tropic Z.

Future Plans for the Region

Szunder concluded by emphasizing Michelin's commitment and plans to cooperate with local regulatory bodies through products that confirm to local norms, the introduction of tires that have been adapted to the specific needs and conditions of the Middle East, and effective distribution partnerships.

MINIMUM SAFETY STANDARDS FOR ROAD FREIGHT OPERATORS IN ABU DHABI



TARIQ AL FALAHI

Section Head-Freight Planning,
Department of Transport (DoT) -
Abu Dhabi

Tariq Al Falahi of the Department of Transport in Abu Dhabi was the speaker at one of the sessions held as part of the Commercial Vehicles Conference 2015. The department was established in 2006 to coordinate the planning and implementation of a uniform transportation policy in Abu Dhabi. Tariq Al Falahi is the section head of Industry Development and Freight Planning with the Department of Transport in Abu Dhabi. Al Falahi has over six years of experience in freight planning and management and oversees the operations of the Freight Planning Section.

Al Falahi stated that the objective of the Freight Division of the Department of Transport was to ramp up the norms in the freight sector in Abu Dhabi concurrent with the development of the regional economy.

Strategy

The Department of Transport functions in line with a freight master plan and a five-year plan that was launched in 2014. The plan makes 56 recommendations across 9 themes that would focus on 13 priority actions. The focus of Al Falahi's presentation was the improvement of minimum safety operating standards and the annual testing regimen.

Maintenance

The absence of specific DoT requirements addressing the safety standards for goods vehicles and the automatic approval of No-Objection Certificates (NOCs) for corporate commercial licenses are some of the areas that highlight the current situation in Abu Dhabi.

Furthermore, the results of a 2013 inspection of over 500 trucks revealed that over half the vehicles had defective lights, brakes or tires, and over 82 percent of the sample taken had defective lights. Sixty percent of the sample had defective brakes while 57 percent were identified as having defective tires. A significant statistic presented was that 60 percent of trucks fail their first annual inspection.

Driver Fatigue

Fatigue among drivers of goods vehicles was presented as an area of focus for the DoT. The prevailing labor laws permit a maximum of 10 hours of work. However, a DoT survey has shown that over 45% of drivers work a greater number of hours, increasing the risk of accidents caused by fatigue.

Truck Parking

Al Falahi presented the DoT's truck parking strategy—the result of exhaustive data gathering and analysis that indicates that over 11,000 trucks are parked unacceptably across Abu Dhabi with several significant violations in industrial areas. One of the root causes appears to be the lack of operational bases to park trucks.

Annual Industry Survey

The 2013 annual survey of freight operators revealed that 98 percent of operators supported the need for minimum operating standards for trucks in Abu Dhabi. Over 84 percent of the surveyed operators indicated that maintenance arrangements and parking capacity at the operational base were criteria that need to be included in such a standard. The survey revealed a wide variance in safety standards across companies and the need for government intervention in the area.

Proposed Standards

The minimum standards proposed by the DoT included several parameters such as the nomination of key business contacts, an inspection and maintenance management system, the management of driver fatigue through a structured plan, and the presence of an operations base with parking for trucks. The standard also requires the maintenance of documentary evidence for these parameters.

Al Falahi explained that the phased rollout of the plan is expected to have the DoT communicate with transport managers in the first year and for companies to make changes to their strategy and planning starting in the second year. These changes would include:

Truck Inspection and Maintenance Management System

The DoT has now prepared guidelines for companies that cover the implementation of an effective maintenance management system and truck safety inspections. Driver guidelines covering daily inspections and the maintenance of an annual maintenance planner have been formulated.

Driver Fatigue Management Plan

Guidelines and information pertaining to driver fatigue have been created in order to mitigate the risk of accidents caused by fatigue. The creation of resources for drivers, owner-drivers, employers, and managers were discussed.

Benefits of the Minimum Standards

Al Falahi explained the benefits of these standards in terms of four key areas that affect the freight industry—safety, industry image, operating environment, and investment. To this end, the DoT is working in conjunction with several stakeholders towards a Heavy Vehicle Annual Test that will be based on a consistent annual testing standard that is clear to trained testers and the industry. Another important aspect that was highlighted was the department's collaboration with the police to establish a freight enforcement team and a regimen of regular roadside inspections for goods vehicles. Resources are also required to increase the awareness, effectiveness and consistency of enforcement efforts.

These key steps would unfold under a 5-point governance framework that includes establishing minimum safety standards for operations, undertaking annual maintenance tests, regular roadside inspections, identification of prime offenders and taking proactive steps towards education and penalization.



APOLLO CHAIRMAN HIGHLIGHTS PAST ACHIEVEMENTS AND OUTLINES FUTURE PLANS AT AGM

On August 11, Apollo Chairman, Onkar S Kanwar made a speech at the 42nd Annual General Meeting of the company, which highlighted the past achievements of the company and outlined its exciting plans for the future. The meeting was held in the rubber producing state of Kerala and one of the main topics covered in his speech was the slump in the price of natural rubber.

There is a widely held belief that the price of natural rubber in Kerala had fallen to new lows mainly due to large scale import of rubber from countries where prices are lower. In his speech, Kanwar cleared this misconception and said that the low rubber prices were the outcome of the overall stagnation in the commodities market. This stagnation was due to the low demand in the industries which consume rubber, like the tire industry. This is primarily caused by the global economic slowdown and this trend can be reversed only when the economy bounces back. Apollo is investing heavily in long term sustainability as part of its responsibility to suppliers, customers and shareholders.

In the past few years, Apollo has been engaged in streamlining operations with an eye on long-term profitability. As part of this drive, in 2009-10, the company set up a truck and bus radial tire facility in Chennai and this has helped Apollo to emerge as a leader in this high growth segment. Apollo has plans to ramp up production at this factory. Other projects in India include expansion of the plants in Baroda and Kerala.

Apollo has also recently been in the news as the first Indian company to set up a Greenfield facility outside the country, with plans to shortly set up a Greenfield facility in Hungary. The factory is expected to begin production in 2017 and will be the cornerstone of Apollo's plans to increase its presence in Europe. Another 2014 achievement was the sale of Apollo's stake in factories in South Africa, which had proved to be unprofitable. However, the company will continue to distribute its products in the African market and will source the tires to be sold there from other plants in a more efficient manner.

Apollo has expanded its presence in Asia with further development of its teams at the sales offices in Dubai and Bangkok to facilitate expansion into new markets. A new office has been set up in Singapore to boost the brand in the Far East. Eventually, the Singapore subsidiary will coordinate global procurement of rubber and other raw materials in addition to acting as the hub for supply chain operations, treasury operations, commodity trading and hedging and strategic operations.

On the manufacturing side, production facilities have been made more efficient and the company is focusing on research and innovation to develop new products. New tires have earned good ratings in independent tire tests and have been rated highly when it comes to energy efficiency and productivity.

From an HR perspective, Apollo was recognized as the best employer in the automotive category not only in India, but as the best in Asia and in the Netherlands. The company has sharpened its focus on quality and this is expected to pay rich dividends going forward when it comes to profitability and customer orientation.

Apollo's efforts in the field of social responsibility have been recognized both by Indian and international organizations.

The future looks like it will have plenty of challenges in terms of global uncertainties, currency instability in Europe and slowdown in big economies like China. With the strategic initiatives and investments that have been made in the past year and the new factories that will add to the company's output, Apollo is all set to tackle these challenges by generating plenty of internal opportunities and capitalizing on external opportunities.



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MITAS DEVELOPS NEW VF HC 3000 TIRES FOR HARVESTERS



Mitas has come up with a new tire for combine harvesters named VF 710/70R42 CFO HC 3000. The tire uses Very High Flexion (VF) technology and as compared to standard tires has a much higher maximum load capacity and lower inflation pressure during cyclic operation in fields. This new tire will add to the Mitas range of premium agricultural tires and underscores the benefit of Mitas developing and marketing its own branded tires instead of selling Continental-branded tires. The new tire VF 710/70R42 CFO HC 3000 has been available on a commercial basis from July 2015.

Commenting on the new product, Andrew Mabin, Mitas' marketing and sales director said that currently, Mitas is the leader in the harvester tire segment with almost 50% of new harvesters in Europe being fitted with tires from Mitas. With the new tire, Mitas VF HC 3000, the company expects to main its position as a market leader by offering a class leading product.

Farmers will definitely benefit from using the Mitas VF 710/70R42 CFO HC 3000 tire as it has 26% less inflation pressure during cyclic field operation in comparison to a standard tire thus causing less soil compaction.

It also comes with a narrower section width, giving farmers greater mobility. As the tire has Very High Flexion technology, it is capable of maintaining constant tire pressure at any speed. The footprint is extra wide due to the highly flexible sidewall and is almost as good as the popular rubber tracks. The tire has good weightbearing capacity of up to 31,550 lbs (9 mph cyclic) and has a "B" speed category, permitting speeds of up to 31 mph.

"Mitas now offers a full range of tires using VF technology. Besides HC 3000 tires designed for harvesters, Mitas also offers HC 1000 for sprayers and HC 2000 tires for high-horsepower tractors," said Pavel Kott, Mitas' agricultural tires product manager.

Very High Flexion tires are produced at the Mitas factories in Charles City, Iowa, and in Otrkovice in the Czech Republic.

COOPER TIRE DEMONSTRATES CSR WITH GLOBAL SUSTAINABILITY REPORT

Cooper Tire demonstrated its commitment to sustainability by releasing the third edition of the company's corporate social responsibility and sustainability report. Named 'Responsibility the Cooper Way', the report follows international reporting protocol and outlines the progress the company has made when it comes to different aspects of corporate social responsibility like usage of landfills, water, energy, use of innovative techniques for tire production and safety techniques.

Commenting on the report, the company's CEO and president, Roy Armes said that sustainability and corporate social responsibility have become increasingly important as the company embarks on its second century in tire manufacture. The report serves to showcase to the key stakeholders of the company Cooper's goals and progress on key parameters like philanthropy, safety, and commitment to environmental protection and technical innovation.

The key points of Cooper's sustainability report are:

Energy usage: Taking into account the output in 2014, the company saved approximately 0.7 trillion joules of energy per year, which is equivalent to approximately 14.5 per cent of current energy use.

Water usage intensity: Cooper has reduced water usage intensity by eight per cent since 2009.

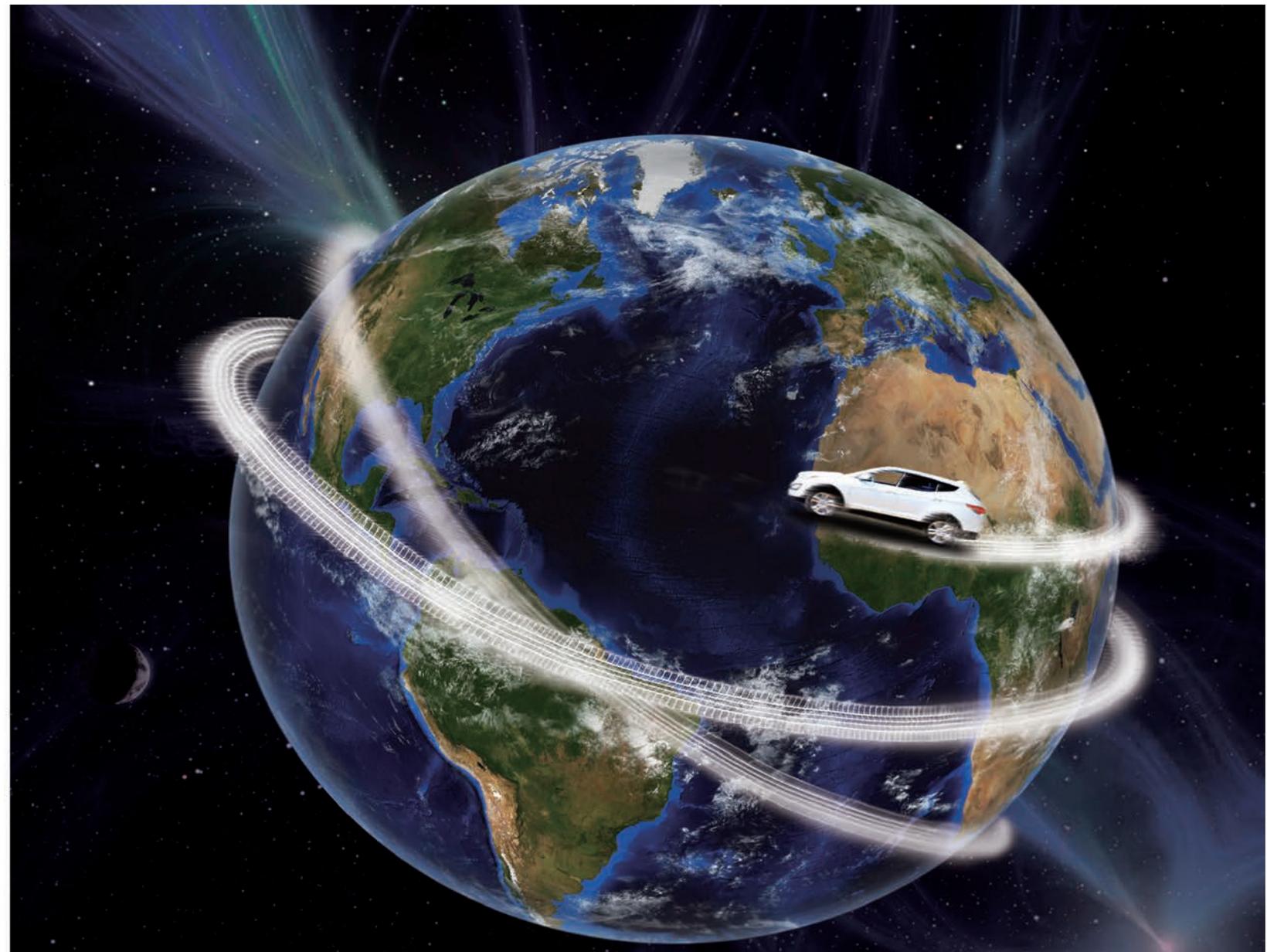
Landfill usage intensity: The company's landfill usage intensity has decreased nearly 40 per cent since 2009.

Materiality assessment: The company conducted a materiality assessment to identify the key economic, environmental and social aspects of the business and reviewed them to drive sustainability in coordination with the company's business objectives. The process revealed the aspects most important to Cooper stakeholders and the company is acting on those priorities.

Sustainable tire innovation: Cooper works with a number of partners on innovations when it comes to tire raw materials and design, training, regulatory matters, management of used tires and other sustainability topics. For example, Cooper is working with a number of companies and universities to develop more sustainable tires. Cooper also recently completed work under a US Department of Energy (DOE) grant to develop ultra-light weight fuel efficient tires, exceeding the project's goals.

Safety Excellence System: Priority continues to be a priority with the implementation of an employee safety excellence system that is the cornerstone of Cooper's "Drive to Zero" global safety campaign. The aim of the program is to minimize injuries and build a zero-injury culture.

"Corporate social responsibility has played an important role at Cooper because we have always known it is the right thing to do," said Tom Wood, Cooper's director of global environmental affairs. "We continue to work toward improving our performance and achieving sustainability improvements. The results in our report reflect Cooper's commitment and the conviction of our employees toward a more sustainable future."



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CONTINENTAL PRESENTS POTENT MIX OF RACING AND SOCCER IN WHAT CHA GOT SERIES



For the second year in a row, Continental Tire the Americas, the subsidiary of Continental Tires in North America will be presenting the What'Cha Got video series. The series which will be aired on FOX Sports will definitely boost the company's brand value with its potent mix of racing and soccer.

In the series, fourteen celebrities including stars from Major League Soccer will fight to the finish in a closed-circuit autocross court for a chance to win the keys to a 2015 Lamborghini for a year.

The 14-part series will be anchored by renowned TUDOR United SportsCar Championship racer, Townsend Bell. In the final, two players will face off and the driver with the best time in the contest will win the Lamborghini for a year. The sporty luxury ride has been fitted with ContiSportContact 5P ultra-high performance tires from Continental.

In the 2014 series, the goalkeeper of the Chicago Fire team, Sean Johnson emerged as the winner.

The first episode of the series was telecast on July 27 on Fox Sports 1 during the AT&T MLS All-Star game and subsequent episodes will be aired on a weekly basis as part of the "Soccer Sunday" lineup.

The finale will be broadcast in late November.

TOYO TIRE SIGNS SPONSORSHIP DEAL WITH FC ZENIT



Toyo Tire & Rubber is seeking to ramp up its marketing efforts in the Russian market and increase brand awareness by signing a sponsorship deal with the Russian football club FC Zenit. Football is highly popular in Russia and FC Zenit Saint Petersburg is one of the top teams in the Russian Premier league. The partnership has been signed for three seasons, with the contract set to expire in July 2018.

FC Zenit was established in 1925 and is based out the famous city of St.Petersberg with the city's Petrovsky Stadium as its home ground. The company is a two time winner of the Russian Premier League championship and won the UEFA Europa League in 2008. The club has a fan baase of approximately 12 million people throughout Russia.

As the team's partner, Toyo Tire Rus, the company's subsidiary in Russia will benefit from opportunities to display the company's logo at the club's home grounds and can use the club's players in plenty of marketing activities. The partnership will also extend to interactive communication including social media channels like Instagram, Facebook and football game software. The partnership is expected to tremendously boost Toyo's image and brand appeal in the Russian market.

As the country prepares to host the FIFA World Cup in 2018, interest in the Russian Football Premier League is booming. Toyo's support for FC Zenit in these crucial years will definitely take the brand places.

KUMHO BAGS EXCLUSIVE OE FITMENT FOR 2016 DODGE VIPER

Getting an OE fitment is no easy task. Kumho Tire Co. Inc. has been chosen as the sole supplier of the tires for the 2016 Dodge Viper ACR. The ACR model of the fifth generation Viper will be factory fitted with a customized version of Kumho's latest ultra-high performance summer tire, the Ecsta V720.



Kumho has revealed that the Viper Edition of the Ecsta V720 comes with a tread design and compound that was customized for the Dodge Viper ACR and made it possible for the tire to have lap times that are 1.5 seconds faster than every other tire in this segment in tests. Cornering is sustainable even at 1.5 Gs due to the broad road contact patch which needs staggered fitment of 295/55R19(F) and 355/30R19(R).

Other notable features of the Ecsta V720 which was developed for the Viper are its asymmetric pattern and reinforced outside shoulder blocks for driving stability and better control. This makes it the right tire for the kind of performance that owners expect from the Viper which is positioned as a high-speed, aggressive ride.

When it comes to the external appearance of the tire designed for the Viper, in keeping with the name of the model, the Ecsta V720 has a sidewall showcasing the ACR logo and a snakeskin detailed pattern.

Kumho has several other fitments for Fiat-Chrysler vehicles including those for the Dodge Journey, the Chrysler 200, and the Jeep Grand Cherokee. FCA will begin production of the 2016 Dodge Viper ACR in July 2015 at the FCA US Conner Avenue Assembly Plant in Detroit.

Commenting on the new fitment, Hyun-Ho Kim, senior vice president said that the OE fitment for the Dodge Viper ACR highlights recognition of Kumho's technical expertise when it comes to tires for global high-performance cars.

He added, "The Ecsta V720 holds great significance to us as it is built on our racing technology accumulated through the aggressive motorsport campaigns we have conducted over the years at home and abroad."

BKT ADDS MORE LANGUAGES TO WEBSITE IN DRIVE TO GO GLOBAL



Bal Krishna Tyres or BKT as the company is popularly known today added more languages to its website, bkt-tires.com, to increase its global reach. The website will now be available in five languages – Spanish, English, Italian, German and French and will thus be able to cater to most European customers irrespective of the language they speak. The site will be completely multilingual with browsers being able to access all sections including corporate news, technical data sheets of all tires and sections on tire maintenance and handling in their native language. They will also be able to access all of the company's social media channels including YouTube, Twitter, LinkedIn as well as the company's blog and the "Around BKT" Community.

Within a short span of time, BKT has positioned itself as one of the leading global manufacturers of off-highway tires. It manufactures tires for the industrial, agricultural and OTR sectors. The company has used sports marketing to good effect through partnerships with events like Monster Jam. Recently, BKT launched Monster Jam video games.

By upgrading and adding more languages to its website, BKT will be increasing its focus on the global market and the move will take the company closer to customers as well as distributors in the 130 markets it operates in worldwide.

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YOKOHAMA SHOWCASES LATEST TIRE TECHNOLOGIES AT GAIKINDO AUTO SHOW



There is growing demand for eco friendly cars and SUVs in Indonesia. Yokohama Rubber Co. Ltd. is taking advantage of this growth in demand and expand its brand awareness by showcasing the latest tire technologies at the first edition of the Gaikindo Indonesia International Auto Show 2015.

The debut edition of the show, which is the first auto show that is organized by Gaikindo or the Association of Indonesia Automotive Industries began on August 20 in South Tangerang, in Indonesia's BSD City. The show lasted for a period of 10 days and ended on August 30. At the show, Yokohama was represented by its authorized distributor in Indonesia, PT Yhi Indonesia. In two previous years, PT Yhi Indonesia had represented Yokohama Rubber Co at the Indonesia International Motor Show.

In keeping with the tagline "Delivering the Future," Yokohama's booth at the Gaikindo auto show had displays of tires that are suitable for high performance vehicles like SUVs and environmental cars. These included tires like the fuel-efficient BluEarth tires, Yokohama's flagship Advan brand and the Geolander range of SUV tires.

Yokohama will use its recent partnership deal with Chelsea FC to great advantage at the show as the booth had a panel of Chelsea FC team players promoting the partnership.

MICHELIN ACQUIRES WHOLESALER IN BID TO STRENGTHEN DISTRIBUTION



Meyer Lissendorf G.m.b.H. & Co. K.G. is a 41-year-old, German family business specializing in the wholesale distribution of tires. Michelin, the renowned French tire manufacturer has purchased Meyer Lissendorf G.m.b.H. & Co. K.G. in a bid to strengthen its distribution network in Europe, especially among small and medium tire retailers.

The acquisition will help Michelin to expand its reach among small and medium retailers. The financial terms of the transaction were not disclosed.

Back in September 2014, Michelin had purchased another wholesaler named Reifen Ihle. That would make this purchase of Meyer Lissendorf the second such acquisition within a period of one year.

Meyer Lissendorf was established in 1974 and eventually grew into a well established firm that distributes automotive parts and tires to a network of independent repair stores and specialized dealers. The company has 90 employees at its branches in Lissendorf and Gonnorsdorf.

The acquisition of wholesalers is part of Michelin's drive to improve its market share in Europe by strengthening all its distribution channels.

The deal is subject to final ratification from competition authorities.

GOODYEAR BREAKS GROUND FOR NEW PLANT IN MEXICO

Goodyear Tire & Rubber Co. broke ground for its new car and light truck tire plant in San Luis Potosi, Mexico on Tuesday, July 28. The plant which is expected to begin production by 2017 will have an annual capacity for turning out 6 million tires and will require an investment of USD 500 million to \$550 million.

The ceremonial groundbreaking ceremony at the site of the plant in the World Trade Center Industrial complex in San Luis Potosi was attended by eminent dignitaries like Jean Claude Khin, president of Goodyear Latin America and Martin Rosales, the company's CEO. The World Trade Center Industrial Complex is an industrial park with Free Trade Zone (FTZ) status which is located a little south to the city with access to the largest intermodal terminal in Mexico. It has a customs office on-site.

Goodyear opted for the site back in April after a search lasting for over 15 months. The company selected the site on the basis of its location near the major highways and railroad lines in Mexico, also known as the NAFTA corridors, as well as the ports of Tampico, Altamira, Manzanillo and Mazatlan.

Once the factory is fully operational, the output of the plant will be utilized to cater to all markets in the Americas.

After the groundbreaking ceremony, Goodyear Mexico posted a video animation of the plant on the company's facebook page. The 1 minute, 3 second video depicts a schematic layout of the plant and a few renderings of the expected appearance of the plant.

TOYO ADDS AUDI A3 TO GROWING LIST OF OE FITMENTS



The President of Toyo Tire Europe GmbH, Tatsuo Mitsuhashi, has announced that Audi AG has opted for the company's Snowprox S953A tire as the original equipment for the new Audi A3 model.

The Snowprox S953A in size 205/50 R 17 93H XL tires will be fitted as winter tires for the Audi A3 models that will be delivered from this winter onwards. These tires come with technological innovations that perfectly complement Audi's "Vorsprung durch Technik" (progress through technology) philosophy which is highly visible in Audi's A3 model.

Toyo Tires has a longstanding association with Audi. The company's high performance tire Open Country W/T was chosen as the winter specialist OE tire for the Audi Q7, making the Snowprox S953A tire the second such specialist tire to be chosen by Audi for factory fitment. Toyo Proxes T1 Sport tires are used as the OE fitments for the Audi RS 4 and RS 5 sports models.

With another OE fitment to its credit, Toyo Tires has proved that its focus on continuously improving its technology to develop new products that match and even exceed the expectations of the most demanding automakers in the world has paid rich dividends.

JAGUAR LAND ROVER OPTS FOR GOODYEAR TIRES ON NEW RANGE ROVER SPORT

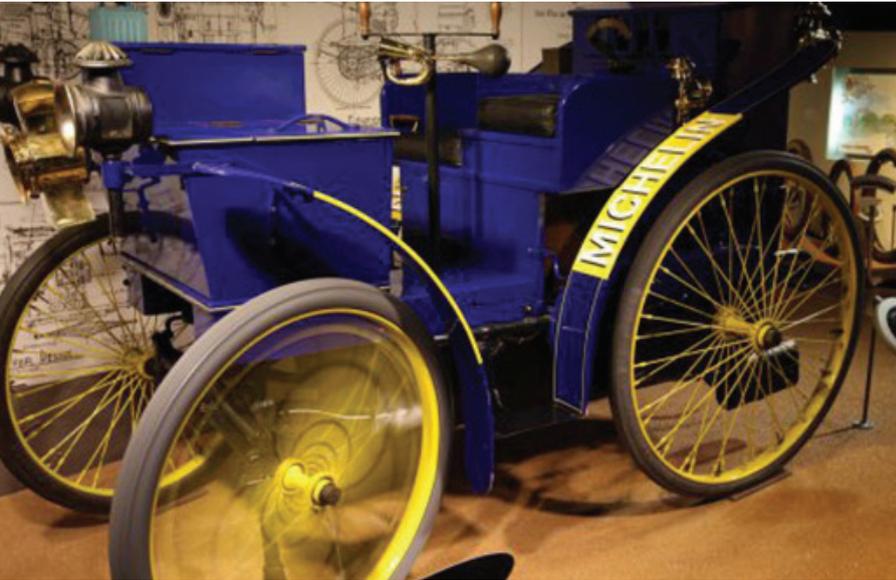


Goodyear has added one more model to its growing list of homologations. Jaguar Land Rover has opted to go with Goodyear tires for its new Range Rover Sport. The model will be factory fitted with Goodyear Eagle F1 Asymmetric SUV tires. Goodyear already has several OE deals with the Jaguar Land Rover group including those for the Range Rover Evoque and Land Rover Discovery Sport.

Commenting on the new fitment, Hans Vrijssen, marketing director Goodyear Europe, Middle East and Africa said that the Eagle F1 Asymmetric SUV tire is a perfect complement to the rugged, all-terrain performance that is expected from the new Range Rover Sport.

The Range Rover Sport is a vehicle that is ideal for both onroad and off-road use with its sturdy, design, dynamic performance and flexible handling. The tire offers high levels of control while cornering, thus distributing the pressure evenly and maximizing contact with the road, even at high speeds. When compared to the previous model, it provides better handling on wet surfaces due to its asymmetric design that helps to minimize aquaplaning by channeling water away from the tire and increasing contact with the road surface. The tread pattern has been optimized to reduce noise levels to match the quietness and luxury in the interior of the car.

MICHELIN MARKS 120 YEARS IN MOTORSPORTS WITH US ROADSHOW FOR THE ÉCLAIR



The Éclair, The first car ever to be fitted with pneumatic tires played a starring role in the Aventure Michelin exhibition that was recently held in Clermont-Ferrand, France. The vehicle was designed by Édouard and André Michelin in 1895 and comes with a Peugeot chassis that is paired with a Daimler motorboat engine. It tended to move forward a little erratically in a zigzag manner and hence the name “Éclair”, the French word for ‘lightning’.

Now, Michelin has grand plans to take the renowned vehicle on a three-month roadshow across the United States of America to mark the company’s 120 years in motorsports. The roadshow began with a spell at the 65th edition of the Monterey Car Week (August 11-16) in California, which serves as a showcase for some of the most famous classic cars in the world. Over 50,000 visitors attended the 65th edition of the Monterey Car Week concluded with the renowned Pebble Beach Concours d’Élégance.

The Éclair will then be highlighted at exhibitions in San Francisco, New York and Chicago before it finally makes its way back to Clermont-Ferrand early November.

The Éclair first proved its mettle in 1895 when it was used by the Michelin brothers to participate in the 1895 Paris-Bordeaux road race, one of the major races in the world of motorsports at that time. The vehicle completed the entire 1,178-kilometer stretch from Versailles to Bordeaux and back, on pneumatic tires, thus paving the way for public acceptance of pneumatic tires.

The replica of the Éclair left France on July 30 and arrived in Monterey on August 7 – 120 years after the original’s landmark performance to begin the historic roadshow which marks Michelin’s glorious heritage in motorsports.

NEXEN TIRE BECOMES OFFICIAL TIRE PARTNER FOR MANCHESTER CITY FC



Nexen Tire has signed on as the official tire partner for Manchester City FC. The agreement between the two entities was officially finalized between Nexen Tire president Ho-Chan Kang and Manchester City FC CEO Ferran Soriano at an event held at the City Football Academy in Manchester. Many players, Omar Berrada, the club’s football marketing director, and senior executives from Nexen Tire and Manchester City attended the signing ceremony.

According to the terms of the deal, Nexen Tire will benefit from a presence within the Etihad Stadium, and the company’s logo will be prominently displayed during Manchester City home games. The company will also plan numerous marketing activities to boost its image, and some of these will involve using the players’ portraits.

Commenting on the partnership, Ho-Chan Kang said that Manchester City FC, is a perfect partner for Nexen as it is one of the best soccer clubs in Europe. With thousands of fans spread across the world, Nexen will be able to use this partnership to increase brand awareness.

Ferran Soriano stated that Manchester City FC was “very happy” to welcome Nexen Tire as its newest global partner. He said, “We have millions of followers in South Korea and we will be able to provide them with more engaging experiences.

He added that in addition to being a well-established South Korean brand, Nexen, just like Manchester City has a strong drive to grow globally. This will be a win-win deal for both partners.

KYLE LEDUC FROM TEAM TOYO SETS RECORD FOR MAXIMUM CONSECUTIVE WINS

Kyle LeDuc from Team Toyo set the Lucas Oil® Off Road Racing Series record for the maximum number of consecutive Pro 4 class wins in a single season by winning 10 races in a row. LeDuc made a clean sweep of all the races in Rounds 11 and 12 at the held at Estero Beach in Baja California, Mexico. The scenic races held on the coast of the Pacific Ocean marked the first time the Off Road Racing Series held an event in Mexico.



LeDuc used Toyo Open Country M/T-R tires for his Ford F-150 and won every race he participated in this year, except for Round 1, thus becoming eligible for the record. His wins are particularly notable because the race at Estero Beach involved racing on sand and was by no means an easy feat.

Speaking about his record, Le Duc said that normally the races are held on dirt that is well-packed and offers quite a bit of traction. In Mexico, while racing on sand, the tires used made a lot of difference and he had a huge advantage over the other competitors, managing to emerge as the fastest on every track.

Brandon Arthur from Team Toyo also brought credit to the team by emerging as the overall winner in the Pro Lite Race and ending up with a second place finish in Round 11 on August 2. HE drove a Ford truck fitted with off-the-shelf Toyo Open Country A/T II tires. His list of podium finishes includes a victory, four 2nd place finishes and a 3rd place in Pro Lite for 2015. He said that his team and the Toyo Open Country A/T II tires loved the Baja sand.

The 18-race Lucas Oil Off Road Racing Series is a highly popular series that attracts huge crowds and is broadcast regularly on CBS, CBS Sports Network and MavTV.

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CHELSEA PLAYERS TO SPORT YOKOHAMA BRANDED JERSEYS



As the champions of the English Premier League, Chelsea Football Club has a huge fan following. In February this year, the renowned tire manufacturer, Yokohama Rubber Co., Ltd., had signed a GBP 40 million deal to become the new uniform partner of Chelsea Football Club. According to the terms of the deal, the players of the popular football club will soon be wearing jerseys sporting the Yokohama logo in their games.

The new kit which is made by Adidas was launched with great fanfare on July 22 in a friendly match between Chelsea and New York Red Bulls in the US. It will shortly become available to Chelsea supporters across the world. The kit will make its U.K. debut at Wembley Stadium when Chelsea plays Arsenal at Wembley Stadium in an FA Community Shield match.

The design of the shirt has stayed true to form with inspiration from several previous Chelsea jerseys. The team colors of white and red have been used to trim the sleeves, collar, the shorts and the socks. The vertical pinstripes too go back a long way and has been a regular feature of several Chelsea jerseys in the past 30 years.

With a history going back 110 years, the Chelsea Football Club is one of the most famous clubs in the English Premier League. The championship that Chelsea won in the 2014-15 season was its fifth such title. Chelsea is also a seven time winner of the FA Cup and won the European Cup Winners' Cup twice. It is also the only British club that won all the three UEFA tournaments for clubs, winning the UEFA Champions League in 2012 and the UEFA Europa League in 2013.

The partnership with Chelsea is bound to be highly fruitful for Yokohama Rubber as it seeks to boost brand awareness. Established in 1917, the company has longstanding expertise in the manufacture of tires and other rubber products including automotive hoses, marine hoses and conveyor belts. The company has a worldwide workforce of 20,000 employees, spread across 13 tire factories in eight countries.

Yokohama Rubber is definitely a major player in the global tire industry and like Chelsea, seeks to inspire teamwork and hone the skills of its employees to maintain its leadership position. The five-year partnership deal that will begin with the 2015-16 season this July will take both organizations to greater heights.

PIRELLI WINS LAWSUIT AGAINST HUAWEI FOR LOGO INFRINGEMENT



Premium tire maker Pirelli has won its legal battle against Chinese phone manufacturer Huawei for using a logo that looks too similar to Pirelli's elongated P for its upcoming P8 model. A court in Turin, Italy, the Tribunale di Torino ruled in favor of the premium tire manufacturer in the trademark infringement lawsuit.

According to the terms of the judgment, Huawei can go ahead with the launch of the mobile named "P8", but the company will be unable to use the logo it had initially planned for the model as it closely resembles the Pirelli logo.

As an outcome of the judgment, Huawei will be forced to remove all product dummies featuring the banned logo from retail displays and will have to modify all marketing collateral like brochures and advertisements. The company will also have to change the packaging of the Huawei P8 to reflect the judgment before the phone is officially launched. Huawei has said that it will lodging an appeal against the court's decision.

Back in 1980, Pirelli had launched the P8 tire, positioning it as a low rolling resistance tire as it had a 65 aspect, which was considered low in those days.

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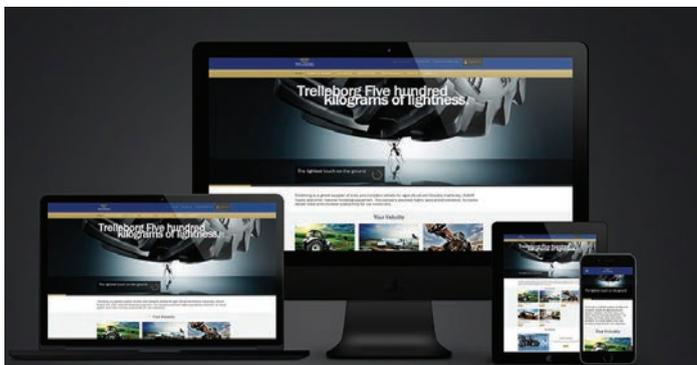
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TRELLEBORG REVAMPS WEBSITE TO SHOWCASE CAPABILITIES OF TIRE PRODUCTS



Trelleborg Wheel Systems, the renowned manufacturer of tires and wheel systems for agricultural and materials handling industries has revamped its website to give it a totally new and user-friendly look. Trelleborg also has plans to offer additional languages for the website in a bid to expand awareness of the company and its range of products.

Roberto Angelucci, digital marketing manager at Trelleborg Wheel Systems said users will have a better browsing experience with a simpler, cleaner and more advanced design for the new web platform. Hence, visitors will be able to get a better understanding of the company's expertise in agricultural tires.

There has been considerable emphasis on using high quality graphics and visuals for the site and it is meant to help farmers realize Trelleborg's high level of expertise when it comes to helping them run their operations more efficiently and productively. The most notable feature of the website is that the home page allows browsers to have a quick overview of the entire website so that the navigation process is a lot smoother. Links to popular sections can be easily accessed through several drop-down menus.

The new website will provide an overview of the company's wide range of tires for the industrial, agricultural and forestry sectors. With different segments for each application, browsers only need to click the mouse or swipe a finger to access the details of all the products that may be of interest to them complete with test results, technical data and product performances.

Many people now access the internet through devices like tablets and mobile devices. Hence, the new site has been optimized for all devices with responsive design technology.

The Online Tire Selector on the website will help farmers to select the right tires for their needs. Other popular Trelleborg apps which will be available on the website and will be of great use to customers are the Tire Book, Tire iBrochure, Dealer Locator, Tire Efficiency and Load Calculator.

CONTI TEAM WINS JOSEPH VON FRAUNHOFER PRIZE FOR WORK ON DANDELION RUBBER



A team of scientists from the Tire Division of Continental A.G. who collaborated with researchers from biotechnology research institutes on methods to commercialize rubber from *Taraxacum kok-saghyz* (TKS) dandelion won the Joseph von Fraunhofer Prize for their work. Continental coined the name "Taraxagum" for the rubber made from TKS which is known as Russian dandelion.

Named "RUBIN — Industrial Emergence of Natural Rubber from Dandelions", the aim of the project was to make it commercially viable to extract rubber from Russian dandelion and use it for the development of passenger tire prototypes. The team working on the project included Dr. Carla Recker from Continental, Prof. Dirk Prüfer and Dr. Christian Schulze Gronover of the Fraunhofer Institute for Molecular Biology and Applied Ecology and the Institute for Plant Biology and Biotechnology of the University of Munster. The team received the award on June 16 in Wiesbaden.

Carla Rucker said that compared to natural rubber, Russian dandelion is an undemanding plant. It can be cultivated even in the temperate conditions that are seen in the Northern Hemisphere, on land that is not suitable for the production of other foods. Hence, land that is close to the sites of Continental factories in Europe can be used for the cultivation of this dandelion thus reducing the carbon footprint and environmental impact of transporting natural rubber from the South-east Asian countries where it is normally grown. These shorter transport routes would translate into significant savings when it comes to logistics and time as well.

Tests conducted by Continental have revealed that the tires fashioned from dandelion rubber are just as good as those made from natural rubber when it comes to their performance on the road. Continental hopes to have dandelion rubber as an integral part of its regular tires within the next five to ten years. Currently, the focus is on increasing the output of latex from dandelion and optimizing the latex extraction process.



Tire Fact

An under-inflated tire generates more heat due to excessive sidewall flexing, adversely affecting handling and fuel economy.

AL HABTOOR TIRES & BATTERIES MARKS GENERAL TIRES CENTENARY

Al Habtoor Tires & Batteries is the exclusive dealer for General Tires in the UAE. With General Tires celebrating the centenary of the company's establishment, Al Habtoor Tires & Batteries marked the milestone by congratulating the company on its achievement.

General Tires was established in Akron, Ohio USA in 1915, and is a part of the Continental Tire Group. The brand has been growing by a significant margin year on year in the UAE and has a wide range of tires including passenger and SUV tires for both OE vehicles and the aftermarket.

OE fitments include those for models from renowned brands like Ford, Toyota, Land Rover, Nissan, Chevrolet, GMC, Buick, Dodge, and Suzuki. The tire range for passenger vehicles extends from tires having a 13 inch diameter to 24 inch rim diameter. The Altimax Comfort tire offers many benefits including excellent steering response, high mileage, good stability, and low fuel consumption. The Altimax Sport tire for passenger cars is the perfect partner for more demanding driving conditions and offers high mileage, lower fuel consumption, shorter braking distance, precise steering response and higher safety on curvy roads.

For 4x4 vehicles, the best tire from the General Tires range is the high performance Grabber GT which offers outstanding safety levels, excellent handling performance, and is highly durable. The Grabber AT All terrain tire is ideal for use both on and off road. Its benefits include outstanding traction and excellent steering performance off-road, robust tread pattern even in rough terrain, and high levels of grip in muddy terrain.

Currently, Al Habtoor Motors is seeking more dealers for the distribution and re-sale of tires to fleets, government, and end users, according to Neil Coolledge, General Manager of Al Habtoor Tires & Batteries Division.



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| EVENT | DATE | INFORMATION | LOCATION |
|---------------------------------------|----------------|--|--|
| The Car Wash Show Europe | 05-07 Oct 2015 | This three-day event is much anticipated by people involved in the automotive industry. Held in Amsterdam, Netherlands, it will exhibit a number of advanced products and services related to car washing and the auto sector. | Amsterdam RAI, Amsterdam, Netherlands |
| Autosalon Nitra | 08-11 Oct 2015 | Autosalon Nitra is one of the world's most significant automotive events. This is why it has been included in the OICA's official calendar of motor shows for the fifth time. For years, the event has gained a top position in the Slovak Republic, and the 2015 edition is anticipated to have more things in store. | Agrokomplex Nitra, Nitra, Slovakia |
| Professional Car Damage & Exhibition | 13-15 Oct 2015 | The Professional Car Damage & Exhibition is a three-day automotive trade event which showcases car accessories, car paints, lubricants, software, auto parts, hand tools and garage equipment. The 2015 edition is anticipated to bring together more than 18,000 visitors and 310 participants. | Evenementenhal Hardenberg, Hardenberg, Netherlands |
| EQUIP AUTO Paris | 13-17 Oct 2015 | EQUIP AUTO is an exciting, professional auto parts and equipment trade event. This is designed to help exhibitors from both equipment and automotive markets showcase their latest innovations and products to visitors. The 2015 edition of this show will offer huge networking and business opportunities to all participants and attendees. | Paris Nord Villepinte, Paris, France |
| Johannesburg International Motor Show | 14-25 Oct 2015 | Held biannually, the Johannesburg International Motor Show is an exciting automotive exhibition and lifestyle event. This is the sole motor show in South Africa to get the approval of the Organisation Internationale des Constructeurs d'Automobiles (OICA), the Paris-based coalition of global automobile manufacturers and trade associations. | Johannesburg Expo Centre, Johannesburg, South Africa |

DUBAI INTERNATIONAL MOTOR SHOW

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DUBAI INTERNATIONAL MOTOR SHOW

معرض دبي الدولي للسيارات

| EVENT | DATE | INFORMATION | LOCATION |
|---------------------------------------|--------------------|--|---|
| MOBI | 15-18 Oct 2015 | Recognized as a high quality exhibition by the professional exhibition community, MOBI was honored with the sign of the Russian Union of Exhibitions and Fairs. The event has been organized since 1996 and has a new format with 4 major sectors: MOBI-safe, MOBI-truck/transport, MOBI-Show and MOBI-Business. | Krasnodar Expo Center, Krasnodar, Russia |
| Busworld Kortrijk | 16-21 Oct 2015 | This is by far the grandest and oldest specialized trade fair for the coach and bus industry. Held every two years, it will now reach its 18th edition and covers three categories: tourism (2.2 percent), public transportation, accessories (20.8 percent), and coach and bus builders (77 percent). | Kortrijk Xpo, Kortrijk, Belgium |
| Classic Expo Salzburg | 16-18 Oct 2015 | Classic Expo Salzburg is one of the best vintage car exhibitions in the world, which aims to bring together people with passion for classic cars and spare parts. Held annually, this event presents a wide array of classic car collections. This year's edition will focus on vintage engines, which are rarely displayed anywhere in the world. | Messezentrum Salzburg, Salzburg, Austria |
| Sofia Motor Show | 17-25 Oct 2015 | Sofia Motor Show is one of the most prestigious automotive events in Bulgaria. Held for nine days, it presents various products from the automotive industry. | Inter Expo Center, Sofia, Bulgaria |
| Automotive Testing Expo North America | 20-22 Oct 2015 | This three-day show, also known as ATENA, will showcase a wide variety of automobiles and other products related to the automotive industry. Held at Suburban Collection Showplace, it will give exhibitors a chance to showcase their products and get potential buyers. | Suburban Collection Showplace, Novi, USA |
| Tokyo Motor Show | 29 Oct-08 Nov 2015 | It offers professionals and attendees a chance to interact with each other and exchange accurate information regarding the latest happenings in the industry. | Tokyo International Exhibition Center (Tokyo Big Sight), Tokyo, Japan |

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ASIMCO REDEFINES BRAKING PERFORMANCE WITH DOUBLE BONANZA



In a quest to take the driving safety of motorists in the Middle East and Africa to new heights, A-MAP launched Asimco in the region around 10 years ago. As the first company to unveil the leading American aftermarket brand, this served as another milestone for the UAE-based automotive aftermarket global distributor.

Asimco, renowned for its top quality products covering all American, European, Korean and Japanese vehicles, has positioned itself as a market leader in the braking industry since 2002. Given that the braking system is the most critical system on the vehicle as it ensures driving safety, the brand aims to provide motorists with a double bonanza: premium quality products and cost savings.

"At A-MAP, we always strive to provide car drivers with high quality yet affordable products, especially when it comes to safety parts like brake pads and brake discs. Through this, road safety will improve and the proliferation of counterfeit products will be reduced," Mazen Ghanem, Head of Business Development – Auto Spare Parts, A-MAP.

In the UAE, motorists commit all forms of driving violations from extreme acceleration and deceleration, to tailgating and speeding. The Dubai Police reported 1,116 traffic accidents, resulting in 88 fatalities on the emirate's roads in the first five months of 2014. It claims that approximately 85 percent of traffic accidents resulting in injuries and/or deaths are caused by overspeeding. Aiming to curb this driving violation, the Road and Traffic Authority (RTA) has last year installed Aman speed sensors across its entire fleet of taxis—more than 9,000 vehicles on Dubai's roads—that issue a ticket in the event a driver does not respond within 60 seconds to a warning to slow down. The government agency's decision came after its successful trial of the sensors in 2013 that paved the way for the monthly average number of overspeeding fines among Dubai taxi drivers to drop from 650 to 200.

Just recently, the Dubai Traffic Police have replaced 52 old radars across the emirate's roads with the new vitronic radars, also known as Al Burj radars. Launched on some roads around April last year, the vitronic radar can record eight violations, vehicles going below the speed limit, vehicles speeding, vehicles not leaving enough distance between other vehicles, motorists using their mobile phone, motorists not buckled up, vehicles driving on the hard shoulder, heavy vehicles that are on the road outside their designated timings and heavy vehicles not abiding by their designated lanes.

Asimco products, especially its brakes, are designed to significantly contribute to the RTA's efforts in reducing road and traffic-related accidents in the country by offering superior performance and reliability. The brand's brake pads feature superior friction stability and shearing characteristics, as well as dramatically minimize annoying noise and vibration. Its brake discs feature high thermal diffusivity, low thermoelectric voltage, high resistance to thermal tears and optimal dampening properties. It also offers OE quality brake fluids with optimal viscosity and maximum safety against vapor formation that are approved for all car manufacturers.

Apart from braking products, the Asimco product portfolio also includes OE quality shock absorbers that effectively reduce braking distance, increase road holdings, maintain comfort, limit tire wear and reduce deterioration of other suspension components. It also comprises fuel pumps that stand for fault-free operation and extended service life.

To date, Asimco maintains the highest market share and is in the leadership position in countries such as Algeria, Iraq, Nigeria, Kenya, Ethiopia, Turkmenistan and South Africa, to name a few. The brand's success formula is based on supplying reliable spare parts for both old and new vehicles, from 1995 to 2015 models. Its research and development activities also serve as backbone of its investment to safeguard the future and supply advanced braking products and technologies to the market.

ADNOC DISTRIBUTION HAS NEW SERVICE STATION IN RAK



Just recently, ADNOC Distribution has inaugurated its latest service station on Sheikh Mohammed Bin Zayed Road near exit number 119 in Ras Al Khaimah.

The Al Mazraa service station was inaugurated by Sheikh Ahmed bin Saqr Al Qasimi, Chairman of Ras Al Khaimah Customs and Ports Department, Chairman of RAK Free Zone Authority, Chairman of RAK Investment Authority, in the presence of Abdulla Salem Al Dhaheri, CEO of ADNOC Distribution, and senior officials from ADNOC Distribution and high profile guests from allied sectors.

The company's expansion strategy is aimed at increasing the total number of service stations it operates to 507 as part of its business plan for the current year to next year.

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ROLLS-ROYCE BRINGS SPIRIT OF ROCK AND ROLL TO WRAITH



The marriage of Rolls Royce and rock 'n' roll might sound strange. However, given that the premier automaker has long been linked to rock legends—with Elvis Presley and John Lennon getting behind the wheel of a Phantom V and Keith Moon driving a Roller—it has recently announced “Inspired by Music”. This new version of the Wraith packs in a 1300 W, 18-channel bespoke speaker system.

To guarantee superior acoustics, the new system was designed together with the Rolls Royce interior design team. It is made up of seven tweeters, seven midrange speakers, two powerful bass speakers as well as two speakers mounted in the headlining. Thanks to these headlining-mounted “exciters”, the sound can be brought to occupants at ear level, making the listening experience similar to that of a live gig or concert.

Moreover, there is a microphone that tracks external noises and then fine-tunes the tone and volume of the music to compensate, thus ensuring that the sound of the real-world does not ruin the rich ambience in the interior.

What’s more, the interior and exterior finishes of the Wraith have also been given the “Inspired by Music” treatment. The car’s exterior is finished in a copper color that reminisces the copper used in high-end audio systems.

In the interior, Rolls Royce’s designers and engineers have equipped the car with new copper speaker grilles and trim, which are a perfect complement to the leather-woven floor mats, thereby setting it apart from its already-luxurious siblings.

VOLKSWAGEN PASSAT GETS HEAD-UP DISPLAY



The Passat now boasts a head-up display capable of offering trip data and notifications to the driver’s primary vision field.

The midsize sedan’s display screen features a slide-out pane which rises from its position behind the dashboard and offers information on assistance systems, traffic signs and speed, among others, on a 10 x 15cm surface with a 480 x 240-pixel resolution. Apart from these, navigation alerts and inputs can also be accessed on the display.

With the eyes of the driver completely focused on the road, the on-screen information will be displayed two meters in front of the vehicle. Thus, the driver gets an advantageous position as reaction could be impacted as soon as notifications flash across the screen, being in line with the primary field of vision. In addition, this eliminates the need to refocus regularly from far-field to near-field vision.

Another great thing about the head-up display is that it enables the driver to customize the display features by going through the infotainment system menu, cutting across current speed, navigation information and speed limits, among others.

A separate control system next to the rotary light switch—which could disappear into the dashboard to shield against dust when not in use—can set off the head-up display.

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CAR BATTERY SALES IN QATAR SURGE THIS SUMMER



With vehicles bearing the brunt of the extreme summer temperatures, a huge number of motorists in Qatar are replacing their old car batteries, resulting in a recorded rise in sales of automotive batteries in the country.

According to Gulf Times, Al Sadd Trading Company has estimated a 50 percent to 60 percent increase in battery sales. A staff said that in the winter, approximately 10 to 15 batteries may be sold in a month, but sales see a huge uptake during summer. He added that peak season sales register at least 150 to 200 batteries being sold monthly to customers.

When asked about the type of car battery well-known in Qatar, he said that while there is a considerable range of brands available in the market, most customers prefer maintenance-free batteries.

Meanwhile, a technician at a popular Japanese car distributor based in the country said the high summer temperature takes a toll on car batteries because the heat dries up the battery fluid and shortens its lifespan. He explained that this is the reason why a car battery suddenly dies, giving the car owner trouble. "In Qatar, this is a common incident especially for motorists who pay minimal or no attention at all to their cars."

The technician added that one in 10 drivers would claim battery warranties during the winter season, but their office accommodates five out of 10 warranty claims, or even more, during summer.

He also noted that having know-how in car battery maintenance and safety helps extend a battery's lifespan. However, even if a vehicle is brought to a service center for regular maintenance, battery life decreases due to multiple factors such as leaving the air-conditioning unit (AC) on for longer periods, or leaving parking lights on overnight, among others.

The driving habits of drivers are also said to affect battery life. "Avoid frequent start-stop cycles because it increases the load on the battery. This practice is detrimental to your batteries, especially when driving short distances because less driving time does not allow the batteries to recharge," he revealed.

Moreover, starting the car while the radio, AC and headlights are on subjects the batteries to higher loads, thereby reducing their life. To counter this, the technician advised motorists to perform personal maintenance procedures such as looking out for sulfation and cleaning battery terminals.

He concluded that automotive batteries in the Middle East typically have a lifespan of two years or more depending on the vehicle owner's driving habits. "Using a battery car tester at home before driving could also save motorists from the hassles of sudden battery death during the hot weather."

SCHAEFFLER LAUNCHES NEWLY-DEFINED RUVILLE WATER PUMPS



Current Asian and European passenger cars will now get newly-defined water pumps and water pump KITS from Schaeffler Automotive Aftermarket's Ruville brand.

The wear-resistant and durable materials for essential components such as mechanical seals enable leakage prevention even at high operating temperatures. The Aftermarket specialists have also enhanced the design of its Ruville water pump. Whether it is the housing or impeller – all component forms and sizes are precision-tuned to ensure exact pump capacity for each particular engine.

More than 75 percent of all water pump damage can be traced back to a leaky mechanical seal. Thus, the right material combination for both rings of the mechanical seal is hugely important. The Ruville water pump's sliding ring is made of silicon carbide, a material with hardness that has similarity to that of a diamond, which makes it thermal shock-resistant. This makes silicon carbide superior to aluminum oxide, which is still often used in the assembly of traditional sliding rings. A softer material, carbon graphite is used for the counter ring. When these two types of materials interact, the counter ring offers an optimal fit onto the sliding ring to prevent water from reaching the bearings.

All components of the new Ruville water pumps generation are precision-tuned in form and size to offer high levels of functional efficiency. Housings and impellers have a new design that enhances flow rates. The dimensions and location of the drainage system have also been adapted to enable for small amounts of coolant to quickly escape in their entirety, before they get a chance to penetrate to the bearings. As a result, bearing damage is prevented.

According to Maik Evers, Director Program Management Ruville, Schaeffler Automotive Aftermarket, water pumps perform a herculean task in their everyday use. He explains that if a cooling circuit is not adequately flushed, abrasive particles can remain in the system, which means a newly-installed water pump works under tough conditions right from the start. "The result is high wear that in turn can lead to a defective water pump and cause major damage – from an overheated engine, to damaged drive belts, even engine breakdown. So it's vitally important for car owners to get high-quality components that are precision-tuned to function optimally together. Only this can ensure high reliability."

To prevent secondary costs and damage, Schaeffler Automotive Aftermarket recommends the replacement of all the belt drive system components whenever the timing belt is replaced. The Ruville water pump KIT is ideal for belt drive systems with an integrated water pump. It does not only contain the water pump, but also the timing belt, a guide pulley, a deflection pulley, a tension roller and all accessory parts required for installation such as seals, nuts and screws.

To date, Schaeffler Automotive Aftermarket has more than 250 Ruville water pump KITS—including 12 that has thermostat—in its portfolio.

GULF CAR WASH TO REVOLUTIONIZE MIDDLE EAST'S CAR WASH INDUSTRY



In a conventional car wash, the average water consumption is double that of a self-service wash bay, which is equivalent to almost 150 liters of water for each vehicle. The non-sustainable car wash technique used on more than 11.87 million vehicles in the region has an extremely unfavorable effect on the water resources.

The UAE's Federal Energy and Water Authority (FEWA) claims that the country has by far the highest per capita water consumption, which is 550 liters per day; thrice that of European countries. The lack of water resources and heavy consumption in the Middle East are pushing organizations to consider advanced, cost-effective and environment-friendly ways to save water and costs.

The 2015 Gulf Car Wash – Car Care Expo, which is slated to be held from November 2 to 4 at the Dubai World Trade Center, will offer the car wash industry an opportunity to gather under one roof and share their industry know-how on new techniques and sustainable solutions. Included in the other key attractions is a one-day conference with a notable line-up of speakers from the international car care and car wash sector underlining new trends and advanced technology in the industry, that are not just cost-effective but also sustainable.

Jayaraman Nair, Chairman, VIS – organizer of the Gulf Car Wash Car Care Expo, said that the car wash business has taken off in several parts of the Middle Eastern countries. He stressed that in UAE in particular, drivers are known for

their contemporary outlook and eagerness to adopt innovative technologies and solutions. "Also, the notorious sandstorms make intensive cleaning and maintenance services a necessity."

Nair also revealed that increase in water charges along with sustainability initiatives by the government is encouraging car wash operators to adopt eco-efficient products and solutions. He added that in UAE, the automotive industry contributes close to AED367 billion in trade capital, and there is huge scope for innovation and growth in the car care sector.

Oxygen Cleaning services, the exclusive distributor for the water saving "optima steamer", offers a product range of environment-friendly technology and machines that have minimum maintenance requirements, setting them apart in the market.

According to Hisham Abu Alhaija, President, Oxygen Cleaning Services, a number of other industries are transforming and embracing environment-friendly products and technologies, so the car wash industry must also take initiatives in contributing to an eco-friendly environment. The huge downside in the car wash industry is the "water wastage", which must be stopped by embracing eco-friendly technologies.

He explained that steam cleaning helps save up to 98 percent water, and cleans and sanitizes a car more effectively than with water, the extra advantage being that no chemicals are needed and the solution provides the vehicle with a natural shine. "The traditional car wash technique consumes around 200 liters of water per car but with optima steamer, we can wash and sanitize a car effectively by using 2-3 liters of water, which depicts our support towards eco-friendly environment."

The automotive sector is one of the major drivers of economic growth in the Middle East. According to a Frost & Sullivan industry report, Saudi Arabia spearheads the GCC market with 7.55 million cars, followed by UAE with 2.94 million vehicles and Kuwait with 1.38 million vehicles. The UAE and Saudi Arabia, with an estimated 76.5 percent share by 2020, are anticipated to lead the overage GCC market. It is said that there is huge growth potential in this segment and along with it the demand for improved car care solutions and services to match this growth.

The Middle East's car wash industry is still in its budding stages, with a long way to go. While the industry is quite large, it is growing at a slow pace. The traditional bucket wash is still used in the region and must be replaced with machine wash.

Wide-ranging applications will be exhibited at the Gulf Car Wash – Car Care Expo, which when employed can successfully result in water conservation.



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PANASONIC TIES UP WITH FICOSA FOR ADVANCED AUTO MIRRORS



Just recently, Panasonic Corp. has purchased a 49 percent stake in Ficosa International SA.

Completed at the end of June, the investment is part of a wider business alliance and merger of the two organizations which was first unveiled in the latter part of last year. Collaboration is set to speed up the development of new products and integrate the two companies' expertise in auto mirror technology and imaging technology.

The Japanese electronics giant and Spanish automotive components supplier were already working together on advanced mirrors, electric cars, vehicle communication systems and reduction of CO2 emissions.

With the new partnership, it is anticipated that the business and capital alliance will lead to the merger and further evolution of 'safety' and 'comfort' areas, which is crucial for the next generation cockpit systems, an area that displays huge growth potential.

Their integration will enable the quick roll-out of an electronic mirror systems business. The companies will expand an existing business alliance in the Advanced Driver Assistance System (ADAS) area in the coming years and connected infotainment systems through the "in-vehicle telematics unit".

Panasonic and Ficosa say they will continue talks about reinforcing their business, capital and technology collaboration in the future.

OPEL EQUIPS ASTRA WITH CUTTING-EDGE SEATING TECHNOLOGY



The all new Opel Astra, which is debuting at this month's International Motor Show (IAA) in Frankfurt, is something that the automotive world really has to watch out for.

The car is set to feature state-of-the-art seating technology that rides high on ergonomics principles to guarantee a long-distance travel seating comfort. Conforming to the standards set by AGR (Campaign for Healthier Backs), the new back-friendly wellness seats boast bolster adjustment, along with provisions for ventilation and massage.

According to Opel vehicle engineering - vice-president, Charlie Klein, seating is one of the most crucial elements in a vehicle as it delivers design, safety and comfort. He said that it is one of the reasons why they place a high priority—with the support of their partners—on the development of their seating systems.

Klein noted that the new Opel Astra seats continuously deliver on the promise of excellence and are a reflection of the skill and dedication of their designers and engineers. "The Astra seats provide advanced features in the compact segment that are normally found only in the premium class."

Moreover, the new seats are said to offer lighter weight, along with thigh support by means of a steeper seat tilt.

Andrew Leuchtman, General Motors Europe interiors senior manager, said that compared to the predecessor, not one single part is identical so the new seats are approximately ten kilos lighter than those in the previous model.

NEW WHEEL ARRIVES IN RH ALURAD'S PORTFOLIO



Driving will be more fun than ever with the newly added wheel in RH Alurad's portfolio.

Available in glossy black, racing matt black and hyper silver finishes, the WM wheel is a marriage of stylish appearance and a high degree of detailed work. The geometry of the aluminum rim's spokes in multi-spoke wheel design scores with its filigree gradations and fine edges. Thus, the finely tapered surface of the spokes extends from the wheel hub to the rim flange, creating the highest possible degree of aesthetics and elegance. Plus, the wheel is weight-optimized by flow-forming.

Targeting drivers of sport SUVs and other vehicle models, the Sauerland-based company offers the WM wheel in 8.5 x 19 inches, 9 x 20 inches and 10 x 20 inches dimensions. For the Porsche Macan, RH provides a special combination in 9 x 20 inches on the front axle and 10 x 20 inches on the rear axle.

According to RH Alurad, the WM wheel showcases the direction in design and style which the company aims to take in the future.

ELF GAINING MOMENTUM IN UAE



AWR Trading, in association with Total Marketing Middle East (TMME), conducted the 5th Elf Annual Dealer Meet on the 12th of August 2015, at the Al Bustan Rotana Hotel Dubai. The event was attended by senior management from Total Marketing Middle East, AWR Trading & team and over 175 dealers across the country.

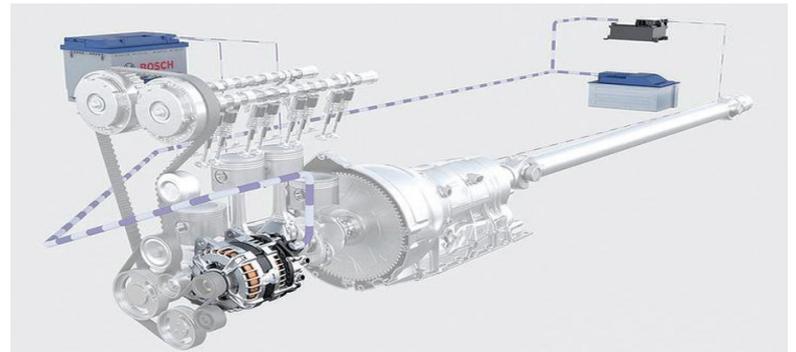
Mr. Sami Nader, GM of AW Rostamani Trading Co LLC, gave a welcome speech while Mr. Shakilur Rahman, VP of GCC Sales at Total Marketing Middle East (TMME), spoke about the Total Group.

The key attraction of the event was the unveiling of the new ATS range of Fuel Additives for the UAE aftermarket. Mr. Sachin Singh, Senior Manager of Marketing at TMME, gave a quick brief about the features of the new range.

The Elf brand started in 2009. In just five years, it was able to capture a decent market share in Dubai & the Northern Emirates Retail segment in competition with other major players in the same market. The brand also has a dealer network of over 200 dealers in addition to an expanding network of Rapid Oil Change Centers and Pit Stops across the Northern Emirates.

The top performers of 2014 were honored in the dealer meet, and the dealers also enjoyed jaw-dropping entertainment and took home gifts from the lucky draws.

BOSCH GEARS UP FOR THE FUTURE OF ELECTRIFICATION



Believing that electrification is the future, Bosch is now gearing up for that future on two key fronts. The German company confirmed its development of hardware that will enhance upcoming electric cars and a budding breed of hybrids. It intends to develop an enhanced Li-ion battery cell by 2020, as well as a new mild hybrid system.

The battery is said to cost as much as current Li-ion cells, but boast twice the energy density. Thus, it could significantly enhance the electric car's competitiveness by reducing prices and increasing range.

Moreover, Bosch is developing a mild hybrid system to boost the efficiency of internal-combustion cars. Mild hybrids use electricity as an additional form of power, but still need a diesel or gasoline engine for propulsion at all times.

Slated to launch later this year, the system is equipped with a 48-volt Li-ion battery. That is smaller than the battery packs in traditional hybrids, but that also helps reduce costs and enables the system to be fitted to a wider range of models.

Combined with a stock gasoline engine, Bosch claims that the mild hybrid system will boost fuel efficiency by five to 18 percent. It does that by utilizing electricity to power accessories such as climate control, and to support the gasoline engine under certain conditions.

The mild hybrid powertrain will debut this year in Europe on an unnamed model from a European manufacturer. According to reports, Bosch is planning to sell the system in other markets as well, including North America.

As automakers search for ways to satisfy stringent global emissions standards, Bosch anticipates the need for its electric hardware to grow. It projects that electric and hybrid cars will account for 15 per-cent of the global automotive market by 2020.













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3M PRESENTS GULF AUTO SECTOR WITH NEW CUTTING AND GRINDING SOLUTION

3M's newly unveiled Cubitron™ II technology proves to be a breath of fresh air for the automotive industry in the Gulf region. Designed for use in Panel Cutting/Sectioning, Paint Removal, Grinding and Weld Removal, it helps collision repair professionals boost productivity, reduce material and labor costs, and increase profitability.



The Cubitron™ II Cutting and Grinding solution is part of 3M's BodyMan program, and was rolled out in Gulf in February this year. Touted as a breakthrough technology in the cutting and grinding space of body shops, it employs nine various 3M technology platforms to create self-sharpening abrasive triangles that are designed to fracture as they wear.

According to Tarik Abd-Rabu, Transportation Marketing Leader, 3M Gulf, at 3M, they recognize that new innovations are happening daily in today's world so they strive to be as constantly prolific as they could to make an impact on everyday life. He claimed that Cubitron™ II is a perfect example of a new innovation with multiple applications across multiple markets. "By applying it in the automotive industry, big brands can benefit from its unique features to drive greater market focus and achieve profitable local growth."

3M boasts its deep history in the automotive industry, which goes back to more than a century ago. In 2009, the company reset the globe's standards for cutting speed and abrasives performance, and now every abrasive application consisting of stainless steel or welded metal—from automotive, shipbuilding, oil & gas, aerospace, to food processing and refrigerators—is eligible to use Cubitron™ II.

Just recently, 3M embraced a new corporate brand platform—3M Science. Applied to Life™. Emphasizing how 3M's science impacts the world, the fresh brand platform highlights the company's business strategy through a creative articulation of its span across a variety of sectors.

KIEKERT'S I-PROTECT REDUCES CAR DOOR DAMAGE



Leading automotive closure-system technology expert Kiekert has recently announced its plan to unveil a revolutionary brake system for car doors.

Called "i-protect", the sensor-based system is aimed at reducing sheet metal damage and expensive insurance claims by automatically stopping car doors when they are about to strike other objects as they are being opened.

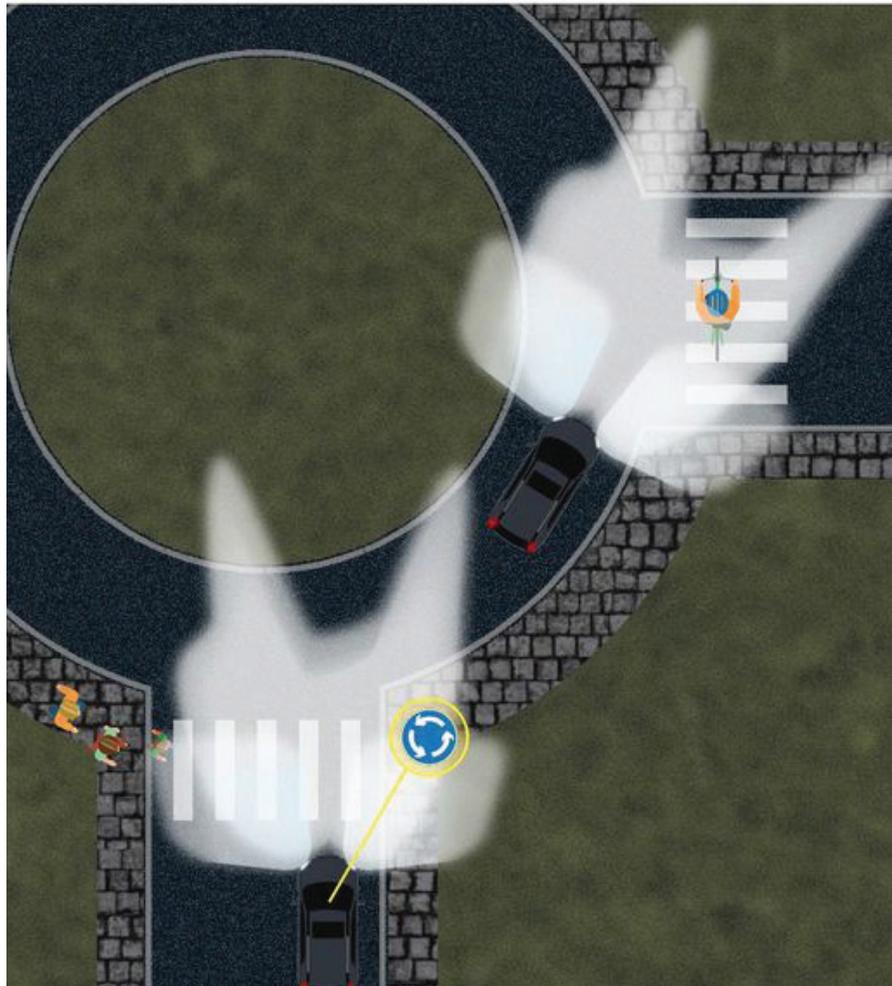
The "i-protect" concept was initially developed as a technology project by students at Erzbischoefliche Liebfrauensschule in Cologne, Germany. Just recently, it landed on the first place of a "business@school" competition for highschool students sponsored by the Boston Consulting Group. Kiekert supported the student team in the competition and vowed to further develop and industrialize the innovation.

According to Dr. Karl Krause, Kiekert's CEO, their work with business@school, as well as their collaborative programs with universities throughout the world, helps them maintain their position as the technology leader in automotive locking systems.

Krause also noted that the mechanism built into the company's i-protect system is designed to stop car doors from slamming into garage walls, parked cars and other obstacles, and could potentially eliminate millions of expensive dings and dents.

As part of the business@school program and its collaboration with Kiekert, the student team in Cologne will retain patent rights to its award-winning technology.

FORD'S NEW TECHNOLOGICAL STRIDE TO BOOST ROAD SAFETY



Road safety all boils down to one thing: seeing what is ahead. Unluckily, steering clear from potentially risky situations before they pose a danger can be hard on well-sighted roads during daytime, let alone at unlit junctions after sunset.

In an attempt to provide drivers with a better chance of preventing risks, Ford is working on an advanced headlight technology that widens the beam at junctions and spots other road users such as pedestrians and animals.

The American automaker's prototype system relies on a front-mounted camera, which works in combination with GPS information to better light up dips and bends along a route. When GPS signal is not available, the system uses a camera that is mounted behind the rear view mirror to spot lane markings and light up around corners. The technology also remembers route data, so when the driver drives along the same road, the car will know how to best light the way.

Moreover, the car's camera system can directly spotlight threats, thanks to two LED lamps positioned next to the fog lights. Any object picked up by the system is highlighted in red and yellow on the screen inside, depending on their proximity to the car. This spotlight technology employs an infrared camera mounted in the grille that spots the body heat of up to eight people or huge animals at a 120-meter range (394 feet). What's more, the LEDs also illuminate the exits of roundabouts and junctions.

Ford is not the sole automaker developing safer lighting technology. In fact, Mercedes-Benz's new E-Class will have optional headlamps with 4 LEDs that enable full-beam to be used without causing glare to oncoming drivers, while BMW and Audi have been testing laser headlamps that are considerably brighter than standard LED or xenon options.

Ford anticipates the GPS-based lighting technology to hit the market in the next few years, but it has not yet disclosed when the infrared spotlighting technology will be available.

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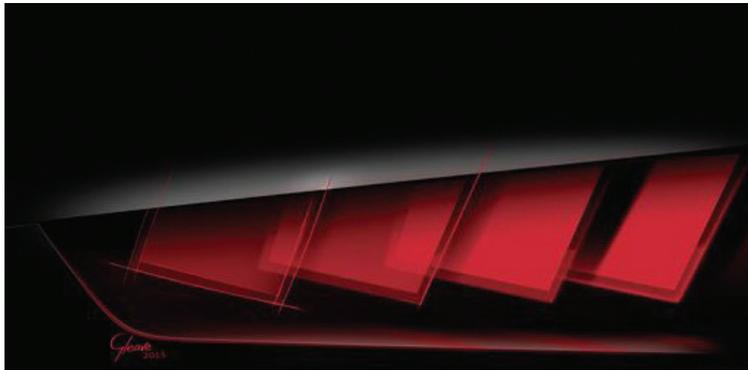
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GERMAN AUTOMAKER'S OLED LIGHTS THE WAY IN A FRESH DIMENSION



At this month's IAA Frankfurt, Audi is unveiling its next big step in pioneering automotive lighting program. The German carmaker is taking the lead with new Matrix OLED lights that open doors for creative design opportunities due to their thin and flat composition and considerably increased homogeneity, which makes them more adaptable within today's lighting installations than point light sources such as traditional LEDs.

As a household name in automotive lighting technology, Audi has thoroughly developed all aspects of Organic Light Emitting Diode (OLED) technology over the years. The innovative Matrix OLED lights are a combination of high-tech design and engineering, with initial projects now underway to incorporate OLED technology in production rear lights. For the first time, they are conquering a concept car at the show.

Each OLED unit comes with two electrodes—of which at least one should be transparent—that include a number of thin layers of organic semiconductor materials. The layers, each of which is less than one thousandths of a millimeter thick, are activated by a low DC voltage to light them. The color is based on the light source's molecular composition.

OLEDs are flat light sources, in contrast to point light sources—like LEDs—which are made of semiconductor crystals. Their light achieves a new level of homogeneity, and its dimming is constantly variable. The beauty of this light is that it does not cast any shadows and does not need light guides, reflectors or similar optical components, making the OLED units lightweight and efficient. Moreover, they hardly require any cooling.

Advancement in OLED technology is being made quickly in part due to Audi's driving force. When further increases in light density are realized, OLEDs will soon be able to produce brake and turn signal lights too. Plastic films will substitute the thin glass sheets that are used nowadays to encase the original material. These flexible substrate materials will lend themselves to three-dimensional forming, offering designers with new creative spaces.

Audi has already exhibited the OLED technology's potential in a number of models and demonstrators. Two of the special highlights are "the swarm" with a three-dimensional OLED display and "OLED lighting" with transparent, multi-colored OLEDs in the car's silhouette.

An extra benefit of OLEDs is that they can be subdivided into small segments that can be adjusted at different brightness levels. Furthermore, various colors and transparent OLED units will be possible, thus enabling new lighting scenarios with fast switchover times. Plus, the illuminated sub-surfaces showcase extremely accurate boundaries with one another. This is what differentiates OLED technology at Audi, transforming it into the Matrix OLED technology that supplements Matrix Laser and Audi Matrix LED technologies for headlights.

FIRST CARPLAY-EQUIPPED VOLKSWAGEN MODELS HIT DEALERSHIPS



Volkswagen's first compatible 2016 model year cars featuring Apple's CarPlay infotainment system have finally arrived in showroom floors.

According to the German automaker, its Car-Net connected vehicles platform is a vital part of the second-generation Modular Infotainment Platform (MIB II) which provides smooth app platform integration with MirrorLink, Android Auto and CarPlay. It also announced the launch of MIB II across its 2016 lineup for Touareg and Eos.

CarPlay is an integral part of the "App-Connect" branch of Car-Net's connected vehicle umbrella, which also consists "Guide & Inform" navigational aids, and "Security & Service" telematics and car safety. Apart from CarPlay-enabled apps, Volkswagen also offers its own software such as Media Control, a technology arriving at e-Golf premium models that enables passengers operate certain aspects of the MIB II infotainment system.

The automaker initially announced its plan to support CarPlay at CES 2015, saying that it anticipates compatible vehicles to launch in the U.S. and Europe in the latter part of the year.

Compared to other marques, Volkswagen is pushing its in-car technology forward, especially integrations with third-party operators like Apple.

CANTON SOUND SYSTEM ARRIVES IN ŠKODA SUPERB



Škoda's Superb is more than just looks. Just recently, the Czech automobile manufacturer has equipped the vehicle with an advanced sound system featuring 12 speakers and an extra amplifier mounted under the driver's seat.

The system, developed by German sound specialist CANTON, offers a power output of 610 watts, which is by far the best among any of Škoda's rivals. Thanks to its 12 individual loudspeakers, the Superb gets a full balanced sound. Ten of these speakers are in the doors: high, mid-high and woofers in the front doors and high and mid-range speakers in the rear doors. Installed in the dashboard is a central speaker and in the boot is a large subwoofer with a 2 x 100-watt output.

The components are controlled by a 12-channel Digital Signal Processors (DSP) amplifier, installed under the driver's seat. Exclusively tuned to the interior of the Škoda Superb and Superb Estate, the sound system is capable of transmitting a clear treble, harmonious bases and natural mid-tones. The equalizer, which is customized for four individual modes, is also designed for crystal clear navigation instructions or hands-free phone conversations.

The system also comes with three sound-distribution presets that are capable of shifting the focus of sound to the driver, the front of the car, or to the entire interior. Moreover, the sound is capable of being focused on any point in the interior manually, cancelling the effect of road noise.

Škoda has also collaborated with CANTON in the installation of sophisticated system in the current Škoda Octavia, which is claimed to offer the sound quality of home entertainment systems.

2015 COLORADO AND GMC CANYON GET TENNECO CLEAN AIR TECHS



Tenneco is supplying innovative clean air technologies on 2015 Chevrolet Colorado and GMC Canyon midsize trucks.

The company supplies its muffler and converter on both the 4- and 6-cylinder truck engine platforms, as well as the resonator on the 6-cylinder engine. Its entire exhaust system is also featured on both engine platforms, which are currently in production. The exhaust system comes with hollow rod hangers to enable a lighter weight design and a close-coupled converter configuration, which boosts overall engine performance by positioning the converter closer to the engine. Moreover, Tenneco engineers commonized the muffler designs between the engines to reduce part complexity.

Commenting on Tenneco's clean air technologies, Greg Sibley, vice president and general manager, Tenneco North America Clean Air, said that they particularly meet the fuel economy and weight demands of the exciting truck platform. He added that they are honored to collaborate with GMC and Chevrolet in the development of a truck that offers best-in-class V6 highway efficiency and horsepower for its customers.

The Colorado/Canyon exhaust system was engineered and tested at tenneco's global clean air engineering center in Gradd Lake, Michigan. Tenneco manufactures the converter at its production facility in Port Elizabeth, South Africa, with final assembly at its Smithville, Tennessee plant.

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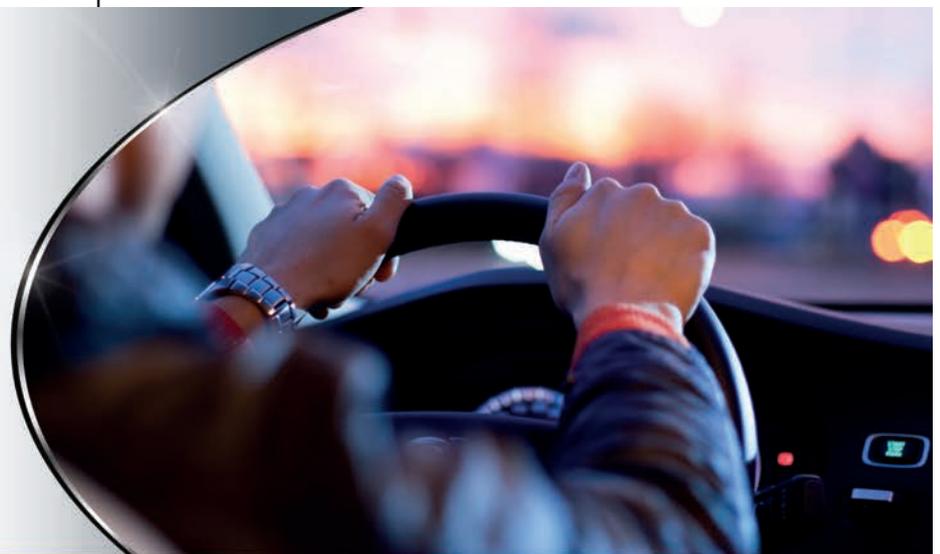


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BOSCH AND TOMTOM TIE UP IN ROUTE MAPPING FOR AUTOMATED DRIVING

Just recently, Bosch has teamed up with TomTom (TOM2) for the development of high-precision maps in an attempt to improve automated driving. As part of the deal, the Dutch map and traffic information provider is gearing up the maps and the German engineering and electronics company is working on the engineering aspect.



According to TomTom automotive vice-president Jan Maarten de Vries, by the end of the year, they wanted to have new high-precision maps for automated driving for all freeways and freeway-like roads in Germany. Consequently, road coverage would be extended to the rest of North America and Europe.

Currently, Bosch is performing tests on automated driving on arteries in the US and Germany, with the help of such maps.

Dr. Dirk Hoheisel, Bosch board of management member, said that only with high precision maps would automated driving on freeways be possible from 2020.

A multi-layered structure and accuracy distinguish maps for automated driving from those used in navigation systems. While such system needs accuracy to a precision defined by decimals, the localization layer is used in determining the position within a lane. To perform such positioning, the system balances sensed environment with the information saved in the localization layer. Apart from this, the planning layer has information regarding speed limits, traffic signs, lane divider types and 3D inputs about road geometry, such as slopes and curves. The system is also claimed to take into account the beginning of a traffic jam and regulate its speed appropriately.

Meanwhile, the TomTom mapping fleet will map new routes and roads and take a note of recent changes on the roads for maintaining comfort and safety while driving. Then, the inputs will be fed to the digital map database and the updated version will be made available to customers.

CONTITECH PRESENTS ITS ECO-FRIENDLY INNOVATIONS AT IAA

ContiTech is showcasing its innovations for sustainable mobility at this month's IAA Cars from the 17th to the 27th. The global rubber and plastics specialist is also presenting the latest research findings in the use of natural rubber from the dandelion plant's roots for mounting and vibration elements.

Included in the highlights in the "Environment" exhibition area at Continental's booth (hall 5.1, stand A08) are a modular hose line for turbochargers, a double-sided timing belt for balance shafts and a rear-axle transmission crossbeam made from polyamide.

Lightweight turbocharger hose line



An all-new modular hose line for turbochargers saves up to 15 percent in weight as it features a high-performance plastic instead of a steel pipe. This helps contribute to the fuel saving and lowers the CO2 emissions of the vehicle. The hose lines for gasoline and diesel engines, which are suitable to the narrow contours in the engine compartment, are pressure-resistant up to 2.6 bar and temperature-resistant up to 220°C. Various components designed for optimizing the noise level are also available in the diesel version.

Double-sided timing belts offer improved comfort

ContiTech's double-sided timing belt, which can run in an oil-based environment, are designed to balance shafts. The teeth on the rear side of the belt transmit the reverse direction of rotation of the crank shaft to the balance shaft. As compared to chains or spur gears, the belt is quieter and lighter as well as more flexible due to the balance shafts' positioning in the engine. Balance shafts enhance the engine's smooth running and improve the driver's comfort in modern three- and four-cylinder engines.

ContiTech also offers a quiet and wear-resistant V-ribbed belt in the form of the Unipower Tough Grip to operate ancillary units such as generators, steering assistance pumps, and air conditioners. Its pulley side comes with a fabric reinforcement and is thereby highly resistant to wear – as is required in starter generator applications, for instance. To guarantee the belt's quality, ContiTech manufactures it using a solvent-free production method.

Polyamide rear-axle transmission crossbeam

Leveraging its know-how in lightweight construction, ContiTech is also conquering more fields of use formerly dominated by metal: a transmission crossbeam that is made from fiberglass-reinforced BASF Ultramid polyamide for the rear axle, which is employed by the Mercedes-Benz S-Class, is one such innovation. Compared with diecast aluminum versions, the new variant is approximately 30 percent lighter. The component features optimum strength, reduces noise and vibration, and offers high crash-protection. As the rear axle's key component, it supports torques and forces of the rear axle transmission.

YARIS AND AYGO GET TOYOTA SAFETY SENSE FEATURES



Toyota proves that being small is not an obstacle in getting new safety technology. The Japanese automaker's Yaris supermini and Aygo city car now come with Toyota Safety Sense following its debut earlier this year in the new Auris and Avensis.

The Toyota Safety Sense package offers a set of features that can help avoid road mishaps or reduce the severity of an impact. Now, Yaris and Aygo customers can choose it as an option on their new car, adding to the models' already remarkable active and passive safety features.

On Aygo, the package offers a laser-controlled Pre-Collision System that alerts the driver of an impending collision with a vehicle ahead and gears up Pre-Crash Brake Assist to provide emergency braking as soon as the brake pedal is pressed. In the event the driver fails to take action after the alert, the system will activate Autonomous Emergency braking to minimize speed by around 19mph, possibly bringing the car to a stop, to reduce the force of impact or avoid a crash.

The Forward Collision Warning works at speeds between 10 and 86mph, when the relative speed between the Toyota and the vehicle ahead is greater than 10mph. The Pre-Crash Brake Assist functions at speeds between 19 and 49mph, with comparative vehicle speeds greater than 19mph. The speed range for Autonomous Emergency Braking is from seven to 49mph.

Also included is a Lane Departure Alert function, which tracks lane markings on the road and helps avoid accidents and head-on collisions caused by a vehicle that is moving out of its lane. In the event the car begins to deviate from its lane without the turn indicators being used, the system warns the driver with audible and visual alerts.

The same Toyota Safety Sense features are offered for Yaris, along with Automatic High Beam. This spots both the tail lights of vehicles ahead and the headlights of oncoming vehicles, automatically switching between high and low beams to prevent dazzling other motorists and enhancing the driver's night-time vision.

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INFINEON SHIPS 10 MILLIONTH RADAR CHIP FOR AUTO APPLICATIONS

Germany's Infineon Technologies AG has recently delivered its 10 millionth high-frequency radar silicon germanium (SiGe) 77GHz chips. Used in radar-based driver assistance systems that recognize objects for a range of up to 250 meters, they have found their way to almost 50 percent of 77GHz radar systems in vehicles last year.

IHS Technology declared in a recent study that Infineon is the global leader in 77GHz chips, which is the standard frequency range for radar applications such as collision warning and adaptive cruise control (ACC). The first 10 million of these radar chips from the German company were employed in luxury and premium vehicles over the past six years. Infineon is looking forward for increasing demand and is in high hopes that in 2016, up to 10 million radar chips will also be incorporated in mid-sized and compact cars. Therefore, statistically, one out of every 20 cars will use a driver assistance system with a 77GHz radar chip from Infineon.

Strategy Analytics also established this trend towards safety systems in cars. The market research company anticipates that in the next five years, applications such as automatic emergency braking and distance warning systems will rise by more than 25 percent yearly, due partly to the rating scheme from European New Car Assessment Programme (Euro NCAP) that reviews the safety of new vehicles sold in Europe. To attain a five-star rating, a new car needs to have a radar-based driver assistance system. Strategy Analytics predicts that, of the 105 million new vehicles anticipated to be built in 2020, over 20 million will use a radar-based distance warning system. Thus, approximately 20 percent of all new vehicles around the world will be equipped with such a system.

Jochen Hanebeck, president of Infineon's Automotive division, claims that their chips make driver assistance systems increasingly accurate and more cost-effective, noting that radar-based driver assistance systems that use Infineon chips are now becoming the standard in mid-range and compact cars. "They are an important growth market for Infineon. Our high system knowledge and close cooperation with leading system suppliers and car manufacturers around the world are key elements to our success."

The beauty of the radar chips in the 77GHz range is that even in poor visibility conditions, they enable vehicles to recognize other road users at a distance of up to 250 meters, enabling a car to specify a hazardous traffic situation in time and brake automatically.

Apart from 77GHz radar chips for active safety systems, Infineon also offers radar chips in the 24GHz frequency range, which is mainly for motoring blind spots. The radar system warns drivers of vehicles behind them when changing or passing lanes. When parking, the radar spots cross-traffic in the rear and helps prevent collisions.



F1 and NASCAR exhaust systems use an austenitic nickel-chromium-based super alloy in their construction known as Inconel alloy, an extremely durable, heat and corrosion-resistant material.

MAXIM AND NVIDIA PARTNER ON DRIVE™ CX AND PX PLATFORMS



Reports say that high-performance analog integration expert Maxim Integrated Products, Inc. has teamed up with NVIDIA to enable the analog blocks on ADAS and automotive infotainment for NVIDIA's DRIVE CX (cockpit) and PX (piloted driving) platforms.

The escalating demand for technology in mobile applications has significantly changed the way consumers interact with each other. The high anticipation for advanced user experience also impacts how automobile manufacturers architect their infotainment systems. The balance between ADAS and infotainment is one of the major challenges facing the current automotive ecosystem.

In an attempt to deal with this safety-in-entertainment challenge, NVIDIA has come up with complex automotive system-on-chips (SoCs), which are digital supercomputers that are capable of driving multiple functions with large computing power and unique parallel processing. Meanwhile, Maxim uses its automotive experience, and its wide product portfolio address three major analog IC factors: efficiency, size and heat.

Maxim offers low-quiescent-current, software-compatible and highly integrated automotive-grade power-management functionality for the NVIDIA visual computing module (VCM). The NVIDIA VCM modular platform enables automakers to quickly and easily integrate the most recent automotive-grade Tegra® processors in vehicles.

The American company's gigabit multimedia serial link (GMSL) solutions facilitates high-speed data transfer between camera inputs and the NVIDIA SoC, as well as an optional link via an add-in card from the head unit of an infotainment platform to the display.

According to Kent Robinett, Managing Director of Automotive Sales and Marketing at Maxim Integrated, Maxim develops the high-performance analog ecosystem needed to drive NVIDIA's supercomputer platform. He noted that their partnership enables new possibilities for ADAS and infotainment markets within automotive, and is a platform for ongoing developments in power management, automotive-grade USB, precision MEMS, high-speed video transfer, and wireless radio tuner RF-to-Bits® solutions.

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Amazon Premium Headphones

Touted as the audiophile's budget headphones, the Amazon Premium Headphones carry all the features that a good, dependable set of in-ear headphones are expected to, and then some. The black matte ergonomic magnetic earbuds are designed with triple vents and a finish that is expected on professional earphones. The magnetic locking attachments make the Amazon headphones a roadworthy companion to the Kindle Fire and Amazon's Fire phone. The cable ribbon and the flat cable remain tanglefree even in cramped spaces such as pockets and backpacks. The other notable features of Amazon Premium headphones are flexible cable protectors and high quality audio performance. Budget-conscious audiophiles will love the affordability and sonic quality that meet and indeed expectations based on the price tag. First marketed with Amazon's Fire phone, these in-ear headphones are available as a stand-alone product and soon bound to become more popular than the phone itself.



Cat S50 Smartphone

When the world's leading manufacturer of construction equipment designs a smartphone, you can expect nothing less than a rugged all-weather device that packs all the technology of a 4G smartphone into a case that looks like it can withstand an earthquake. The CAT S50 is the ideal phone for use in extreme conditions.

The CAT S50 is a smartphone that has been designed for the outdoors, blending performance, styling and uncompromisingly tough construction into a single device. The device is designed to withstand a temperature range of over 80 degrees while shooting HD video through its 8-megapixel camera. The S50 is also waterproof and dustproof with a long-lasting battery that powers the Android 4.4 KitKat OS.



BetterBack – Portable Posture Correction

Researchers at Harvard Medical School estimate that most people spend nearly 10 hours sitting, representing over 60 percent their of waking hours. Hence your sitting posture is crucial to your physical and emotional well-being. Unfortunately, most of us sit incorrectly, bending or hunching over the desk while concentrating on our tasks and even while relaxing. BetterBack is a compact, portable posture correction accessory that is designed to improve your posture while seated—in a chair, on the floor or even on backless seating. Based on painstaking research into seating ergonomics and the back problems caused by the mismanagement of posture, BetterBack combines the use of cushioned knee pads connected to an ergonomically designed back support mechanism using adjustable straps. It is a cushioned seating assistant that works with your body, restoring the natural curvature of your spine and encouraging good posture. The consistent use of BetterBack trains the muscles supporting the lumbar region to help you develop a better posture and stabilize the pelvis, a key component of strengthening posture and training the body to avoid slouching.

Using BetterBack for as little as 15 minutes a day will make a noticeable improvements in your posture and in the overall quality of life with less back pain, happier moods, a healthier heart, and an improved quality of life.

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HOT PRODUCTS



Corkcicle Tumblers and Canteens

The scorching ambient heat of the midday sun can cause water bottles to heat up at an alarming rate, even in an air-conditioned car. Corkcicle brings cutting-edge technology to the science of keeping your drink cool with its line of insulated tumblers and beverage canteens that are available in glossy, matte and brushed metal variants. The tumblers are available in 16-oz. (474 ml) and 24-oz. (709 ml) sizes. Crafted from stainless steel, Corkcicle tumblers come with triple-layer insulation to keep cold beverages chilled for up to 9 hours and hot liquids for up to 3 hours. The tumblers are designed to fit a standard cup holder and the slip-proof bottom prevents any accidental spills. Corkcicle insulated tumblers are designed with a clear, shatterproof sipper lid with a slider to ensure optimum thermal insulation between sips. Corkcicle Canteens provide a thermal lock that keeps temperature even when the canteen is in direct sunlight—at the beach, on the deck of a boat, or even in a parked car.



Graava Action Camera

Sharing and editing videos just became a whole lot easier with the Graava Action camera. It is not ideal for super professional shooting, but unlike most wearable cameras, the Graava action camera is a smart camera. It uses intelligent sensors and multiple sensors like an accelerometer, GPS and a microphone to automatically detect the most exciting portions of the videos you shoot and edit them into smaller videos that can be shared in an instant. It can even be paired with a heart rate monitor so it can detect which bits are the most exciting sequences for you and include them in the edited video.

It can also be used to edit videos shot using more than one camera to give you a choice of different angles of the same clip. All you need to do is install the camera on a wireless charger stand and switch it on.

Stop waiting for the day when you can finally get around to looking at all the videos and editing them to transform them into clips you can share with your friends and loved ones. Use the Graava to take a trip down memory lane as well as to make and edit new videos in the future.



Red Wing Heritage 9197 6-Inch "Postman" Boot

The simply elegant and tasteful Postman Oxford shoe was the mainstay of England's workforce—Bobbies and Postmen—through the 1950s, and for good reason; these shoes were built for any weather and could endure the toughest streets. American shoemaker Red Wing has reimagined the iconic postal boot as a 6-Inch Boot that is a tribute to one of the finest shoes ever crafted. Labeled the 9197, this stylish all-black leather boot is nearly a perfect replica of the #101 Postman Oxford, its 1954 American postman's shoes that have seen consistent use for over four and a half decades, with over 2 million pairs sold. The Red Wing Heritage 9197 6-Inch Boot adds a stylish variant to the brand's wildly successful Postman Oxford series, combining the use of high-quality Black Chaparral leather for the uppers and a cushion crepe wedge outsole that is designed to look as good as new even after eight hours in a snowstorm. The company's meticulous attention to detailing and the use of Goodyear welted construction melds seamlessly with the transformation of the humble 1954 Postman Oxford into the class and durability of the 9197 6-Inch Boot.

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