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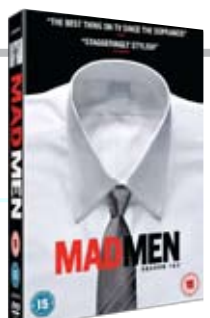


### SAMI NADER

General Manager, AW Rostamani Trading Co. LLC

Mad Men  
Season two

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# SAMI NADER

General Manager, AW Rostamani Trading Co. LLC



Our strength depends on 3 factors, the reputation of AW Rostamani group, our partners & of course our customers

## What are some of the challenges faced by your company?

It was certainly a challenging move by our Top Management to establish and expand this business unit in 2009 amidst the recession, but with the proactive directions from the Chairman and AWR Senior Management we made it happen and we are confident to grow multi fold while the automotive market is improving.

## How do you manage to cope with the tough competition?

There are many brands in the market and this tough competition pushes us to deliver more and succeed. Our strength depends on 3 factors, the reputation of AW Rostamani group, our partners & of course our customers. In addition, we have highly experienced industry professionals who have built a wide spread customer network.

## Under Vehicles division, what products do AWRT represent?

AWRT is the exclusive distributor of MG (Morris Garages) in the UAE, a British heritage car, focusing on passenger cars. And we have the regional distributorship of ZNA (Zhengzhou Nissan Automobile), focusing on the commercial cars.

## How is MG performing and what's your strategy to grow the brand in the UAE?

MG is a new brand which was launched recently. Our aim is to communicate the product features to the customers and it is very important to enhance the brand image.

## What methods will you apply to achieve this?

Actually we are glad to say that we have sold many MG cars and received a positive response from our valued customers who have become very passionate about their MG cars.

## We are happy to have a session with you as an emerging company in the aftermarket industry. Could you please brief about the AW Rostamani Trading Co. LLC.?

AW Rostamani Trading (AWRT) is a strategic business unit that represents the automotive Allied Products and Vehicles under the prestigious AW Rostamani Group. AWRT represents both divisions under one roof and offers best services to its customers.

## When was AWRT established?

AWRT was established in 2009 with a fully committed team driven with passion & desire; today we have professional and dedicated employees who have taken this SBU to the next level to become a major player in the UAE automotive market.

## Under Allied Products division, what products do AWRT represent?

The company represents Batteries, Tires, Lubes and other related products in the automotive field. The main brands we carry are the following:

AMARON Battery, which is a high end automotive battery, manufactured in India in collaboration with Johnson Controls. Amaron has a strong reputation for ultra-long service life under the toughest of conditions.

Sava is a brand of Goodyear and is manufactured in Europe with a wide range of Truck and Bus Radial Tires, conforming to the UAE and GCC climate conditions.

CEAT Tires (India) established in 1958 in Italy, is currently manufactured in India with a wide range of high quality Nylon & Radial Tires. In Dec 2011, as a part of its strategy to expand the business, AWRT entered into an agreement with CEAT for the exclusive distribution of CEAT Radial tires in the UAE.

Elf is a brand of TOTAL and its product range includes a full range of Petrol engine Oil, Diesel engine Oil, Brake fluid, automatic transmission Fluid, Hydraulic oil & greases.

Yigit Battery is a renowned brand from Turkey for OEMs, after-markets and produce batteries for military vehicles (NATO).

Fortron Automotive Treatments range comprises automotive treatments, Aerosols, Service Kits and Workshop & Industrial cleaning products.

Xcool offers a range of exciting automotive window films in modern colors and shades that match the latest factory tints adding a stylish, sophisticated look to vehicles while prevents damage from harmful radiation that ensures that the fabrics and trim do not fade.



We have planned to participate in Motor Show regularly so as to increase exposure of our products and brand. Additionally, we will have regular PR, test drive activities where the customers can feel the brand and its performance. We plan to attract walk-in customers through innovative marketing activities which you may experience in the coming years. We are currently targeting fleet customers as well as leasing companies to have more cars on the road and finally our company will establish an official MG car Club.

This will also help raise awareness of the brand and make expats feel part of the worldwide MG community which was formed by the MG factory in 1930.

#### **Please tell us more about the MG product range?**

Under the MG umbrella, there are 5 models, MG 3, MG 350, MG 6, MG 550 & MG 750.

MG 3 is a British super-mini with 80 years of history and constant innovation and reformation. The MG 3 comes in two grades – 1.3-litre and 1.5-litre engine with 5-speed AMT mechanism with a maximum of 106 HP.

Standard features include Tiptronic gear, USB,AUX-in, driver and passenger airbag.

MG 350 is an exquisitely elegant car with a 1.5-litre VCT engine powering the front wheels via a 4-speed auto transmission with 107hp.

MG 350 comes with highly efficient dynamics,confident handling, cozy space and multiple safety options which define the benchmark for automobiles of a new era.

MG 6 comes in a Fast-Back and Saloon designed with its British style 1.8-litre Turbo 5-speed 'Tiptronic' auto transmission with paddle shifters and 158hp. Standard features include Tiptronic gear, paddle shifters, CD player, fog lamps, cruise control.

MG 550 is a sporty car with a sophisticated European-look interior and a healthy 158HP from a 1.8-litre Turbo Engine.

MG 750 is based on the core technologies of the existing Rover 75 with many technical and cosmetic updates from SAIC. A smooth 183HP 2.5-litre V6 engine drives the front wheels through a multi-mode 5-speed automatic transmission.

#### **Can we expect new MG models this year?**

Two new models are expected this year, the MG 5 which is the hatch back version of MG 350 & the MG 950 which will be a high-end luxurious car adding the MG line-up to 7 models.

#### **What is your pricing strategy for MG in the UAE – How are you positioning the brand in the UAE marketplace?**

MG is priced as a European luxury car with an affordable price and is positioned against the European brands.



We foresee a huge potential to grow despite the market being highly competitive. With the proactive approach from the Chairman and AWR Senior Management we made it happen and we are confident to grow multifold .

#### **How is ZNA (Zhengzhou Nissan Automobile)planning to cope with the 'made in china' perception?**

ZNA is a partnership between Dongfeng & Nissan Motor Company, by being so, it benefits from the excellent quality processes that NML deploys in its production. It should also be noted that many of the popular brands that are with Western consumers are manufactured in China.

#### **How is AWRT planning to promote the ZNA brand in the UAE and gain more market share?**

ZNA is sold locally at AW Rostamani Trading's dedicated showroom in Deira supported by 14 service centers across all emirates & a 24/7 servicing capability in Aweer, Dubai. The 3 major ways to convince the customers to buy a ZNA is by promoting the Nissan technology methodology, focus on the very attractive price and the proven after sales back up.

#### **How does ZNA rate the quality of its products?**

Zhengzhou Nissan Automobile rates its quality as excellent since they follow the Z-NSC Business Regulation supported by the 100,000kms/3 year factory-backed warranty.

#### **Currently we see only Light Commercial Vehicle models in the ZNA showroom in Deira, are there plans to bring Passenger Car models?**

Yes, we understand from ZNA that these are planned in the near future.

#### **What is your outlook on the future of AW Rostamani Trading Co.?**

We foresee a huge potential to grow despite the market being highly competitive. The Group and especially the management has a strong aspiration to grow the business multifold. This will certainly be possible as we have assembled highly experienced talents from the industry and we are consistently increasing the team size to convert the opportunities into successful business.



## Jeep Introduces New Limited-edition Wrangler Unlimited Altitude

On the heels of the popular Jeep® Wrangler Call of Duty: MW3 and Arctic models – and in response to Wrangler enthusiasts' continued desire for limited-edition vehicles – Jeep is introducing its new, 2012 Wrangler Unlimited Altitude edition. The Jeep Wrangler Unlimited Altitude is the latest Altitude model in the Jeep lineup, following the introduction of the Grand Cherokee, Compass and Patriot Altitude models last month.

Based on the 2012 Jeep Wrangler Unlimited Sahara model, the Altitude edition offers Jeep enthusiasts a Wrangler with a unique appearance that includes a body-color hardtop combined with a variety of black-gloss exterior appointments, and a distinctive black-and-red interior theme.

"With sales up more than 30 percent year over year, Jeep Wrangler continues to show the special place it has in the hearts and minds of the American public," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "One of the many things Jeep enthusiasts love is the series of limited-volume, special-edition Wrangler models we produce. The new Wrangler Unlimited Altitude builds on the previous models and delivers consumers yet another fun and distinctive Jeep vehicle straight from the factory.

"With a production run of only 4,500 units, we expect the Jeep Wrangler Unlimited Altitude to sell out very quickly," Manley added.

Jeep Wrangler sales were up 43 percent in March 2012 versus March 2011, and are up 30 percent for the year (through March). The new 2012 Jeep Wrangler Unlimited Altitude edition arrives in Jeep showrooms next month.

### 2012 Jeep Wrangler Unlimited Altitude

The new Jeep Wrangler Unlimited Altitude edition includes a body-color hardtop with matching painted center sections on the front and rear bumpers. Unique eighteen-inch, five-spoke alloy wheels with black-painted spokes and polished wheel rings combine to give the Altitude model a one-of-a-kind appearance.

Wrangler Unlimited Altitude's exterior appointments are completed with the inclusion of a Mopar® black fuel fill door, a matte black "Jeep" grille badge and a black tone-on-tone hood graphic.

A black-and-red theme is found inside the new Jeep Wrangler Unlimited Altitude. Specifically, red accent stitching adorns black leather seats, door panels, center arm rest, floor mats and steering wheel. Vent rings, steering-wheel spokes, door pulls and passenger-side dashboard grab handle and berber floor mats all appear in black, to provide the contrasting and one-of-a-kind interior.

Jeep Wrangler Unlimited Altitude models are available in Deep Cherry Red, Black, Bright White and Bright Silver Metallic, and will be available at a Manufacturer's Suggested Retail Price (MSRP) of \$33,740.

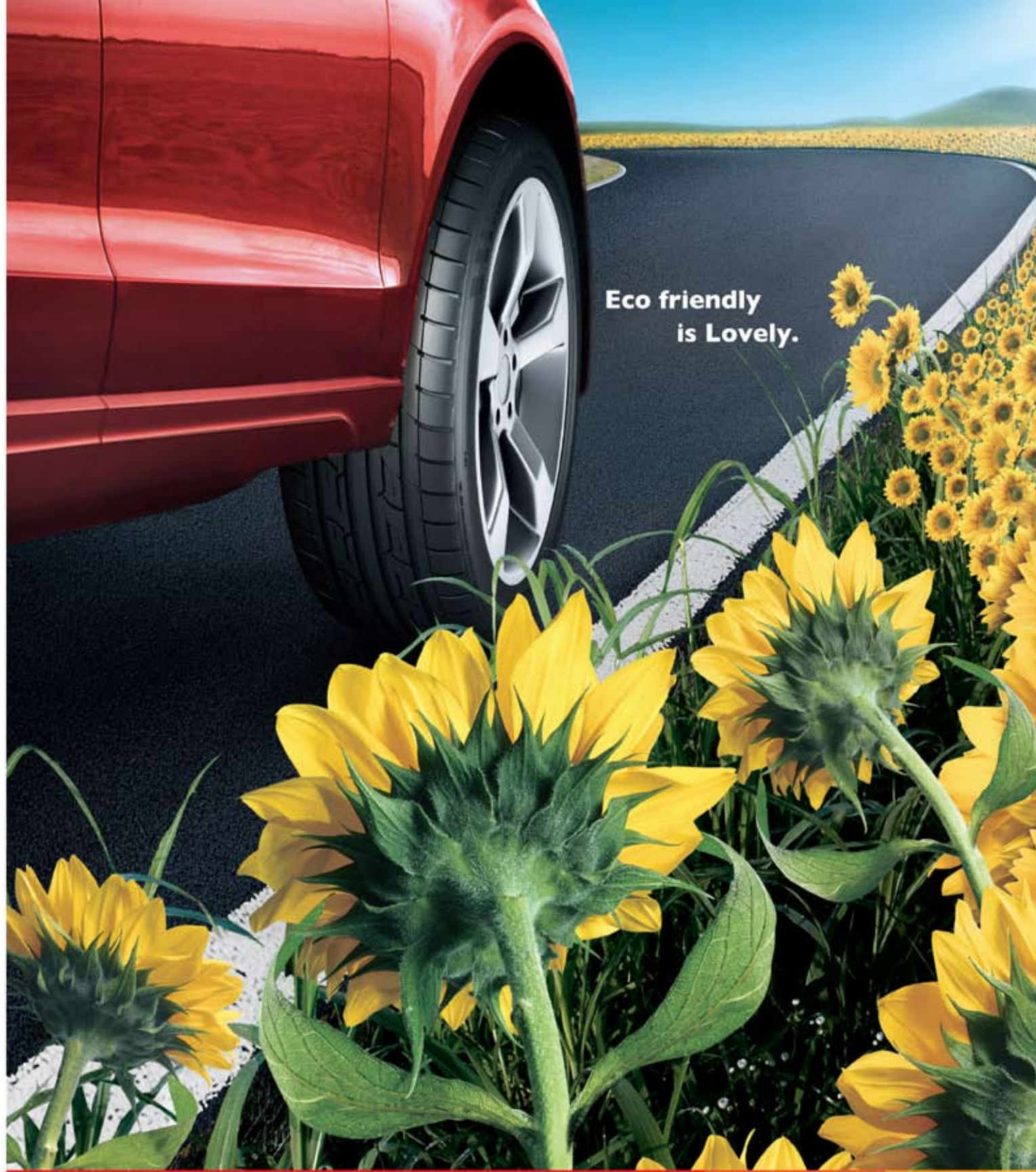
### 2012 Jeep Wrangler and Wrangler Unlimited

Jeep Wrangler – the most capable and recognized vehicle in the world – is even more capable both on- and off-road for 2012, courtesy of an all-new, more fuel efficient and more powerful 3.6-liter V-6 engine, and a new automatic transmission – both of which it shares with the award-winning Jeep Grand Cherokee.

Chrysler Group's 3.6-liter Pentastar V-6 engine – winner of the prestigious Ward's 10 Best Engines award – delivers 285 horsepower and 260 lb.-ft. of torque, while delivering up to 21 miles per gallon highway in the 2012 Jeep Wrangler. The improvement, when compared to the previous 3.8-liter V-6 engine, is 40 percent in horsepower and 10 percent in torque.

2012 Jeep Wrangler interior highlights include a recently redesigned instrument panel and storage areas with improved ergonomics and upgraded materials. A lockable console and upgraded door armrest areas boast comfortable touch points, while a redesigned center stack is easier to reach and operate. Heated, power mirrors are available, and drivers and passengers enjoy enhanced visibility courtesy of large rear windows.





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# Winter sports and functionality

## The Audi Q3 red track

Audi will present a special themed vehicle at the Wörthersee Tour - the Audi Q3 red track with an output of 250 kW (340 hp). This compact SUV couples its powerful nature with a sporty lifestyle. The Q3 red track is a highlight of the young model series that launched in 2011.

The Audi Q3 red track themed vehicle represents a new, potential variation on the SUV concept. It has been designed for young, sporty people. The Audi Q3 red track is a sporty and robust compact SUV offering many practical attributes, an elegant appearance and individual design highlights.

The vehicle is painted in the color developed specially for it – Energy Red, with the red paint containing golden pearlescent particles. Its add-on body parts are in matt gray quartz-based paint, and underline the vehicle's robust and rugged appearance. The high-gloss package, a characteristic feature of the model line, enhances the area around the windows with eye-catching elements in aluminum and high-gloss black.

Vertical struts made from aluminum are integrated in the single-frame grille. They extend across the full height of the grille. In the area of the horizontal panel, which carries the license plate on series-built vehicles, they are pulled outwards to striking effect. The struts present the two-tone theme which the Audi designers have developed for the Q3 red track. Their side edges are painted in a matt quartz-based paint, while the slim front faces have a high-gloss finish.

In the headlights, the zones in the lower area of the light-guide elements, which generate the daytime running lights, are painted in the body color.

Eye-catching features on the sides of the Q3 red track are the flared wheel arches and the running boards, which Audi is to incorporate into the

extensive range of Q3 accessories. The newly styled aluminum roof rails are specially designed for transporting skis – made of carbon. The front roof-rail support integrates compact, energy-efficient, wide-angled LED lights that illuminate the area around the Audi Q3 red track. They are controlled via buttons in the roof module.

The Audi Q3 red track features five-arm wheels in 8.5 J x 20 format. Mirroring the single-frame grille, their visible edges have a light-colored, high-gloss finish, while the inside areas feature the same matt quartz-based paint. The off-road tires are size 255/45. Track width has increased by 40 millimeters (1.57 inches) at the front and rear compared to series-built models, and the body is 30 millimeters (1.18 inches) higher. The themed vehicle also features unique solutions at the back – the two tailpipes of the dual-branch exhaust system are integrated in the diffuser and underbody guard area.

In the interior of the Audi Q3 red track, three colors offer an ambience of sophistication and sporty elegance – black, gray and red. The headlining is made from titanium gray Alcantara; large parts of the interior, including the carpet, are black. The black, ribbed floor mats are edged with narrow strips of red Velvet leather.

An innovative leather/fabric material is used for the upholstery – thin strips of leather just a few tenths of a millimeter wide are interwoven with yarn. The upholstery features piping with double seams; like the contrasting stitching, the piping is red. Small sections of the upholstery are made from red Velvet leather – a hardwearing material that looks similar to nubuck leather at first glance, but in fact has a finer structure. The segments integrated in the door trims are also in red Velvet leather, trimmed in steel gray Fine Nappa leather.





The entire instrument panel in the themed vehicle is trimmed in black Fine Nappa leather. Contrasting stitching in titanium gray is an elegant highlight. The leather across the hood of the instrument cluster is steel gray with red contrasting stitching. This color scheme is replicated on the door armrests at the front and rear. The front section of the center tunnel also features leather trim.

The inlays around the S tronic selector lever, at the front of the cockpit and in the doors comprise a three-dimensional stainless steel mesh that requires a complex manufacturing process. The selector lever features a high-gloss black ring and an aluminum badge with a milled "Q3" logo. The selector lever gaiter is enhanced by red stitching.

Aluminum takes center stage in the instrument cluster. The most striking elements are the metal dials around the speedometer and rev counter. They were made using a rotary-grinding process. Metal is also used on their rings and around the edges of the control lights. Horizontal bars and small fins give the dials and needle centers a sporty, three-dimensional look.

In some parts of the interior the trims are in high-gloss black – the display and control elements on top of them appear to float. This applies to the area surrounding the driver information system, the zone around the air vents, the periphery of the MMI terminal and the row of switches on the center console. Aluminum inserts give the black switches an air of sophistication. Chrome trims adorn the controls of the air conditioning system; the air vents have black ribs and chrome-trimmed rotary knobs.

The soft keys for the MMI navigation plus system are made from aluminum, while the control terminal benefits visually from narrow strips of the same material. The monitor, which can be folded out manually, features trim that matches the surface of the instrument panel. The system includes an animation showing the longitudinal and latitudinal tilt angle of the Audi Q3 red track. In regions that are not included in the map data, the MMI navigation plus system logs the GPS coordinates of the route – for assistance during the return journey.

The interior of the Audi Q3 red track includes two practical devices for winter sports fans. The side wall of the luggage compartment houses a charging station. It can be used for storing flashlights and charging them inductively at the same time. The same technology is used for the Thermos canister. It is located in the cup holder between the front seats and is able to chill or warm drinks. Both devices have LEDs that show the current charge level. One attractive extra is that, in addition to LED lighting, the flashlights incorporate an infra-red heating element that can be used for warming your hands or a pair of ski boots.



Another intelligent solution in the themed vehicle is the luggage compartment mat, which has integrated heated seat cushions. The mat can be folded out and laid over the loading lip. This protects the edge of the luggage compartment while the vehicle is being loaded or unloaded, and also provides a warm area to sit on when putting on or taking off your ski boots. Small LED spotlights on the inside of the tailgate provide light.

The engine's five cylinders are consecutively numbered; red wrinkled-finish paint has been applied to the cylinder head cover. A panel made from carbon fiber-reinforced polymer (CFRP) partially covers the engine, and the air filter is also protected against dirt. There is a decorative trim made from plastic around the engine compartment.

The power of the turbocharged five-cylinder unit is transferred to the quattro permanent all-wheel drive system via a seven-speed S tronic transmission. The Audi Q3 red track accelerates from zero to 100 km/h (62.14 mph) in 5.4 seconds and continues to a top speed of 263 km/h (163.42 mph).





# Think small and very fast

## The new ABT Beetle

Its predecessor was an evergreen, a mass-consumption vehicle, both in Germany and worldwide. The Beetle was dependable and robust, it looked nice and was very distinct. Incidentally, it was also a sportsman and film star, if you will, and this potential for a cult following is what characterises its successor as well, especially when tuned by ABT Sportsline.

The traditional company from the Allgäu has been involved in "breeding beetles" for decades now. Way back, the basis was disrespectfully called "creepy-crawly", but the new model is much improved over its predecessor: In the ABT Beetle, the 2 litre turbo engine's 240 hp (176 kW) is the right thing for the fast lane. Compared with the standard model, this is an extra ABT POWER of 40 PS (29 kW) you can really feel – on whatever road and in whatever gear. And this extra power is what the 1965 Beetle had to show in all, mind you! So this new speedy car asserts itself wherever it goes. Don't only think small – drive fast, too! The exhaust system includes two oval ABT rear mufflers. An ABT Beetle is an everyday athlete and makes driving a real pleasure. The design elements turn this unusual car into a cheeky and dynamic sports car before you have even started the engine.

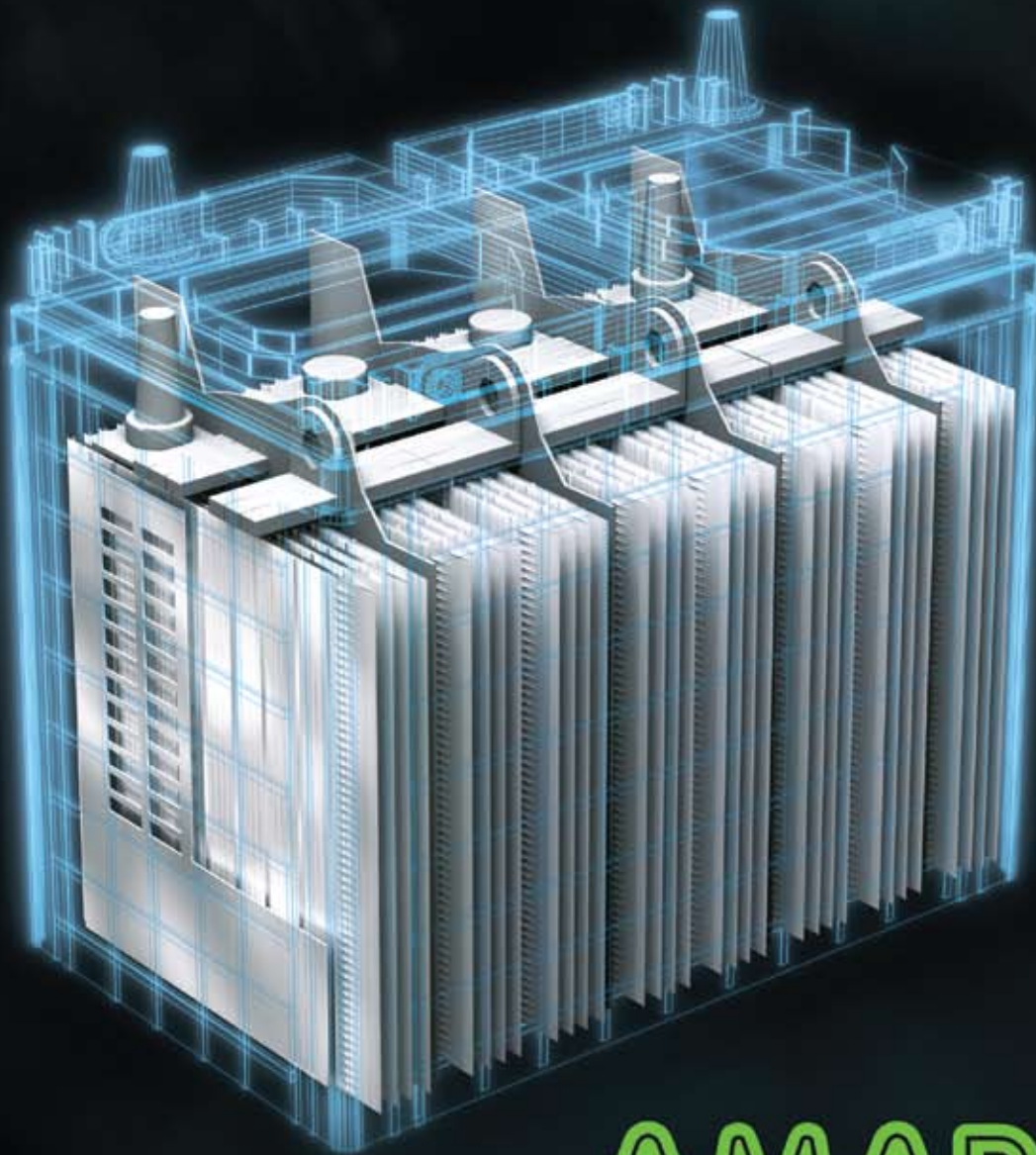
The Beetle from Kempten is a car you can use every day but also a real grand-grandson of Herbie's. The carbon-look deco set is both retro and modern. It highlights the car's charming individuality. The headlight covers make it look more aggressive. Rear light covers and a license plate insert lend the rear end more originality. The front spoiler signals that this beautiful sports car will never get off the ground. To make the Beetle's looks even more perfect, we recommend ABT wheels in their powerful DR or CR designs, which are fully in line with the Beetle's silhouette and contours. These wheels are available from 18" to 20" and also in conjunction with the right sport tyres. This visual unit is completed by the ABT brake system, which you can tell by its black painted callipers bearing the ABT Logo. This turns the Beetle's base into an eye-catcher, too. And ABT suspension springs make it corner even better. All these upgrades make the new Beetle a... well-rounded thing.







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# The New Genesis Coupe launches in the Middle East

Hyundai Motor Middle East introduced the significantly redesigned 2013 Genesis Coupe to the Middle East. The Genesis Coupe made its international debut when it was unveiled in Detroit at the North American International Auto Show earlier this year.

In keeping with impressive performance upgrades, the Genesis Coupe now sports more aggressive coupe styling, complemented by improved interior materials and design.

The refreshed Genesis Coupe strikes a more menacing demeanor, with an aggressively redesigned front fascia, grille, headlights, LED daytime running lights, fog lights and hood with heat extractor cues. The side view reveals new, aggressive 18 inch alloy wheel designs with deeper dimensional sculpting.

Managing Director of Hyundai Middle East, Mr Tom Lee said: "The fluidic sculpture design lines are evident in the new Genesis Coupe as they are integrated into a new front bumper and hood, giving a far sportier look than its previous form. This new 2013 model is in many showrooms now across the Middle East and is an excellent example of Hyundai's luxury model offering. The previous model it replaces won accolades all over the world so we have high hopes for the new version here in the Middle East".



The traditional rear-drive sport coupe proportions remain, with a long wheelbase and short front and rear overhangs producing a classic wedge-like profile. Genesis Coupe's bodyside character line is an innovative "Z"-shaped design. Enlarged openings in the front fascia allow for better engine breathing along with a more aggressive look. Dual asymmetrical exhaust tips integrated with the blackout rear diffuser treatment complete the performance message from the rear.

The Genesis Coupe is available with two engine options. The 3.8-litre Lambda DOHC V6 engine and the 2.0-litre turbocharged engine are both available with a 6-speed manual transmission or 8-speed automatic transmission with paddle-shift SHIFTRONIC® manual-shifting capability. Both 4-cylinder and V6 engines benefit from significant technology enhancements, with the 3.8-litre V6 engine receiving sophisticated direct-injection technology and the 2.0-litre turbocharged engine upgrading to a more precise twin-scroll turbocharger and larger intercooler.

The 2013 Genesis Coupe interior has been enhanced with distinctive, upscale features and design cues. The instrument panel features a stitched-seam appearance for a distinctly upscale look. The instrument cluster now features an electroluminescent gauge cluster for premium ambience and superior readability. A new driver-side rear seat walk-in assist function has been added for more convenient rear seat access from the driver's side. Convenient seatbelt assist guides make it easier for front passengers to buckle up.

In addition, driver seat power lumbar support is now available and front seatback pockets are standard on all Genesis Coupes. A centre stack multi-gauge cluster with instantaneous mpg, torque level (3.8 models) or turbocharger boost pressure (2.0T models), and oil temperature is standard on all trims. A center fascia tray with cover has been added for enhanced storage, and interior surfaces now have a softer touch with lower sheen for a more luxurious feel. Sport front seats with deep side bolsters offer superb lateral support for enthusiastic driving in all trim configurations.

In keeping with Hyundai's focus on offering segment-leading standard safety technologies across its lineup, the 2013 Genesis Coupe includes a wide range of both active and passive safety features. Standard safety technology includes driver and front passenger advanced frontal airbags, along with front seat-mounted side airbags, side air curtains and active front head restraints.

The Genesis Coupe has a strong unibody construction, along with front and rear crumple zones, bodyside reinforcements and five-mph energy-absorbing bumpers. The hood also includes buckling creases and safety stops.

With Genesis Coupe's more aggressive exterior design cues, fresh exterior color offerings are now available, with seven new colors added to the palette. In keeping with Genesis Coupe color names selected at launch, all new color names are derived from world-famous racing circuits and their most challenging track segments. These new colours include: Parabolica Blue, Catalunya Copper, Monaco White, Becketts Black, Circuit Silver, Gran Premio Gray, and Shoreline Drive Blue.

To further complement Genesis Coupe's freshened interior design and premium materials, a new tan leather interior, a new red leather bolster/red cloth insert interior, and a new gray leather bolster/gray cloth insert interior have been added to the interior color selections.



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# McLaren Automotive opens new Abu Dhabi showroom

McLaren Automotive continued its growth across the Middle East with the opening of McLaren Abu Dhabi. This new showroom is the latest step in establishing an exclusive retail network throughout the world's most prestigious sports car markets and was marked by the launch of a breathtaking video of its debut model the MP4-12C.

The official opening was attended by McLaren Automotive's CEO, Antony Sherif, and Chairman of Al Habtoor Motors Group, Sultan Al Habtoor. Guests were given an exclusive preview of the film, which mixes stunning aerial footage with close-up action shots, all set within the beautiful urban and desert scenery of the emirate of Abu Dhabi. The visually dynamic short film also follows the company's high-performance, luxury sports car, the MP4-12C, as it takes on the famous Formula 1 track at Yas Marina Circuit.

McLaren Abu Dhabi is located in the Sheikh Salameh building in Khalidiyah, near the Corniche and highlights the commitment to the brand by Al Habtoor Motors, which opened McLaren Dubai just six months ago. McLaren Automotive's first retail location in the region is located on the prestigious Emaar Boulevard next to the Burj Khalifa.

Commenting on the launch, Antony Sherif said: "The launch of McLaren Abu Dhabi is an important stepping stone as we introduce McLaren throughout the region. The new showroom will give our customers in Abu Dhabi a clear indicator of McLaren's attention to detail and focus on performance from the moment they step through the glass doors. Al Habtoor Motors is important to McLaren; as a partner they reflect our high standards for quality and customer service."

Visitors to the showroom will have the opportunity to see the first 'pure' McLaren production road car, the award-winning MP4-12C. The 12C draws upon the company's longstanding Formula 1 experience and features a number of unique new technological highlights that make it the world's fastest and also most efficient high performance sports car in its segment; a one-piece, moulded carbon chassis, a compact, lightweight and highly efficient 592bhp V8 twin turbo engine, and the innovative 'Proactive Chassis Control' suspension system that ensures ultimate track performance or great comfort on the road at the turn of a switch.

Customers will be able to get up close to the MP4/22 Formula 1 car, driven by Lewis Hamilton throughout the 2007 season and pivotal to Hamilton achieving six pole positions and five wins to become the most successful rookie in Formula 1 history.

"We are proud to bring the prestigious McLaren brand to Abu Dhabi. Car buyers in the emirate are among the most discerning and passionate in the world when it comes to luxury sport cars," said Sultan Al Habtoor. "Al Habtoor Motors has been in operation for over 40 years, so we are proud to be able to share this experience in our partnership with such a forward-thinking, technological brand as it establishes itself in the UAE."

Al Habtoor Motors is one of 35 retailers worldwide appointed by McLaren to sell its range of high performance sports cars, starting with the ground-breaking new MP4-12C. For more than 25 years, Al Habtoor Motors has consistently provided its prestige brand customers in the UAE with the highest levels of service, something that will be at the heart of the new British sports car company's offering.

In addition to the two showrooms in the UAE, McLaren Automotive has already opened a showroom in Kuwait (Ali Alghanim & Sons Automotive) with plans to launch further showrooms in Jeddah, Saudi Arabia, and Bahrain (both Al Ghassan Motors) and Qatar (Al Wajba Establishment). There is also a service centre in Lebanon (Saad & Trad Sal).



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# Lotus Racing Launch New Evora GTC

Flared wheel arches, more rubber, less weight, and new technologies have added extra spice to Lotus' race winning Evora, the GT4 Enduro. The new GTC ticks the Evora's performance envelope, delivering more speed and increased grip.

Having been honed on Lotus' Hethel Test Track, the car has already found its first customers. McMahon Raceworks with Condor Motorsport has just placed an order for their Evora GTC, and will enter it in America's Grand-Am road races, the Rolex Sports Car Series. The team led by David McMahon, with Armando Trentini as lead driver and consultant, spent two days this week getting familiar with the machine on the ragged edge at Lotus Headquarters.

Meanwhile, Team Bullrun's Evora GT4 will be converted to GTC-spec in June. Raced by British drivers Richard Adams, David Green and Martin Byford, Bullrun's Evora has proved phenomenally competitive in the 2012 Britcar MSA Endurance Championship and currently leads the standings.

The engine and gearbox of the GT4 Enduro are carried over to the GTC, but the car has been on a diet. Carbon-fibre doors, roof and engine cover have replaced fiberglass panels, and Plexiglass replaces the windows in order to trim yet more weight off what is already a very light car. At 1,130-1,140kg, depending on customer specification, the GTC is 30kg lighter than the Enduro.

It's not all take-away. Traction control and BOSCH racing Anti-Lock Brakes system have been added to optimize power delivery and braking control. With England being particularly damp for the past month, serious testing of the GTC has taken place in the wet where the car's intelligent traction control and ABS have come to the fore. A definitive comparison test will be conducted shortly, but already it has proved to be faster than the previous evolution.

The wheels and tires are wider which not only gives the car more grip through the curves, the front and rear wheels rise to 18x10Js and 12Js respectively, mated to 27/65-18 tires at the front and 30/65-18s at the rear.

In order to accommodate the wider wheels, flared arches have been fitted, which give the car a more aggressive silhouette.

Its 4-litre V6 continues to pump out 450bhp and 460Nm of torque, linked to an XTRAC six-speed sequential paddle-shift gearbox.

As well as the MSA Endurance Series and Grand-Am GTC (undergoing homologation), the car is eligible for the

British GT Championship, VdeV Series, Dutch Supercar, and CREVENTIC Endurance Races, such as the Dubai 24 Hours and the 12 Hours of Bathurst. (All subject to confirmation)

Louis Kerr, senior motorsport engineer, Group Lotus: "The GTC is faster than the GT4 Enduro even though the powertrain remains the same. We've managed to reduce the weight, and added ABS and traction control. Wider wheels mean customers now have a much greater level of traction and selection of tyres they can use, the flared wheel arches accommodate this, which gives the car its visual definition and makes it look more muscular without hampering the aero."

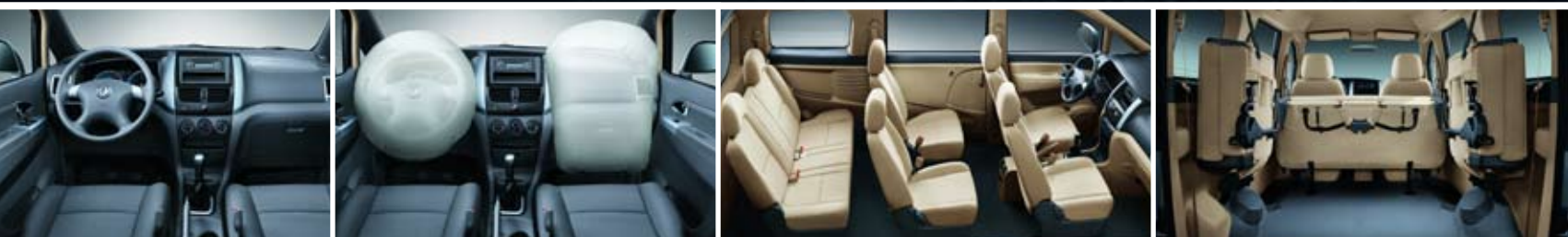
Claudio Berro, director of Lotus Racing: "The Evora's development and a front-row racing car is achieving its performance targets and the GTC is an evolution of a car that has already taken wins on the track – the GT4 Enduro. Last month Team Bullrun took victory at Silverstone in the Britcar endurance championship with a GT4 Enduro that benefitted from GTC development parts, and the team's upgrade will be completed in June when there's an appropriate lull in their racing schedule. The car's weight-saving and improved grip and braking abilities should help increase the gap between them and the teams chasing them in the championship. We're very pleased to welcome McMahon Raceworks to Lotus ownership and will provide them with a car adapted to US racing rules, and look forward to seeing the GTC make its marque in Grand-Am."



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# Motion Simulation prepare to be moved

## World's first fully immersive simulator

Following Motion Simulation's overwhelming reception when previewing the TL1 at the Gadget Show Live show in Birmingham, the company can now confirm that the TL1 Racing, Flight and First-Person-Shooter Simulator will have its full launch and press event in June (full details tbc). Designed, developed and manufactured in the UK in cooperation with the Ariel Motor Company, creator of one of the world's fastest cars - the Ariel Atom, the TL1 houses the world's first portable 180 degree, spherical projector screen and variable driving position cockpit.

The Motion Simulation TL1 appeals to a broad range of users, including professional race drivers, gaming enthusiasts and those seeking the ultimate and most realistic simulation experience available. They will not be disappointed.

The TL1 simulator provides a truly immersive, non-compromised experience running up to three ultra high definition projectors with a single, seamless seven million-pixel image on a wrap-around screen. Measuring over two metres wide and providing 180 degree vision, total realism is guaranteed, from landing an Airbus to battling a Chieftain Tank.

The unique seating system can be rotated to go from Touring and GT car positions to Eurofighter, up to the extreme seating angles of a Starfighter or Formula 1 car. Running the best simulation software titles that include laser-scanned racing circuits, accurate to within 2mm, the Motion Simulation TL1 replicates the full driving experience, down to every bump in the road.

Compatible with PC and games consoles, including PS3 and Xbox 360, the TL1 is available in various configurations and colours, from Cockpit only (TL1c) to a full plug-and-play TL1 unit, including body, screen, cockpit, PC, projectors, professional controls and software. Options enable the customer to specify the TL1 to their own particular use and requirements.

The Motion Simulation TL1 has been designed for domestic and commercial use with particular care to the environment that the simulator will be working in. With the ability to be stripped down for carriage and quickly reassembled, the TL1 will fit through a domestic doorway to provide the ultimate simulator experience anywhere. Corporate packages of single branded units right up to a complete tailor made 'Motion Simulation Room', including multiple simulators, video walls and computer servers, are available. Whether used as individual units for professional race and flight practice, the ultimate in game playing or multiple units for real time racing, the Motion Simulation TL1 delivers the most realistic experience ever available.

Founded by Jonathan Bell, Motion Simulation Ltd. was started in 2008 to provide a fresh and no compromise approach to simulator design and to ensure the most absorbing and rewarding experience possible. Through real world experience of owning and driving race cars on some of the world's most famous race circuits and extensive simulator experience, Bell's knowledge and ability to define what feels real

over a virtual experience is second to none. "There has always been a gap in the quality of experience between simulation software and hardware," Bell explains, "like screens, cockpits, steering wheels and pedals. The technology and information has been there in the software, but the visuals and driving environment let the experience down. We have given high value to every part of the simulator to ensure our customers get the most realistic experience available. Our aim is to take the Simulator as close as possible to the real thing and TL1 is just the start."

Working alongside Ariel Motor Company, manufacturers of the iconic Ariel Atom - one of the fastest production cars in the world - Motion Simulation has been able to draw on the vast design and experience of the world-renowned Ariel team. With numerous awards after its name, including Number 1 on the Top Gear Leaderboard and 3 times winner of the Autocar 0-100-0 Contest, the Atom has become a benchmark for acceleration, speed and pure driving performance. Simon Saunders, director of Ariel, adds, "Ariel has a heritage based on innovation, design excellence and pride in British design and manufacturing. This same design ethos has been brought to the Motion Simulation range of simulators and they'll be built here in Somerset by Ariel technicians."





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# HAMANN customises the BMW M5



Exclusive customisation programme for the latest generation of the advanced 5-series model

The company HAMANN Motorsport, from Laupheim in Southern Germany, has represented first-rate tuning for more than 25 years and is the first port of call when it comes to customising BMW vehicles. With its customisation programme for the latest generation of the M5, the company is continuing on from this success story by presenting fresh design with proven quality. More dynamic, more luxurious, and even more exclusive than its predecessors – a car to meet the highest demands of driving pleasure and active safety.

The design elements alone convey this impression and deliver improved aerodynamics. They transform the BMW into an impressive sports car, shifting the focus to the wide body. Wing extensions on the front of 25 mm on each side and on the rear of 30 mm on each side turn the 5-series into the kind of car only seen in the DTM or other touring-car championships. The front apron with integrated LED daytime driving lights, in cooperation with the rear apron, reduces upthrust

in the HAMANN M5, providing a decisive boost to handling and agility. This is supported by the side sill set, which significantly steadies the airflow between the two axles. The roof spoiler and rear spoiler additionally provide the necessary contact pressure on the asphalt. Particularly on winding country roads, the HAMANN aerodynamics package comes to life, delivering pure driving pleasure.

In keeping with the M5 widebody's powerful appearance, HAMANN uses ultra-light UNIQUE FORGED II forged wheels. The recommended wheel-tire combination at the front is 9.5Jx21-inch with Continental Sport Contact 5P tires in the size 265/30 ZR 21. At the rear, 12.0Jx21-inch rims are used with 325/25 ZR 21 tires. Another highlight of the range is the three-part HAMANN aluminium wheel by the name of EDITION RACE "ANODIZED". The anthracite-anodized wheel star and the titanium bolting of the



mirror-finished rim flange emphasise the car's racing character. Manufacturing with forging technology makes the wheel especially light, and the reduced unsprung masses improve both acceleration and brake response. The new aluminium wheels are accentuated by the special chassis springs, which lower the BMW's centre of gravity by up to 30 millimetres. At the same time, the sports car's handling enjoys a significant upgrade.

HAMANN will soon make the centrepiece of its customisation programme available with a powerful performance enhancement. The upgrade, which is still at the development stage, includes a high-performance sports muffler, as well as a new engine-management system. This results in a power boost of ca. 160 PS for the V8 engine and a 220 Nm increase in torque.

HAMANN is completely redesigning the interior, converting the inside of this four-door sports saloon into a VIP lounge with motorsports flair. The finest leather replaces the factory-standard version. The HAMANN aluminium pedals gleam from the footwell and perfectly complement the metal appliques of the series interior. Piano lacquer, leather or Alcantara finishes – all are available on request to add extra thrill to the ride. From the personalised floor-mat set to the full-leather upholstery, everything is produced by hand to precision standard, and individually designed and integrated into the vehicle by master craftsmen.





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# BMW Introduces BMW M Performance Parts for the 3 and 5 Series Sedans

BMW announced new BMW M Performance Parts specially designed for the new 2012 BMW 3 Series Sedan and 2011-2012 5 Series Sedan. Like the BMW M Performance Parts already available for the high-performance M3, 1 Series M Coupe, X5 M and X6 M, the components developed for

3 Series and 5 Series models ensure an authentic transfer of BMW M-specific motor racing technology to everyday driving.

This new line of accessories provides a distinctive, sporty character to further enhance driving dynamics. BMW M Performance Parts are the result of years of racing expertise and have been developed in close collaboration with BMW M GmbH. Each component goes through an intensive development and manufacturing process which results in uncompromised performance. Exclusive chassis, aerodynamic, cockpit and powertrain components are now available for the 3 Series and 5 Series Sedans.

## **Chassis: A tangible increase in dynamic performance.**

A new 20" forged alloy wheel set (style # 405M) is offered by BMW M Performance for the new for 2012 BMW 3 Series Sedan (F30). These wheels are produced using a special forging process that reduces weight by 1 kg (2.4 lbs.) per wheel when compared to a similar size wheel. This reduction in unsprung mass helps improve steering response and handling characteristics.



A similar 20" BMW M Performance wheel set is also available for the 5 Series. Both wheel sets showcase an exclusive bi-color design (High-gloss turned finish on the front side and Ferric grey paint between the spokes) style featuring the BMW M logo. These wheel/tire combinations are the largest size approved by BMW.

To accent the 20" wheels and to improve braking performance, a Brembo big-brake kit with painted calipers is now available. The upgrade consists of 4-piston aluminum fixed calipers on the front axle and a 2-piston aluminum fixed calipers on the rear axle. Improved thermal resistance is provided by the larger, internally-vented, lightweight-construction sports brake discs measuring 370 x 30 mm (diameter x thickness) on the front axle and 345 x 24 mm on the rear axle. These cross-drilled and grooved brake discs also reduce water film build-up between the brake lining and the disc surface during wet driving conditions. Painted caliper colors include M Performance Red, Yellow or Orange, any of which contrast nicely with the 20 inch wheels.

## **Aerodynamics: Optimized aerodynamic properties, expressive design.**

High-gloss black kidney grilles are available to create a sporty, menacing character for the 3 Series and 5 Series Sedan. Drivers of the 3 Series can personalize the exterior of their vehicle even further with BMW M Performance Sport stripes. These stripes are printed on high-quality PVC film and are available in black or white.

BMW M Performance carbon fiber mirror caps are also available. These mirror caps are handmade with minute attention to detail and are clear-coated to protect them from harmful UV rays. To complement the carbon fiber mirror caps, a carbon fiber rear deck lid spoiler is available for the 5 Series to provide improved vehicle stability and driving dynamics.







**Cockpit: High-quality materials, innovative technology, Motorsport design.**

For the interior, BMW Performance has concentrated on the driver-machine interface, by creating a new Motorsport-derived steering wheel for the 3 Series Sedan. This direct replacement for the standard steering wheel features a thick, racing-style, flattened lower rim and is fully covered in hand-stitched Alcantara. A red stripe is located at the 12 o'clock position to provide a quick visual indicator of steering wheel position.

BMW M Performance has made available a seven piece carbon fiber and Alcantara interior trim set inspired by the world of Motorsport. The carbon fiber trim pieces are manufactured with a unique "open-pore" finish. This new technology offers the driver direct contact with high-tech carbon fiber materials. In contrast to the high gloss version, the carbon fiber in this instance is sealed with a special silk matt protective lacquer which allows for the structure and texture of the carbon fiber to remain tactile. The Alcantara trim on the dashboard is branded with the M Performance trademark to accentuate the sportiness of the interior.

A BMW M Performance carbon fiber gear shift knob and selector lever is available for vehicles with manual or automatic transmissions. The same open-pore technology used in the interior trim kit can be found on these products as well. The gear shift knob also has an integrated shift boot made of Alcantara.

**Exhaust System: Exciting and sporty sound generates a genuine racing feel.**

Using state-of-the-art CAD and FEM technology, a stainless steel exhaust system has been developed for the 335i and 535i Sedan (available from June 2012). This new exhaust enhances the sound quality and volume of the hallmark BMW TwinPower Turbo Inline 6-cylinder engine. A unique, high-tech look is provided by two chrome-plated 80 mm exhaust tips which are laser-engraved with the BMW M logo. Exhaust backpressure is reduced and a sporty powerful tone is heard with the BMW M Performance Exhaust System (without the droning noise typically associated with some aftermarket exhaust systems).



# Al-Futtaim launches unique auto insurance solutions

## Protect+ provides protection against unexpected expenses



Al-Futtaim announced the launch of yet another market leading automotive insurance product for new and pre-owned vehicles that will shield customers from unexpected expenses for a period of three full years.

Protect+, a package of four innovative benefits at a very attractive price, will be available at both Sales and Service points across all brands including Toyota, Lexus, Hino, Honda, Chrysler, Jeep, Dodge, Volvo and Automall, the pre-owned vehicles division of Al-Futtaim.

Introduced to the UAE for the first time, Protect+ covers unexpected expenses for a period of 36 months occurring from burst tires (**replacement of up to 5 tires**), loss of car or home keys, road-side recovery, out-of-pocket expenses of up to AED 300 and annual ministerial vehicle test failure.

As part of this unique insurance package, customers also receive a temporary vehicle through Hertz to help them during the period of inconvenience.

Len Hunt, President – Automotive, Al-Futtaim said: "Protect+ is an exclusive insurance product from our group company Orient that has never before been offered in this region. It gives straightforward benefits and clear terms, and is testament to Al-Futtaim's continuing ambition to innovate in the market place."

"For the first time ever, our customers will be able to avail of an insurance product at both Sales and Service points. We are extremely confident that Protect+ will provide protection against unexpected expenses faced by the customer. We look forward to helping our customers drive with confidence."

Orient, an Al-Futtaim group company, is counted amongst the leaders in the UAE insurance market. Ranked 'A', the highest financial strength ratings awarded to an insurance company in the region by Standard & Poor's ratings services, Orient also maintain its rating of 'A Excellent' by A.M. Best financial ratings services and was awarded "Insurer of the Year for in 2011".



# LOCOG & BMW GROUP UNVEIL LONDON 2012 FLEET

LOCOG and BMW, Official Automotive Partner to the London 2012 Olympic and Paralympic Games, has revealed full details of the London 2012 fleet. Set to play an essential role in delivering a successful Games, LOCOG's deployment plans for the low-emission, diesel, hybrid and electric cars, motorcycles and bicycles were unveiled for the first time.

Whether it be pulling boats out of the water at Weymouth, providing a mobile camera platform for the marathon, towing a horse ambulance across Greenwich Park or carrying medal winners around the Olympic Park to media interviews, the BMW and MINI fleet will perform an extremely wide range of duties during the Olympic and Paralympic Games.

Naturally making sure the right people are in the right place at the right time, across more than 30 venues in London and beyond, is another key role of the cars, motorcycles and bicycles which constitute the fleet. Media will be users of the fleet, as well as judges, event organisers, Games officials and staff, ranging from medical officers, IOC photographers and crew to official rights holders and technical delegates.

Richard George, Transport Director, LOCOG said: "From motorcycles to electric vehicles and 4x4s, the requirements of the 2012 fleet are hugely diverse. BMW and MINI have provided a variety of different cars, ideal both for city driving and long distance, to travel to Olympic and Paralympic venues around the country. It was vital that our partner in this field could deliver a one-stop shop solution and meet our sustainability targets. BMW has surpassed our requirements and we are delighted to be working with them."

LOCOG's challenging average fleet emissions target of 120 grams CO2 per kilometre was set significantly below the UK total new car emissions average of 138 grams CO2 per kilometre / 54.2mpg. (Ref. CleanGreenCars.co.uk) The BMW and MINI fleet surpasses the target with average CO2 emissions of 116 grams CO2 per kilometre or 64.5mpg.

Chris Brownridge, UK Marketing Director, BMW said: "Our London 2012 fleet shows what BMW technology can achieve today in terms of fuel economy and low emissions, including the first major presence of super clean EU6-compliant cars on UK roads. We look forward sharing our vision of sustainable urban mobility during the Games, including our revolutionary electric vehicle technology at the BMW Group Pavilion in the Olympic park."

Beyond the vehicle requirements, BMW Group is supporting a significant number of Team GB and ParalympicsGB members and hopefuls. More than 140 individuals around the country are receiving backing in the form of vehicles, support and encouragement.

In addition, the technical facilities of BMW Group were put to good use to help test the Olympic Torch ahead of its 70 day Olympic Relay around the UK. The company's state-of-the-art Energy and Environmental Test Centre in Munich was used to test the torch in all manner of different weather conditions, from 5°C to +40°C temperatures, +50mph winds, snow and driving rain.



# Siemens, Volkswagen and Rotana team up for Clean the Beach campaign with 150 volunteers



auto fact

What was Porsche's first car when the company opened?  
356.



The second phase of a campaign series to raise environmental awareness in the Middle East has seen Dubai's last remaining natural beach – a protected marine reserve – cleaned of litter and algae pollution.

Siemens, Volkswagen and Rotana have been working together on a series of events that will help to educate the public, raising awareness of the need to protect the Middle East's varied habitats and the wildlife that depends on them.

Having collected and recycled 1,000kg of litter from the desert in March, this latest effort – Clean the Beach – saw more than 150 volunteers take to Emirates Marine Environmental Group's marine reserve to collect rubbish from the beach and clear lagoons polluted by algae. The litter will be recycled by EMEG.

An important nesting area for turtles, the beach is home to a wide variety of marine and land-based wildlife, and is managed by EMEG to protect endangered species and conserve the fragile ecosystem for future generations.

"We couldn't have hoped for a better day," said Stefan Mecha, Managing Director of Volkswagen Middle East. "Our teams of volunteers have done a remarkable job, and it's extremely encouraging to see this level of enthusiasm for environmental responsibility."

## Phase two of awareness drive sees Dubai marine reserve - and turtle nesting spot - cleared of litter and algae

"Clean the Beach, like Clean the Desert, forms part of our Think Blue campaign which encourages people to take small initiatives in everyday life to reduce the impact of their lives on the environment. Think Blue focuses on the wider environmental responsibility of Volkswagen Middle East too, and we hope to ensure that the momentum gathered during the campaign continues long after it's finished."

Commenting on the event Erich Kaeser, CEO of Siemens in the Middle East said: "A clean environment isn't something we can take for granted, which is why it is important for responsible companies and individuals to come together and actively work towards greater environmental awareness. Siemens has a long history in this region – we've been present in the Middle East for more than 150 years – and we very much feel that it's up to companies like ours to take a lead on this front."

"We fully understand the importance of ensuring that the region's unique landscapes remain intact for future generations, and it's through the continued support of events like Clean the Beach – and teaming up with like-minded partners – that we can make sure this happens."

Thomas Tapken, Area Vice President, Rotana Dubai & Northern Emirates said: "We're extremely heartened to see the enthusiasm for Clean the Beach, and we're confident that it will have far-reaching consequences. Rotana takes its corporate social responsibility very seriously and we realise that raising awareness of the need to protect the environment that's supporting us all, is an absolute priority."

Major Ali Saqar Al Suwaidi, President of EMEG, commented: "This is a great way to involve companies in the environment, and it is good because it raises awareness among their employees which is so important for the care of the UAE's wildlife."

Stefan Mecha concluded: "Clean the Beach was a huge success, and I'd very much like to thank our partners Siemens and Rotana – but it doesn't stop here. The campaign will continue with further initiatives, so keep an eye on the Volkswagen Middle East Facebook page for details of the next event."

Alongside Volkswagen, Siemens and Rotana, also contributing to the event's success were EMEG, Expat Aktuell, PNS and Al Ain Water.

# Self-Driving Car in Cadillac's Future

'Super cruise' technology could be ready by mid-decade

Cadillac is road testing a semi-autonomous technology it calls "Super Cruise" that is capable of fully automatic steering, braking and lane-centering in highway driving under certain optimal conditions. The system could be ready for production vehicles by mid-decade.

Super Cruise is designed to ease the driver's workload on the freeway, in both bumper-to-bumper traffic and on long road trips by relying on a fusion of radar, ultrasonic sensors, cameras and GPS map data.

"Super Cruise has the potential to improve driver performance and enjoyment," said Don Butler, vice president of Cadillac marketing. "Our goal with advanced technologies, like this and our CUE system, is to lead in delivering an intuitive user experience."

Many of the building block technologies for Super Cruise are already available on the all-new 2013 Cadillac XTS and ATS luxury sedans, as part of the available Driver Assist Package. It is the first Cadillac system to use sensor fusion to provide 360 degrees of crash risk detection and enhanced driver assist features, including:

- Rear Automatic Braking
- Full-Speed Range Adaptive Cruise Control
- Intelligent Brake Assist
- Forward Collision Alert
- Safety Alert Seat
- Automatic Collision Preparation
- Lane Departure Warning
- Side Blind Zone Alert
- Rear Cross Traffic Alert
- Adaptive Forward Lighting
- Rear Vision Camera With Dynamic Guidelines
- Head Up Display

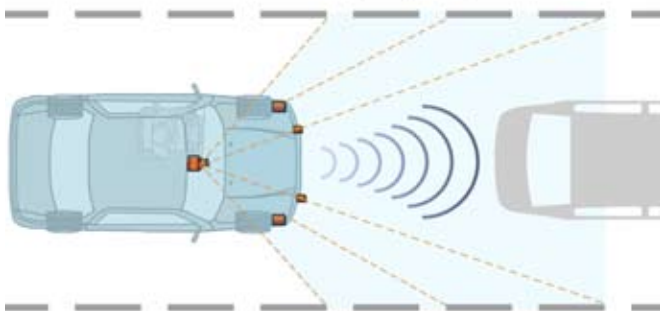






## CADILLAC DEVELOPING "SUPER CRUISE"

"Super Cruise" does full-speed range adaptive cruise control and lane centering, using cameras and other sensors to automatically steer and brake in highway driving.



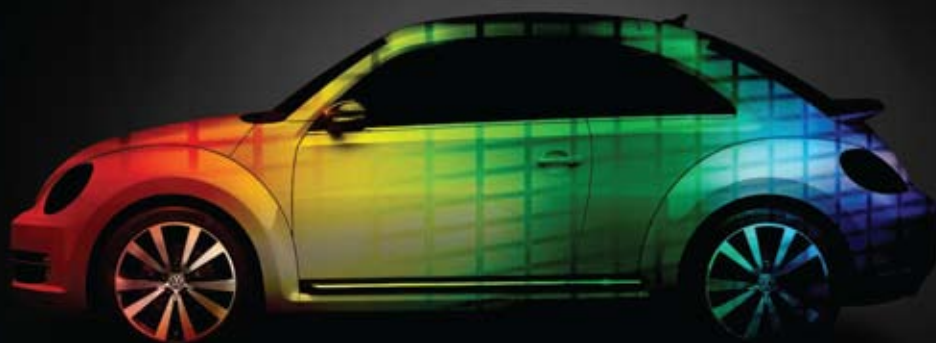
The key to delivering semi-autonomous capability will be the integration of lane-centering technology that relies on forward-looking cameras to detect lane markings and GPS map data to detect curves and other road characteristics, said John Capp, General Motors director of Global Active Safety Electronics and Innovation.

Even when semi-autonomous driving capability is available on vehicles, the system will have operational limitations based on external factors such as weather and visibility of lane markings. When reliable data is unavailable, the driver will need to steer.

GM and its research partners recently conducted a study funded by the Federal Highway Administration on human factors in semi-autonomous vehicle operation. When asked, some study participants expressed strong interest in having a vehicle that could drive itself, particularly for long trips when lane centering and full-speed range adaptive cruise control could help lighten the driver's workload.

"The primary goal of GM's autonomous and semi-autonomous vehicle development is safety," Capp said. "In the coming years, autonomous driving systems paired with advanced safety systems could help eliminate the crash altogether by interceding on behalf of drivers before they're even aware of a hazardous situation. More than ever, consumers will be able to trust their car to do the right thing."

## Chinese showcase concepts for the Volkswagen of the future



### 'People's Car Project' presents first results at Auto China 2012 in Beijing

With 33 million visitors to the website and more than 119,000 ideas submitted, the 'People's Car Project' (PCP) launched in China 11 months ago has far exceeded all expectations. Three of the vehicle and technology concepts created by users of an online platform and further developed by Volkswagen are currently on show at Auto China 2012: These concepts are the Hover Car, the Music Car and the Smart Key.

With the Hover Car, an environmentally-friendly two-seater city car which hovers just above the ground, Volkswagen is presenting the study of a zero-emissions vehicle that could in future travel along electromagnetic road networks. 'The creative ideas from the 'People's Car Project' give us a valuable insight into the wishes of Chinese drivers,' Simon Loasby, Head of Design at Volkswagen Group China, said. 'The trend is towards safe cars that can easily navigate overcrowded roads and have a personal, emotional and exciting design.'

The 'Music Car' expresses the wish of many Chinese for individual automotive design. Equipped with organic light emitting diodes, the exterior colour of the vehicle changes with the driver's choice of music. More than ever, the car thus becomes a means of self-expression and a fashion statement for young drivers.

The 'Smart Key', also developed under the PCP and currently on show in Beijing, takes up the trend towards the stronger integration of online technologies in vehicles: the slim nine millimetre key has a high-resolution touchscreen which keeps the driver up to date on the fuel situation, climate conditions and the car's security via the 3G network. The driver can also monitor the vehicle from a bird's eye perspective through realtime satellite transmission.

'The 'People's Car Project' in China marks the beginning of a new era in automobile design', Luca de Meo, Director of Marketing, Volkswagen Group and the Volkswagen

Passenger Cars brand, commented. 'We are no longer just building cars for, but also with customers and at the same time initiating a national dialog which gives us a deep insight into the design preferences, needs and requirements of Chinese customers,' de Meo said.

Due to high demand and the exceptionally good quality of the contributions, the PCP, which was originally scheduled to run for one year, has been indefinitely extended. In addition, a new project phase will be launched during the coming months, when users will not only be able to submit their design, personalisation and connectivity ideas for tomorrow's mobility, but will also be able to contribute suggestions about the environment. The drafts will first be evaluated by the entire user community. In a second step, experts will then assess the concepts and award prizes to the winners.

'In a long-term context the findings of the 'People's Car Project' will influence Volkswagen's product strategy,' de Meo explained. 'The design of our models will, however, continue to reflect the tradition of the Volkswagen brand. If at some time in the future we are to produce a vehicle from the 'People's Car Project', it will be a combination of customers' opinions and brand tradition,' de Meo added.

# Automechanika Academy

Automechanika Middle East, the largest automotive aftermarket exhibition in the region's calendar, draws together leading figures from every aspect of the many industries involved. In order to make best use of this unique gathering of insight and expertise, the show organisers created the Automechanika Academy, an industry forum where specialists, experts and entrepreneurs can showcase and discuss various aspects of the industry they represent.

One especially popular forum of particular interest is Tires, with previous years' discussions being held with standing room only in the venue. This year was no different, with three highly respected leaders of the global tires industry scheduled to present a wide ranging review of the current state of the industry, the challenges it faces and the forces driving it. The programme promised to be informative and illuminating, and it did not disappoint.

## Tire Industry Challenges in the World

Mr. Vijay KR. Misra Technical Director, JK Tire & Industries Ltd.



Mr V K Misra needed little in the way of introduction to an enthusiastic and knowledgeable audience, as he is the Technical Director of the giant JK Tire & Industries Ltd. conglomerate of India. Nevertheless, moderator Graeme Moore was fulsome in his praise and welcomed Mr Misra to the platform.

JK Tires are today a truly global operation, with six tire production plants in India, a further three in Mexico, and an export market that covers more than sixty countries. In total, that represents sales of some 20 million tires annually.



tires are not just the 'round, black doughnut' that many people assume, but a complex engineering solution to the many conflicting demands placed upon them at various stages throughout their lifespan.

Misra set the scene by describing the challenges facing tire manufacturers in current times, a complex tussle between various demands, expectations and needs, from customers, distributors, manufacturers and legislators. Just as in the IT industry, where a year is reckoned to last just 155 days, so to in the automotive industry, which is evolving every bit as fast. Globally, some 3 million tires are fitted to wheels new and old every single day, and the total figure is likely to top 2 billion this year alone.

Mr. Misra put it this way – tires are not just the 'round, black doughnut' that many people assume, but a complex engineering solution to the many conflicting demands placed upon them at various stages throughout their lifespan. Nor is it simply a static thing, but all of the dynamic properties of a vehicle must be transmitted through the contact patch, that area of tire in contact with the road surface, often little bigger than a postcard.

So what are the challenges? They come in many forms; customers needs, for durability and economy; manufacturing challenges, for efficiency, the challenges posed by legislation both for the tire itself, and for the manufacturing process, and of course, the environment.

The problem, as Mr. Misra so clearly stated, is that each of these demands is pulling in a different direction. Reconciling the various demands of a tire for maximum grip and traction, high durability and low rolling resistance inevitably leads to a compromise to find the optimum solution. The tire manufacturer that succeeds is that one that finds a balance between information technology, materials technology and systems integration to create a tire that performs well in each of the chosen areas, and at the same time accommodates all of the many demands of legislation emanating from Europe, the USA and beyond, such as the US TREAD Act, the European REACH requirements and so on.

Increasingly, these now include the EU ELV (End of Life Vehicle) legislation, which impose a requirement on the tire supplier to also take responsibility for its safe disposal when its service life is over. And this is where the hidden costs lie, the costs that are invisible in the manufacturing process, but very real for the industry as a whole.

The challenge is to find a way to manage those hidden costs as well as the obvious ones – raw material, power, manpower etc – and to do so in a way that maximizes safety, reliability, durability, handling, comfort, and operational efficiency. No small task, but as Mr. Misra said in his opening remarks, a tire is so much more than the simple round, black doughnut that many people see. Changing that perception may be the biggest challenge of all.



# Green Tires Protecting the Environment

Mr. Syed Zafar Abbas Jafri Global Product Manager, ZAFCO



Mr. Syed Abbas Jafri, Global Product Manager of ZAFCO, spoke passionately about his favorite subject, green tires. He conceded a point to Mr Misra that they still appear to be black, but he said their true colors now were quite different, and by being green they can have a beneficial impact at every stage, through manufacture, installation, use and eventual disposal at end of life.

Mr. Jafri pointed out that every tree is reckoned to absorb a ton of CO<sub>2</sub> for every year of its life, but at the current rate of expansion, the world's car fleet is still growing faster than trees. In 1990, there were 500 million cars on the planet. Today, that figure has doubled, and now tops a billion.

In terms of global CO<sub>2</sub> emissions, it is estimated that power and electricity generation accounts for 41%, industry 20% and transport of all forms 23%. Of that, about 75% (or a shade under 18% of world total) is from road transport, and that is further split between vehicle manufacture, fuel use and travel. Nevertheless, tires do have a quantifiable role in the overall figure, and it is up to the manufacturers to meet consumer demand for more eco friendly and responsible products.



A tire that helps reduce fuel consumption has the biggest benefit, and the way to do that is by reducing the 'rolling resistance' of the tire

When considering what makes a tire green, it is important to look at the whole life cycle. In terms of its impact, in total, manufacture, distribution and end-of-life disposal add up to less than 15% of the total. The vast majority of a tire's impact comes during use, and the biggest impact there is in fuel consumption. Put simply, a tire that helps reduce fuel consumption has the biggest benefit, and the

way to do that is by reducing the 'rolling resistance' of the tire. Rolling resistance is the amount of energy needed simply to turn the tire itself, rather than transmitting the car's power to the road. Unfortunately, it is this same rolling resistance that makes for good traction, better grip and more comfort for the car's occupants. Again, the same conflicting demands recognized by Mr. Misra in his presentation.

How to make a tire greener? Minimise that rolling resistance without losing sight of the other requirements. This can be achieved in various ways – pattern design and carcass construction, the use of silica-based compound in the construction material, and by reducing the weight of the tire. All of these have a beneficial impact.

However, responsibility also rests with the manufacturer to ensure that consumers get the best from their tire during use. This means education, ensuring that consumers choose the correct tire for their installation, that it is inflated to the correct pressure, that wheels are properly aligned and balanced, and tires regularly rotated. Driving techniques can also have a significant impact.

Driving technique and correct tire maintenance can have a further impact in the heavy transport sector, where proper tire management means that a basic tire is suitable for regrooving and retreading more than once, rather than simply sending it for disposal in a landfill. Extending the life of a tire through careful management has a major impact on its overall emissions profile.

Even at the end of its service life, you can still make a tire more green by reprocessing it for further uses, as granules for fuel, as a component in rubberized road surfaces, as an ingredient in construction materials and so on.

It is by looking at every aspect of a tire's life from manufacture through use and to disposal that you can make it truly green. It will still be round, but it will have made a difference.

# Tire Management Solutions

Mr. Surender Singh Kandhari Chairman, Al Dobowi Group



Tires are the second largest of all operational costs for many fleet operators.

Chairman of the Al Dobowi Group, Mr. Surender Singh Kandhari spoke with insight into the particular challenges faced by fleet operators, and ways in which the tire industry might contribute to more positive solutions to the specific challenges they face.

In fact, tires are the second largest of all operational costs for many fleet operators, and by addressing the challenges raised, fleet managers can derive a positive benefit for themselves, and for the environment. As Mr. Jafri previously noted, the vast majority of a tire's environmental impact occurs during its service life, and for trucks, this percentage is even higher than it is for cars. Efficient tire management can mean savings equivalent to one tank of fuel in five for car operators, and as much as one tank in three for trucks.

For fleet operators, the twin demands are safety, and mileage. A reduction in the rolling resistance of the tires used can help both, by reducing wear and thus the onset of failure, and by extending the useful service life of a tire. Kandhari suggested a figure of 46% improvement was realistic, and in fact more sophisticated management programmes might deliver even more.

As previously stated, only around 11% of a tire's impact occurs during manufacture, but even here, there is the opportunity for incremental improvement. Mr. Kandhari described a programme called Infinity Environmental Impact, with the target of reducing that impact by 35% by the year 2023. This will be done by reconciling the various opposing demands noted by earlier speakers, by making tires that are lighter, that can carry heavier loads, and do so over a longer life.

Again, key to success in this is for the manufacturers to work with fleet operators to ensure optimum tire use at all times, and the way to do this is by the creation and implementation of Fleet Management Solutions. This can be something as simple as training tire users in the proper way to fit tires in the first place – recent research has found that only around 30% of truck tires are inflated to the correct pressure. This can be addressed by the application of software and monitoring systems, and by such basics as providing eco driving courses to support fleet managers.

Mr. Kandhari says that Al Dobowi Group takes a 'cradle to grave' approach, helping operators look after their tires from the moment of delivery, throughout their service life, and at disposal. This might mean pulling tires out of service early, in order to ensure that they are still suitable for rethreading. In Europe, truck tires are typically rethreaded three times, with all the attendant benefits of safety and reduced environmental impact. In this region, rethreading might only happen once before tires are worn beyond the point where they may be safely re-used. Kandhari says their target is to double this figure and ensure tires are sufficiently well managed that they can be safely rethreaded twice.

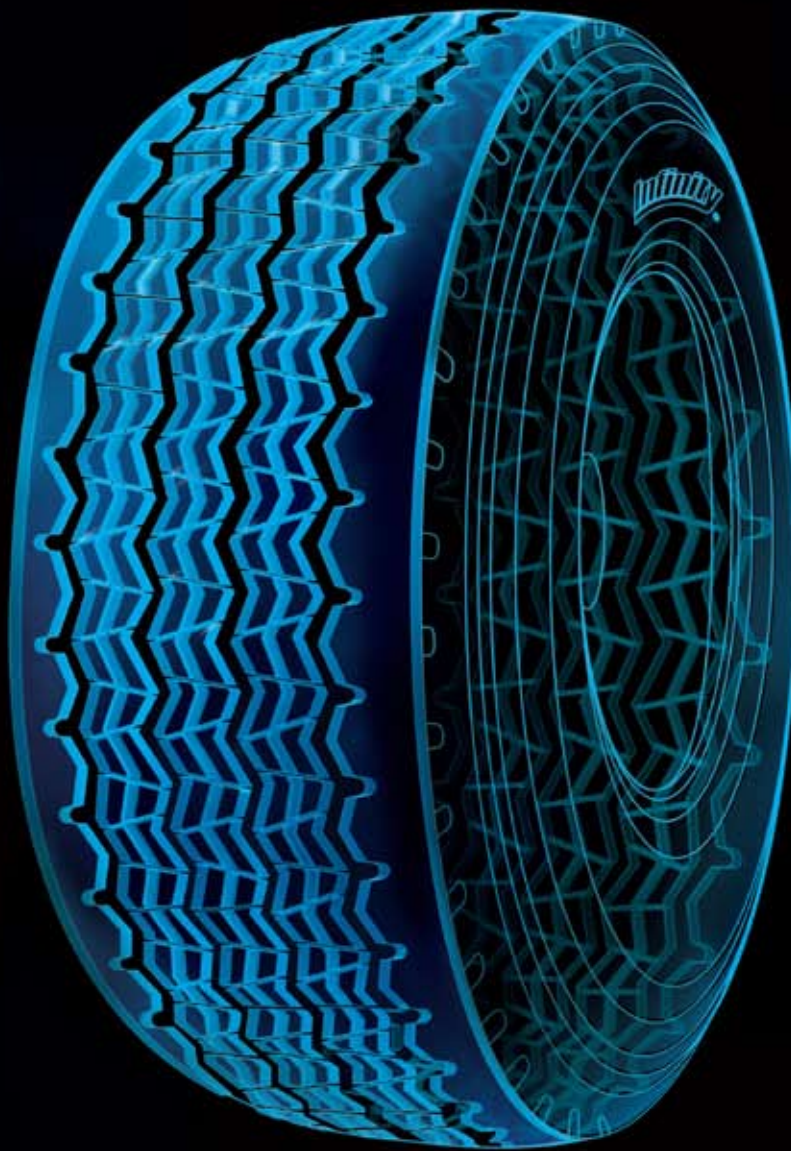
The key is good inventory management, and Al Dobowi have developed two approaches to help fleet operators in this regard. TMS (Tire Management Solution) 1 deals with the initialization phase, and TMS2 the optimization. This means that an operator can buy right, store right and use right. In the initialization phase, a handset is used to capture all tires data on delivery. The unit can then be connected to the truck, and record a history of the tire's life. Finally, data is fed back for analysis, and optimized utilization plan produced. By identifying problems before they arise, an operator can take necessary action to extend a tire's useful service life.

Mr. Kandhari reminded the audience that in this region alone, some 18 million tires are discarded each year. Any reduction in that figure can only have an enormous environmental benefit.



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## Yokohama Rubber Stages First-Phase Tree-Planting Ceremony at Tire Test Courses in Japan and Thailand



The Yokohama Rubber Co., Ltd., announced that it held a first-phase tree-planting ceremony as part of its "Yokohama Forever Forest" project at the Tire Test Center of Asia, its extensive testing facility in Rayong Province, Thailand. On April, another first-phase tree planting ceremony took place at its extensive testing facility at D-PARC (Daigo Proving-ground and Research Center) in Kuji-gun, Ibaraki Prefecture, Japan.

In the event at the Tire Test Center of Asia, Manager Yoshiaki Fujikawa and employees, along with, from Japan, Dr. Akira Miyawaki, plant ecologist and professor emeritus of Yokohama National University, who has guided the Yokohama Group's tree planting activities in general, and Kinya Kawakami, Yokohama's Director and Managing Corporate Officer, and General Manager of Corporate Social Responsibility Division, were present. Representatives from the Yokohama Group's locations in Thailand also attended. A total of 322 people including representatives from the administration of the Town of Pluakdaeng, where the center is located, related companies in the area and local residents attended at the event. They were planting 3,650 trees of 27 varieties, 1,800, i.e., half, of which were seedlings g own by employees.

At D-PARC, Manager Kenji Yamane, employees and their families, Dr. Miyawaki, Hirohisa Hazama, Corporate Officer and General Manager of Tire Global Technical Division, and others - a total of 79 people were present and planted 1,120 trees in 19 varieties, including shirakashi (bamboo-leaf oak) and tabunoki (machilus).

Yokohama launched its "Yokohama Forever Forest" project in 2007 to plant 500,000 trees by 2017 at all Yokohama Rubber Group production facilities in and outside Japan, for the company's celebration of its 100th anniversary. With these two tree-planting ceremonies at the two locations, the number of trees planted as of April 2012 was about 242,000.





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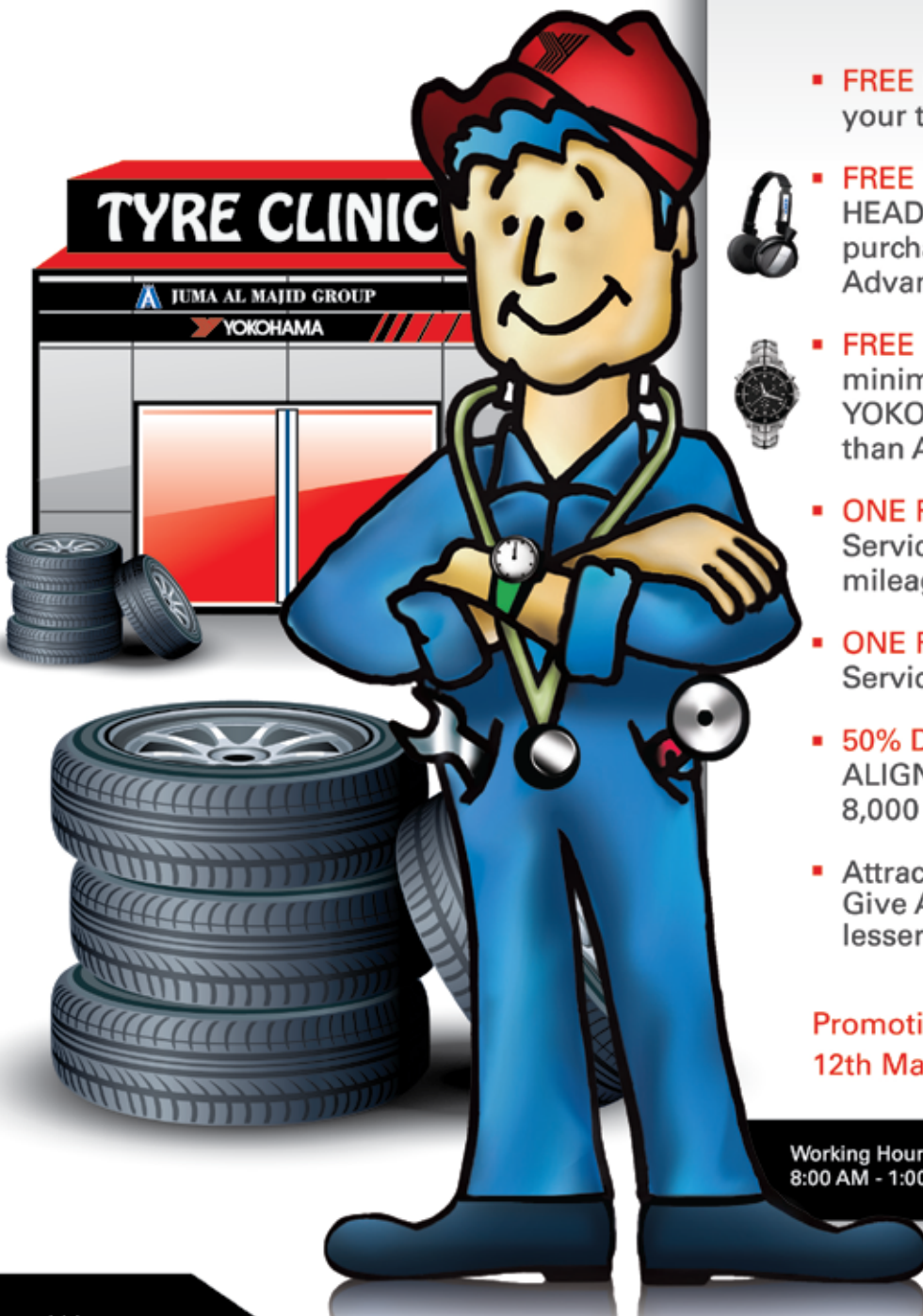
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# Federal Debuts Winter Tire at 2012 Essen Show in Germany



Having participated for its ninth staging of the event, Federal Tire, one of the leading tire manufacturers based in Taiwan, is going to choose the up-coming Reifen show as an ideal platform to attract both local and international visitors who come to do business between June 5th and 8th in Essen, Germany by showcasing its new modern winter tire Himalaya ICEO.

Nothing is more treacherous than an icy winter road. A unique display of design and individuality enhancing premium styling and look of the tire even further on its stand #230, Hall 3. The Himalaya ICEO is the latest addition to Federal's flagship range of winter tires dedicated particularly to meet Northern European and Japanese market demand

The Himalaya ICEO winter tire employs the innovations of the new-generation high distribution silica and advanced compounding deliver the grip to face the challenges of severe weather road conditions especially in extremely temperature. It contains multiple three-dimensional tread sipes which ensure good winter traction, while actively removes water and slush from between the tire and the road surface. In the center block of the tread, the knife-edge-thin grooves cut into the tread elements and lock together to enhance grip in freezing cold, and rapidly changing weather. Additionally, the sipes in the shoulder area provides a solid footprint for excellent handling capability in snow and icy conditions. Three different circumferential tread pitches help to reduce vibrations and road noise.

A larger contact patch of wide grooves delivers improved pressure distribution, which facilitates a smooth transition from straight driving through cornering. Also, a rim protector helps guard the wheels against curb damage. The result is a combination of multiple sipes and micro-pumps with a state-of-the-art rubber silica-based rubber compound helps deliver an excellent solution for power and precision in winter driving.

Produced in Taiwan, the asymmetrical profile studless tire combines durability with low rolling resistance. Initially, the Himalaya ICEO line will be available to the Nordic Europe, Russian, CIS (Commonwealth of Independence States), and Japanese markets, and Federal will be supplying tire sizes ranging from 155/70R13 through 245/45R18, with some other popular aftermarket fitment continued to be expanded through throughout the rest of the year.





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## Alguersuari gets to grips with tire fitting



Pirelli's latest test driver, Jaime Alguersuari, tried his hand at tire fitting for the first time at his home circuit of Barcelona, when he discovered for himself how Pirelli's 2012-specification rubber is mounted onto the wheel rim.

Alguersuari has driven countless racing laps throughout his career, but he had never before attempted to fit a tire onto a wheel: the essential job that Pirelli's crew of 19 fitters carry out at all the circuits of the world.

The Spaniard, who has just completed a three-day test at Jerez with Pirelli, went through the whole fitting process from scratch. This involves mounting the tire on the rim, inflating it to the right pressure and balancing it to the correct weight. Getting it right requires both precision and physical strength, as the 22-year-old discovered.

After receiving instructions from one of Pirelli's experienced fitters, it was Alguersuari's turn. A Pirelli fitter can normally fit a tire in around two and a half minutes, but Alguersuari took somewhat longer, concentrating on getting it right while talking about his experiences to the media who had gathered to watch.

"It's certainly a more complex process than it looks!" said Alguersuari, who tested new development tires at Jerez. "The tire doesn't just click on: you really have to know what you are doing and place it exactly: sometimes using a lot of strength. And then you have to get the balancing precisely right, while not forgetting the other important things like putting a special glue on the bead of the tire to stop it rolling around on the rim. There is really a lot going on, and this just makes me appreciate the work that the fitters do all the more. As well as a specialised skill, they also have a very big responsibility."

## The Nankang NS-20

The NS-20 is the flagship product that debuted on Nankang's 50th year anniversary. The environmentally protective formula has been fully adopted to reduce the biologically harmful substances generated while a tire is rolling or braking. The NS-20 also adopts MICRO VENT molding skills to accurately feed the rubber input and minimize the unnecessary waste of raw materials and CO2 generated during production.

In collaboration with the JARI (Japan Automobile Research Institute), the NS-20 has been tested and proven to have 1 meter less breaking distance in the wetland test, and the noise be reduced by 5-8 dB.

The NS-20 has adopted an environmentally protective oil (HA-OIL-FREE) and formulated rubber that meet the demands of high quality ECO products in both the European and Japanese markets. The ECO materials come with the properties of: low carbon, low dust and high temperature resistance, but also provides powerful grips which are helpful in wet ground operation.





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# BRIDGESTONE INTRODUCES NEW RUN-FLAT TECHNOLOGY TIRE IN THE MIDDLE EAST AND AFRICA MARKET

Bridgestone has announced the launch of its new Run-Flat Technology tire for the replacement market in Middle East and Africa, the POTENZA S001 RFT. The POTENZA S001 RFT will be marketed in 16 different sizes starting from this summer. POTENZA S001 RFT is a Run-Flat tire that meets ISO16992 standard.

As environmental awareness grows worldwide, automakers are accelerating the introduction of lighter, smaller vehicles. In response to this growing trend, Bridgestone has developed its Run-Flat Technology that will significantly advance the use of Run-Flat Technology tires by original equipment manufacturers. Additionally, Run-Flat Technology tires also eliminate the need for spare tires (emergency-use tires) in passenger vehicles. Bridgestone believes that further advancements in performance and the environment-friendly aspects of Run-Flat Technology tires, like the new POTENZA S001 RFT, can make a major contribution to society.



## tire fact

From November this year, all tires sold in the EU must carry a new EU label

### 1. Features of Run-Flat Technology tires

Bridgestone's Run-Flat Technology tires have three major advantages:

- a) Improved driving stability should the tire experience air loss
- b) Greater peace of mind. Should air loss occur, there is no need to change tires in dangerous places, such as busy highways or at night
- c) Continued mobility should a puncture damage the tire tread and sidewalls

Eliminating spare tires from vehicles globally would help save resources by reducing approximately 59 million spare tires annually. Furthermore, CO2 emissions over the spare tire lifecycle- from raw material procurement to disposal - could be lowered by approximately 2 million tons of CO2 per year. Additional CO2 emissions can be further reduced by the elimination of the wheels used for the spare tires.

### 2. Evolution of Run-Flat Technology tires

The key feature of Bridgestone's Run-Flat Technology tires design includes a reinforced sidewall. When Bridgestone began mass production of Run-Flat Technology tires in 1987, the ride quality was considered "hard" compared to normal tires because the sidewalls were thick and somewhat inflexible. Since 2005, however, improvements have been made to sidewall reinforced rubber that enhanced riding comfort. 'Heat control technology,' developed and commercialized in 2009, has helped make the ride even smoother.

### 3. Characteristics of POTENZA S001 RFT

- a) POTENZA S001 RFT uses new sidewall reinforced rubber and COOLING FINTM technology, both of which control heat, creating a comfortable ride that is comparable with POTENZA S001 (non RFT).
- b) Like POTENZA S001, which was introduced in 2011 and well received by customers, it delivers higher dimensional dry and wet performance. As a result, Ferrari 458 Italia, Aston Martin Rapide, and Lexus LFA vehicles are equipped with POTENZA S001 tires.
- c) POTENZA S001 RFT is recommended for customers who demand Run-Flat Technology tires for a smoother ride.



The SONAR logo is located in the top left corner. It features the word "SONAR" in a stylized, blue, italicized font with a green swoosh underneath. The background of the entire advertisement is a photograph of a family (a man in a white thobe and ghutra, a woman in a black abaya, and two children) walking hand-in-hand across a green field under a blue sky with clouds. On the right side, a large, detailed image of a SONAR SX-9 tire is shown, with the brand name and model visible on the sidewall.

# SONAR

## SUV Series

# SX-9

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Groove in groove concept on circumferential grooves disperses stress on tire surface, and prevents irregular wear and noise produced by the friction between air flow and groove wall. 3-Dimension arc groove design between blocks helps increasing stiffness between blocks, and also disturbs air flow in grooves.



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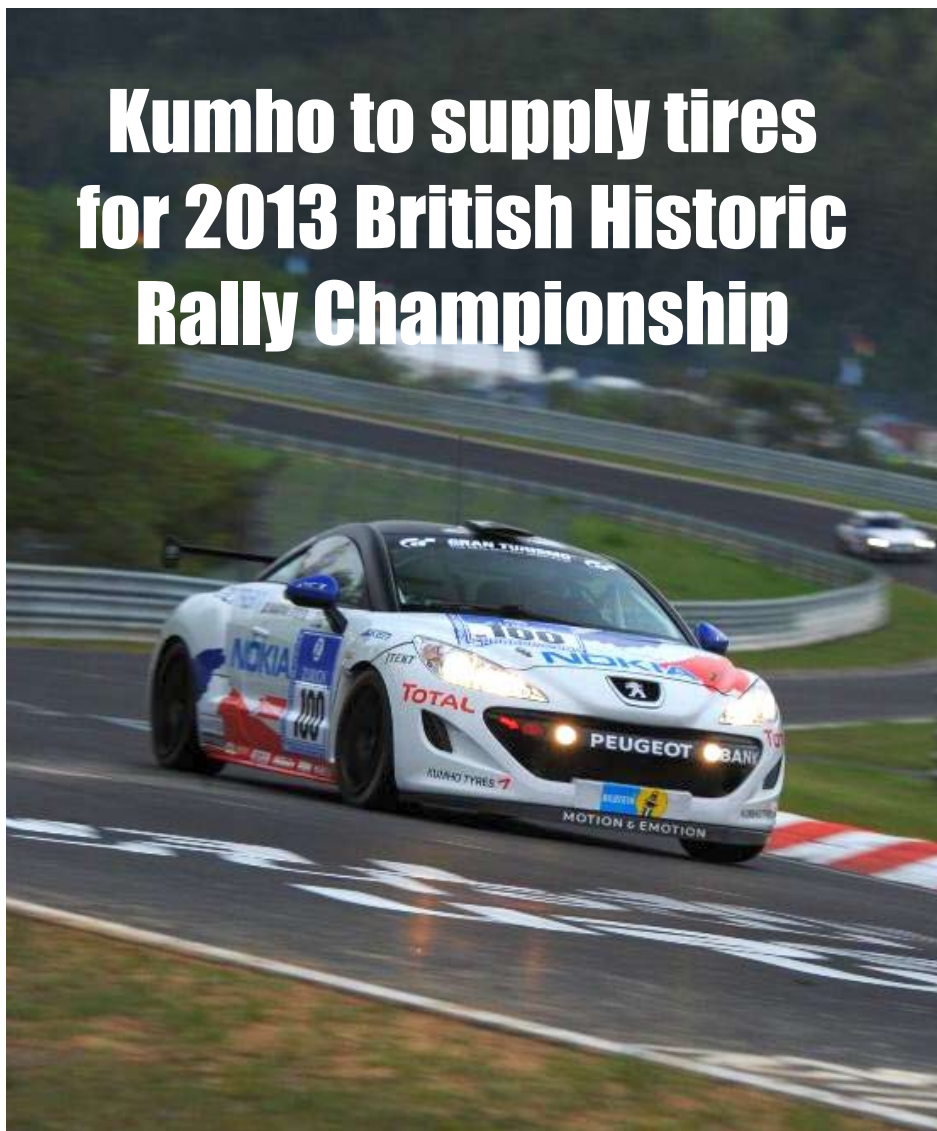
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# Kumho to supply tires for 2013 British Historic Rally Championship



For the last four years, competitors in the MSA British Historic Rally Championship have run on control tires.

However, following requests for change, they will next year be able to choose from the products of four different manufacturers, not least Kumho Tires.

Welcoming the news, the company's European Motorsport Manager Steve Thompson said: "We developed a range of gravel and asphalt products especially for this series, which proved very popular prior to the advent of single-make control tires, so we are delighted at the change of regulation and confident of a positive response from the teams."

Kumho has enjoyed ever-increasing success in the rally world and, for example, has been the tire supplier for all five of Eugene Donnelly's Irish Tarmac Rally Championship victories and last year's win in the French Gravel Rally Championship by two-times European Rally Champion Simon Jean-Joseph.

Added Steve Thompson: "Much as we enjoy modern rallying, the older cars bring their own set of challenges; ones we are equally adept at meeting. We very much look forward to being an integral part of next year's historic scene."

## Maxxis and Liverpool FC announce Partnership Extension



Following a successful three-year Partnership between Maxxis Tires and Liverpool FC the Partnership has been extended until 2015.

Maxxis Tires first joined Liverpool FC in 2009 and has enjoyed many successful and engaging campaigns with LFC fans, with money can't buy prizes in partner hospitality and increased brand awareness through online inventory and LED advertising on match days which is shown to millions of fans around the world.

Maxxis Tires is one of the largest tire companies in the world, distributing to over 150 countries and with operations in Europe, Asia, and North America.

The new deal will see Maxxis Tires reach supporters in new territories as Liverpool FC grows its presence across global markets and builds on its heritage as one of the world's biggest football brands.

Ian Ayre, Managing Director, Liverpool FC, said: "As with all our partnerships, we have taken time to form a relationship with Maxxis so we can support mutual goals more effectively and provide significant brand visibility.

"I am delighted to announce the extension today and we look forward to working with Maxxis over the next three seasons."

Derek McMartin, Maxxis Tires, said: "It's fantastic news that we've extended our partnership with Liverpool Football Club until 2015. We've built a strong relationship with the club and fans over the last three years, and we look forward to expanding our successful partnership over the coming seasons."





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# Continental Tires reinforces AMG Driving Performance Tour 2012 at Yas Island



Automobile fans in the region were introduced to the legendary power of Mercedes AMG and the exemplary prowess of Continental Tires at a unique driving event held in Abu Dhabi. The 2012 edition of AMG Performance Tour Middle East introduced new models of cars and tires – the E 63 AMG, the SLK 55 AMG and the ML 63 AMG cars which are characterized by a blend of outrageous levels of power with traditional Mercedes comfort matched by Continental's ContiCrossContact UHP and ContiSportContact 5 P tires are well known for their very sporty, well balanced performance on dry and wet tracks, both. The result was fostered unique driving experiences which allowed the guests to explore the high performance features of ultra-sports vehicles fitted with special tires.

“One of the key factors for success in the Middle East is the perfect combination of premium cars and premium tires. It is a magical formula. As the global partner and official tire provider of Mercedes AMG, we continue to appreciate and cherish the support of Continental Tires. Yas Island is another great example of how we can showcase our prowess alongside each other,” said Martin Buday, in charge of Continental activities in the MENA region.

AMG deploys Continental tires on most of its tuned vehicles, and continues to work alongside the European tire giant for numerous tests related to performance capability. As the global tire partner of the Mercedes AMG Driving Academy, Continental supports 16 annual events at renowned race tracks across the world. Yas Island 2012 marked its third edition in the UAE, and covered a broad audience from the GCC states and Jordan.



Bernd Beckmann UHP-PDT Tuning / OE AMG explained how the event created the ideal setting to present the tires, and experience their performance. "This is an extraordinary session with clear focus on control in critical situations, over diverse driving situations like kick-plates, track straights, circuit racing, and slippery and wet conditions. Not only were we able to demonstrate the full potential of our products, but we also introduced our technological advancements directly to our customers. Participants were left awestruck about the exceptionally reliable braking properties of the ContiSportContact 3, and ContiSportContact 5 P tire models," he said.

The ContiSportContact 5 P was ranked as 'exemplary' in a summer tire test conducted by AutoBild Sportscars in March, pitted against eight other models in the size category 245/30 ZR 20, on a VW Scirocco R. The tire is particularly commended for its 'short stopping distances, precise steering response, and very low rolling resistance'. Meanwhile, Auto Zeitung magazine named the ContiCrossContact UHP as its test winner over other premium products, for setting the standard in 'braking and pulling on gravel surfaces, steering precision and wet weather performance'.

The event held in Yas Marina witnessed an enthusiastic atmosphere characterized by the presence of UAE car fans and the Middle East Rally champions. Contestants were grouped into four categories including 10 contestants each. Each contestant drove at very high speed and had to overcome extreme conditions. Drivers' capabilities at road handling and sudden cornering braking as well as their driving performance were measured on both wet and dry roads by using the tremendous legendary power of the latest Mercedes AMG cars and the exemplary high performance of Continental sporty Tires. After a day filled with suspense and adrenaline rushing, Ali Berjawi won the first place and received numerous certificates of recognition and awards from both Continental Tires and Mercedes AMG.

Guests at Yas Island were able to experience all these features first-hand at the event. "We encourage everyone who is enthusiastic about cars and interested in car safety to attend future editions of this event as an educative experience, whether or not they own specific models. Of course, it also becomes a deeply emotional experience," he added

The 2012 AMG Performance Tour in Abu Dhabi (22 to 30 April) included instructions, demonstrations, and a variety of driving experiences at the Formula 1 Circuit in Yas Marina, allowing potential and existing clients from the region to experience the latest AMG cars and Continental tires first hand.



EVENT	DATE	INFORMATION	LOCATION
SYRMOTORSHOW	01-07- July 2012	SYRMOTORSHOW 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
Motortech Japan	11-13- July 2012	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
India Auto Expo	12-15- July 2012	India Auto Expo 2012 serves to the perfect meeting place where the attendees get to come face to face with the renowned companies in the entire region. The participants get to strengthen their relationships with the customers and reach out to new buyers in a single go. Direct selling is conducted amongst the buyers and sellers.	Chennai Trade Centre Chennai, Tamil Nadu, India
Seoul Auto Salon	12-15- July 2012	Seoul Auto Salon is a leading trade fair for generate good business fortunes, unparalleled exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	COEX Korea Exhibition Center, Seoul, Seoul-T'Ukpyolsi, Korea
The Northern Motorcaravan Show	13-15- July 2012	The Northern Motorcaravan Show is a one of a kind exhibition that deals with American, European and British motorhomes, caravans, compact van conversions and vehicles of luxury coachbuilt. The exhibition presents a great platform for the exhibitors to display their products and services in front of the prospective trade visitors and also gives them a rare chance to lock important business deals.	The Cheshire Showground, Cheshire, Connecticut, United States Of America



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EVENT	DATE	INFORMATION	LOCATION
PAACE AUTO-MECHANIKA MEXICO	18-20- July 2012	PAACE AUTOMECHANIKA 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
Latin American & Caribbean Tyre Expo	18-20- July 2012	Latin American & Caribbean Tyre Expo since it offers a very accessible destination for all tire distributors from North America, Central America, and South America, including Mexico and the Caribbean. For Asian, North American, European and Latin tire and equipment manufacturers, Panama is a very comfortable and economical destination to present their products to the Latin markets.	Atlapa Convention Center, Panama City, Panama, Panama
Asia Bike Trade Show	26-29- July 2012	Asia Bike Trade Show is one of the most reputed trade shows where outstanding brands will display the latest parts, accessories and cutting edge technologies that relate to this sector. This event will allow trade visitors to make purchases and connect with industry insiders. This event having wide appeal among bike lovers, will lead to the sustainable development of the bike industry.	Nanjing International Expo Center, Nanjing, Jiangsu, China
Expedite Expo	27-28- July 2012	Expedite Expo is a major truck trade event in Ohio. The event is unique meeting ground of truck owners and drivers, fleet owners, fleet executives and fleet managers, where they get the latest updates from the field. The event is designed in an inclusive format which includes workshops, and training programs in addition to the general expo.	Roberts Convention Centre, Wilmington, Delaware, United States Of America
LRO Billing Show	27-29- July 2012	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





ADAC Motorwelt :  
Recommendable  
(N8000)



Autobild sportscars :  
Recommendable  
(N8000)



Promobil :  
Very Recommendable  
(CP321)

\* ADAC Motorwelt satisfactory certificate is equivalent to the previous ADAC Motorwelt recommendable certificate.

Selected as **Recommended Products** as a result of tire tests by renowned German magazines, such as **ADAC Motorwelt**, **Autobild Sportscars**, and **Promobil**.

## Performance



Nexen Tire, cutting-edge technologies that harmonizes performance and design



## Design



Nexen Tire won the **Reddot Design Award 2012**, one of the World's Top Three Design Awards  
(Award-winning product: Nexen Tire N9000)



**N9000**



reddot design award  
winner 2012



**N8000**



Recommended  
Product by  
ADAC Motorwelt



Recommended  
Product by  
Autobild Sportscars



**CP321**



Very Recommended  
Product by Promobil



**NEXEN TIRE**

# Audi factory drivers look into the future with a digital rear-view mirror



When the Audi factory drivers tackle the Le Mans 24 Hours a very special technology will enhance their vision. Used for the first time in a closed LMP sports prototype, the digital rear-view mirror provides a clear view of the rear and thus substantially improves active safety.

"The work of our drivers in the cockpit is truly heavy labor," says Head of Audi Motorsport Dr. Wolfgang Ullrich in praise of his line-up of 13 sports car drivers. Aside from the physical and mental strain in endurance racing, life for the quick racers compared with their DTM colleagues is made more difficult by the special aspect of totally different vision. The extremely low, central seating position is just one reason for this. Another one is the fact that – unlike the Audi A5 DTM – none of the closed LMP sports cars have a rear window.

The concept and structure of the monocoque plus the configuration of the mid-engine in the Audi R18 leave no room for a rear window. "So, in the past, our drivers had to strictly rely on the outside mirrors when looking rearward," explains Dr. Ullrich. "Yet the rear end and the rear wings plus the vibrations that occur at high speeds significantly limit the field of vision of these mirrors." Audi has developed a solution, which thanks to advanced technology produces an amazing effect. The digital rear-view mirror that shows what is happening behind the car on an innovative AMOLED display is better than any conventional mirror.

A camera of very light weight and dimensions of just a few millimeters sits behind the antennas on the roof of the Audi R18. It captures the action at the rear on film and transmits the information to the cockpit as digitalized data. The racing situation behind the vehicle is shown on a screen that sits in the place where an inside mirror is typically located.

"This gives us a whole host of benefits," stresses Dr. Wolfgang Ullrich. "The operation of the mirror is weather-neutral. By contrast, when using outside mirrors, heavy water spray severely impairs the driver's field of vision when it rains. For the new digital mirror, we worked out various day and night driving modes. Even when a rival approaches from the rear with high-beam headlights the image is superb and not just a glaring light spot."

This has only been made possible by the latest diode technology. Instead of conventional light-emitting diodes an active matrix OLED (AMOLED) display is used. Its name has been derived from organic semiconductors. Their major advantage: Like displays, AMOLED screens can show multi-colored images and offer better resolution thanks to particularly small pixels with diameters of merely around 0.1 millimeters. Outstanding image quality and short response time are further positive properties of AMOLEDs. "Therefore, even at 330 km/h we're achieving a totally fluid image flow in real-time transmission," says a pleased Dr. Ullrich. At this speed, the Audi R18 covers a distance of 92 meters within a single second. As these new types of screens are freely programmable, Audi uses them to display other data as well. Information on the gear that is currently engaged, the slip level of the tires, and specific warning lights have been integrated into the central instrument.

"I'm pleased to see that we've managed to make another contribution to active safety through this technology," emphasizes Dr. Wolfgang Ullrich. "We've previously achieved major effects not only with basic concepts but also through

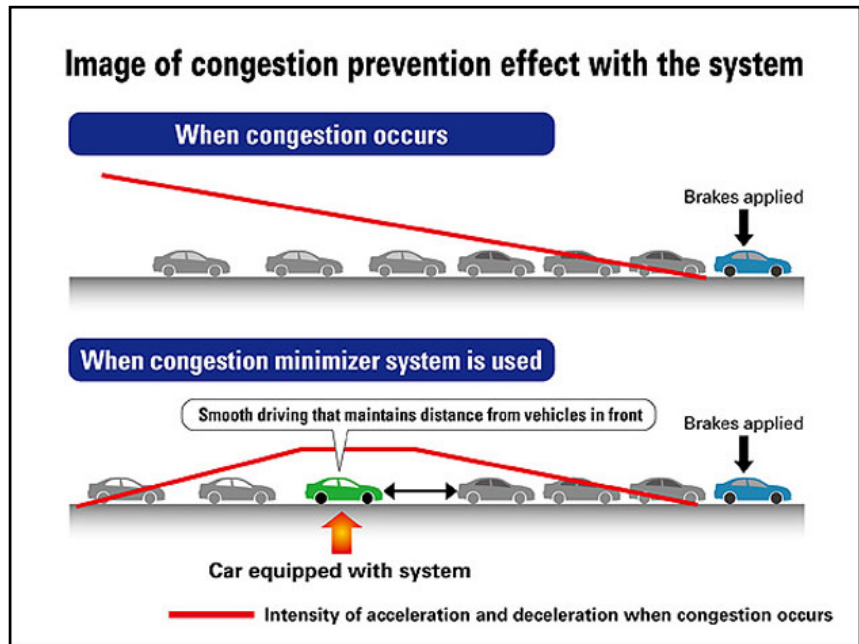




detailed innovations. The introduction of a tire pressure warning system in the 2001 season in the Audi R8 is just one case in point. Our drivers came to highly value the digital rear-view mirror right on its premiere at Spa." At the second round of the FIA World Endurance Championship (WEC) Audi achieved a one-two-three-four victory.

The digital mirror solution is yet another example of the close meshing of volume production and motorsport. "With respect to the screen and the programming we greatly benefited from the work of our colleagues at AUDI AG's Technical Development (TE)," says Dr. Ullrich. "They helped us move forward with components and knowledge." In the trial stage the racers even fully relied on an application that originated at the production side of the house. "The system was initially installed in an Audi R8 in which we sent Marcel Fässler and Marco Bonanomi out to test it in road traffic," recalls Dr. Ullrich. "Today, the system functions perfectly in the Audi R18 LMP race car. I'm sure that we'll be able to return valuable findings to our colleagues in TE. We integrated the system into the vehicle package in an extremely small space and reduced the aerodynamic effects of the camera and energy consumption to a minimum. The intensity of the demands in motorsport, such as at the Le Mans 24 Hours, will cause such a system to mature at an accelerated pace. If the digital rear-view mirror is introduced in production vehicles at a future time our consumers will yet again profit from a system that has been successfully tested in motorsport as well."

## HONDA DEVELOPS WORLD'S FIRST TECHNOLOGY TO DETECT THE POTENTIAL FOR TRAFFIC CONGESTION WITH THE GOAL TO PREVENT TRAFFIC JAMS



Honda Motor Co., Ltd. announced the successful development of the world's first technology to detect the potential for traffic congestion and determine whether the driving pattern of the vehicle is likely to create traffic jams. Honda developed this technology while recognizing that the acceleration and deceleration behavior of one vehicle influences the traffic pattern of trailing vehicles and can trigger the traffic congestion.

In conjunction with the Research Center for Advanced Science and Technology at the University of Tokyo, Honda conducted experimental testing of a system utilizing the technology to detect the potential for traffic congestion. The test results demonstrated that the system helped increase the average speed by approximately 23% and improved fuel efficiency by approximately 8% of trailing vehicles.

With the goal to bring this technology to market, Honda will begin the first public-road testing of the technology in Italy and Indonesia in summer of this year, to verify the effectiveness of the technology in minimizing vehicle congestion.

Rather than providing information to help the driver avoid existing congestion based on current traffic information, the system monitors the acceleration and deceleration patterns of the vehicle to determine whether the driver's driving pattern is likely to create traffic congestion.

Based on this determination, the system provides the driver with appropriate information, including a color-coded display through the on-board terminal, to encourage smooth driving which will help alleviate the intensity of acceleration and deceleration by trailing vehicles, thereby helping to prevent or minimize the occurrence of vehicle congestion.

Moreover, the positive effect on minimizing congestion and fuel efficiency improvement can be further increased by connecting the on-board terminals to cloud servers to make the driver aware of and in sync with the driving patterns of vehicles ahead by activating the ACC (Adaptive Cruise Control) system at the right time to maintain a constant distance between vehicles at the most appropriate interval.

Traffic congestion causes not only a delay in arrival time but also an increase in CO2 emissions and a higher potential for rear-end collisions. Striving to realize "the joy and freedom of mobility" and "a sustainable society where people can enjoy life," as stated in the Honda Environmental Vision, Honda will work toward the establishment of a congestion-free mobility society all around the world.

Preventing microsleep

# Bosch Driver Drowsiness Detection

Now also featured in the Volkswagen Passat Alltrack



Fatigue and microsleep at the wheel are often the cause of serious accidents. However, the initial signs of fatigue can be detected before a critical situation arises. Bosch Driver Drowsiness Detection can do this by monitoring steering movements and advising drivers to take a break in time. The required information is provided either by the car's electric power steering system, or by the steering angle sensor which is part of the car's ESP® anti-skid system. The feature can therefore be installed cost-effectively and helps further increase road safety. Bosch Driver Drowsiness Detection can be used in passenger cars and light commercial vehicles, and can also be integrated into various control units in vehicles. It was first introduced as a standard feature in 2010, in the new Volkswagen Passat. The latest model with the function is the new Passat Alltrack.

The influence of fatigue on accidents has been demonstrated in a number of studies. In 2010, the American Automobile Association (AAA) published an analysis based on the accident data collected by the National Highway Traffic Safety Administration (NHTSA) in the United States. The assessment showed that overtired drivers were at the wheel in 17 percent of all fatal accidents in the US.

Fading concentration and fatigue compromise the driver's steering behavior and response time. Fine motor skills deteriorate, and steering behavior becomes less precise. The driver corrects small steering mistakes more often. The new driver drowsiness detection function is based on an algorithm which begins recording the driver's steering behavior the moment the trip begins. It then recognizes changes over the course of long trips, and thus also the

driver's level of fatigue. Typical signs of waning concentration are phases during which the driver is barely steering, combined with slight, yet quick and abrupt steering movements to keep the car on track. Based on the frequency of these movements and other parameters, among them the length of a trip, use of turn signals, and the time of day, the function calculates the driver's level of fatigue. If that level exceeds a certain value, an icon such as a coffee cup flashes on the instrument panel to warn drivers that they need a rest. The Bosch Driver Drowsiness Detection function addresses an important aspect of the driver's condition, and can thus contribute to improving road safety.



# Ford Sets New Goal to Build on Success of Cutting Waste

## 100 Million Pounds Spared from Landfills Since 2007

Ford plans to further reduce the amount of waste it sends to landfills by 10 percent per vehicle by the end of the year – building on existing efforts that have cut global waste by 100 million pounds (44 percent) in the last five years.

If successful, that means the company would generate about 20 pounds of waste per vehicle on a global basis – roughly the weight of one tire.

“Reducing waste to landfills is one of our top environmental priorities and we continue to challenge our teams to identify and implement innovative solutions,” said Andy Hobbs, director, Ford’s Environmental Quality Office.

Ford develops such targets as part of its annual environmental business planning process that also recently led to establishment of a global cross-functional team spanning several divisions to review waste generation more holistically.

Between 2007 and 2011, Ford globally cut the amount of waste it sends to landfills by 39 percent per vehicle – from 37 pounds to just under 23 pounds.

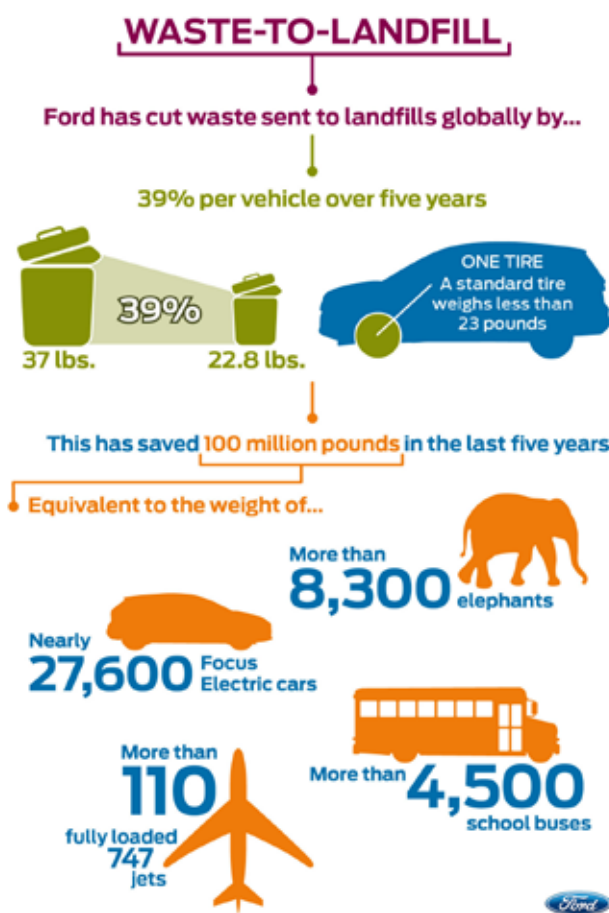
In North America, the amount of waste generated per vehicle has been cut even further – by 47 percent.

One of the best examples of how Ford has reduced waste can be found at its plant in Flat Rock, Mich., where the automaker uses an innovative process to eliminate waste and transform paint solids into energy at the AutoAlliance International facility.

Ford began a pilot program in 2011 with a local energy supplier at AutoAlliance, where paint solids – a material often sent to landfills – are sent to the energy supplier and used as a raw material in its process to generate electricity.

“When we paint a vehicle, not all the paint ends up on the vehicle,” said Lisa Hansen, manager, Technical Services, EQO. “We use a water wash scrubber system to capture and collect the excess paint solids so they are not released into the environment.”

The reprocessed paint solids are then dewatered to increase their energy value and sent to a local power plant. This is an innovative way to keep material out of the landfill and use it as a raw material in another process. The project is being replicated at several other Ford assembly plants.



Another example of how Ford keeps waste out of landfills can be found at its Michigan Proving Grounds (MPG) in Romeo, Mich. Earlier this year, Ford installed its first solar-powered compactor at the site. The nearly 4,000-acre self-contained site previously collected trash in open-top boxes and then disposed of the trash in a landfill.

MPG and its waste management partner teamed up to take a fresh look at the operation and came up with a winning combination of recycling measures and new solar-powered technology that can provide the power required of trash-handling equipment.

The new energy-efficient compactor, powered by solar panels, compresses the waste much more efficiently than the previous compactor. The compacted trash is then sent to a waste-to-energy facility where it is converted into power. This compaction reduces the number of shipments and thus the fuel consumed for its transportation. Coupled with previous efforts to recycle all of the site’s cardboard, paper, wood and plastic, this eliminates the need to dispose of any waste in a landfill.

Other examples of Ford’s efforts to reduce waste can be found at numerous facilities:

Chicago Stamping Plant, with its waste management partner, has established a Blue Bag recycling program in which recyclable materials are collected throughout the plant. Instead of placing these materials in the general trash, they are placed in designated collection bins so the materials are recycled and not sent to landfills. Recently, more than 3,000 pounds of plastic was diverted from landfills through this program

Kentucky Truck Plant and its waste management partner have established a Single Stream Recycling program where recyclable materials are sent to a sorting facility for reuse and recycling, which has reduced compacted trash sent to landfills by 39 percent

Ohio Assembly Plant sponsored a poster contest for local elementary school students. Plant personnel voted on the winning poster by placing recyclable plastic bottles in bins labeled with the posters. The bin with the most bottles was the contest winner and the winning poster was used to label all the bins in the plant. This effort resulted in an additional 16 percent reduction in waste sent to landfills.

# CONTINENTAL NOW SUPPLYING HEAD-UP DISPLAYS TO TWO PREMIUM AUTOMOTIVE MANUFACTURERS

The new head-up display from Continental has made the leap from luxury to mid-range vehicles and is now being fitted in the new BMW 3 Series.



Continental, the international automotive supplier, is providing the second generation head-up display for the new BMW 3 Series. The head-up display shows relevant information such as speed, navigation and infotainment data, as well as warnings in the driver's direct field of vision. The head-up display's virtual screen appears around two meters in front of the driver above the engine hood, so he is informed of all important issues without looking away from the road.

"The head-up display reduces driver distraction and increases driving safety. It is important to us that these benefits are passed on to as many drivers as possible. We are extremely proud of the fact that with the BMW 3 Series the head-up display is now also available in mid-range vehicles," said Eelco Spoelder, head of Continental's Instrumentation and Driver HMI business unit. Continental began producing head-up displays in

2003. The many years of experience are now helping the company to both work together with its customers and make the head-up display even more attractive to drivers. In 2010, Continental began series production of the second-generation head-up display at Audi. Both systems are produced in Babenhausen, in the German state of Hesse.

**Image quality and ease of use – the tangible strengths of the head-up display**

A vibrant, full-color display makes Continental's new head-up display appeal to drivers. Compared with the previous, restricted color spectrum, new white LEDs project the entire color spectrum from the image generated on a TFT display. The increased brightness of the white LED technology in the new image generation unit means that

the new head-up display offers significantly greater contrast and can also render features such as night view displays. The new image generation unit has just 15 LEDs, contributing significantly to reduce the power consumed (rated input) by the new head-up display to around one third of the previous version, which required 128 LEDs to generate images. This efficiency makes the head-up display increasingly interesting for electric vehicles. Allowing the driver to configure the head-up display conveniently via the controls in the cockpit is a particular advantage in vehicles which are driven by several people. This is made possible by the use of a stepper motor that tilts the optical mirror inside the head-up display, in turn changing the position of the floating image displayed to the driver above the engine hood.

**Fit for mid-range vehicles – compact design and low manufacturing costs**

To enable the head-up display for use in mid-range vehicles, Continental's engineers in Babenhausen, Hesse focused on developing two core requirements: Reducing size and weight and cutting manufacturing costs. The new layout of the optical components, which reflect the image from the display to the windscreen, has significantly lowered the number of overall components required. Combined with the intelligent use of modern materials, the developers were able to almost halve the volume and weight compared with the previous version. With a volume of just 3.8 liters and weighing 1.5 kilograms, the new head-up display can be integrated in the overall concept of a vehicle more easily by automotive manufacturers.







The lower number of components is also advantageous for the manufacturing costs. However, the decisive factor for optimizing costs and manufacturing processes is the modular layout of the head-up display, which is designed in such a way that very few components are specific to individual vehicle variants. Consequently, fewer different components have to be prefabricated and the individual vehicle variants of a model can be served from just one production line. To switch production between, for example, the BMW 3 Series sedan and convertible, all that is needed is a different optical mirror that has been adapted to the vehicle-specific windscreen curvature. Its many years of experience with head-up displays have endowed Continental with both core competences in instrumentation and vehicle electronics and significant know-how in terms of optics and tool making. This wide-ranging knowledge enables Continental to produce most components itself and pass on the resulting benefits to its customers directly.

### The future is altering reality – “augmented reality” in the head-up display

Continental also uses its wealth of experience to drive the further development of head-up displays. In this respect, research revolves around “augmented reality”- where virtual screen content from navigation and driver assistance systems merge with the driver’s actual field of vision. In the future, information considered important will be highlighted directly in the area in which it occurs.

“Augmented reality is an exciting area of research for us,” explains Eelco Spoelder. “In case of a distance warning, the vehicle in front could be highlighted in the signal color red, for example, in the driver’s visual field. The driver would also be able to see directional arrows in the navigation system or a lane-change warning directly on the road.”





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# Electromobility first in the future of Bosch Automotive Technology

At the Bosch Group's Annual Press Conference 2012, electromobility is put at the centre of technological innovation for the Automotive division

Long term visions and opening up to the growth areas of the future are at the core of Bosch Group's international strategies. As it was recently highlighted during the Annual Press conference 2012, held in Stuttgart, continuous investments in the technological development of the automotive division remain a key element of the path that leads to the future success and achievements of the group. Electromobility stands at an important point of this path; therefore, Robert Bosch Automotive firmly believes in research and development in this sector.

To highlight the growing importance of electromobility for the future of the company, heavy upfront investments in this kind of technology are being carried out by the Bosch Automotive division. Despite the effects of the global economic crisis on this sector, an annual budget of 400 million euros has been allocated by Bosch for technological development in electromobility.

Yet, in addition to the significant budget for R&D, Bosch relies on many other strengths for winning the technological competition around electromobility. "Even today, the company has a wide-ranging portfolio in this area, with five models of automotive electrical drives, three inverter variants for energy management, and lithium-ion battery systems," said Dr Bernd Bohr, Member of the Board of Management Robert Bosch GmbH "This broad footing gives rise to our decisive advantage: our systems competence. Only a company that knows how to network systems will be able to integrate power electronics into the electrical powertrain."



Dr Bernd Bohr, Robert Bosch GmbH

Intensive though the work to promote technical developments is, Bosch foresees a progressive evolution and different stages in the market as it moves toward electromobility. Worldwide, 12 million new vehicles with an electrical powertrain are expected by the end of the decade, of which a full 2.5 million will be all-electric vehicles. But the decade from 2010 to 2020 is planned to be the one of experimentation, according to Bosch. Therefore, Bosch Automotive is positive about the benefits that the number and diversity of products in its portfolio will bring.

Initially, all-electric drives in small vehicles for city driving are prospected, while hybrid drives will be established in larger sedans. There are also good market opportunities projected for the plug-in hybrid. This offers the best of both powertrain worlds: it allows long distances to be travelled economically using diesel or gasoline, and electrical driving in the city.

Another powerful asset of the group headquartered in Germany is the ability to shape international operations along the changed prerequisites of globalization.

"A new aspect is now emerging: the global networking of local experience. Our excellent international positioning in automotive technology is a result of an increasing exchange of findings and experience," described Guido Gring, Vice President of Automotive Aftermarket, Sales Independent Aftermarket Middle East, Africa.

"For this reason, we see mid to long term potential for electromobility technology in the Middle East and African countries. Our estimations are supported especially by growing regional investments and projects in the field of renewable energies as well as by the above average number of private vehicles and transports that will continue to be employed across the Arabian Gulf countries".

However, the effectiveness of new strategies would be inconceivable without the sound technical foundation Bosch has achieved, especially when it comes to automotive systems for environmental protection. Such technical foundation also contributes to the lasting accomplishment records of Bosch Automotive Technology. Like Bosch as a whole, Automotive Technology will continue moving between the pillars of established and new growth areas.



# UAE Auto Parts Traders Seek Big Business in North African Markets

## Regional and International Interest in Dubai as Automotive Re-export Hub Grows

Following the conclusion of the largest ever edition of automotive aftermarket exhibition, Automechanika, last month Dubai-based auto parts traders are eyeing lucrative opportunities for business in North African markets.

This year saw a huge increase in numbers of potential clients from North African countries visiting the A-MAP, the region's leading distributor of aftermarket automotive spare parts, automotive batteries, tyres, and lubricants, throughout the exhibition.

"We met with a number of prospective clientele mainly from Egypt, Libya and Algeria. As these markets start to become more stable and open up regionally, there are big business opportunities available for us," said Asad Badami, Managing Director of A-MAP.



Asad Badami, Managing Director of A-MAP.

"Obviously the stability and desirable geographic position of the UAE is a huge driving force behind the domestic market as well, and we continue to see growth in the Middle East and especially from Saudi Arabia as its construction boom picks up speed," continued Badami.

The lack of automotive manufacturing industry within the Gulf region has created a demand for a well-developed and strong re-export trading sector, with companies in this field defying the recession to practically double their numbers over the past six years.

"Locally, we met with many government agencies who are seeking suppliers for their fleets, as they are growing in tandem with the increase in the market," added Badami.

Dubai already has a reputation as an influential re-export hub, while projects such as Abu Dhabi's recently announced 'Automobile City' are set to further meet the market's growing demands.

The success of Automechanika Middle East, as well as the significant business growth for A-MAP in Europe and the CIS countries, has pushed the company to participate in Automechanika Frankfurt in September.

"Participating at the exhibition in Frankfurt will allow us to see and be seen, on the ground in the European market. We look forward to solidifying our presence and growing the strength of our brands in Europe," concluded Badami.

## Lumma Design Mountain bike

Among one's own kind the mountain bike from LUMMA Design represents the Sportster class. Due to technical innovations the sportsman is more agile and secure: the tires from Michelin cling good to the ground - this Offroad-Bike from LUMMA Design with the frame made of aluminium makes no compromises but is simply fun. The whole thing is full sprung and is even more comfortable steered in every terrain.



Former BMX-world champion Jordi Miranda participated in the development. Jordi Miranda claimed three titles as German Champion in the halfpipe, seven in the BMX race-discipline in Spain and he placed 8th at the BMX world championship in Trier in the quaterpipe category. Two European championship titles in Belgium and France top the whole thing. Jordi Miranda also lives his passion out in times when there are no tours: »Together with LUMMA Design I have developed a mountain bike, which is individually and exact to the millimetre fitted to the driver.«

Control units from Shimano are used at professional championships and are first choice for ambitious drivers, when it comes to dynamic and light drive. The hydraulic disc brake system in the front and the back guarantees a high quality of driving and safety.

What the LUMMA Design mountain bike »Exclusive Edition« in silver/anthracite matt in terms of color assures, it shows in the outdoor use with an increased adrenaline level. The bike is made according to the customers size and is hence an individual production. The production of the Exclusive Edition Bike is limited to 50 pieces and is delivered with a certificate. The Bike has a value of 3.332,00 EUR.

# 3M Gulf launches Middle East Autocare Campaign

New innovative after-market auto solutions and warranty promotion launched for consumers



The industrial and transportation business division (I&TB) at 3M Gulf, a recognized leader in research and development has announced the launch of its Middle East Autocare campaign which is aimed at offering an integrated portfolio of proven autocare solutions to consumers for their cherished vehicles.

The recently launched autocare campaign which will include over 42 3M authorized auto care centres across GCC including United Arab Emirates and Kingdom of Saudi Arabia, will also introduce consumers to a host of new autocare products including the innovative 3MTM Scotchgard vehicle protector.

Under the overarching '3M Protected' platform, the 3MTM Scotchgard vehicle protector is the latest addition to the 3M's after-market automotive solutions which provides holistic treatment that keeps the car look sparkling from outside and spotless from inside. A high quality glass coating named Hypershield for external application and the time tested Scotchgard fabric protector for internal are the key features of the newly introduced autocare solution.

Commenting on the introduction of the autocare campaign, Fadi Medlej, Country Business Leader, Industrial and Transportation, 3M Middle East said, "Sustained engagement with consumers is a priority for 3M and with the introduction of new products, it is imperative to develop a robust information platform that updates consumers on latest developments"

He further added, "This campaign platform is an opportunity for 3M to showcase its entire range of autocare products to customers and present a bouquet of proven and value added services for their vehicles".

Besides the 3MTM Scotchgard vehicle protector, during the autocare campaign, 3M is also offering four specialized tinting solutions including Crystalline, Ceramic, Color Stable and FX.

Recommended by The Global Skin Cancer Foundation, 3MTM Sun Control Films have been providing protection and comfort to occupants in vehicles for over 40 years. These superior films block out almost 100 percent of UV rays from sunlight streaming in through windows. The advanced technology used in 3MTM sun control films also reduce the heat

and glare inside the vehicle thereby increasing the comfort of occupants in the vehicle without compromising visibility. 3M is the inventor of the Sun Control technology.

3M's widely popular paint protection film, professional detailing, headlight lens restoration, DIY auto retail and unique 3M Anti Slip Pads will also be offered to consumers during the auto care campaign.

Under the autocare campaign, 3M Gulf will continue its partnership with School Transport Services LLC (STS), the trusted school transport provider in the UAE, in a campaign to increase the comfort and protection of school children during their travel. A 1,200-strong fleet of STS school busses were in the past protected with 3M's superior sun control window films, which block up to 99.9% of harmful UV rays to provide a total Sun Protection Factor (SPF) that exceeds 1700.

Through the alliance with STS, more than 50,000 students now ride to school and back in 3M-Protected school busses, which will significantly reduce their undue daily exposure to harmful UV rays that penetrate through glass and cause long-term skin damage and other associated risks such as skin cancer.

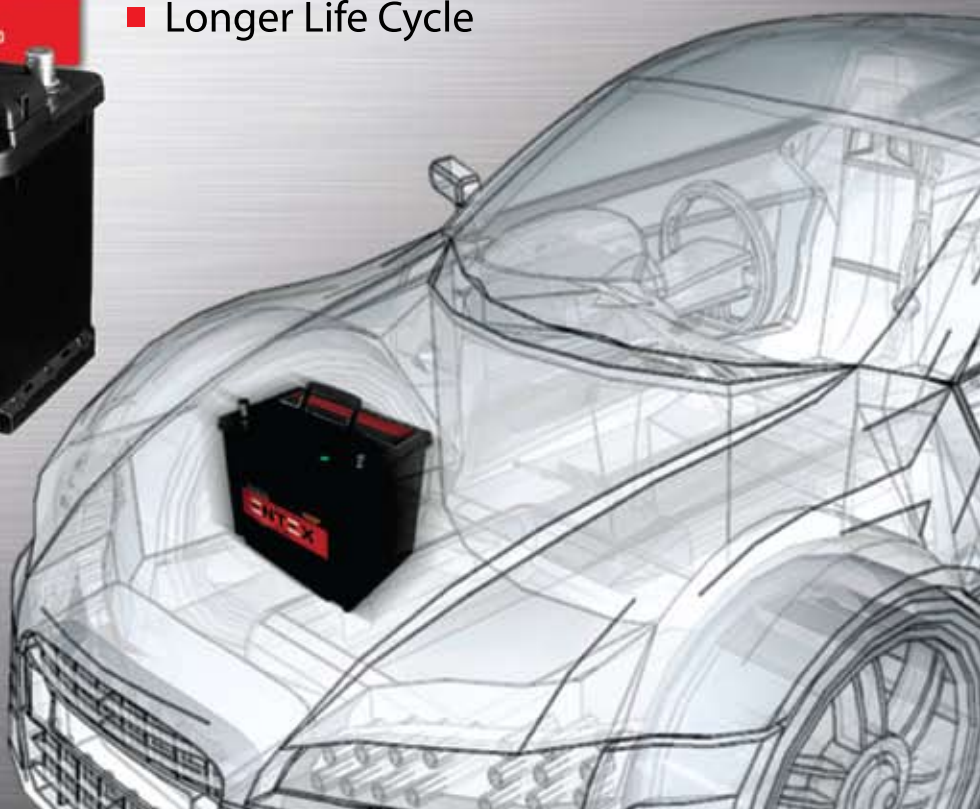


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# HOT PRODUCTS



## Bodum Stovetop Vacuum coffee maker

Using clear glass on the entire device allows you to see the whole process, as it happens. The heated water creates pressure within the lower chamber, pushing the water up to mingle with the coffee grounds. As it is removed from the heat, the pressure drives the coffee back down through a filter. The resultant rich black coffee resembles brews made with a French press. While the vacuum brewing concept has been around since 1958, Bodum has reintroduced this coffee maker with a more durable and elegant design. And when you're done, just pop it in the dishwasher.



## Let your iPad stand up and be heard

The new BeoPlay A3 sound system from B&O PLAY. BeoPlay A3 is an ingeniously faceted wedge that allows you to fully enjoy all of the iPad's portable charms. It's more than light enough to sit or lie with, and its rounded edges are easy on both the eye and hand. Lay it on a table and you can tilt it into landscape mode to answer your mails; but it's also happy to tilt to portrait mode if you want to scroll through a playlist. Stand it on a table or desk and it transforms the iPad into an immersive theatre for one – or more if you want to view videos with friends or share a multi-media presentation with a colleague.

Weighing in at just 1.5 kg, BeoPlay A3 is designed to make your music mobile. The battery keeps the tunes coming for five hours between charges, and it charges itself as well as your iPad when connected to the mains.

## Sony Digital Binocular DEV-5

### World's First Digital Binocular with HD Video Recording

Ideal for watching and capturing wildlife and sporting action in steady, sharply-focused close-up, Sony's new binoculars has a 3D record mode that captures the scene as a thrilling stereoscopic video footage. Variable zoom allows users to scan a wide area at low magnification before zooming in seamlessly to pinpoint the distant subject.

By turning on digital zoom at magnification settings over 10x, the DEV-5 boosts total magnification range from 0.9x up to 20x, rivalling many high-powered conventional binoculars. Unlike traditional binoculars, electronic autofocus keeps the subject sharply resolved at all times and even in motion. Electronic autofocus also allows this unit to focus clearly on subjects as close as 1cm away when recording in 2D and a minimum of 80cm when recording in 3D. A comfortably positioned dial also allows fingertip adjustment of manual focus. Ideal for focusing selectively on the subject, it eliminates the intrusion of overhanging branches or other obstructions in the user's field of view.







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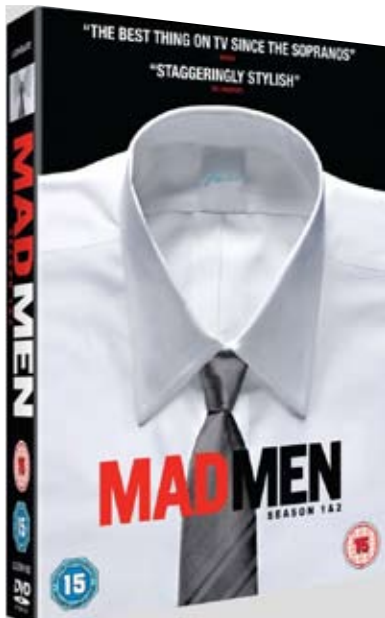
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# HOT PRODUCTS

## Sony Xperia P Smartphone

Featuring the next generation smartphone design from Sony, the Xperia NXT series sports a look that is instantly recognisable. The smartphones' intriguing design includes a 'transparent element', a band that encircles the base of the phone and integrates invisible antenna components. The transparent element illuminates when receiving calls, texts and notifications.

With a full aluminium unibody design, Xperia P debuts WhiteMagic™ display technology from Sony on a smartphone. WhiteMagic technology delivers the brightest viewing experience, whether at the beach or on the ski slopes. Smart power efficiency automatically adjusts the brightness of the screen to the surroundings to conserve battery life.



## Mad Men Season two

Set in 1960s New York, the sexy, stylized and provocative AMC drama Mad Men follows the lives of the ruthlessly competitive men and women of Madison Avenue advertising, an ego-driven world where key players make an art of the sell.

AMC's award-winning drama Mad Men made history last fall as the first basic cable series ever to win the Emmy for Outstanding Drama Series in four consecutive years. Created by Emmy and Golden Globe-winning executive producer Matthew Weiner and produced by Lionsgate, Mad Men has riveted audiences with the seductive and intriguing world of Sterling Cooper Draper Pryce. This season, the series' breakout ensemble cast continues to captivate as they grapple with an uncertain new reality.

## 'dot' 360-degree lens and app for iPhone

the small panoramic lens attachment 'dot', just announced by new york -based 3D lens developers kogeto alongside their 'looker' software, permits iPhone users to capture fully navigable 360-degree video footage instantly and without needing to rotate or move the device.

the company's 'looker' app converts the camera's raw stereographic view image into a navigable panorama, viewable on the phone or shareable online and through facebook and twitter using kogeto's web platform and player. the software also makes use of the compass and gyroscope built into iPhones, enabling 'dot' users in the same location to link their videos together, so that a viewer may jump from one perspective to another at the same event.





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