

TIRES & PARTS Magazine

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

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folding bike for urban
mobility.



Nokia e7 Hot Products / Page 56



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Chief Executive Officer of ZAFCO

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Publisher
Hamid Moaref

Editor
Ali Reza

Sub Editors
Sonja Baikogli
Sherry Chen

Sales & Marketing
Dilash Divakaran
Ahmad

Design
Shabeer Azeez

Circulation Assistants
Ansar
Ali akbar
Sasi Pillai

Contributors
Peter Baikogli
Arezou Marzara
Farsh Shafikhani
Kristen Koulic

Media Representative for Taiwan, Hong Kong and China

P. Sean Mulvihill,
International Relations
Department, Worldwide
Services Co., Ltd.
11F-2, No. 540, Wen Hsin
Road, Section 1,
Taichung, 408,
TAIWAN.
Tel.: +886-4-2325-1784

Distributor
Dar Al Hikmah

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Special G-Class models

BA3 Final Edition & Edition Select

Monumental off-roader with shining stainless steel and chrome

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Bentley Continental supersports convertible ISR

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Zafco scores 'Gold Award' in Singapore

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140 tonne chimney demolished by Volkswagen pick-Up

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AUTOMOTIVE



TIRES



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Morjan Media L.L.C
P.O.Box 7830, Dubai, U.A.E



TIA applauds **Tires & Parts'** efforts to bring the latest tire and automotive news to the Middle East. For more information on TIA, visit www.tireindustry.org



MR. GOPIRAJ K.V

Chief Executive Officer of ZAFCO

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

Instead of dwelling on the very strong financial results we achieved, or talking about the recent awards and certifications, we feel pride in stating that our latest annual employee survey has shown a unanimous vote of confidence and satisfaction. We believe employee morale is our biggest strength and as long as we can sustain this, financial goals, awards and certifications will never be difficult to achieve.

What are the key challenges you have faced?

The tyre replacement market will always grow. The economic slowdown saw many global tyre companies either close down their manufacturing or reduce their capacities. This has a knock on effect in the tyre industry where the demand outweighs the supply. An additional issue is the unavailability of rubber, where the output has declined. So in short... the glitch we face would be supply not meeting the demand in the market place.

What new markets have you looked at?

We are always looking for extended distribution into new and existing markets. Our existing principals have seen our inherent strength in the collaborative approach and the widened knowledge of the customer base with our ability to mark and play the competition, as you do in the football field.

How much has your business model changed since the recession?

Our sales growth targets are moving milestones. We do not sell based on our targets and that is the hunger within ZAFCO. We look at opportunities, ensure that we have a satisfied customer base and this has been our strength for a long time.

What are the key lessons you learned from the financial crisis?

We learnt that no matter what the macroeconomic conditions, your business can continue to perform well if it is based on one solid foundation, and that is customer relationship. Our customers buy from us because of the following reasons:

1. Our proven capability in relationship management gives them a long term business partner to work with.
2. Our seamless supply chain management ability and infrastructure gives them timely, hassle free delivery of products they need.
3. Our financial stability allows them to plan for the long term.
4. Our solid partnerships with world renowned tires and batteries brands gives them access to these brands.
5. Our strategic position geographically with UAE as the hub for global logistics, translates into advantages for our customers as they buy from us and resell in various countries.

How do you see your business performing in the next year?

We will be expanding into a new, upscale car service retail business called ZDEGREE in the GCC to enter into new joint venture, brand and dealer partnerships across the world, and set up manufacturing arrangements in cost effective locations.

What are the key growth areas you looking at?

Building brand footprints, focusing on key growth areas around the world, expanding vertically in retail and into manufacturing, and setting up new partnerships for diversification are all in line with delivering service, quality, value and uninterrupted and timely support to our customers.

ZAFCO has ambitious, yet strategic plans to aggressively triple its size within 3 years.

Are you investing in technology/R&D – if so, how?

Technology plays a vital role in supply chain management, be it the IT System, Equipments or infrastructure. We are equipped with one of the best ERP System (SAP) which takes care of our warehouse management system (WMS) and our on line connection with Dubai customs, DP World and Dubai trade enables smooth transaction and documentation. Our storage system and handling equipments in the warehouse are best in class and meet our requirements in full.

Where you do you your business in five years time?

ZAFCO aims to provide an uninterrupted and holistic motoring experience by engaging in the business of automotive products and services. We want to benchmark ourselves as the state-of-the-time providers of service, quality and value to all stakeholders. We want to exceed all expectations on our distribution capability.

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

1996 - Initiated operations with Pirelli in African markets.

1998 - Achieved sales of AED 100 million (US\$ 27.40 m).

2007 - Appointed distributor for Pirelli in Abu Dhabi. Inaugurated the state-of-the-art warehouse facility in Dubai with a capacity to store over 1 million tires – one of the largest of its kind in the Middle East.

2008 - Partnership with Toyo tires, Japan for Nitto in the UAE. Achieved a record revenue of AED 1 billion (US\$274 million).

2010 – Achieved ISO 9001:2008 certification and Gold award by Dubai Customs.

Can you give some background on yourself – how long you have been the CEO and what you did before?

I am a finance professional with nearly two decades experience at leading international blue-chip companies like Johnson & Johnson & Nokia.

Most recently in my capacity as Chief Executive Officer of Zafco in the last 2 years, I have led the expansion of the company, delivering 30% growth each year and more than AED1bn annual turnover.

Zafco is on-track to deliver record turnover of \$1bn by 2012.

With experience in start-ups, turnarounds and implementing growth strategies, I have worked at executive level for companies across a diverse range of sectors.

From 2006 to 2009, I held the positions of Finance Director & Area Controller for the world's leading mobile phone supplier Nokia.

My responsibilities included determining the pricing processes in the Middle East & Africa region and maximizing business opportunities.

My experience leading high-caliber teams came to the fore at Nokia and he was the key interface between the supply team and sales division.

Prior to that I was the Finance Controller & Business Support Director for leading multi-national Johnson and Johnson.

As part of the Leadership Team & Middle East Board of Directors, some of my key achievements included re-aligning the company structure, accelerating growth, increasing market share in the UAE and implementing a direct-to-trade business model for Turkey.

During my ten years with Johnson & Johnson, I was also responsible for managing the company's advertising & promotion budget of \$15mn.

Under Zafco's portfolio you have some of the biggest global tyre brands under you remit. Do you have any plans to add to your portfolio?

We are always looking for extended distribution into new and existing markets. Our existing principals have seen our inherent strength in the collaborative approach and the widened knowledge of the customer base with our ability to mark and play the competition, as you did in a football field.

2009 & 2010 was an outstanding year for your company. Based on the rapid 30% growth year on year, have you revised your targets for 2011, or would 30% be the suggested target?

Our sales growth targets are moving stones. We do not sell based on our targets and that is the hunger within ZAFCO. We look at opportunities, ensure that we have a satisfied customer base and this has been our strength

What are some of the issues you face as a leader in the tyre sector?

The tyre replacement market will always grow. The economic slowdown saw many global tyre companies either close down their manufacturing or reduced their capacities. This has a knock on affect in the tyre industry where the demand outweighs the supply. Adding issues to the unavailability of rubber, where the output has declined. So in short... the glitch we face would be supply for the demand in the market place.

What are some of the exciting developments in tyre technology?

All major manufacturers have been working on new developments in tyre technology. Side wall of the tyres is being reinforced, to support the weight of the vehicle. This has been developed with the help of new rubber compound, to prevent the tyre from destruction through excessive flexing. In other words, the vehicle will be able to run with flat tyres, which is important from the view point of safety.

Filling tyres with nitrogen is being strongly advocated as it allows to improve fuel savings, increasing the life of tyre, most importantly increases the safety as well.

What do you think makes a good CEO?

Inspiring and motivating your people to take business ownership. You need to have an eye for spotting the right talent, the courage to empower them to take decisions, and the ability to visualize and communicate success and the path to it.



What is the key to successful management?

Passion for what you do. If you love adding value to people's lives through the work you do, everything else will follow. This inner drive will make sure that you are always on top of what your job requires.

Can you be taught to be a leader?

I believe a potential leader can be taught additional skills and polish his or her existing skills as a leader. Nature and nurture are both necessary ingredients. There is no substitute for natural talent, but raw talent alone is also not enough. You need to observe and learn from people around you, from situations and experiences, from inspirational leaders around the world.

Who do you most admire as a business leader and why?

I am immensely impressed by the leadership example set by His Highness Sheikh Mohammad bin Rashed Al Maktoum. I consider him a business leader because business leaders can learn a lot from his personality and his visionary leadership.

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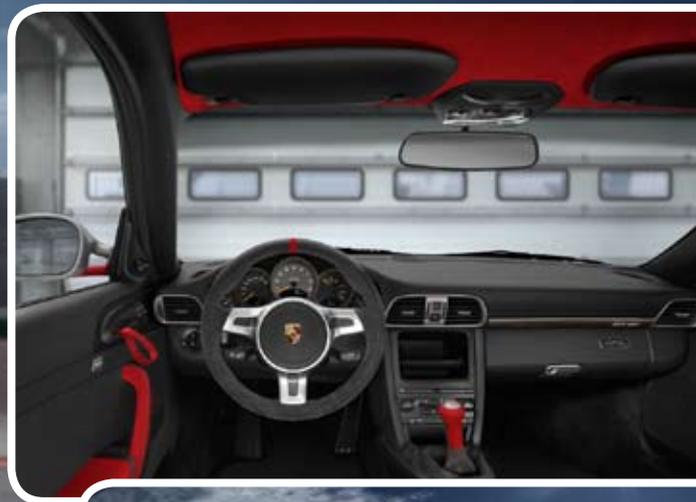
The 911 GT3 RS, one of Porsche's most popular, coveted and successful track-inspired production cars, has been given a final, thrilling injection of thoroughbred motorsport technology resulting in the 2011 Porsche 911 GT3 RS 4.0. Limited to 600 vehicles worldwide, the 911 GT3 RS 4.0 brings together in a sports car the attributes that have made the Porsche 911 GT3 a consistent winner on the race track.

The motorsport-derived 4.0-liter engine, already the highest displacement 911 engine ever, also features the highest per-liter output -- 125 horsepower (hp) per liter -- from a naturally aspirated Porsche flat-six engine. The engine uses forged pistons, the connecting rods are fashioned from titanium, and the crankshaft has been lifted unchanged from the 911 GT3 RSR race car. It achieves its maximum power of 500 hp at 8,250 rpm. Maximum torque of 339 ft/lbs is reached at 5,750 rpm.

The 911 GT3 RS 4.0 offers truly impressive performance, lapping the famed Nürburgring-Nordschleife in 7 minutes and 27 seconds. Available exclusively with a six-speed manual transmission, the 911 GT3 RS 4.0 sprints from 0 to 60 mph in only 3.8 seconds, and with its gearing designed for the race circuit it reaches the 124 mph mark on the race track in under 12 seconds.

The 911 GT3 RS 4.0's outstanding driving dynamics come from numerous, meticulously coordinated details. In addition to using suspension components typically encountered in motor racing, weight reduction is also of supreme importance. Equipped as standard with lightweight components such as light but strong carbon fiber sport bucket seats, carbon fiber front fenders and luggage compartment lid, and weight-optimized carpets, the two-seater's ready-for-action weight is just 2,998 lbs with a full fuel tank. The 911 GT3 RS 4.0's power-to-weight ratio is 5.99 lbs/hp.

4.0 r Offered



This limited edition 911 is painted Carrara White as standard and emphasizes its proximity to motor racing by its dynamic appearance. Signature characteristics are the wide track, the low vehicle position, the large rear wing with side plates, central twin tailpipe, and the aerodynamically optimized body. Air deflection vanes mounted on either side of the front bumper – called 'flics' or dive planes – make their first appearance on a production Porsche. They create increased downforce on the front axle, and together with the steeply inclined rear wing, provide aerodynamics on par with its performance capabilities. As a result, at the 193 mph top track speed, aerodynamic forces exert an additional 426 lbs of downforce, thus pushing the 911 GT3 RS 4.0 onto the road.

Kelley Blue Book 2011 Brand Image Awards

In nutrition they say you are what you eat. In auto marketing the corollary might well be you are what people say you are. That is what the Kelley Blue Book Brand Image Awards are all about. The market research that is synthesized in the awards examines consumer perceptions about each automotive brand, and the award winners represent those brands that are faring the best in consumer perception in their individual categories.

The Brand Image Awards are presented to the top brands in 10 categories, based on detailed data from Kelley Blue Book Market Intelligence's Brand Watch(tm) study. We do a lot more than convening a few focus groups to get this data, too. Brand Watch is an online study that taps into 12,000+ in-market new-vehicle shoppers who do their research on Kelley Blue Book's kbb.com. Coveted in the industry, the Kelley Blue Book Brand Image Awards recognize automakers' outstanding achievements in creating and maintaining brand attributes and imagery that engenders enthusiasm among new-vehicle buyers.

Toyota | 2011 Most Family-Friendly Brand

In 2010 the term "Swagger Wagon" helped put the revamped Sienna minivan in the minds of millions. With a lineup rich in family-friendly models - Camry, Highlander and Sequoia to name but a few - Toyota is set to remain a staple in family car buying for years to come.



Honda | 2011 Best Value Brand

What defines a good value? When it comes to new cars, we like to factor in affordability, reliability and good resale value - all of which remain Honda hallmarks. While competitors continue to push bolder designs and optimistic fuel economy figures, Honda stays the course with a strong focus on all-encompassing value.

Ford | 2011 Most Rugged Truck Brand

Who makes the toughest truck in America, according to America? That would be Ford. Again. For a third year running, Kelley Blue Book visitors have named Ford the Most Rugged Truck Brand. Not coincidentally, the Ford F-150 remains the best-selling vehicle in the country -- now for 29 years running. It's not hard to see why the F-150 is the people's choice -- pairing a go-anywhere and do-anything attitude with an enviable list of features, the F-150 is a proven work and play machine.

Ford | 2011 Best Exterior Design Brand - Non-Luxury

In 2010 we wrote that Ford was the midst of a product renaissance, and the last twelve months have proven that the company's revitalization isn't over yet. From a refreshed Edge, all-new Explorer, more muscular Mustang and the introduction of the Euro-flavored compact Fiesta, the Dearborn-based automaker has been busy redefining its look. And, as evident in Ford's increasing sales, the American public has proven that they like what they see.

BMW | 2011 Best Performance Brand

Anyone who's driven a BMW will understand why the team from Munich won best Performance Brand for 2011. With powerful yet increasingly efficient engines, legendary ride and handling, and aggressive looks to match, BMW's vehicles are the yardstick by which innumerable carmakers measure their products.

BMW | 2011 Coolest Brand

Defining "cool" is tricky business, but BMW certainly has most of the boxes checked. Effortless performance? Avant-garde styling? A heritage worth remembering? Check, check and check. For some, cool is synonymous with desirable. If resale value and sales figures are any indication, BMW has that box checked, too.

Cadillac | 2011 Best Exterior Design Brand

In our opinion, the Cadillac CTS deserves at least 75 percent of the credit for securing this award. Yes, the big, bad Escalade is impossible to ignore and the SRX crossover is a nice interpretation of Cadillac's current design ethos, but the CTS Sedan is the car that put Cadillac design on the map (this time around, anyway). Recently expanded to include sporty wagon and positively outrageous coupe versions, the CTS lineup features design that's strong enough to lift an entire brand.

Cadillac | 2011 Best Comfort Brand

The Cadillac lineup is far bolder and sportier than it was just a decade ago, but the Cadillac-comfort connection remains steadfast in the minds of car buyers. And even if its cars aren't as soft and squishy as they were the first 100 years - Cadillac's best-selling CTS is a bona-fide sports sedan -- rich materials, fancy features and world-class interior design deliver 21st-century comfort.

Cadillac | 2011 Best Interior Design Brand

One of three wins for the brand this year, Cadillac's interior design award is a complement to its award for comfort. Rich in wood and leather, with classic details like double French stitching and modern touches like excellent LCD graphics, Cadillac interiors deliver a balance of comfort, quality and performance that's in perfect harmony with the brand as a whole.

Mercedes-Benz | Best Prestige Brand

Kelley Blue Book visitors have named Mercedes-Benz the Best Prestige Brand four years in a row, and the office odds-makers are bullish on five. There's just something about the three-pointed star and the rich history of sophistication behind it that no competing automaker can touch right now.



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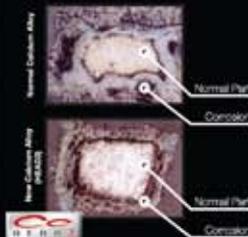
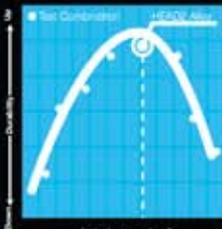
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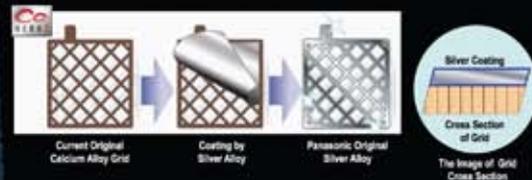
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Oakley Design Lamborghini Aventador LP760-2

Following international acclaim for their finely honed Ferrari 458, Porsche GT2, GT3 and Panamera conversions, Oakley Design is now proud to announce their tuning programme for the Lamborghini LP700-4 Aventador.

Production of the Oakley Design LP760-2 will be limited to just five cars, each bearing a unique numbered plaque. Three of these are already sold. Outside of this Limited Edition model, individual parts will be available for clients who do not require the complete package.

Chassis

A new ultra-light, forged alloy wheel is being developed in conjunction with our partner HRE. Weighing around 4.0kg less per corner than the factory alloys, this is the distinctive Oakley Design P40 design used on our Ferrari and Porsche based models.

We retain the factory 255/35ZR19 front and 355/30ZR20 Pirelli PZero tyres, but increase wheel width from 9.0J to 9.5 inch in front, and from 12.0J to 13.0J at the rear. This gives the car a wider footprint, and endows the rear wheels with more mechanical grip in 'corsa' mode.

Although the majority of owners will purchase just the carbon-fibre parts, sports exhaust and re-mapped ECU, a few hard-core clients are interested in a rear-drive only option for further weight saving and increased performance.

After our success tuning the Ferrari 458 Italia to 640bhp, and also having driven the Underground Racing twin-turbo F458 with 880bhp, we feel that the Aventador, with its very stiff full carbon monocoque and advanced suspension design, should also be able to handle this level of power with just rear-wheel-drive.

We are developing several suspension upgrade alternatives with our partner Intrax, and the removal of the front differential, drive shafts and associated front drivetrain parts will reduce kerb weight by around 85kgs.

Performance

Lamborghini's claimed outputs of 690bhp and 690Nm (508 lb/ft) of torque, will be increased by around 10% with an ECU remap optimising a larger airbox, intake feed pipe diameter and a titanium exhaust system that will also save over 30kg. Our target is 760bhp with 745Nm (550 lb/ft) of torque. The angular cover surrounding the four exhaust outlet pipes will feature the Oakley Design logo and signature burnt blue tip look.

Aerodynamics

Despite having a carbon-fibre bodyshell, the Aventador has many gloss black plastic parts.

The two plastic front bumper and two rear bumper trims will be extended to aid cooling, as will the side air intakes located behind the doors. The new parts will be made from carbon-fibre, as will the new side sills with their slightly larger vents. The sills can either be colour-coded to the bodywork, with the air vents picked out in carbon, or left completely in exposed carbon finish for a more aggressive look.

Developed in the MIRA wind tunnel, the rear Gurney flap, matched to a deeper rear diffuser with longer, deeper boundary layer fences, helps high-speed stability and grip on both two and four-wheel-drive versions.

The carbon-fibre door mirrors and engine bay covers are direct replacement parts. Along with the black carbon roof, they give this very special Aventador its distinctive Oakley Design look.



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KICHERER MERCEDES-BENZ SLS AMG 63 SUPERSPORT GT

Beautiful women and beautiful cars – a combination that belongs inevitably together. With both breath-taking super models, the KICHERER SLS 63 Supersport GT and a former playmate, the perfect opportunity arose for star photographer Frank Luger to let off steam while photographing. The result can be described as a true masterpiece – a perfect symbiosis of eroticism and technical refinement.

Angry and aggressive!

After the SLR became anything but a brilliant success as super sports car, the designers and technicians of Mercedes Benz were able to create a true masterpiece with the current SLS 63 AMG. And as often as we see the SLS on Germany's streets in the meantime, the super sports car of AMG seems to sell like hot cakes. Exactly for this reason, specialist KICHERER also upgrades and presents a comprehensive finishing programme. The new show vehicle with the classy name "Supersport GT" is more than just spectacular, particularly thanks to its matt black paint and its vicious shark mouth.

As usual, KICHERER focuses inside and outside on the almost wasteful use of the exclusive carbon fibre material. The exterior package for the SLS consists of a hand-made front grill unit with big vertical fins, which let the front of the sports car appear extremely aggressive. Furthermore, a set of carbon fins are available for the mudguard and the cowl. The full foliation of the entire body in matt black is a real eye-catcher.

630 PS & 700 Nm!

Technically, KICHERER equips the SLS significantly as well since the performance increases from 571 to 630 HS thanks to the optimisation of the engine management. At the same time, the maximum torque increases from 650 to 700 Nm, resulting in a significantly improved driving performance. Thus, the SLS Supersport GT accelerates from 0 to 100 km/h in about 3.5 seconds and achieves a maximum speed of regulated 320 km/h. The exclusive damper sport exhaust system with the dynamic pressure regulation made of stainless steel and the hand-made exhaust pipe blend set presents itself conducive in its performance.

Exclusive: RS-1 forged wheel!

The in-house KICHERER RS-1 forged wheels present themselves exclusively. The hand-made three-part pieces rotate at the front in 10Jx20 and at the drive shaft in 11,5Jx21. For an even bigger driving pleasure, the Mercedes specialist from Stockach installed a special height adjustable suspension kit with lift-up function. Hereby, the chassis can be lifted or lowered by about 30 mm by the push of a button.

For the interior of the Supersport GT

KICHERER has made special carbon fibre accessories, which refine the inside of the door, the centre console, the door entrance border covers, the back of the seats and the tray lid exclusively. It should be noted that KICHERER has protected industrial designs available for the front grill unit and the exhaust pipes!



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NEW FERRARI SPECIAL PROJECTS ONE-OFF TO DEBUT AT VILLA D'ESTE

New York collector and Ferrari enthusiast Peter Kalikow visited the factory to take delivery of his Special Projects Ferrari Superamerica 45, a unique one-off model. Styled internally by Ferrari Design and engineered and built in-house, the car was specified by Mr Kalikow to celebrate 45 years since he first became a Ferrari client and made its public debut last month at the Villa d'Este Concorso d'Eleganza.

The design is bespoke, featuring a carbon-fibre rotating hard-top which incorporates a rear screen. The boot is entirely new to house the roof when open, and is now in carbon-fibre with a design optimised to reduce drag and increase rear downforce.

The rear buttresses are body-coloured, integral with the rear wheelarches, and incorporate rear quarterlights. The side view is further distinguished by double air vents on the front wing. The Ferrari Superamerica 45 also features a specific chromed front grille and special burnished aluminium A-pillars, wing mirrors and door handles.

The Superamerica 45 is finished in an exclusive Blu Antille, a colour that matches another important car in the client's collection – a 1961 400 Superamerica cabriolet nr. 2331SA. The wheels are body-coloured with a contrasting diamond finish to the spokes. The roof and other carbon-fibre elements of the bodywork – front splitter, side skirts and rear diffuser – are in a special contrasting darker blue, a theme that is carried over to the cockpit which features dark blue carbon-fibre dash trim and driver zone.

The interior is another area of exquisite personalisation, with a carefully selected combination of Cuoio leather trim and Blu Scuro carbon fibre details and a latest-generation touch-screen infotainment system.

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AUTOMOTIVE

Special G-Class models

BA3 Final Edition & Edition Select

Monumental off-roader with shining stainless steel and chrome

Mercedes-Benz is ushering in the spring with two new, luxuriously equipped special models in the G-Class. Among other enhancements, an extensive stainless steel package and mounted AMG features ensure a visually striking appearance for the "BA3 Final Edition" based on the short-wheelbase Station Wagon and the "Edition Select" with a long wheelbase. In the interior a Chrome package and many more comfort-enhancing extras dominate the ambience of this classic, which has continued to enjoy the affection of off-roader fans worldwide for no less than 32 years.

A classic off-roader is entering its final phase: as the model designation suggests, Mercedes-Benz is producing the last edition of the short wheelbase Station Wagon in the successful G-Class with the special "BA3 Final Edition" model. Two variants will be available: in the G 350 BlueTEC a 6-cylinder diesel engine with the very latest BlueTEC emissions control, 155 kW (211 hp) and 540 newton metres for great pulling power both on and off the road. In the G 500 a powerful 5.5-litre V8 petrol engine with 285 kW (388 hp) and 530 newton metres effortlessly performs the same function.

Both special models of this classic among Mercedes-Benz off-roaders are equipped with the same high-performance drive and dynamic handling control systems. Alongside the permanent all-wheel drive with off-road ratio and the 7G-TRONIC seven-speed automatic transmission, the standard specification includes the electronically controlled traction system 4ETS, the Electronic Stability Program ESP® and three differential locks with 100-percent locking effect selectable at the push of a button.

Externally Mercedes-Benz has significantly upgraded the "BA3 Final Edition". AMG flared wheel arches in the vehicle colour, in combination with 5-twin-spoke light-alloy wheels and tyre size 265/60 R 18, underline the striking appearance of the special model. Running boards and a spare wheel cover with a 3D Mercedes-Benz star in stainless steel, as well as an AMG radiator grille in a 3-louvre design with chrome highlights, emphasise its exceptional position in the range. Standard features also include an electric sliding/tilting sunroof, metallic paintwork, rear mudflaps, carbon-fibre look inserts in the protective strips, an ultrasonic reversing aid and a tyre pressure monitoring system.

In the interior the driver and passengers are able to enjoy even more generous appointments. Fine details and high-grade technology raise both visual appeal and comfort to a new level. Further highlights are provided by stylish yet functional ambient lighting, as well as chrome highlights on the frame and selector lever cover, seat adjustment controls and the loudspeakers in the front doors. Another eye-catching detail is the chrome luggage compartment sill panel with "Mercedes-Benz" lettering.

Outstandingly high seating comfort is assured by the multicontour front seats in black leather with seat climatisation. These offer first-class comfort on long journeys, even in mid-summer temperatures. They are accompanied by burr walnut wood trim, and the same, high-grade wood plus leather adorns the steering wheel and selector lever.



auto fact

Your car steering wheel is probably 5 times more dirty than public toilet's seat.

Standard equipment also includes a convenience telephony system in the armrest, with a universal interface for various mobile phone cradles, extended telephone functions, a charging function and an external aerial for optimum reception. Useful accessories include rubber mats for the footwells and load compartment, as well as a load compartment cover including additional stowage boxes.

Special "Edition Select" model

Mercedes-Benz has conceived the special "Edition Select" model with two-tone paintwork exclusively for the long-wheelbase G 500 Station Wagon. At no extra cost, there is a choice of designo mystic white, palladium silver metallic, thulite red metallic and obsidian black metallic. The bumpers, AMG side flaps and exterior mirrors are always painted in obsidian black metallic. Further contrasts are provided by running boards and the spare wheel cover with a 3D Mercedes-Benz star in stainless steel. Other eye-catching features include black-painted 18-inch light-alloy wheels in a 5-twin-spoke design with size 265/60 R 18 tyres, carbon-fibre look inserts in the protective strips, an underguard and an AMG sports exhaust system.



In the interior the stylish atmosphere is characterised by high-grade two-tone upholstery in porcelain/black designo leather. Single-tone black designo leather is available as an alternative. Ambient lighting and chrome trim in the area of the selector lever, the seat adjustment controls and the loudspeakers in the front doors underline the luxurious standard. The Chrome package is rounded off by a chrome luggage compartment sill protector with "Mercedes-Benz" lettering and a radiator grille with chrome inserts.

The dashboard, armrest, door handles and parking brake lever are lined in black leather, with contrasting topstitching in some areas. The inner door panels are lined with gathered leather, and black designo velour floor mats with porcelain edging lend a cosy touch to the footwells. Highlights in the interior also include designo wood trim in black piano lacquer. The steering wheel and selector lever are in a leather/piano lacquer combination with contrasting topstitching.

The already extensive standard equipment is supplemented with stainless steel door sill panels illuminated in white and bearing the lettering "Mercedes-Benz", as well as crash-responsive NECK-PRO luxury head restraints. The Harman Kardon Logic7® surround sound system is among the finest available. It provides an exquisite listening experience in the off-roader, thanks to a 10-channel DSP amplifier with a total output of 450 watts and twelve high-performance loudspeakers.





BENTLEY CONTINENTAL SUPERSPORTS CONVERTIBLE ISR



The Continental Supersports Convertible ISR (Ice Speed Record) is the most potent and radically styled Bentley convertible ever. This new model, limited to just 100 cars worldwide, is a celebration of the Company's world ice speed record for a convertible car set by Finland's four-time world rally champion Juha Kankkunen in a Bentley Continental Supersports convertible.

Driving the all-wheel drive, biofuel-powered 6-litre, 12-cylinder Continental Supersports convertible on the perilous frozen Baltic Sea, off the coast of Finland, Kankkunen achieved a speed of 205.48 mph (330.695 km/h) eclipsing his own ice speed record of 199.83 mph (321.6 km/h) set in 2007 in the Continental GT.

The new Supersports Continental Convertible ISR made its debut on the Bentley stand at the 2011 Geneva Show. Wolfgang Duerheimer, Bentley's new Chairman and Chief Executive, said:

"Juha Kankkunen's drive was a remarkable achievement and worthy of a very special car. The Continental Supersports 'Ice Speed Record' is a true driver's car that captures that unique Bentley spirit. It offers extreme performance, agility and an extrovert personality, while retaining the refinement, handcrafted luxury and comfort our customers expect."

The new Bentley convertible is available in three distinctive colours, reinforcing its muscular styling, while its leather and Alcantara-lined cabin features high-gloss carbon fibre with a unique red weave. For an even more extrovert appearance, customers may specify the ISR Mulliner design package (available at no extra cost) with its bold 'Supersports ISR' graphics and red-accented detailing.

Bentley's most powerful 6-litre W12 engine with FlexFuel technology

The 6-litre, twin turbo-charged W12 engine, produces 640 PS (631 bhp / 471 kW) - the most powerful Bentley ever - and 800Nm (590lb ft) of torque. Paired with a Quickshift six-speed automatic transmission, it launches the convertible 'Ice Speed Record' model from 0-60 mph in 3.8 seconds (0-100 km/h in 4.0s) and reaches 100 mph from a standing start in only 9.5 seconds (0-160 km/h in 9.4s).

The additional engine power of the new convertible is the result of fine tuning of the engine to optimise the benefits of the new free-breathing air intake ducts, intercooler system and the exhaust system.

And true to the Bentley tradition of delivering instantly available and exhilarating performance in real world driving conditions, the 'Ice Speed Record' convertible will sprint from 50-75 mph (80-120 km/h) in just 2.5 seconds.

In common with its Continental stable mates, the new Supersports model runs on both petrol (gasoline) or E85 bio-ethanol or any combination of the two. Pioneered in the Supersports coupe, this FlexFuel technology offers a reduction of up to 70 per cent in CO2 emissions on a well-to-wheel basis, a measure of a fuel's net contribution to the atmosphere, not just tailpipe emissions. The on-board fuel supply system monitors the content of the fuel tank and ensures that power and torque remain constant regardless of the ratio of petrol to biofuel.

The all-wheel drive system provides outstanding traction in all weather conditions. The drive is transferred between the front and rear axles automatically via a Torsen centre differential. The standard 40 front/60 rear torque split provides optimum traction and modulation of line and attitude by 'throttle steering' for more enthusiastic drivers.

The new exhaust system with reduced back pressure benefits gas flow while delivering a sporty baritone note under hard acceleration. On light throttle cruising, the new Supersports model remains impressively refined.

Large diameter (420 mm front, 356 mm rear), carbon ceramic brake discs, with eight-piston callipers at the front provide fade-resistant stopping power. This lightweight system also reduces unsprung and rotating mass, benefiting steering response and handling. As with all Supersports models the 'Ice Speed Record' is fitted as standard with Pirelli 275/35ZR20 ultra high performance tyres.

Dramatically extrovert styling

Just 100 examples of the ISR will be built at Bentley's Crewe factory. The Supersports 'Ice Speed Record' is distinguished by its extrovert and muscular design cues that reinforce the uncompromising performance of this extreme Bentley convertible.



Bentley's designers have selected three 'stand-out' exterior paint colours for the new convertible: Beluga, Quartzite and, fittingly, Arctica White. These colours are complemented by a Dark Grey Metallic soft top with Bentley's refined three-ply composite construction.

The unique appearance of the soft top is created in the outer layer by a 'grey' acrylic fibre with a semi-transparent 'metallic look' in a twill weave construction. The car's potent performance is further accentuated by 20" inch, 10-spoke Supersports wheels with a dark tint finish.

For those customers seeking to accentuate the high performance credentials of the car further, Bentley offers a special ISR Mulliner design package as a no cost option. The 20" 10-spoke Supersports wheels can be specified in a vibrant red paint with a diamond turned finish to produce a lustrous metallic contrast. The dual-louvered dark bonnet vents, unique to Supersports models, are complemented by red accent surrounds. The extrovert Mulliner design is completed with a set of bold of Supersports ISR graphics that run down both flanks of the car.

Contemporary luxury craftsmanship and advanced technology

The dramatic character of the four-seat Supersports 'Ice Speed Record' continues in the cockpit in which traditional Bentley craftsmanship and fine detailing are given an even more bold interpretation.

Traditional leather hides sit alongside a range of contemporary materials for a distinctly sporting style. This includes diamond-quilted Alcantara to doors, quarter panels and seat facings, and 'soft-grip' leather on the steering wheel and gear lever.

Unique to the 'Ice Speed Record' model, the high-gloss carbon fibre on the dashboard, centre console and roof panel, features a red weave. The theme continues with Pillar Box Red piping to seats and doors, and Pillar Box Red contrast stitching to seats, door casings, steering wheel and gearshift paddles.

The front seats and floor mats also feature embroidered 'Supersports' legends while the signature Breitling dashboard clock also has a red accent.

The Supersports 'Ice Speed Record', despite its ice racing pedigree, is clearly no 'stripped out' racer. Its highly specified interior has the highly-advanced touchscreen infotainment system from the new Continental GT that provides rich map imagery and a 30GB on-board hard drive.

An 8-inch screen displays the car's audio system, telephone, ride and comfort settings as well as the very latest navigation system, which uses both an in-car hard-disc drive and a DVD player to access route data. It also utilises dynamic navigation to avoid heavy traffic spots, locates destinations using geo-tagged photos from an SD memory card and is Google Maps-compatible for most markets.

The infotainment system, with 7-digit postcode entry, combines touchscreen controls and classic Bentley knurled rotary switches to offer instant usability. It is complemented by a new driver information panel (DIP) located in the main instrument cluster. The new wide-screen DIP employs TFT technology and enhanced graphics provide the driver with clear and easily accessible information about a wide range of car systems.



Jaguar to build **C-X75 hybrid Supercar**

Jaguar C-X75 will become the British marque's most advanced model to date. It will offer performance on a par with the fastest production cars on the market, while adopting cutting-edge technology that offers remarkably economical running. Jaguar expects this hybrid supercar to deliver incredibly low CO2 emissions of less than 99g/km while being able to achieve in excess of 200mph.

"People expect Jaguar to be innovators - that is when Jaguar is at its best," said Adrian Hallmark, Jaguar Brand Director. "The C-X75 received an incredible reception as a concept car. We've been building on that momentum and there is a clear business case for this exclusive halo model. No other vehicle will better signify Jaguar's renewed confidence and excellence in technological innovation than this."

Project C-X75 will be the ultimate expression of Jaguar design and engineering innovation. This high-performance hybrid supercar will stay true to the initial concept design study that made its debut at the 2010 Paris motor show, while fulfilling requirements that allow it to be homologated for road use.

"We were always determined that the Jaguar C-X75 would be as striking on the road as it was in concept form," said Ian Callum, Director of Design, Jaguar Cars. "This will be the finest looking and most innovative Jaguar ever produced. Even in the world of supercars, we can still produce the most beautiful."

In an unprecedented move, Jaguar C-X75 will be developed in association with Williams F1 who will provide their engineering expertise in areas including aerodynamics, carbon composite manufacture and hybrid technologies. This association will be at the leading edge of British automotive engineering and innovation.

"Confirmation of this project today signposts Jaguar Land Rover's continued determination to embrace new technologies," said Jaguar Land Rover CEO, Dr Ralf Speth. "A supercar like the C-X75 is the logical choice to showcase cutting-edge design, intelligent use of new environmental technologies and motorsport-inspired performance."

It also marks a new milestone in both company's histories as Jaguar Land Rover and Williams collaborate for the first time to produce one of the world's highest performance and environmentally sustainable supercars. The production of Jaguar C-X75 will create more than one hundred highly-skilled jobs in the UK.



A direct technology transfer between elite motorsport and road-going production cars is key to C-X75's success. The supercar's chassis will be made of carbon-fibre to create an incredibly lightweight, yet rigidly strong structure.

Aiding the transition from concept to production vehicle is the choice of powertrain. Jaguar continues to develop the use of the micro-turbine technology that was showcased in the original concept C-X75. Jaguar's parent company Tata has taken a significant stake in Bladon Jets, and will develop this very advanced technology as a medium-term aspiration that will play a part in Jaguars of the future.

To bring Project C-X75 to showroom reality within the timescales of a conventional model programme, an equally innovative powertrain had to be developed. The road-going supercar will use a state-of-the-art, small-capacity, highly-boosted internal combustion engine with one powerful electric motor at each axle.

"The engine's compact size allows it to be mounted low in the car for optimum weight distribution and to retain the concept's stunning silhouette. This will make the Jaguar C-X75 a bona fide hybrid supercar capable of silent electric running with an extensive EV range in excess of 50km," explained Bob Joyce, Group Engineering Director, Jaguar Land Rover.

When C-X75's motors and combustion engine combine, it will be one of the fastest production cars in the world, with a sub-three second 0-60mph time and a top speed in excess of 200mph. Crucially, this performance will be generated alongside incredibly low emissions, with a target of less than 99g/km CO₂, thanks to Project C-X75's lightweight construction and cutting-edge powertrain technology.

Williams F1 has been at the forefront of motorsport engineering for three decades. The project engagement on Jaguar C-X75 is testament to the team's ambitions and will bring together two leading lights of the UK motoring industry.

"Our new association with Jaguar Land Rover provides us with an exciting opportunity to work with one of the motoring world's most famous and iconic brands," said Sir Frank Williams, Chairman of Williams F1. "Williams has always considered itself an engineering company and so this project will allow us to combine our technical expertise to create something truly exceptional."

Jaguar C-X75 will redefine the customer experience, and will set new standards in sales and after-sales services that will be recreated across the range in the future. Only 250 examples will be built, each costing between £700,000 - £900,000 depending on market and local taxes.

"Never before has the company launched such an ambitious, world-beating vehicle programme," said Carl-Peter Forster, CEO Tata Motors. "This is the Jaguar of the future. The opportunity for innovation like this in the UK is part of the reason Tata Motors invested in Jaguar, and it's fantastic that products like the C-X75 can become reality."





TIRES



Nankang Releases Mud Terrain Terminator 4x4 Tires

Nankang launches a new 4x4 tire FT-9, called "Mud Terrain Terminator", and aimed at off-road enthusiasts. Thanks to its extra large shoulder lugs for enhanced shoulder traction, Nankang FT-9 is competitive over rocky, muddy, uneven and harsh surfaces, on which its interlocking shoulder block design enhanced grip besides exclude scree and clods for better maneuverability. The technical tread patterns on Nankang FT-9, hook-shaped block, z-shaped zigzag grooves and the prominent bar on the bottom of the grooves, are even designed to give extra traction in superior off-road conditions. "Nankang FT-9 will certainly get the attention of anyone who takes off-road traction seriously," company management said.

Nankang FT-9 are available now in 30*9.50R15LT 104Q, 31*10.50R15LT 109Q, 37*12.50R15LT 118L, 35*12.50R17LT 119Q, 205/80R 16LT 110/108Q, and LT185/85R16 105/103L in the global market.

The 9th CITEXPO continues to grow

The 9th CITEXPO will be held at Shanghai Everbright Convention and Exhibition Center in September 7, 8 & 9, 2011.

According to the Organizer, although there are still a few months prior to the show's opening, the exhibition space booked by nearly 200 exhibitors has already broken the record. Hall One and Two have been fully booked, and the planned stands in Hall Three are being booked aggressively at this stage. The Organizer claimed that they are ready to have a biggest event with over 22000 square meters in the coming CITEXPO 2011.

Beside the major Chinese manufacturers, some foreign brands such as Copper Cheng Shan Tire will make their major appearance in the show as part of their marketing strategy.

The 6th Automotive Testing Expo will be held in the week right after CITEXPO.

Visitors who pre-register online at www.citepxo.com.cn will enjoy free admission, fast registration line, a copy of the show catalogue and a limited edition souvenir.

Toyo Tire Corp. to Increase Prices on Commercial Tires

Toyo Tire Corp. will increase prices on all commercial tires by up to fifteen-percent with in-line adjustments. The increase is due to a continued escalation in raw material costs.

"Due to the steep increase in the costs of raw materials affecting our industry, we must reluctantly raise prices of our product," said John Hagan, senior director, sales, Toyo Tire U.S.A. Corp. "We appreciate the continued support and understanding of our dealers as we remain committed to providing the highest quality products."

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Quality, Innovation & sustained Growth

Hankook celebrates 70th anniversary

Tyre manufacturer Hankook celebrates a 70 year success story. Instead of pomp and ceremony the company wants to continue to concentrate on its sustained growth and renew its promise to its customers that in the coming decades it will still tackle all challenges with passion and commitment and continue regional investment.

„In the seventieth year of our existence, we want to lay the strategic foundation stone for the next seven decades together with our customers. To this end“, explains Hankook’s Head of Europe, Jin-Wook Choi, in commemoration of the anniversary last month „we have considerably intensified our investments in the areas of branding, products and services to help us on our way to becoming a leading global company in every respect.“ So heralds the imminent ground-breaking of two more ultra modern global Hankook production plants, in order to be able to satisfy the sharp global increase in demand for Hankook products more efficiently in the future. Furthermore, the company is investing in the building of its global research center, as well as in raising its profile at renowned international motorsport events, like the most popular international touring car series DTM with Audi and Mercedes Benz or the Le Mans 24 Hour Race with Ferrari.

He-See Ahn, Vice-President, Sales and Marketing at Hankook Tire Europe, elaborates: „Europe is our company’s biggest market and thanks to the well-renowned high quality of our products, we have been able to grow significantly here in the past years. As a recognizable European tyre manufacturer, we will continue to invest in our presence in Europe. For example, with the soon to be completed capacity expansion of our Hungarian plant. This will enable us to reduce our delivery times and tailor our products more efficiently to the needs of the steadily increasing number of satisfied Hankook customers in Europe.“

The company, founded in 1941 in Korea, has developed into a leading global tyre manufacturer in the past seven decades. Today, the company is the industry’s number seven worldwide for turnover. Hankook Tire has invested heavily in research and development in the past 70 years, with the aim of continuously improving its high grade quality tyres. In 2011 Hankook Tire became the exclusive tyre supplier for the most popular international touring car series, DTM.

History: 70 Years of Hankook Tire

2011

Hankook receives the Manufacturer of the Year Award from an international jury of experts

- Sole supplier for Audi and Mercedes Benz at the international Touring Car Series, DTM
- Completion of the second construction phase of the Hankook factory in Hungary, now has a capacity of well over 30,000 units a day (approx. 12,5 million tyres/year)
- Hankook’s Ventus S1 evo repeated its sole victory in Auto Bild wide base tyre test against all leading brands

2010

Hankook’s European factory passes the VW group’s rigorous audit first time around and since then is allowed to produce the automobile group’s original equipment also from Europe

- The Red Dot-Design Award for Hankook’s European UHP Winter tyres, i-Cept evo
- Hankook Team Farnbacher becomes the best Ferrari team at the Le Mans 24 Hour Race
- A contract is signed for the construction of two more tyre plants in China and Indonesia
- Hankook’s Ventus S1 evo makes a clear win in auto motor und sport magazine’s renowned tyre test for a Mercedes Benz E Class

2009

Hankook becomes the global original equipment manufacturer for Audi AG

- The European tyre plant is certified according to ISO/TS 16949:2009
- The Hankook flagship, high-end tyres, Ventus S1 evo, are the undisputed winners of Europe’s largest auto magazine, Auto Bild’s, most comprehensive wide-based tyre comparison for Porsche tyres

2008

Start of Control Technology (Kinetic Control), the company’s philosophy of combining the most up-to-date technology in the areas of safety, performance, comfort and environment

- -Prompt issue of the global certification for original equipment manufacturing and environment according to ISO/TS 16949:2002 and EN ISO 14001:2004 for Hankook’s Made-in-Europe tyres and its Hungarian plant
- - Completion of the first building phase for Hankook’s European factory in Hungary, with a capacity of over 15,000 tyres a day (about 5 million tyres/year)
- -Hankook becomes the first and so far the only tyre manufacturer to receive the German Ministry of Environment’s „Blue Angel“ for Optimo 4S, its environmentally friendly all-weather tyres
- - Hankook becomes an official member of the European Tyre and Rubber Manufacturers’ Association (ETRMA)

2007

A rise to seventh largest tyre manufacturer worldwide

- Production begins on the new European Hankook factory, one year after the foundation stone is laid
- Building of a modern new wet handling track in Keumsan, Korea
- Expansion of the factory in Keumsam, in order to increase the production capacity of UHP tyres

2006

Foundation stone is laid for the new European tyre manufacturing plant in Hungary

2004

Building of a test track for dry road surface conditions in Keumsan, Korea.

2003

Hankook Tire Europe GmbH and Hankook Reifen Deutschland GmbH move to Neu-Isenburg near Frankfurt/Main, Germany

2000

Building of the Hankook European Distribution Center in Rotterdam, Netherlands

1998

Foundation of the Technical Center (CTC) in Jiaxing, China.

- Building of the first two Chinese tyre factories in Jiangsu and Jiaxing.
- Honored with Ford Motor Company's Q1-Award

1997

Foundation of the European Technical Center (ETC) in Langenhagen, Germany

1996

Foundation of Hankook Tire Europe GmbH in the Netherlands

1994

Foundation of the overseas subsidiary in Peking, China.

Building of the factory in Keumsan, Korea, one of the first ever fully automated tyre plants

1982

Building of the global Research and Development Center in Daejeon, Korea.

Foundation of the Akron Technical Center (ATC) in Ohio, USA, the first overseas R&D Center

1981

Hankook Tire America Corporation, New Jersey, USA becomes the first overseas subsidiary

1979

Building of a new factory in Daejeon, Korea, which remains the world's largest tyre factory to this day

1941

Foundation of the company, which is the first tyre manufacturer in Korea

Toyo Tires Introduces New M657 Drive Tire with SmartWay Verification



Toyo Tires® introduces the new M657™ on-highway drive axle position tire for commercial vehicles. This U.S. EPA SmartWay verified tire is ideal for long haul, highway applications, while helping to reduce greenhouse gas emissions.

The M657 was developed using Toyo Tires' e-balance™ technology which includes a stiffer belt package, stiffer bead construction and optimization through simulation technology. Benefits include improved tire life, improved endurance, improved irregular wear resistance and improved fuel consumption.

Suitable for single and twin drive-axle applications, the M657 features a 28/32" tread depth. Toyo Tires' multi pitch groove design enhances traction even during the latter stages of original tread life. Large parallel-arranged center tread blocks provide excellent stability and traction, while stone ejectors help protect the casing against stone drilling. The shoulder design of the M657 resists irregular wear in long haul applications.

High elongation steel cord is utilized in the number-four belt to help protect the casing against impacts and cuts and to promote multiple retreads. Coupled with this belt package, is a special cap-and-base compound which provides cooler running and longer casing life. Deep inside the M657 is a high-tensile rust and fatigue resistant body ply cord for long service life through multiple retreads.

The G-rated M657 is available in four sizes: 11R22.5, 295/75R22.5, 11R24.5 and 285/75R24.5. For more information on the new M657 from Toyo Tires, log onto www.toyotires.com. Toyo Tires manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks, buses and off-road and construction applications.



New Continental summer tyres presented at the Launch Event 2011 in Portugal



Leading European tyre manufacturer Continental has combined the presentation of its two new summer tyres with an elaborate technique of measurement. The "Autodromo Internacional Algarve" race track near Portimao in Portugal was rented exclusively for this purpose and a varied driving programme made available. Over 40 passenger vehicles in total were equipped with the ContiEcoContact 5 and ContiSportContact 5 in order to test the suitability of the tyres in critical situations.

To ensure that the drivers were not forced to rely on feeling alone, the test cars for the ContiEcoContact 5 were equipped with the latest generation of measurement technology, which was used on the Golf VI and the BMW 1 series. Fuel consumption, braking distance and lap times were recorded by each individual driver, transmitted telemetrically and then later combined to form a group assessment. This enabled comparisons to be made between the fuel-saving ContiEcoContact 5 and the previous model and a test tyre which had been specially optimized for low rolling resistance. While the test drivers were extremely impressed by the savings of around one quarter of a litre of fuel per 100 km recorded using the extremely precise technique of measurement, the weaknesses of this summer tyre optimised for just one specific aspect quickly became apparent when braking under wet conditions – the vehicle could only just be kept in its lane and the lap times became significantly longer. Compared with the previous model, the ContiEcoContact 5 on the other hand showed that the engineers at Continental have managed to combine high safety reserves and environmentally-friendly features in a high-performance tyre: Fitted with this tyre, the test car used around four percent less fuel than with the previous model and braked quickly and safely even on wet asphalt. One new feature of the ContiEcoContact 5 is that it is approved for up to 300 km/h, making the tyre a money-saving and environmentally-friendly option even for fast cars.

The test result for the new ContiSportContact 5 was just as conclusive, proving that the tyre can negotiate bends safely even on dry tracks. Even in critical situations, which are extremely numerous for engineers in the field of tyre development, the test vehicles ranging from the Audi TT RS and A 7 and the Golf VI R, right through to the Jaguar XF reacted safely to steering commands at all times. Braking on curves worked perfectly, even with speeds of up to 240 km/h reached at the end of the start straights and home stretches. The good features of the previous model were improved even further by several percentage points. The new sports tyre from the Hanover-based company provided a safe driving feeling at all times – regardless of whether the test car was powered with front or rear wheel drive.

The two new summer tyre models from Continental are available to buy now and a wide range of additional sizes are currently in progress. The range of sizes for the fuel-saving model starts at 14 inches, the sports tyre fits rims of between 17 and 18 inches. A special range of sizes is available for SUV tyres ranging from 18 to 20 inches.



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Dominating performances as michelin gets to grips with Middle East off-road competition

MICHELIN celebrated a quadruple triumph in the Middle East last April, with the company providing the traction for victories by some of the world's leading rallying stars in Jordan and the United Arab Emirates. Using MICHELIN rubber, Citroën's Sébastien Ogier took victory in the Jordan Rally WRC, while Stéphane Peterhansel, Marc Coma and the KAMAZ-Master team won the car, motorcycle and truck categories respectively of the Abu Dhabi Desert Challenge. Their success is a tribute to the tyre manufacturer's technologically advanced off-road racing products.

Thanks to its finely-tuned balance between performance and strength, the new MICHELIN LATITUDE Cross contributed to the success of Citroën's Sébastien Ogier in the 2011 Jordan Rally. His Citroën DS3 WRC was fitted with this new MICHELIN tyre, especially designed to handle tough, high-speed off-road challenges. The new MICHELIN LATITUDE Cross, which was unanimously acclaimed in Jordan, enabled the drivers to go quicker than they did during the 2009 event, despite the fact that the new 2011 cars are smaller and less powerful than their predecessors. In addition to being fast, the new MICHELIN LATITUDE Cross was also extremely robust and puncture resistant. Ford Abu Dhabi Rally Team's Jari-Matti Latvala, who finished second by only 0.2 seconds after an exciting battle with Ogier, also hailed the new tyre, saying: "MICHELIN has done a fantastic job. Their new tyre stands up to even greater punishment than before, yet is still extremely fast."

Coma's win for the KTM-UAE Rally Team in the Abu Dhabi Desert Challenge his fifth in the event's history was achieved using the new MICHELIN Desert Race. This new motorcycle tyre, which was launched last January for the 2011 Dakar, incorporates MICHELIN's advanced mousse technology which enables riders to run without air inside the tyre. Thanks to its performance and reliability, the new MICHELIN Desert Race is particularly suited to desert motorcycle racing.

Rally legend Stéphane Peterhansel, who won the Abu Dhabi Desert Challenge racing for Team X-Raid, steered his Mini All4 Racing to victory on tyres from MICHELIN's off-road tyre brand, BFGoodrich. The new 2011 All-Terrain+ is an evolution of the 2010 version which won the Dakar, Silk Way and Pharaohs rallies.

While Team X-Raid's relationship with BFGoodrich began with the introduction of its first BMW cross-country racecar in 2002, MICHELIN's bond with the renowned KAMAZ-Master team stretches back even further, some 20 years. When powering a massive 730bhp, 12-tonne truck across the towering dunes of Abu Dhabi's desert, only the very best will do and at this year's Desert Challenge, the Russian team opted for the extremely tough and versatile MICHELIN XZL 14.00 R20. This MICHELIN tyre, which comes from a particularly robust casing designed to carry heavy loads at low pressure.

MICHELIN Competition's Technical Director Nicolas Goubert explained what he saw as the reasons behind this resounding result: "These four wins demonstrate MICHELIN's ability to pack several seemingly opposing qualities into a single tyre. In the specific case of rallying, MICHELIN has succeeded in combining outstanding performance with great robustness, both of which are indispensable on the sort of exacting terrain you find in the Middle East. Whether you're talking about road tyres or tyres developed especially for motorsport, MICHELIN's research and development work focuses on optimising the overall mobility package. Indeed, MICHELIN sees motorsport as a full-scale test facility that enables it to validate new technologies in the most demanding conditions imaginable. These innovations are then carried over to MICHELIN's road tyres and that, of course, is of benefit to all motorists".

Motorsport is deeply rooted in MICHELIN's genes. The company is strongly committed to racing and looks to enter world class competitions that offer the greatest technical and human challenges. On the off-road racing scene, this total dedication to performance and innovation has given MICHELIN an incredible 28 Dakar rally wins since 1982.

Nowhere are these challenges more evident than in the Middle East, where off-road tyres must consistently demonstrate the highest qualities of versatility to cope with the extreme conditions experienced in the region. The heat of the Gulf tests grip provided by tyres to the absolute maximum, as do the remarkably soft dunes encountered in the Desert Challenge and the rocky stages of the Jordan Rally WRC.



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tire fact

Having your vehicle properly aligned is important in maintaining tire quality. Vehicle alignment should be checked often, especially if you notice your vehicle 'pulling' to one side or another, or if you notice irregular tread wear on your vehicle's tires.

Zafco awarded Gold in Singapore

Dubai based company Zafco, with a presence in over 85 countries, has set the standard not only for tyre innovation but also for stand design.

Zafco, with a vast portfolio of world class tyres, was the only Dubai based company to exhibit at the Tyrexpo Asia 2011 held in Singapore last month, where they brought home the acclaimed 'Gold Award' for the most innovative stand design.

Zafco's premium brand Zeetex also participated, with all the categories of tyres including passenger, truck and bus. Visitors to the Zafco and Zeetex stands experienced interactive and engaging discussions, activities, multimedia advertisements and attractive tyre patterns on display, signalling the company's strength in innovation.

Zafco's CEO, Mr Gopiraj KV, commented on the company's involvement in the Singapore expo, signifying Zafco's dominance as an industry leader with an enviable global reach and strong customer base. "We are extremely pleased to expand our presence at this year's Tyrexpo Asia, which is an indication of the phenomenal growth we have experienced in the past 12 months and sets the platform for future growth". The 2011 event was the largest in terms of exhibitor numbers in the 15 year history of Tyrexpo Asia.



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TIRES

PIRELLI ANNOUNCES TYRE CHOICES FOR CANADA, VALENCIA AND BRITAIN

Pirelli has revealed the PZero tyre compound choices for the Grand Prix of Canada, Europe and Great Britain.

In Canada, the soft and the supersoft tyre will be used as prime and option respectively: just as is the case in Monaco, where the supersoft tyre is making its debut.

In Valencia, the street circuit that hosts the Grand Prix of Europe, the medium tyre will make its debut as the prime with the supersoft as the option.

In Britain, the race that marks the halfway point of the 2011 season, the hard and soft tyres will be prime and option respectively: mirroring the choices made for the first five Grand Prix of the season.

Montréal, a race where tyres have traditionally played a major role, has similar characteristics to Monaco in terms of grip and traction, which is why the same nominations of soft and supersoft have been made.

Valencia is a street circuit that is faster than Monaco, which means that the medium tyre can make its debut. Representing a compromise between the hard and the soft tyre, the medium PZero – denoted by white markings – is ideally suited to the characteristics of the surface and the likely weather conditions.

Silverstone is one of the fastest tracks of the entire calendar, with the well-proven hard and soft tyres covering all the demands that this circuit makes on the rubber.

Pirelli's motorsport director Paul Hembery commented: "When calculating which tyres we will bring to every circuit, we bear a number of factors in mind such as the weather conditions and the nature of the surface. We then make sure that we select two tyres that will complement each other in terms of racing spectacle and potential strategies as well. So we've come up with tyre nominations that should not only be well suited to the characteristics of each circuit but also provide a great race for the drivers and spectators, with plenty of scope for the teams to exercise their strategic skills. Selecting the tyres is a very tough job for us, as in Montreal, Valencia and Silverstone we have no historical data, but we're feeling confident that the choices we have made, in close consultation with the teams and the FIA, should continue the Pirelli tradition of close racing that we have seen so far this year."





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Bridgestone corporation defines its approach to resource conservation

Bridgestone Corporation, on behalf of its worldwide family of companies, released its approach towards resource conservation:

The Bridgestone Approach to Resource Conservation

We, the Bridgestone Group, are committed to ongoing improvement to be an ever better steward of our natural resources. We continually innovate our processes, products and services to reduce, reuse or recycle raw materials, water and energy.

Key Activities

1. We continually improve resource productivity, doing more with less, based on sales per raw material use.
2. We promote the development of technologies and business practices that encourage the recycling of raw materials, utilization of renewable resources and conservation of finite natural resources.
3. We reduce water consumption in our manufacturing processes by efficient use and recycling, while also promoting the protection and preservation of water in our global communities.

As stated in the refined Environmental Mission Statement, the Bridgestone Group is committed to continually working toward a sustainable society with integrity and taking decisive action with respect to three important environmental perspectives: ecological conservation, resource conservation and reducing carbon emissions.

The company took a major step in April 2010 for reducing carbon emissions, announcing the establishment of targets for the reduction of CO₂ emissions throughout all its products' lifecycles. In September 2010, the company also released further details defining its approach towards promoting biological diversity in its many global communities for ecological conservation.



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Nexen launches new website

NEXEN Tire newly opened the homepage that reinforced the function of communication with the customers.

The renewed homepage of NEXEN Tire is attracting a lot of attention as it offers dynamic information to the customers apart from its splendid visual display. Also, the efforts to get closer to the customers are being witnessed through the homepage.

In celebration of the homepage opening, NEXEN Tire generously offers gifts including free tire exchange voucher, free entrance ticket to Kidzania, and movie ticket to those who give a correct answer in the quiz on convenience through random draws.

Equipped with various functions focusing on users' convenience, the homepage provides a lot of tire information based on vehicle type and product characteristic, aiming to offer the optimum information that would help the customers in purchasing the right tire.

Notably, the splendid visual display has been highlighted the most in the renewed homepage. Besides the promotional video clips on the major products of NEXEN Tire, such as N9000, N8000, N6000, and CP672, it delivers dynamic images by applying 5 different main pages that are displayed in turns while presenting refined images customized in terms of CI concept.

As for product information, the performance is explained through images to help the customers understand the product easily and in case of the major tire patterns, the information is effectively delivered by introducing the promotional video clip on the applied technologies.

Through the 'Inquiry on purchase' menu, the customers are promptly provided with the information on the most suited tires and store location just by leaving a tire-related inquiry through email, eliminating the burden of making a call. Also, 'Store search' provides accurate location of each store using Google map. Along with the suggestion of tire suitable for the customer's vehicle by simply entering information of vehicle and lifestyle of customers, the rolling selection is implemented to add the sense of entertainment for the search.

As part of actively promoting sports marketing, NEXEN Tire has newly established a section to introduce sports marketing like the professional baseball NEXEN Heroes, RV Championship, and N9000 Class. The sports information related to NEXEN Tire can be checked in real-time through the homepage, and the menu on the continuously promoted events is expected to provide great pleasure to the customers.

Meanwhile, it enables mobile access owing to the recent expansion of smart phone; thus, the renewal of the homepage focusing on users' convenience is definitely noteworthy.



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EVENT	DATE	INFORMATION	LOCATION
SYRMOTORSHOW	01- 07-July-2011	It is a great opportunity for vendors to meet new clients and to showcase their latest products and services in the automobile industry. It is also an ideal meeting place for new manufacturers to introduce their latest products to the Middle East markets for the first time.	Damascus International Fairground, Damascus, Dimashq, Syria
Australian International Motor Show	01- 10-July-2011	The Australian International Motor Show is the flagship event for the Australian motor industry. The event will going to be held at Melbourne Convention and Exhibition Centre, Melbourne. the show offers a line-up of all new, re-designed or upgraded production models and concept cars from around the world.	Melbourne Convention and Exhibition Centre, Melbourne, Victoria, Australia
Truckfest South West	02- 03-July-2011	Truckfest South West is an endeavor of Live Promotions Events Ltd to reach out to all small and medium sized operators involved in the trucking and road haulage industry. This event brings together Industry Manufacturers, dealers of trucks and other heavy vehicles and professionals related to building, designing and maintenance of such vehicles.	Royal Bath & West Showground, South Somerset, England, United Kingdom
Autopar	06- 09-July-2011	The Autopar is recognized as one of the largest exhibition of Brazil for Automotive Industry. Organized at Caxias do Sul Exhibition Centre, Brazil, the event attracts eminent trade visitors from both Brazil and across the world.	Caxias do Sul Exhibition Centre, Caxias Do Sul, Brazil
Abilities Expo Chicago	08- 10-July-2011	Abilities Expo Chicago will triumph on high wings because this event is considered to be a one of its kind in bringing some of the most recent innovations and developments for assisting the physically and mentally challenged people from all walks of life. This event will offer of some of the latest products and services for this usually neglected segment of society.	Schaumburg Convention Center, Schaumburg, Illinois, United States Of America

EVENT	DATE	INFORMATION	LOCATION
PAACE AUTO-MECHANIKA MEXICO	13- 15-July-2011	Organized by Messe Frankfurt GmbH at Centro Banamex, Av. Conscripto 311, Col. Lomas de Sotelo, Del. Miguel Hidalgo, Mexico, the PAACE AUTO-MECHANIKA MEXICO is characterized as a vital automotive show. More than 18,000 visitors from various parts of the world are expected to attend the event.	Expo Banamex, Mexico
LRO Billing Show	15- 17-July-2011	LRO Billing Show is one of the largest shows that dedicated to Landover events. It is undoubtedly one of the high profile events of its kind in U.K. Visitors from every part of the world will come to this expo to witness this mega event.	Billing Aquadrome, Northampton, England, United Kingdom
Motortech Japan	20- 22-July-2011	Being organized by Japan Management Association, Motortech Japan is an eminent event for showcasing precision electric products & technology. It is the 28th edition of show which will be held at Tokyo International Exhibition Center, Japan for 3 days.	Tokyo International Exhibition Center (Tokyo Big Sight), Tokyo, Japan
Indonesia International Motor Show	22- 31-July-2011	Indonesia International Motor Show(IIMS) is one of the annual and biggest exhibition in Indonesia. The event will showcase wide range of products and accessories for automotive industry which will attract many visitors from the region and abroad. This event is being organized by Dyandra Promosindo P. T.	Jakarta International Expo (JIExpo), Jakarta, Jakarta Raya, Indonesia
CRC Speedshow	23- 24-July-2011	CRC Speedshow 2011 will showcase new cars, new motorcycles, motorsport, classic and historic vehicles. New for 2011 is a dedicated truck and 4WD exhibition hall. Large automotive accessories and suppliers zone. This is the leading automotive trade show in New Zealand. CRC Speedshow will be held on 23rd and 24th July 2011 in Auckland.	SB Showgrounds, Auckland, New Zealand



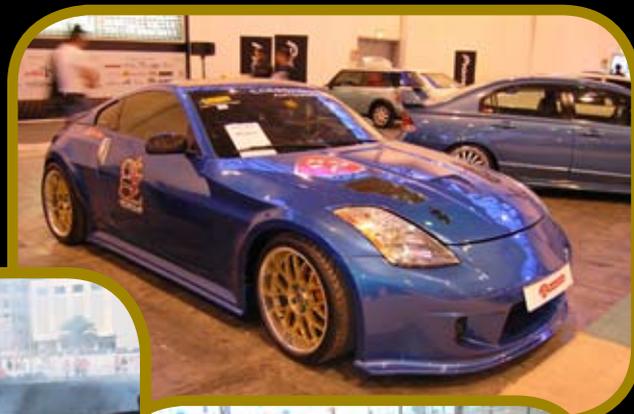
This year's Middle East motor Tuning show

The main attraction at this year's show was the Monster Energy Drifting Arena, which showcased precise balance of steering, accelerating, braking, shifting and pushing the boundaries of what a car is capable of to the limit.

The event will also offered enthusiasts an opportunity to meet and greet their drifting heroes, take photos with them and get their autographs.

Drifting is not about being the fastest. It is an exhibition sport where individual runs are judged on various criteria. We have tied up with Monster Energy for this adrenaline-pumping activity, said Mr. Saif Mohammed Al Midfa, Director-General of Expo Centre Sharjah.

Another sensational attraction at the show was the Project Falcon Chevrolet Silverado 3500 HD created by Al Ghandi Customs. It is the winner of MBC Actions Battle of the Garages, which showcased customisation skills of teams from the region. Overall it was a good show and looking forward to it next year.



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Munich. MINI presents the eco-friendly solution to the parking space problem in city centres. The brand is celebrating the comeback of the folding bike with a modern version of the practical means of locomotion. The special gimmick: when folded, the MINI Folding Bike fits into the boot of almost every vehicle – and most definitely into the MINI. When travelling into the city, simply park the car outside the overcrowded city centre, then continue on the bike and relax. Park & Ride with an environmentally conscious understatement!

The bike is also absolutely suitable for commuters and impresses in urban travels. When folded, it can be taken free of charge on public transport.

The MINI Folding Bike presents itself as a genuine high-tech vehicle: high-quality components, a light-weight aluminium frame and a clever folding mechanism make the trendy bike the ideal companion while travelling. The bike can be folded and unfolded in just a few seconds. The bike is folded along the crossbar and handlebars. In addition the saddle can be retracted and the pedals be folded up. This makes the bike extremely easy to handle whilst saving space. Fitted in a sleeve under the saddle is a practical transport bag. The MINI Folding Bike can easily match the riding characteristics of a “normal” bike. Weighing less than 11 kilos and equipped with 8 gears and 20-inch wheels, it is quick and versatile.

The teflon-coated chain prevents annoying soiling caused by chain oil and reduces the wear and tear on the components. The comfortable gel saddle ensures comfort. Thanks to the front and rear mudguards, you can carry on peddling regardless, even in the rain. Good visibility on the road is guaranteed by the accompanying reflectors.

Even on two wheels MINI proves its unmistakable design expertise. The bike comes in exquisite matt black. Silver highlights are set by the MINI lettering on the crossbar, the brand logo on the handlebars and the Union Jack motif on the rear forks. The absolute eye-catchers are the bike chain and bell in bold neon yellow.

The bike comes completely mounted. Additional accessories will soon be available.



Ford's Industry-First Rear Inflatable Seat Belts Earn Prestigious Safety Award

Ford's industry-exclusive rear inflatable seat belts – one of the all-new Explorer's breakthrough safety innovations – recently earned the 2011 Traffic Safety Achievement Award from the New York International Auto Show's World Traffic Safety Symposium.

This advanced restraint system is designed to help reduce head, neck and chest injuries for rear seat occupants. Over time, Ford plans to offer this technology in other nameplates globally.

"Ford's rear inflatable seat belt technology will enhance safety for rear seat passengers of all ages, especially young children who might be more vulnerable in crashes," said Sue Cischke, Ford group vice president, Sustainability, Environment and Safety Engineering. "Rear inflatable seat belts – a Ford exclusive – help build on our safety leadership."

Safer and more comfortable

In everyday use, rear inflatable belts operate like conventional seat belts, including compatibility with infant and child safety and booster seats. The additional comfort and padding of rear inflatable seat belts encourages increased use.

In the event of a frontal or side crash, the increased diameter of the inflated belt more effectively holds the occupant in the proper seating position, helping to reduce the risk of injury.

The inflated belts help to distribute crash force energy across up to five times more of the occupant's torso than a traditional belt. This expands its range of protection and reduces risk of injury by diffusing crash pressure over a larger area, while helping provide additional head and neck support.

Following deployment, the belt remains inflated for several seconds before dispersing its air through pores in the material.

Innovation and heritage

Rear inflatable seat belts debuted as an affordable option for the 2011 Ford Explorer.

Ford has the most top U.S. safety ratings of any automotive manufacturer ever. This includes more Top Safety Picks from the Insurance Institute for Highway Safety (IIHS) and more National Highway Traffic Safety Administration (NHTSA) five-star ratings.

Ford was the first automaker to introduce seat belts in all seating positions in 1955 and was a leader in making driver and front passenger airbags standard in most vehicles by 1993.

The New York International Auto Show's 2009 World Traffic Safety Symposium honored Ford's MyKey® owner control feature, enabling parents or fleet administrators to set limits on vehicle speed and audio volume while muting the audio system if front occupants don't buckle up.

In 2007 Ford was recognized with the Traffic Safety Achievement Award for Community Service, honoring the Driving Skills for Life initiative to improve driver skill sets among teens. Two years earlier, Ford was feted for its exclusive VIRTTEX driving simulator and its use in researching potential driver distractions.

Ford's rear inflatable seat belts also stood out at the 2011 Edison Best New Product Award ceremony by receiving the gold medal in applied technology.

The 2011 Ford Explorer is just one of Ford's highly-anticipated offerings for this year and is due to launch in the GCC region in the third quarter.



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PARTS



Ford delivers rolling online hot spot

All-new focus to offer wifi in 2012 when ford sync launches in the UK

The all-new Ford Focus will be transformed into a rolling WiFi hot spot when Ford SYNC with MyFord Touch technology makes its UK debut next year.

Ford Focus owners will be the first in the UK to benefit from SYNC's class-leading connectivity, which will be rolled out to several other Ford vehicles following its debut on the new global C-segment model.

By using an owners' existing USB modem or Smartphone, the SYNC-equipped Focus will be able to deliver a secure wireless connection that can be broadcast throughout the vehicle. Passengers with any WiFi-enabled device can then easily connect and access the internet. All this allows for simple, easy to use WiFi connectivity on the move for up to five devices.

Using SYNC's far reaching connectivity potential, Ford will offer individuals and families a level of in-car internet access that was until recently only available to the owners of considerably more expensive vehicles.

In-car internet access is no longer only demanded by chauffeur-driven executives. The increasing availability and popularity of WiFi compatible devices means that, as long as there is a data connection brought into the car, Ford passengers will be able to stay in contact with friends, keep abreast of the news and even play the latest games on the move and at all times.

"Ford is an automaker that is quickly becoming a personal technology company as well," says Christof Kellerwessel, chief engineer for electronic and electrical systems. "We're finding that Ford customers are tech savvy and – while travelling as passengers in cars – they want to be able to use their WiFi enabled devices while on the move.

"A reliable in-car internet connection is therefore extremely important to them, and that's exactly what SYNC will offer when it makes its UK debut on the Ford Focus in 2012. SYNC with MyFord Touch will offer rolling connectivity to Ford customers and everyone in a SYNC-equipped car can benefit at no additional expense."

Upgradeable and secure

One of the main advantages of the SYNC with MyFord Touch WiFi system is that it will allow customers to make use of a variety of USB devices, eliminating the need to purchase specifically compatible equipment. SYNC will use software updates to ensure it remains compatible with the latest hardware and devices, so customers can be sure that their SYNC-equipped vehicles will always allow them to make use of whatever USB mobile broadband modem or smartphone they are using – even devices that have yet to go on the market.

"We knew from the beginning that our connectivity solution would have to keep pace with the rapid advancement of consumer electronics and be flexible and upgradeable in order to remain useful to customers for as long as they own their vehicles," Kellerwessel said.

SYNC's WiFi capability will be a user-friendly solution to connecting Ford vehicles to the internet on the move. When it arrives on the new Ford Focus in 2012, the factory-installed system will seamlessly integrate the hardware into the vehicle, unlike internet connection systems from some manufacturers that require a bolt-in receiver and transmitter. With no subscription fee and the ability to provide a secure WiFi connection for up to five devices, SYNC with MyFord Touch will make the Ford Focus the best connected vehicle in its class.

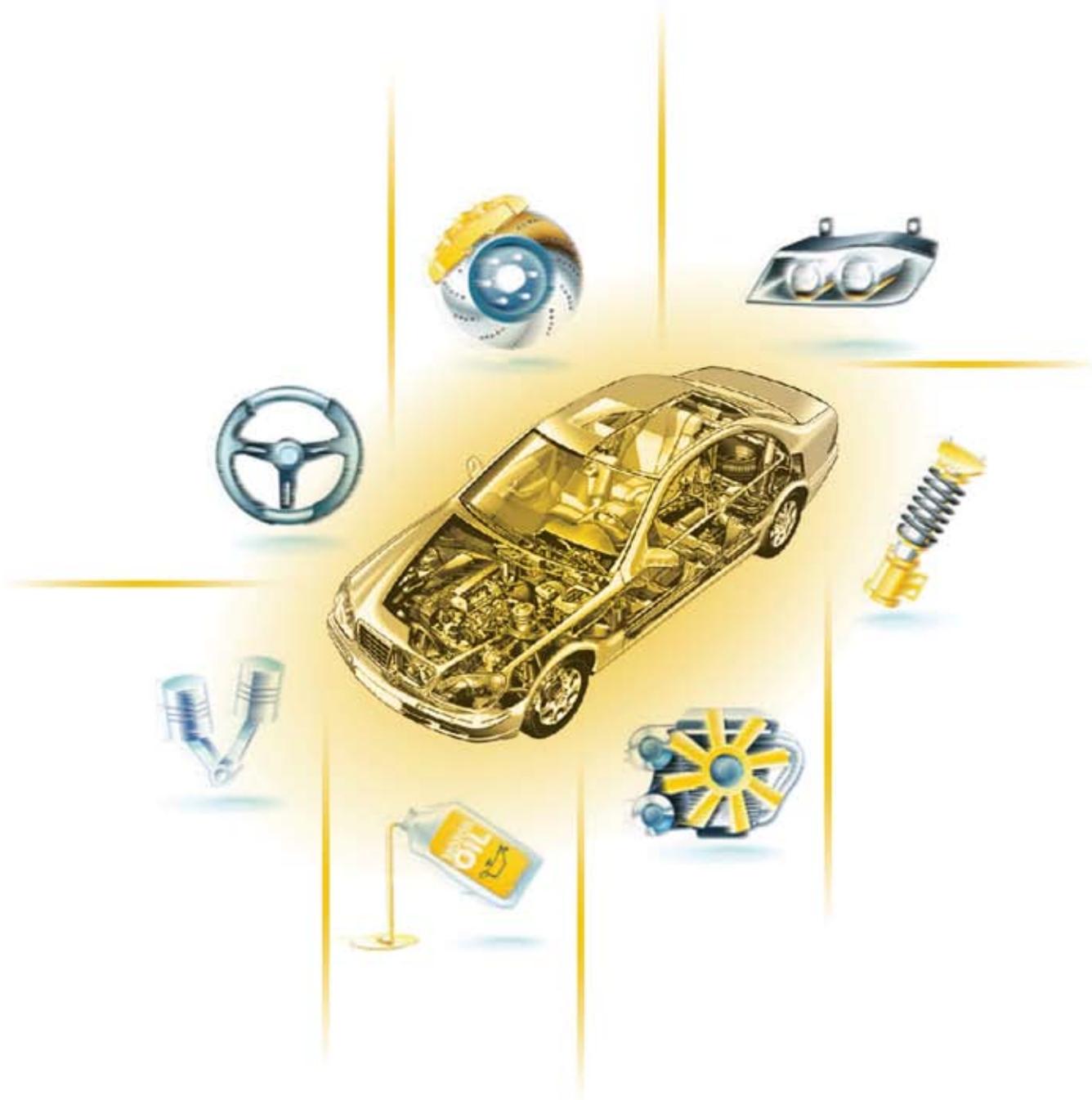


"Because it will be able to make use of a customer's existing USB modem device or obtain a connection through a smartphone connected via Bluetooth, SYNC will offer the best value and flexibility for Ford customers," Kellerwessel said.

Using the SYNC WiFi system, a signal will be broadcast throughout the vehicle. Default security is set to WiFi Protected Access 2 (WPA2), requiring users to enter a randomly chosen password to connect to the internet. When SYNC sees a new WiFi device for the first time, the driver must specifically allow that device to connect, preventing unauthorised users from "piggybacking" on the SYNC-provided signal.

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automechanika

MIDDLE EAST

JUNE 07-09, 2011

Dubai International Convention and
Exhibition Centre, Dubai, UAE

National Participation





World lubricants consumption to reach 10.5 Billion gallons by 2015

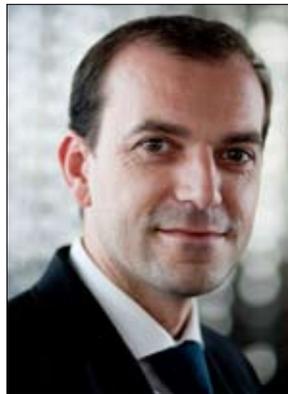
UAE becoming preferred exporter to region

Growing vehicle ownership and increasing industrial development are bringing about a sea of change in the global marketplace for lubricating oils and greases. While demand in the developed countries has either slowed down or remained relatively unchanged, the emerging economies are leading the growth surge according to industry research by Global Industry Analysts.

According to the report, the global market for lubricating oils and greases, which includes both commercial automotive and industrial lubricants, is expected to be 10.5 billion gallons annually by 2015. Growing demand from BRIC countries, Central Asia and Africa is anchoring the increase in the lube market*, which has led to a spurt of interest in the upcoming Automechanika Middle East in Dubai, the region's premier trade and networking event for the automotive aftermarket.

“Global suppliers and buyers from around North and East Africa, the countries of the former CIS (Azerbaijan, Kazakhstan, Uzbekistan, Turkmenistan, Kyrgyzstan and Tajikistan), Iran, Pakistan, India and others are expressing interest in sourcing out of the UAE, Qatar, Kuwait and Saudi Arabia,” said Mr. Ahmed Pauwels, Chief Executive Officer of organiser Epoc Messe Frankfurt.

“The UAE especially has grown in significance as a major re-exporter and supplier of automotive and industrial lubricants, with reports indicating that the volume of exports has increased by 100 % over the past few years**. Automechanika Middle East is expecting to attract a large part of this growing interest, thanks to its extensive line-up of leading manufacturers and suppliers of lubricants,” Pauwels added.



Mr. Ahmed Pauwels, Chief Executive Officer of organiser Epoc Messe Frankfurt.

Mr. Jimmy Horriatt, BG Middle East, exhibitor at Automechanika Middle East 2011, said: “Due to qualities of fuel and lubricants in the Middle East market, the region is an extremely important market to BG. The opportunity here for growth and maintaining market share for BG products is tremendous. Brand awareness, the introduction of new products, attracting new customers from dealerships and supporting our existing regional distributors are amongst our key aims for participating.” The BG products are used by removing and cleaning harmful deposits which solve drivability and problems associated with engine performance, transmission, fuel and air induction, power steering systems, colling and brake systems.

Nicolas Scholler, Sales & Business Development Manager Trademarks, Wolf Oil Corporation NV, who has an annual production of 83,000 MT of automotive lubricants, said: “The Middle East represents in our sales a total share of 12% in 2010 and we feel there are strong growth opportunities. We have been exhibiting at Automechanika Middle East for three years and want to confirm our presence in these markets. The aim of our participation is to reinforce existing relationships or to meet new potential distributors for countries in this region. We are looking for strong partners interested in a long term relationship.” Wolf Oil Corporation will be showcasing its two main brands Wolf and Champion and its ESP range of products, which cover the latest developments in the lubricants industry.

Mr Salvatore Coniglio, Regional Area Manager for German-based company, LIQUI MOLY, commented on their participation at Automechanika Middle East: “We want to increase brand awareness in the region as in the Middle East we are not as famous as we are in Europe yet. The Middle East is a prospering region with fantastic potential. Automechanika is a good opportunity to get in touch with other business people. For example, we are looking for an importer in Oman. We see that car owners’ buying behaviour is changing to using more and more high quality products. This is a great opportunity for us because we offer those high quality products with everything manufactured in Germany.”

During the event LIQUI MOLY will be exhibiting its range of motor oils as well as its revamped car care series which it is introducing for the first time to the region. The entire product portfolio including the car chemical sector will be on display at the event and LIQUI MOLY will demonstrate how car drivers can reduce their ecological footprint by using their products.

A recent market trend is that lubricants from the UAE are gaining popularity and market share in the rising markets around the immediate region and beyond. Today, a significant part of the demand from CIS, Afghanistan, Pakistan, India, Sri Lanka, Bangladesh and Africa is being fulfilled by UAE suppliers.

Amongst exhibitors featuring at this year’s edition of Automechanika Middle East within the lubricants sector include: LIQUI MOLY, Wolf Oil, Eurol BV, Lubplus, Lubrex, Lucas Oil, BG Products, Accor Lubrificants, Axxon Oil, CEPESA and Iyad Odeh Trading LLC to name a few.



Bentley Motors creates a luxury limited edition of

The new James Bond book



To celebrate the release of *Carte Blanche*, the new James Bond book by Jeffery, publisher Hodder & Stoughton has partnered with Bentley Motors to create an exclusive Bentley special edition: the ultimate luxury edition of the highly anticipated new James Bond adventure. Huge worldwide demand is anticipated for this new special edition after Bentley's collaborative bespoke book for the previous Bond novel, *Devil May Care*, by Sebastian Faulks, sold out within days.

Ian Fleming always admired the stately beauty of the Bentley and, as a result, James Bond owned three Bentleys over the course of the 14 original Bond novels. In *Carte Blanche*, award-winning thriller writer Jeffery Deaver reunites Bond with this classic marque. In this contemporary adventure, the agent will be behind the wheel of the beautifully sculpted and sophisticated new Bentley Continental GT.

The design team at Bentley worked closely with Hodder & Stoughton to capture the spirit of Bond and Bentley. A team of seven designers submitted proposals for the edition and the final design came from Bentley Senior Designer Brett Boydell. He comments: "As a designer it doesn't get much better than a brief of 'Carte Blanche'! The design features radical concepts that we feel reflect the name of the book, the ideas inherent in the Bond legacy, and the design principles we are passionate about."

This special edition links the legendary hero with the iconic automobile in the most spectacular way. Each copy of the special edition is custom-produced to Bentley's exacting standards and arrives inside a stunning metal case. The result is a striking and unique collector's item. The special edition is strictly limited to 500 copies worldwide at a price of £1,000 each. They will be available to pre-order worldwide through www.007carteblanchebentley.com. The editions will be delivered after publication date.

The Design:

The case of the Bentley special edition is inspired by the deserts of Dubai – one of the exotic locations Bond finds himself in within the new novel – and the new Bentley Continental GT, Bond's car of choice in the book.

Like the exterior of the GT, the case is made from polished aluminium, giving it a seamless and aerodynamic shape. More sculpture than car, it evokes the GT's signature outline, its metal skin making it look like the car has risen from the desert sand. To ensure the finished case meet Bentley's renowned standards of quality, an automotive supplier was employed to create the case to automotive standards using a specially commissioned machine.

In deference to the title *Carte Blanche*, the book itself is bound in white Nappa leather, the same outstanding grade of leather used in a Bentley's interior, mimicking the interior of the GT with its contrast of white leather trim and Pillar Box red edging. The title, author's name and the familiar wings of the Bentley logo are carefully embossed into the front and foil-blocked onto the spine. The text is printed in two colours, black and red, on sumptuous ivory paper, with endpapers of a matching red leather. The pages are expertly cut and trimmed to reflect the handcrafted techniques of the Bentley construction process. As with the other details of the special edition, the colours are carefully selected from the Bentley range. The book sits on a base of black anodised aluminium, chosen not to mark the white leather.

In one last twist, playing on the idea of an agent being given *Carte Blanche*, is one of the most dramatic features of the design: a die-cut bullet hole that pierces pages of the book. Hidden within the pages is a single polished 9mm bullet, individually marked with a number distinct to each copy, making the edition truly unique.

Brett Boydell adds: "Bond destroys as well as he creates and saves. It was this element I needed to convey in my design. The reader has the excitement of finding the bullet housed in the centre of the pages with the text positioned so that the reading experience is undisturbed. I hope they find the book as exciting to hold and look at as the unfolding drama itself."



Long distance cha

Panamera Diesel with range in excess of 1,



Dr. Ing. h.c. F. Porsche AG, Stuttgart's sporty Gran Turismos are receiving reinforcements in the guise of a long range cruiser with an impressive turn of speed. With a range in excess of 1,200 kilometres on an 80 litre tank, the new Panamera Diesel is a good bet as a distinctly economical GT saloon. Thanks to its fuel consumption of only 6.3 litres per 100 kilometres based on the NEDC with the optional low friction tyres – which equates to 167 g/km CO₂ – in purely arithmetical terms, the first Porsche Gran Turismo with a six-cylinder diesel engine can drive from Berlin to Bologna without refuelling. With the standard tyres the fuel consumption of 6.5 l/100 km is also very low.

The Panamera Diesel copes effortlessly with short bursts of speed and alpine transits. This is delivered by the smooth-running three-litre V6 engine with a rated output of 250 hp achieved between 3,800 rpm and 4,400 rpm. The maximum torque of 550 Nm available all the way from 1,750 rpm to 2,750 rpm delivers high pulling power. Married to the highly efficient eight-speed Tiptronic S, the six-cylinder turbo diesel powers the new Gran Turismo from a standing start to 100 km/h in 6.8 seconds, with a top speed of 242 km/h. The Panamera Diesel is exclusively available with rear-wheel drive.

Champion

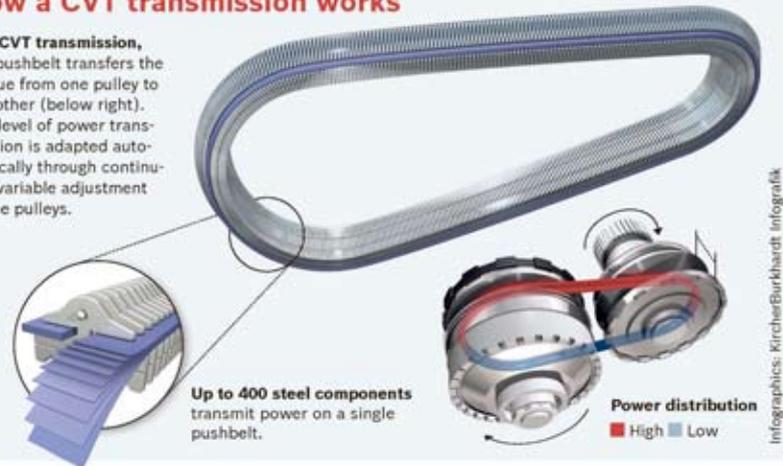
200 kilometres

Opening of 30-million euro hi-tech facility for automotive push belt manufacturing

- Continuous Variable Transmissions contribute to reduced fuel consumption and CO2 emission of automobiles
- By 2015, total investment estimated of some 55 million euros and expected production volume of 2.3 million units for Asian customers

How a CVT transmission works

In a CVT transmission, the pushbelt transfers the torque from one pulley to the other (below right). The level of power transmission is adapted automatically through continuous variable adjustment of the pulleys.



The Porsche Panamera Diesel's three-litre V6 engine is the state of the art in diesel technology: Common rail direct injection through piezo valves at a pressure of 2000 bar, turbocharging employing electrically controlled variable geometry turbochargers (VGTs) and emission control achieved by controlled exhaust gas recirculation, oxidation catalyst and particle filter. This is how high performance, generous torque and low consumption find themselves accompanied by smooth running, reliability and low emissions. An additional contributing factor is the auto start/stop function fitted as standard.

In terms of its driving dynamics and comfort, the Panamera Diesel is a genuine Porsche Gran Turismo through and through. Adaptive air suspension is available as an alternative to the standard steel spring suspension if so desired. This makes for a very wide spread of suspension characteristics with further enhancements to ride comfort on the one hand and very sporty driving dynamics on the other.

Developed from the outset as a four-seater vehicle, in terms also of interior design and the individual comfort of each and every occupant the Gran Turismo ploughs its own furrow. Notwithstanding its distinctive flat and stretched silhouette, 4.97 metres in length and a mere 142 centimetres high, the Panamera Diesel affords generous accommodation for all four seats. The new model can be recognised by the lettering "diesel" on the front doors.

Bosch marked the official opening of a high-tech facility in Vietnam for the production of push belts used for Continuous Variable Transmission (CVT) in automobiles.

Situated at Long Thanh Industrial Zone, Dong Nai Province, the plant is part of the Bosch Group's Gasoline Systems division and spans over a land area of 160,000 square meters. It will produce up to 1.6 million push belts in its first year, which can be fitted into vehicles ranging from sub-compact cars to sports utility vehicles with diesel, gasoline or hybrid engines. To date, Bosch has invested some 30 million euros into the plant. It is projected to increase this investment to a total of some 55 million euros and employ 800 associates by 2015.

Dr. Rolf Bulander, President of the Bosch Group's Gasoline Systems division, commented on the opening, "With the majority of our customers for CVT technology located in Asia, we expect our production volume in the new facility to rise to 2.3 million units by 2015 to support the growth of the automobile industry, in particular for the Japanese and Chinese automotive markets." With some 200 associates, the plant is the first hi-tech CVT push belt production site for Bosch in Southeast Asia, and the second of its kind for Bosch worldwide after Tilburg in the Netherlands.



PARTS



Two eyes are better than one

The stereo camera reliably recognizes pedestrians and crossing traffic

Continental, the international automotive supplier, will add a stereo camera to the comprehensive ContiGuard® safety system as an integral element of its forward looking braking systems. This will help prevent or at least reduce the seriousness of the frequent accidents involving pedestrians or with vehicles at intersections; to date, accidents like these make up almost half (46.6 percent) of those traffic accidents in Germany that result in major personal injury. "What is expected of our accident prevention and avoidance systems is that, instead of prioritizing obstacles, they should be able to help in every hazardous situation. This means that we must look for new ways of monitoring a vehicle's surroundings", said Dr. Andreas Brand, Head of Passive Safety & ADAS Business Unit at Continental's Chassis & Safety Division. Since the stereo camera has two 'eyes', it is able to use the difference in the images within one camera shot to detect every type of obstacle, from loads that have fallen onto the road to people and animals, and can determine their size and the distance to them. This cannot be done sufficiently reliably with mono-cameras, which also have to be taught to recognize a car or a motorcycle and which are then only able to identify objects that they have learned.

"Since the stereo camera also realizes the already familiar assistance systems, such as Lane Departure Warning, Traffic Sign Recognition, and Intelligent Headlamp Control, we think that it will set a new trend in the medium to long term and will be available for all vehicle categories, from compact cars to premium vehicles", added Brand.

Two cameras and full image analysis within a single unit

The stereo camera consists of two high-resolution CMOS mono-cameras, housed approximately 20 centimeters apart behind the windshield. Whereas a mono-camera only estimates distances, the stereo camera measures the distance to an object and its height from the road surface. This is made possible by the differences in the perspective between the left-hand and the right-hand optical paths. In other words, the stereo camera's analyzing electronics exploit the same effect that gives humans spatial vision, i.e. the parallax shift between two images. At medium distances of 20 to 30 meters, the stereo camera can determine the range to the object with an accuracy of between 20 and 30 centimeters. The stereo camera retains its high resolution capability even under difficult circumstances in which other technologies for object recognition might well reach their limits; for example, when several objects are in close proximity to each other, when objects are partially obscured, or when there is poor contrast between the object and its background.

The fundamental strength of the stereo camera is its ability to compare the two optical paths because the redundant information obtained when both images contain identical zones with matching characteristics enhances the reliability of the data. In addition, the optical paths support each other in poor visibility, at dusk for example, so that they function better.

Safety through six-dimensional analysis

In addition to the spatial position (3-D) of an object that it detects, the stereo camera provides particularly crucial supplementary data for the active driving safety systems. It can determine the direction in which every pixel of an identified object is moving along the horizontal, vertical, and longitudinal axes. This six-dimensional (6-D) identification makes absolutely clear whether an object is moving and in which direction. Combined with object classification, based on common characteristics, this process invests the stereo camera with such a high standard of decision-making certainty that it is able to initiate emergency braking (up to 1 g) if the driver fails to react to the object. The accuracy of the system enables the stereo camera to calculate the precise point of impact of a potential collision and to make the best possible use of the remaining time to prepare appropriate protective measures. The stereo camera functions through the whole speed range.

Since the stereo camera can also identify potential ways, within its field of vision, in which the vehicle could take evasive action, other options are for a collision warning to be issued or for automatic braking to be applied earlier if no evasive maneuver is possible. The advantage of this is that a few hundred milliseconds are sufficient for an emergency stop to make the difference between sustaining bruises and suffering far more severe injuries. With its range of up to 60 meters, the stereo camera provides the best possible basis for developing braking systems that are truly looking-ahead.

"In the future, the stereo camera will even be able to detect children, who are small pedestrians, cyclists, and wheelchair users crossing the road. We are, in fact, realizing a comprehensive obstacle recognition system, the like of which has never before been possible", said Wilfried Mehr, Head of Business Development for advanced driver assistance systems.



GM Named Automotive Innovation Leader



Automaker receives top ranking in Patent Board's quarterly industry scorecard

The Patent Board has ranked General Motors as the No. 1 innovator of 182 companies in its quarterly automotive and transportation industry scorecard.

The organization analyzes intellectual property performance across 17 industries and determines the leader in each sector based on measurements that include the number of patents, impact on the industry, and technology and science strength. GM also ranked first in the automotive/transportation sector in the previous scorecard, published in January.

"We focus on inventions that make our vehicles more sustainable," said Alan Taub, GM's vice president of R&D. "Our engineers are developing advanced technologies that increase fuel efficiency and ensure safety while maintaining the excitement of personal mobility."

GM operates global engineering centers and R&D labs around the world and collaborates with academia, suppliers and startups to identify and develop new technologies. During the past 10 years, it increased its patent filings six-fold.

The Patent Board announcement follows recent news that GM received more clean-energy patents last year than any other organization, according to the Clean Energy Patent Growth Index of U.S. patents. GM also received 940 U.S. patents in 2010, which placed it in the top 25 of all companies.



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140 Tonne chimney demolished by new Volkswagen pick-up

To mark the launch of its new Amarok pick-up, Volkswagen has demonstrated the impressive power of its brand new model by using it to demolish a 67 m high steel chimney weighing approximately 140 tonnes and standing at nearly the same height as Westminster Abbey.

The chimney would normally have been demolished using a 40 tonne excavator, but after months of careful planning from structural engineers and demolition experts EDS, the Volkswagen Amarok was given the opportunity to be the first pick-up to attempt such a task.

A series of tests were developed to challenge the power and traction delivered by the Amarok. The structure was prepared using a standard procedure for any 'pull-down' demolition of flame cutting a 'shark's mouth' into the base of the chimney, reducing its structural integrity, though ensuring that it remained free standing.

Four 200m lengths of rope were rigged to the top of the chimney and attached to the towbars of four standard Amarok pick-ups, each with Volkswagen's latest four-cylinder, 2.0-litre TDI engine producing 163 PS of power. For this demonstration they were fitted with a 'quick release' safely mechanism for the towing ropes, ensuring the safety of the stunt drivers in the unlikely event of the structure falling in the wrong direction.

At the chosen time of demolition, the Amarok pick-ups simultaneously, and impressively, pulled the chimney crashing to the ground as part of a planned site demolition project in Reading, Berkshire.

Simon Elliott, Director, Volkswagen Commercial Vehicles, said: 'The new Amarok is packed with power and intelligence, and we wanted to achieve something extraordinary to demonstrate this for its launch. Working with the right experts and taking a scientific approach, by demolishing a 67 metre steel chimney we've shown the maximum strength and power of the Amarok.'

Eldon Stevens from worldwide decommissioning experts EDS was delighted to be part of the dramatic demonstration: 'EDS has a reputation for taking on highly complex demolition projects that really test our engineering abilities, so we were thrilled to work with Volkswagen Commercial Vehicles to see if the new Amarok could bring down such a vast structure. Thankfully our combined skills were up to the challenge!'



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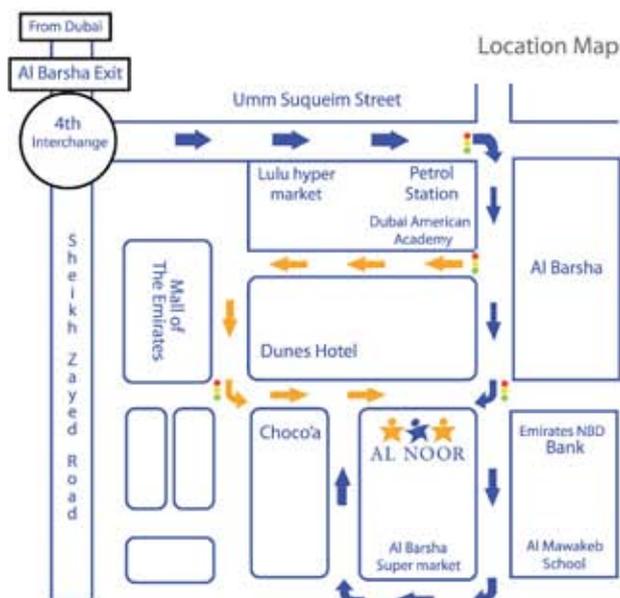
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Nokia e7

The Nokia E7 is simple to setup and easy to use. It supports a wide range of top end business requirements, ensuring that you are able to do everything you can on other business phones and more. It's stylish design and rich multimedia features makes it a well rounded phone.

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Jeanrichard unveils new model of Bressel 1665



JEANRICHARD pays a sober and original tribute to its own history by unveiling a new model as part of the Bressel 1665 collection. Dedicated to Daniel JeanRichard, the highly evocative name of this collection recalls the place and date of birth of the celebrated watchmaker. The brand has drawn on its uniquely rich heritage to create the Bressel 1665 Small Hour and Minute.

This model, which features a traditional aesthetic style, is very of its time in its reinterpretation of the function display, which is made possible thanks to the JEANRICHARD Manufacture-produced movement.

The Bressel 1665 Small Hour and Minute exquisitely embodies the principles governing the creation of every JEANRICHARD watch: the unending quest for perfection, attention to detail, the balance between the influence of secular tradition and a highly contemporary look.

The model features an understated yet original arrangement of functions on its dial. The JR1040 movement, developed and produced in the Brand's workshops to the highest production standards, allows the time to be indicated in original fashion. The hours and minutes are displayed off centre at 12 o'clock, freeing up space for the other functions: date, power reserve and second indicator. The functions are arranged using traditional watchmaking stylistic elements: Roman numerals, "railway" minute track and leaf-shaped hands in blued steel.

The elegant, 38 mm Bressel 1665 steel case exhibits smooth contours and features a new bezel with a delicately reworked curve. Its lugs have been designed for a perfect fit on the wrist. Its sapphire case-back reveals the automatic movement manufactured in line with JEANRICHARD tradition.

This model is also available with a diamond-set bezel or a pink gold case.

MONTBLANC SADDLER BAG



Montblanc Saddler Bag, is the masterpiece, limited edition men's bag within the Soft Leather Range. A "dream to touch" Montblanc's Soft Leather Range is composed of men's bags and accessories conceived from inimitably supple leather and characterized by a relaxed flair blending understatement with refinement.

Meticulously produced to exemplify ultimate luxury, the Montblanc Saddler Bag has been inspired by and derives its name from an iconic equestrian accessory - that is, the saddlebag. And so, similar to the classic riding bag, the style is slouchy, sporty and spacious. Yet this sleek, modern interpretation displays the exacting tailoring which beautifully defines Montblanc's men's bags while its clever design conceals an array of inner pockets and compartments reflecting the dynamic functionality of the original saddler bag. So a stylish man will consider this striking hold-all to be a prize within his wardrobe. This trophy

accessory presents a sharp take on a timeless design and, though it has been inventively reinterpreted as a cutting-edge statement piece for autumn/winter 2010, the Montblanc Saddler Bag will endure and be cherished for years to come.

The man toting this elegantly reversible carry-all also has the opportunity to flaunt it in two distinct ways and each will evoke a different mood. A soft, dusky grey shearing side - augmented by a zipper pocket enhanced with a leather-bound metal pull - conjures casual chic. The other side - composed of finely grained, metallic-hued black calfskin trimmed with merino and featuring a top, zip-fastening pocket flanked by two further zipfastening compartments - presents an urbane panache.



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