

# TIRES & PARTS Magazine

Happy New Year 2012



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# Toyota Fun Vii

An advanced Information-hub Vehicle Concept



## ANDREAS BERTRAM

Managing Director of Continental ME

## KTM 525 XC

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# So what do I do with this?

You may have been noticing these bar code shaped looking things on magazines, item packaging's, ads and so forth, oh yes and recently on the cover of our magazine too. They are called QR codes which stands for "QUICK RESPONSE". It has been created by a Japanese company called in Denso-wave in 1994, the same company which also created the two dimensional bar codes. Many companies use QR codes worldwide in advertisements.

So how does it work? When users scan these codes with their smart phones such as Blackberries or Iphones, the user would be linked or redirected automatically to URL's that provide additional information. You may have to download the app on your phone if you don't already have it. There are several companies on most platforms that provide the application for free, enjoy scanning and see what awaits you, you never know it could be a URL redirecting you to a prize!

Other than the QR code we will also be launching our our Ipod/Ipad application in February in order for you to be able to enjoy our magazine no matter where you are. *Tires&parts* magazine always strives to give you something different than your regular automotive magazine!



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**Could you please introduce yourself and give us a short biography of yourself and how you got into the tire world.**

My name is Andreas Bertram, Managing Director of Continental ME. I was born in June 1966. After graduating in Geography and Economics at University of Hanover / Germany I joined Continental AG in April 1995.

**Where does the name Continental originate from?**

Continental-Caoutchouc and Gutta-Percha Compagnie

**When and where was the first factory established?**

The company was founded in 1871 in Hanover – Germany and it was established as tire manufacturer

**Where are Continental tires manufactured today? How many plants does Conti have?**

Continental is currently producing its tires in 15 different factories around the globe. Main production facilities are in Europe, North America, South America, Asia and Africa.

**Continental tires have a leading position in original equipment and in the tuning segment.**

**What kind of tires does Continental manufacture?**

The range of tire products consists of Passenger, Van, 4x4/SUV, Light Truck, Truck and Bus, Industrial, Motorcycle and Two Wheel tires

**What is the factory's manufacturing capacity annually?**

The total global tire production capacity of Continental is currently around 125 Mio units.

**What was conti's turnover for 2010?**

Turnover for the total Conti Group was 26 Billion Euro

**What differentiates Conti from other Tire manufacturers?**

Continental tires have a leading position in original equipment and in the tuning segment. Conti is the only manufacturer among the 4 leading tire companies providing systems solution to the automotive industry.

# ANDREAS BERTRAM

Managing Director of Continental ME

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Since we are expanding the tire activities in the region our customer base is constantly adapted to support our growth strategy.

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**To which markets do you export and in which are you strongest in?**

Nearly 2/3 of Continental tires are sold in Europe. so we are naturally strongest in Europe. Other strong markets are the US, Russia and Asia.

**Who is your distributor in the UAE? Are you looking to find any new distributors in the MENA region?**

In the UAE we are cooperating with our Continental partner Emirates for Universal Tires, which is part of Abdulla Al Masood & Sons Co. Since we are expanding the tire activities in the region our customer base is constantly adapted to support our growth strategy.

**Does your factory manufacture any other brands? If Yes why?**

Since the tire market can be divided into different segments for premium, quality and budget labels we are reflecting this fact by manufacturing different brands. Our inter brand positioning allows us to compete in different segments and gain additional market share.

**What cars does Continental provide OE for?**

From our history Continental has a strong OE share in European car models like Mercedes, BMW, Audi, VW, Porsche, Land Rover and Renault but also provides OE tires for American, Japanese and Korean cars.

**Why is OE important for your company?**

With our strong OE share we are demonstrating our technology orientation and ability to develop specific tire characteristics for the requirements of certain car models. In addition this OE pull is positively affecting our replacement business.

**What is your pricing policy with the increasing prices of raw materials? Do you plan a price increase in the near future?**

The extreme price hikes in raw materials like natural rubber and carbon black during this year were forcing us to adapt the sell out prices to the market more than once. For beginning of 2012 Continental has already announced a price increase of 3-6% for all Passenger tires and 2% for Truck tires for the Middle East markets.

**How does the current poor economic situation in the Euro zone affect your company?**

The effect is rather positive for the business in the Middle East mainly for two reasons. The devaluation of the European currency is supporting our invoiced prices, which are in Euro. In addition we are expecting more flexibility in deliveries from our European factories due to a rather stable demand situation for European markets in 2012.

**What have been the recent big changes at Conti Tires if any?**

Continental recently launched the new ContiSportContact 5P for high end sports cars like Mercedes AMG.

The new ContiForceContact has been developed as racing tire with approval for operation on normal streets as well. The company invested as well in new tires with reduced rolling resistance and noise reduction to set new milestones for environment friendly and sustainable products.

**We know that Conti does many co-marketing activities with many major brands such as AMG, could you please explain why this is important to Conti?**

First of all we consider our strengths as technology driven partner for the automotive industry. With our cooperation with AMG we demonstrate our leading position as OE supplier and in tuning segment.

**What are your marketing plans for the Middle East in the near future and how has it changed from precious years?**

We are currently launching a regional campaign for key markets in the Middle East to increase our brand awareness through visibility and a more harmonized approach in terms of brand message.

**Are you going to sponsor the next world cup? How effective is this sponsorship for Conti?**

After having sponsored the Champions league for some years we could significantly increase our brand awareness in Europe. The decision to keep the platform of Football for our main sponsor activities and become an official partner for UEFA and FIFA since 2006 is helping us to promote the brand globally.

**How would you describe Continental's tires future direction and where do you see company in the next 5 years?**

Continental tires will further develop its position as technology driven company with a strong growth strategy in international markets. The position as one of the leading automotive supplier will support to close the gap to the first three tire manufacturer.

**What would you like to come in mind when one thinks of Continental Tires?**

A reliable and agile product from a strong technology orientated company which makes individual mobility more safe.

# Toyota Fun Vii

## An advanced Information-hub Vehicle Concept

Toyota Motor Corporation displayed the Toyota Fun Vehicle interactive internet (Fun Vii) at the Tokyo Motor Show, a concept vehicle that heralds a future where people, cars and society are linked.

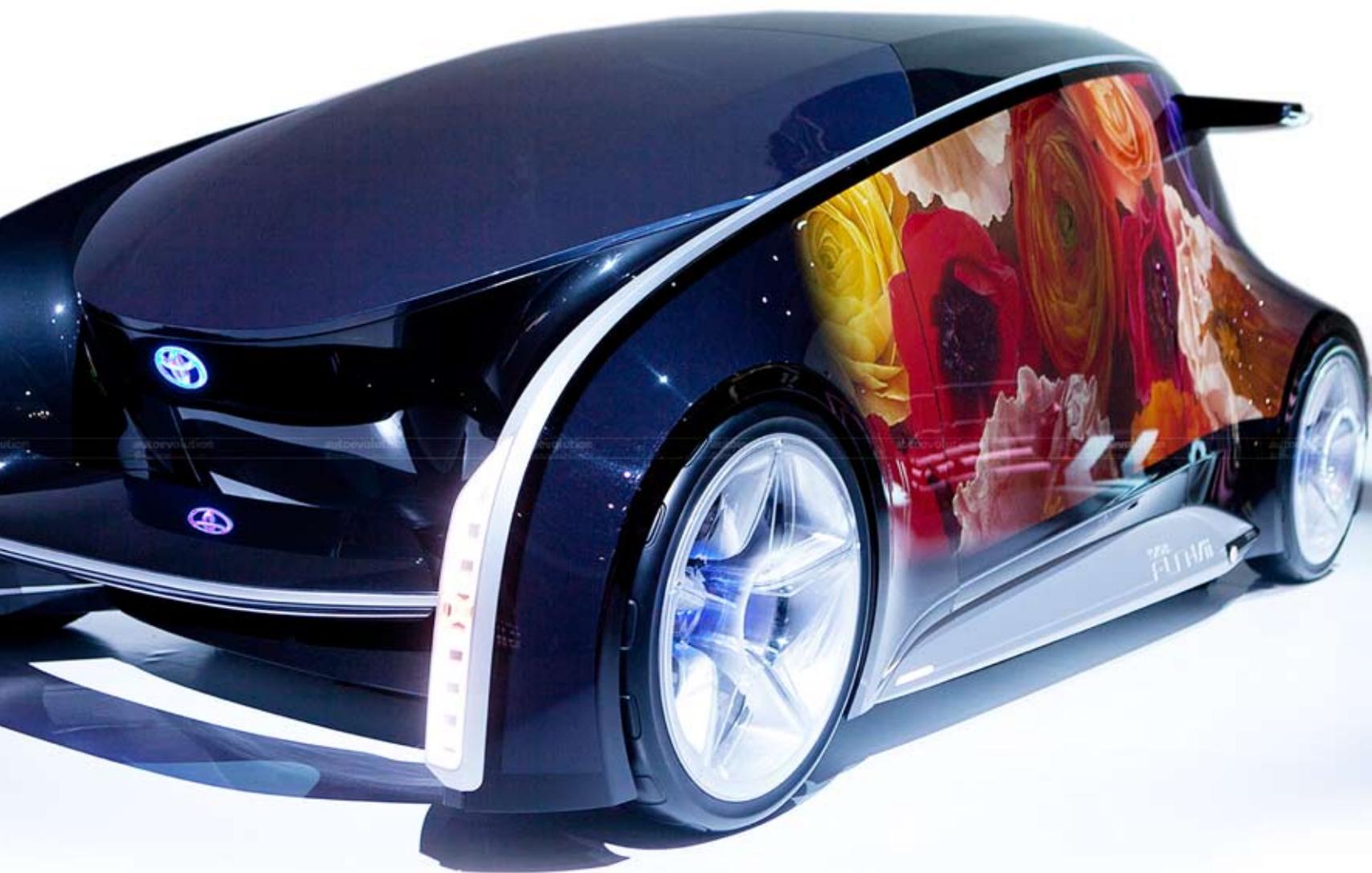
The ultimate in personalisation functions offer the ability to display messages or other information on the exterior and interior of the Fun-Vii, with the same ease as downloading an application. The whole vehicle body can be used as a display area, with the body colour and display content changeable at will.

The vehicle interior can also function as a display area, with the interior freely modifiable to match one's mood of the moment. Content such as navigation information is blended seamlessly into the interior through the use of augmented reality technology. Furthermore, a vehicle's "navigation concierge" can provide the passengers with driving information and guidance through a vocal interface.

Operation of the Fun-Vii is not limited to inside the vehicle itself, with a number of the vehicle's functions accessible remotely via a Smartphone or any other mobile communication device.

A network update function ensures the software versions for the vehicle's drive, control and multimedia system are always up-to-date. The Fun-Vii is able to link with surrounding vehicles and infrastructure, allowing it to detect other potentially hazardous vehicles – such as vehicles in blind spots – in advance, or to connect with friends who are driving nearby.







The new 4.0 litre, twin turbocharged V8 Continental GT coupé and GTC convertible achieve exceptional standards for power-to-emissions in the high luxury sports car sector.

This remarkable, new Bentley V8 engine delivers maximum power of 500bhp (507PS/373Kw) at 6000 rev/min and an extraordinary peak torque of 660Nm (487 lb ft) which is available across virtually the entire rev range from 1700 to 5000 rev/min, providing exhilarating performance and effortless power delivery in the Bentley tradition. Combined with a new close-ratio 8-speed automatic transmission, this translates into a sub-5 second acceleration time for the 0-60 mph (0-100km/h) sprint and a top speed of over 180mph (290km/h).

At the same time, the new V8 Continental models achieve outstanding levels of fuel efficiency and CO2 emissions for the luxury performance sector and are capable of travelling over 500 miles (800km) on a single tank of fuel. Full and official figures will be released in early 2012.

The arrival of the new V8 Continental models fulfils Bentley's environmental commitment to produce a new powertrain that delivers a 40 per cent improvement in fuel efficiency and CO2 emissions.

The new V8 engine features variable displacement with a highly sophisticated engine management system, ensuring a seamless and imperceptible transition from V8 to V4 mode under light throttle load.

## The new Bentley Continental V8 Range

The high-technology V8 also features high pressure direct injection, low friction bearings, thermal management, energy recuperation via the charging system, and innovative turbo charger packaging for greater efficiency.

**The instantly recognisable growl of the new 4.0 litre V8 engine sets it apart from its Bentley stablemates.**

The new V8 engine will be available in two models; the Continental GT and the Continental GTC. Expressing their potent, muscular character, these models are distinguished by a black gloss matrix grille with chrome frame and centre bar, a red enamel Bentley 'B' badge, and a black matrix three-segment lower front bumper divided by distinctive body-coloured strakes.

At the rear, unique chromed 'figure eight' exhaust tailpipes, a dark lower valance and red enamel 'B' bootlid badge emphasise the sporty, contemporary identity of the new V8s.

Both models are specified with 20-inch alloy wheels as standard with an optional 21-inch six-spoke design which is available in dramatic Diamond Black (exclusive to the Continental V8) or Diamond Silver finishes.

Inside the cabin, an Eliade cloth headlining, new contemporary Dark Fiddleback Eucalyptus veneers, optional two-tone leather colour split and short centre console continue the fresh, sporting design theme.

The two new Continental models will be offered beneath the flagship 6.0 litre, 12-cylinder engine Continental GT and GTC, which continue to excite customers with a combination of silken refinement and the ultimate power of the twin-turbocharged W12 Continental engine that, in its most potent form, delivers an astonishing 631bhp (640PS).

Both new models feature a state-of-the-art, all-wheel drive system employing an advanced Torsen differential and a 40:60 rear biased power split. This ensures safe yet dynamic sports car handling in all road conditions.

Since the launch of the original GT in 2003, the W12-engined Continental range has gone from strength to strength with over 50,000 sales worldwide, making Bentley's factory in Crewe, England, the largest producer of 12 cylinder engines in the world. The W12 story continues to unfold and remains the ultimate expression of Bentley's engineering strength.

Commenting on the launch of the new V8 Continental models, Wolfgang Dürheimer, Chairman and Chief Executive, Bentley Motors said:

"With the new 4.0 litre V8 engine we are widening the appeal of the latest generation of Continentals, introducing a completely new driving experience. The new engine will have all the exhilarating power, drama and performance you would expect from a V8 engine sporting the famous Bentley wings, effortlessly delivered with our characteristic 'wave of torque'. This is complemented by innovative powertrain technology that delivers exceptional fuel efficiency and emissions."

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# Mercedes-Benz SLK 55 AMG and Ducati Streetfighter 848

## Mercedes-AMG and Ducati highlight cooperation



The new SLK 55 AMG and the new Ducati Streetfighter 848 – both finished in “Streetfighter yellow” – are to go on show to the public at the north Italian motor show in a move set to underscore the importance of the cooperation entered into by Mercedes-AMG and Ducati one year ago.

Inspired by the Ducati Streetfighter 848, the “streetfighter yellow” colour of the SLK 55 AMG ensures an exciting appearance from all angles: the exceptional paint finish is guaranteed to provide a high level of appeal. If there is sufficient demand, the special colour variant could also be made available as an individual optional extra from the AMG Performance Studio. The overall look is also perfectly complemented by the interior of the SLK 55 AMG: the contrasting yellow stitching creates a striking effect against the black nappa leather appointments, and is to be found on the door centre panels, beltlines, armrests, leather-covered roll-over bars, dashboard, the shift lever gaiter and also the AMG Performance steering wheel. Yellow illuminated AMG door sill panels featuring LED technology round off the striking effect of the interior.

The portfolio of the AMG Performance Studio ranges from special paintwork and leather appointments, through to technical solutions and extensive body modifications. The stylish vehicle upgrades are undertaken to a high level of hand-crafted perfection in accordance with individual customer requirements, while at the same time also meeting the highest safety and quality standards typical of Mercedes-Benz.

### SLK 55 AMG: the most powerful SLK of all time

The Mercedes-Benz SLK 55 AMG and the Ducati Streetfighter 848 complement each other not only visually but also technically. Both models are the perfect embodiment of distinctive driving dynamics, expressive design and intense driving pleasure.

The SLK 55 AMG is the most powerful SLK of all time. Its newly developed AMG 5.5-litre naturally aspirated V8 engine with cylinder shut-off system combines ultimate performance with the lowest possible consumption levels. With a maximum output of 422 hp and maximum torque of 540 Nm, the SLK 55 AMG outperforms all of its direct competitors. Its fuel consumption of 8.4 litres per 100 kilometres (NEDC combined) and CO2 emissions of 195 grams per kilometre are some 30 percent lower than those of its predecessor. The SLK 55 AMG accelerates from zero to 100 km/h in just 4.6 seconds, and reaches a top speed of 250 km/h (electronically limited). High levels of driving dynamics are ensured thanks to the AMG sports suspension with Direct-Steer system, Torque Vectoring Brakes and 3-stage ESP®, as well as the AMG high-performance braking system.

Forming part of the third-generation of the SLK, the new top-of-the range AMG model already demonstrates its individuality even at first glance: distinctive AMG light-alloy wheels, specific AMG bodystyling with AMG spoiler lip and two chrome-plated twin tailpipes at the rear complement the classic roadster proportions, while adding a markedly athletic touch. The expressive design of the SLK 55 AMG is both eye-catching and unmistakable.

### Ducati Streetfighter 848: superior competitor – ultimate fighter

The new Ducati Streetfighter 848 provides unbridled biking pleasure in its purest form, while combining innovative technology with an outstanding appearance: a revised 848 Testastretta 11° engine with 132 hp and an exciting 93.5 Nm of torque as well as a modified frame geometry help to guarantee safe, agile handling. This is supported by the smooth, easy-to-manage power delivery of the engine, revised ergonomics and a specially tuned traction control (DTC) system. The features of the new Streetfighter are rounded off in visual terms by the unique Ducati styling. The Streetfighter 848 is guaranteed to cause a sensation, whether on the road or on the race track.



It was no surprise therefore when, true to its name, the Ducati Streetfighter scored an immediate knock-out on entering the ring for the first time at the EICMA show in 2008 in Milan. The impression which it left among the international press and public on its first appearance meant it was not only able to win the show's "Most Beautiful Bike" award, but it also raised the bar for powerful naked bikes even higher by becoming the new benchmark in the market.

In addition to the colour variant in traditional red with red frame, the new Streetfighter 848 is also available in yellow with frame in Racing Black.

The Dark Stealth colour variant, meanwhile, with frame in Racing Black underscores the fierce attitude of the Streetfighter. With the exciting new Streetfighter 848, Ducati has succeeded in combining state-of-the-art technology and skeletal styling in a contemporary design.

### The cooperation agreement between AMG and Ducati was signed in November 2010

Visible signs of the cooperation agreement between Mercedes-AMG and Ducati, which was signed at the Los Angeles Motor Show in November 2010, include various marketing activities as well as joint appearances at shows and customer events. In the AMG core markets of the US, China, Canada, France, Italy, Germany, Australia, Great Britain and Switzerland, the announcement of the cooperation was very soon followed by the establishment of close links at market level.

The first result of the intensive exchange of ideas between the designers and engineers from Affalterbach and Bologna was the joint presentation of the CLS 63 AMG and the Ducati Diavel AMG Special Edition at the 64th International Motor Show in Frankfurt am Main.

AMG has been the "Official Car Partner" of the Ducati MotoGP team since the start of the 2011 MotoGP season. The AMG logo appears not only on the motorcycles and racing overalls of Ducati works drivers Nicky Hayden and Valentino Rossi, but also on the official teamwear and in the Ducati Lounge. Furthermore, as an additional outcome of the cooperation agreement, the Ducati fleet of vehicles is being gradually switched over to Mercedes-Benz vehicles.



## BMW Group and Toyota Agree to Mid-to-long-term Research Collaboration in Environment-friendly Technologies



### BMW Group to Supply 1.6L and 2.0L BMW Fuel Efficient Diesel Engines to Toyota Motor

BMW Group and Toyota Motor Corporation (TMC) announce that they signed a memorandum of understanding (MOU) concerning a mid-to-long-term collaboration on next-generation environment-friendly technologies.

Under the MOU, the two companies agreed on a collaborative research in the field of next-generation lithium-ion battery technologies. Furthermore, they have agreed to identify and discuss other possible collaborative projects.

In addition, Toyota Motor Europe (TME), TMC's European subsidiary, and BMW Group have entered into a contract under which BMW Group is to supply 1.6 liter and 2.0 liter diesel engines to TME starting in 2014. The engines will be installed in certain Toyota-produced vehicles planned for sale in the European market. Through this agreement, Toyota plans to expand its European lineup and sales of fuel-efficient, low CO<sub>2</sub>-emission diesel-powered vehicles.

Marking the announcement, Norbert Reithofer, Chairman of the Board of Management of BMW AG, said: "Toyota is the leading provider of environment-friendly series technology in the volume segment and the BMW Group is the most innovative and sustainable manufacturer of premium automobiles. We are now joining forces to further develop environment-friendly technologies and to expand our innovation leadership in each of our segments. Supplying Toyota with our fuel efficient and dynamic diesel engines represents another important step in the planned expansion of our sales activities for engines and powertrain systems."

Representing TMC, President Akio Toyoda said: "It is a great joy and a thrill to enter into this mid-to-long-term collaborative relationship with BMW, a company with its own culture and history from its many years of car manufacturing in Europe, and a company that makes cars that are fun to drive. In the spirit of contributing to furthering the development of the auto industry and society, both companies will bring their wide-ranging knowledge - starting with that concerning environmental technologies - to the table and make ever-better cars."



## Winners of 4th Emirates Classic Car Festival at Downtown Dubai honoured

Thousands of spectators soaked up the unprecedented spectacle of classic cars and motorbikes that were displayed on Emaar Boulevard in Downtown Dubai last month, as well as the colourful parades, to mark the fourth Emirates Classic Car Festival.

The annual event was organised by Emaar Properties in association with the UAE Ministry of Culture, Youth and Community Development; and the Automobile & Touring Club of the United Arab Emirates (ATCUAE) and the official representative of FIVA; the 'Fédération Internationale des Véhicules Anciens' - the worldwide authority for historic vehicles. The event was held in partnership with Chevrolet Centennial and Blancpain.

The Emirates Classic Car Festival was a key component of the 40th UAE National Day celebrations in Downtown Dubai, described as 'The Centre of Now'.

The winners of the competitions including a public poll were awarded at the closing ceremony of the Festival. Eminent classic car experts scored the cars on the basis of car originality, engine cleanliness, original car colour, historical car value, finishing and aesthetics.

Renowned personalities associated with the Festival including Mohammed Ben Sulayem, President of the ATCUAE, and Horst Brüning, were also present at the ceremony.

The prestigious "FIVA Award" granted by Horst Brüning, President of FIVA, for the second time in the region was won by the Baker Family for their Rolls Royce Phantom II, 1930 for the 'Best Preserved Original Car;' while Imtiaz Sheikh was bestowed with the 'Best of Show Emirates Classic Car Award 2011' for his Ferrari Lusso 250 GT/L 1964.

The other winners for their cars in various categories are: Sheikh Dhyab Al Nahyan, for his Mercedes 280 SE 1970 Coupe (UAE Award); Hisham Al Rifai for his Oldsmobile Tornado 1967 (Dubai Award); Chris Hardling for his Alvis TA21 1953 (Emaar Award); Hamid Riza Nadali for his Ford F100 1955 (Classic Truck Award); Beit Al Zubair Museum, for their Bugatti Type 23 1925 (Pre-World War II Award); Rafiq Mahmood for his Austin 7 (Heritage Award); Ali Abdulla Al Shaffar for his Chevrolet Impala SS 1962 Coupe (Modern Classic); Jamal Salam for his Cadillac Coupe Deville 1954 (American Award); The Al Attar Family for their Corvette 1959 (Chevrolet Centennial Award); Nasser Ali Abbas for his Chevrolet el Camino (The Public's Choice (1)); Abtin Elahitard for his Mini Cooper 1989 (The Public's Choice 2nd Runner Up); Joe Haj Ali for his Rolls Royce Camargue 1979 (Special Coachworks Award); Tariq Al Qimzi for his Rolls Royce Corniche 1982 (Club Merit Award); and Mathew Brett for his Jaguar E Type V12 1973 (Blancpain Award).

Winners for the 'Classic Motorcycle Award' was Majeet Kwatra for his 1933 Harley Davidson.

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# The All-New 2013 *BMW 6 Series Gran Coupe*

An exciting new addition to  
the 6 Series Line.

Introducing the BMW 6 Series Gran Coupe – a new 4-door, 4+1 seat addition to the 6 Series line that successfully combines the stunning proportions, design and driving dynamics of the 6 Series Coupe with interior room and amenities for up to five passengers. Harmonious proportions, precise lines and sleekly contoured surfaces give the BMW 6 Series Gran Coupe the unique ability to satisfy the driver who wants a luxurious and sporty coupe yet needs a car capable of carrying four adults in comfort and luxury. The BMW 6 Series Gran Coupe will be offered as three distinct models in the USA. The TwinPower Turbo 6-cylinder powered 2013 BMW 640i Gran Coupe is the initial model and arrives early this summer. Later in the summer, the TwinPower Turbo V-8 powered 2013 BMW 650i Gran Coupe and the all-wheel drive 2013 BMW 650i xDrive Gran Coupe will join the range.

Sporting a length of 197 inches (5,007 mm) and wheelbase of 116.8 inches (2,968 mm), the Gran Coupe is 4.4 inches (111 mm) longer than its 2-door coupe sibling. A significant part of this extra length has been used to enhance seating comfort for the rear passengers. The BMW 6 Series Gran Coupe is also 74.6 inches (1,894 mm) wide and stands 54.8 inches (1,392 mm) in height. For comparison purposes, the Gran Coupe is 4.0 inches (102mm) longer, 1.3 inches (34mm) wider and 2.8 inches (72mm) lower than the BMW 550i.

The BMW 6 Series Gran Coupe, in keeping with the tradition of the 6 Series Coupe, offers a unique combination of top-class sporting dynamics, stunning design, luxurious touring comfort and a 16.24 cu. ft (460-liter) DIN luggage compartment – now for four passengers. The BMW 6 Series Gran Coupe's signature driving experience is complimented by a range of innovative driver assistance systems and BMW ConnectedDrive infotainment features. The new car therefore meets the highest expectations of driving pleasure and style in a large, premium 4-seat sports coupe.





Its unmistakable design language gives the new BMW 6 Series Gran Coupe an aura of athletic elegance. The long powerfully contoured hood, short front overhang and set-back passenger compartment team up with a 4.4 inch (111 mm) increase in body length over the 6 Series Coupe and a 4.5 inch (113 mm) longer wheelbase present a fresh take on the hallmark proportions of a BMW automobile. The Gran Coupe's distinctive profile is dominated by its four-door, elegantly stretched roof line which flows smoothly into the rear end, is a similarly eye-catching and distinctive feature of the new model's silhouette.

The innovations in the new BMW 6 Series Gran Coupe also extend to lighting technology, in the shape of optional Adaptive LED Headlights. Their bright white light provides an extremely intense and evenly spread illumination of the road. This technology is unparalleled in the segment and also allows the beam of the headlights to follow the curves of the road.

Other features that set the new car apart from its rivals are the BMW ConnectedDrive driver assistance systems and mobility services. The rear-view camera, Surround View, Parking Assistant, BMW Night Vision with pedestrian recognition, Lane Departure Warning System and Active Blind Spot Detection are joined on the list of available equipment items by the new generation of the BMW Head-Up-Display. The latest incarnation of the system uses a full spectrum of colors to display the information projected onto the windshield. The standard BMW iDrive control system is the operating portal for the navigation, communications and infotainment functions. The high definition, trans-reflective technology Control Display is centrally mounted high on the sweeping dash and emulates a freestanding flatscreen. Finally, the optional Bang & Olufsen High-End Surround Sound System provides a feast of aural pleasure seldom experienced inside a car.

The BMW 640i Gran Coupe arrives in US BMW Centers early this summer and will be followed by the 650i Gran Coupe and 650i xDrive Gran Coupe in late summer. Retail and option pricing will be announced closer to the on-sale date.

#### **Upgraded TwinPower Turbo 6-Cylinder powers the 640i Gran Coupe.**

The inline 6-cylinder engine (N55HP) in the new BMW 640i Gran Coupe will impress performance-minded drivers with its effortless power, exceptionally fast-revving temperament, outstanding refinement and exceptional fuel efficiency. The N55 has been setting standards from the start, as the pioneer of a new generation of engines in which BMW TwinPower Turbo technology with High Precision Direct Injection and VALVETRONIC variable valve timing plus a twin scroll turbo made its debut.

Thanks to intensive fine-tuning of the engine, BMW's engineers have managed to extract additional performance from the engine while maintaining its exceptional fuel efficiency. With a maximum power rating of 225 kW/315 hp at 5,800 to 6,000 rpm, the 3.0-liter 6-cylinder engine reflects the sporty personality of the BMW 640i Gran Coupe and helps this automobile deliver brilliant performance. The high peak torque of 330 lb-ft, on stream between 1,300 and 4,500 rpm, ensures that the power is effortlessly and instantly delivered.

As a result, the 640i Gran Coupe can show off its prowess with a 0 to 62 mph (0-100km/h) sprint time of just 5.4 seconds. Top speed is electronically governed at 155 mph (250 km/h). All this extra performance comes with exceptional fuel economy and low emission figures. BMW's widely lauded TwinPower Turbo V-8 engine is updated with more performance and more efficiency in the 650i Gran Coupe.

The 4.4-liter V-8 engine (N63) that powers the current 650i models receives an upgrade for the new 650i Gran Coupe. The unique "reverse-flow" engine, whose two turbochargers are positioned in the V-area between the cylinder banks is well known for producing an instantaneous and sustained wave of power, making it a delight for the enthusiast driver. This new version of the engine adds BMW's VALVETRONIC variable valve timing to the list of specifications. As a result, the new version of the engine (N63Tü) develops a maximum 445 hp between 5,500 and 6,000 rpm (a 45 hp increase), and makes peak torque of 480 lb-ft between 2,000 and 4,500 rpm (a 30 lbs-ft increase).

The new BMW 650i Gran Coupe completes the sprint from 0 to 62 mph (0 to 100km/h) in 4.6 seconds. Top speed is electronically limited to 155 mph. This engine also boasts extraordinary efficiency for a model in its output class. Its average fuel consumption lies between 8.6 and 8.8 l/100km (26.7-27.3 mpg), (provisional figures according to EU test cycle depending on tire options). EPA fuel economy ratings will be available closer to the on-sale date in summer 2012.

When the V8 is combined with the xDrive intelligent all-wheel-drive system, its power is converted into even more intense and dynamic acceleration. The electronically controlled power split between the front and rear wheels optimizes not only traction and stability, whatever the weather and road surface conditions may be, but also the agility of the Gran Coupe 650i xDrive Gran Coupe, whose sprint time from 0 to 100 km/h (62 mph) is just 4.5 seconds.





# GT-R gets harder with track pack

The 2012 Nissan GT-R may well be one of the fastest cars in the world, but its owners are the most demanding in the world. So Nissan has developed a new version of the GT-R for drivers who want an extra edge on the race track.

Called 'Track Pack', this new version of the GT-R offers a harder edge and yet remains fully road legal.

Externally the Track Pack is easily identified by lightweight six-spoke RAYS alloys with gloss black painted centres.

The brakes behind these are cooled by additional cooling ducts built into the front bumper. These reduce the operating temperature of the front brake discs by as much as 100 degrees during track use, improving the stopping performance. Similar ducts, hidden behind the rear wheels, channel cooling air over the rear discs.

To reflect this GT-R's harder edge, the suspension's spring rates have been revised to be optimal for track use. Like all GT-Rs though, the dampers are adjustable to offer more comfort when the car is being used on the road.

Internally, Recaro front seats are trimmed with blue bolsters and an innovative high grip material to help keep the driver in place during hard cornering and braking. The rear seats have been removed to save weight. A 'Track Pack' emblem on the centre console identifies this model as a special GT-R.

The engine retains the same specification as the 'regular' 2012 model GT-R, which means 550PS of power. The 0-60 mph time is just 2.7 seconds.



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# FERRARI TAILOR-MADE

Ferrari Tailor-Made is the exclusive new personalisation programme from Maranello developed specifically for clients wishing to create a truly bespoke car that will be a clear expression of their own unique personalities and tastes.

The Tailor-Made programme continues a longstanding Maranello tradition which began in the 1950s and 60s, a time when clients personalised their cars as a matter of course and enjoyed huge freedom when it came to materials, colours and finish. The result was genuinely unique cars tailored to suit the desires of each individual owner.

That prestigious past has now been revived through a programme that permits owners to specify every last detail of their Ferrari, from the exterior livery colour to the cabin trim, via a completely unprecedented choice of finishes, accessories, materials, treatments and colours. All of which are the fruit of the ongoing research and development by the Ferrari Styling Centre, taking inspiration from the company's core values of innovation, elegance and passion.

The client's personal wishes and aspirations lie at the very heart of the Tailor-Made Programme. Owners are assisted and guided through the selection process by their own Personal Designer who is charged with guaranteeing that the resulting cars are both unique and consistent with the Ferrari brand and its tradition. Once the car's details have been defined, the client can then track all of the various processes involved in its creation, right up until they take delivery. Naturally, they are very welcome to come to Maranello to pick up their car in person if they so wish.

Creativity, research, original materials, superb craftsmanship and attention to detail are the cornerstones of the Tailor-Made programme which offers three collections inspired directly by Ferrari's DNA: Scuderia, Classica and Inedita.

Scuderia takes its inspiration from Ferrari's sporting history, offering a choice of racing-derived materials, finishes and liveries. The Classica collection, on the other hand, provides a modern twist on the styling cues and features of Maranello's iconic GTs. Lastly, Inedita lives up to its name by introducing an element of experimentation and innovation in terms of styling, colours and materials.



Clients are given enormous freedom in their decision making, being able to select everything from traditional and luxury materials, of the likes of cashmere, to trendy ones like denim, and high-tech, innovative carbon-fibre, available to them. This allows clients to achieve a level of exclusivity that's absolutely unprecedented in the automotive sector. In fact, this is the first time many of the materials offered have been adopted and homologated for use in cars.

Clients are invited to Maranello as part of the Tailor-Made programme. There they will find a dedicated area that looks and feels very much like a haute couture studio with a huge array of samples of materials, treatments and colours to browse. There is also a material scanner that will provide owners with a preview of the final result.

### The Tailor-Made Collections

Maximum performance, tradition, innovation. These are the Ferrari brand core values that underpin all three collections created by the Styling Centre to inspire clients interested in the Tailor-Made programme. Scuderia, Classica and Inedita are the three different "worlds" to choose from to create bespoke Ferraris through unique combinations of the many options available.

Guided and advised by their Personal Designer, new owners can make their selections from the collections to reflect their own personal tastes. They are also welcome to suggest innovative, new solutions and materials which the Styling Centre will then assess for compatibility.



### Scuderia

Racing has always been the lifeblood of Ferrari which has enjoyed unparalleled success on the world's circuits since its earliest days. The Scuderia collection is therefore very much homage to the track, a fact reflected in the materials and finishes it includes. The list of options in the Scuderia collection ranges all the way from carbon-fibre trim to technical fabrics, chamois and rubberised leather, Alcantara, microfibres, Kevlar, satin-finish and matte metals. Clients can work with the Scuderia collection to ensure their Ferraris epitomise the very pinnacle of sportiness.

The 250 Testa Rossa, which sold at auction at Pebble Beach in August 2011 for a record \$16.4 million, provided the inspiration for the 458 Spider sporting blue and white NART stripes over an historic Rosso Racing body colour. The latter's seats are upholstered in the same leather used in the Formula 1 cars of the past – a trim that's light, breathable and feels very much like chamois leather to the touch. The original 250 Testa Rossa had an aluminium dashboard which has now been given a innovative twist in the form of Alutex, an extremely tough, light fibreglass and aluminium material. The cabin is also trimmed with a diamond-quilted fabric inspired by the original Testa Rossa motif.

### Classica

In the Classica collection, the styling cues and features of Maranello's iconic GTs are given a more modern yet still classic look, through the use of the latest materials and production techniques. Elegant pastel colours of the past; the use of vintage leather, or wool, cashmere or velvet; special treatments for the hard areas of the cabin to match the exterior; chromed elements, stitching details and more natural leathers - these are just some of the options available from this collection.

Another icon that's been given a modern reworking in the Classic collection is the FF inspired by the 250 Europa: it has three-layer Ingrid silver paintwork with dark grey sills and rims. The cabin is a hymn to classicism with a few unusual flourishes mixed in: pinstripe cloth and dark brown semi-aniline leather seats, cashmere roof lining, grey carpet mats, interior trim inserts in the same colour as the exterior, teak-trimmed boot. The overall result is a sublimely classic atmosphere harking back to the original 250 Europa without detracting in any way from its uniqueness and elegance.

### Inedita

Inedita does exactly what its name suggests: it introduces novel, innovative styling cues which nonetheless respect the marque's core values. This is the most experimental of the three collections and we feel it may well give rise to some of the classic trims and finishes of the future. Denim, bold leather upholstery, suit fabrics and technical fabrics are just a few of the innovative and intriguing options available to owners who choose to personalise their cars from the Inedita collection.

The denim-trimmed Ferrari California is a good example of what the collection offers: pale blue leather alternates with denim trim in certain areas of the cabin and seats as well as on the door panels and lower part of the dash. The areas of the cabin normally trimmed in aluminium are now dark blue carbon-fibre. The car sports a Blu Scozia livery, a historic Ferrari colour here given an all-new matte finish. The wheel rims are unusual too as their external surface is dark blue while the inside is pale blue in a nod to the contrast seen in the cockpit. A proposal that, from a point of view of styling, really does push the boundaries and sets a new benchmark in the automotive sector today.



Volkswagen Middle East encourages everyone to

# THINK BLUE

The makers of the “People’s Car” promote environmentally friendly practices in the Middle East

Volkswagen Middle East announces “Think Blue”, the car manufacturer’s environmentally conscious campaign, shortly to be launched in the Middle East. “Think Blue” embodies Volkswagen’s goal of creating environmentally friendly products and solutions, encouraging the public to be more eco-conscious and contribute to a sustainable future. “Think Blue” is a concept that encourages being more responsible on the road, and more environmentally conscious in everyday life.

Discussing “Think Blue” Stefan Mecha, Managing Director, Volkswagen Middle East commented: “I am pleased to announce that Volkswagen Middle East is introducing the global initiative “Think Blue” to the Middle East. “Think Blue” is about more than economic engines and fuel efficiency, it is about consciously changing small habits in one’s lifestyle that will help for example to save energy, save water and recycle goods – small steps really do lead to great changes.”

Volkswagen Middle East is committed to making a difference to the environment and as a result already includes more economically friendly engines within its innovative, German engineered cars. The DSG dual clutch gearbox saves 15 percent fuel and the TSI engine turbo is Volkswagen’s small engine that is environmentally efficient but does not compromise on power.

In order to actively follow the “Think Blue” philosophy, Volkswagen Middle East recently participated in the Asia Pacific Natural Gas Vehicle Associates (ANGVA) Green Highway 2011 event held in Dubai. The Green Highway project is dedicated to raising awareness for the importance of fulfilling the vision of making natural gas and energy efficient cars available. As the “People’s car,” Volkswagen has a number of technologies available including hybrid and electric solutions using Compressed Natural Gas (CNG), a key propriety within its sustainability strategy.

“Think Blue” is a global Volkswagen campaign that has been embraced by a number of key markets. Volkswagen Sweden for example created “The Fun Theory” which is based on the idea that something as simple as fun is the easiest way to change people’s behaviour for the better. Volkswagen believes that more people will act responsibly, and drive greener, if they have fun along the way. Volkswagen Sweden created interesting and engaging viral videos which promoted recycling and safe driving.

“We’re proud of the success “Think Blue” has achieved in other countries and we look forward to emulating the same success over the coming years,” concluded Mecha.





An air intake improves your performance and horsepower

# Honda to Begin Sales of N BOX

## First Model of New Mini-vehicle N Series



Honda Motor Co., Ltd. announced it will begin sales of the N BOX, the first model of the new mini-vehicle N Series last month. Honda created the N Series with a passion to create the best and new vehicle for Japan, and a newly-designed platform and powertrain were adopted for the N Series models.

Honda, which has great experience in producing minivans, developed the N BOX with the goal of creating a “mini-minivan,” condensing the attractiveness and values of a minivan into a mini-vehicle. Featuring an innovative platform, the N BOX realizes spaciousness, comfort and economic efficiency beyond the concept of a mini-vehicle.

Through the combination of the new platform, the center-tank layout, and the newly-developed powertrain, the N BOX features one of the largest cabin spaces among all mini-vehicles in the market. This new platform embodies Honda’s M/M (man maximum/machine minimum) concept, the origin of Honda’s automobile design. The center-tank layout is Honda’s unique packaging technology, first adopted for the Fit, which innovated the concept of a “small car.”

The newly-developed engine and transmission enabled the N BOX to realize both dynamic driving and excellent fuel economy. With the adoption of the idle stop mechanism, which has been adapted from hybrid vehicles, the N BOX realized top level fuel economy in its class

Customers can choose from several types and packages to accommodate their preferences. In addition to the base grade, which offers the spaciousness and sense of security suitable for a family with children, N BOX Custom is offered for customers who seek a vehicle with strong individuality and a sense of presence.



# HAMANN's Range Rover V8 Supercharged 5.0i

Fine tuning program for Range Rover 5.0i V8  
Supercharged HAMANN refines the English luxury SUV

Shortly after the presentation of the fine-tuned Porsche Panamera, HAMANN presents the Range Rover V8 Supercharged 5.0i Premium already as the next model that will benefit from an extensive overhaul. Exclusive bodywork, performance, and a new interior program has been developed, making the luxury SUV appear much more dynamic.

As with all previous vehicles, here too, HAMANN placed high emphasis on perfectly fitting parts for the Range Rover, while at the same time, using a sporty and unique design. Precisely matching details require high standards that HAMANN sets for itself and its products in order to make the wide body from England a real eye-catcher. Using a new front spoiler with larger cooling air inlets and harmoniously integrated LED daytime running lights make the HAMANN SUV a lot brawnier when you catch sight of it in the rear-view mirror. This impression is reinforced by the wider wings, forming a single unit with the newly designed side skirts, adding about 60 mm more width to the vehicle in front and 70 mm at the rear.





At the back, a newly designed skirt comes into play, using stainless steel exhaust pipes from the HAMANN sports exhaust system, integrated into the centre. Upon request, a carbon roof spoiler generates additional downforce and provides greater stability at high speeds.

Thus, in order to support enormous visual appearance also from a drive dynamic point of view, HAMANN boosted the Range Rover V8 engine as well. With about 530 HP/390 kW and a huge torque of 660 Nm at 2,600 RPM, the HAMANN optimized Range Rover surpasses the original figures by a long chalk (series: 510 PS / 375 kW and 625 Nm at 2,500 RPM). This leap in performance is made possible by using an entirely new exhaust system, complete with X-manifold, center pipe, and perfected engine electronics. The performance, too, benefits from these modifications. The HAMANN accelerates from a stand-still to highway speed in just 6.0 seconds, reaching a top speed of up to 227 km/h.

All the while, maintaining contact to the road with striking HAMANN light-alloy rims. These improve the handling and significantly raise the car's looks. The ultra-lightweight, three-part forged wheel with the designation DESIGN EDITION RACE "ANODIZED" is equipped with tires, size 295/35R22, which guarantee the powerful grip.

Whether you like it sporty, distinctive, elegant, or classy – HAMANN can offer you a variety of wheel designs and sizes.

As for all other vehicles by HAMANN, the same applies to the Range Rover 5.0i V8 Supercharged: the customer can have almost infinite number of combinations of leather, Alcantara, wood, carbon or aluminium trim, to put together his own personal interior. Upon request, the HAMANN can produce anything your heart's desires. From personalized foot mats to complete interior leather finish, everything is made with the highest degree of craftsmanship and precision. Individually designed and integrated into the vehicle by masters of their craft.



# Goodyear Eagle Tires Outfit 2012 Dodge Charger SRT8 Super Bee

When it comes to the top super cars, many are equipped with the traction and steering response of ultra-high performance Goodyear Eagle tires. This includes the 2012 Dodge Charger SRT8 Super Bee, which was recently unveiled.

The Goodyear Tire & Rubber Company has announced that its ultra-high performance tire was selected for this high-profile car that is scheduled to arrive in dealer showrooms in early 2012. Designed and built for the core performance enthusiast, the newest Charger SRT8 is available in "Stinger Yellow" or "Pitch Black" with exclusive interior and exterior appointments.

The ultra-performance tread compound on Goodyear's Eagle F1 Supercar tire helps provide exceptional dry traction and cornering grip to the 470-horsepower automobile.



## tire fact

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

An asymmetric tread design with large tread blocks on the outer shoulder help enhance dry cornering grip, and a multi-radius mold shape helps to offer precise handling and smooth, even wear.

In addition to the three-season Eagle F1 Supercar offering, the Super Bee models are also available with Goodyear Eagle RS-A 2 all-season tires. This tire features all-season, high-performance traction and a unique asymmetric tread design. The Eagle RS-A 2 has a carbon fiber-reinforced sidewall to help support the outer sidewall to keep more rubber on the road for enhanced cornering and maneuvering.

Goodyear tires are original equipment on many vehicles from Acura, Audi, Cadillac, Chevrolet, Dodge, Ford, GMC, Hummer, Infiniti, Isuzu, Jeep, Land Rover, Lexus, Mazda, Mercury, Nissan and Toyota.

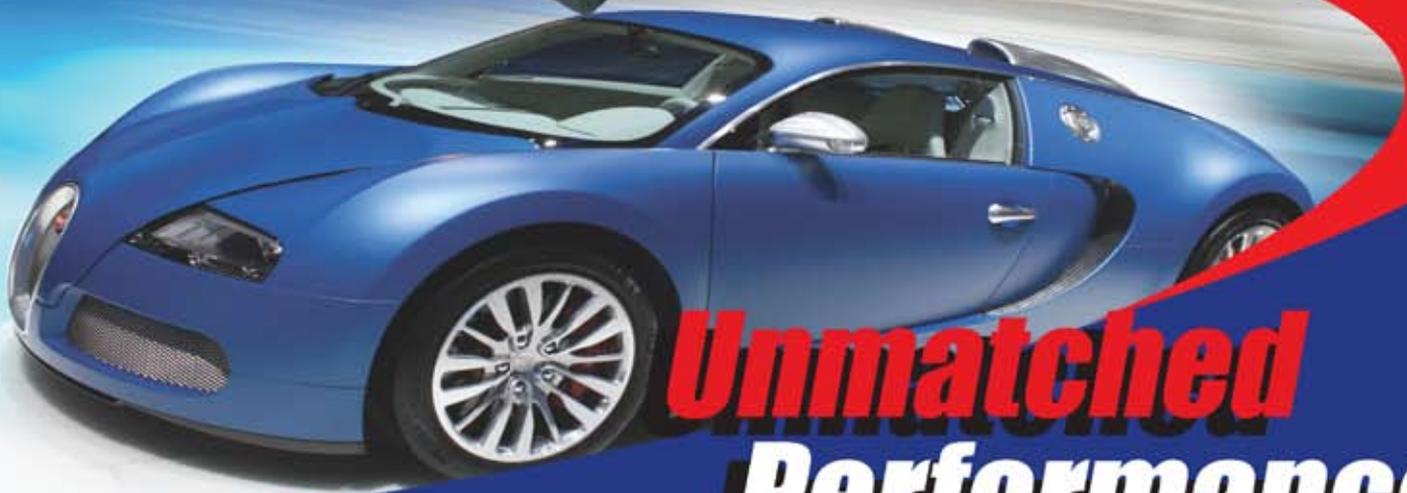


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# Hankook secures first BMW OE with Ventus Prime<sup>2</sup>

BMW has selected Hankook's Ventus Prime<sup>2</sup> for several of its 1 Series models. The Hankook tire will be fitted to the 116i, 118i, 116d and 118d in size 195/55 R16V. The upmarket 120d will also receive the Ventus Prime<sup>2</sup>, in size 205/55 R16W. The 1 Series fitment is Hankook's first OEM deal with the German vehicle manufacturer.

Hankook describes its first supply of tires to BMW as representing a "further milestone" in its global expansion plans. "BMW is one of the few car manufacturers that have succeeded in combining the latest environmental protection and safety requirements with the traditional brand values of sportiness and dynamics, and is a trendsetter when it comes to energy efficiency," stated Jin-Wook Choi, Hankook Tire executive vice-president and COO for Europe. "The fact that we are to supply our products as part of the original equipment of one of the most important volume models produced by the company gives proof of the reputation that Hankook products have gained amongst premium car manufacturers. All Hankook employees are very proud of this global partnership with BMW."

The Ventus Prime<sup>2</sup> was introduced in the first quarter of 2011 and is intended to serve as an evolution of its predecessor, the Prime, a tire that sold more than ten million units during its time on the market. "The newly developed chassis of the BMW 1 Series places particularly high demands on the tyres," commented Stefan Fischer, who is head of Hankook Tire's European Technology Centre and responsible for BMW Group tyre development. "They must be able to dynamically transfer the engine power of the car directly onto the road, whilst guaranteeing a level of long-distance comfort yet uncommon in this vehicle category. Our new Ventus Prime<sup>2</sup> offers the right balance between driving comfort and agile dynamics for the new BMW 1 Series, without compromising on important safety and environmental parameters such as wet grip and rolling resistance."

Although much of the Ventus Prime<sup>2</sup> range is manufactured in Hankook's Rácalmás plant in Hungary, the tires supplied to BMW as original equipment are currently manufactured in the tire maker's main factory in Geumsan, South Korea.



Hankook Ventus Prime<sup>2</sup>





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# ZAFCO Launches Safe Tire, Safe Family Campaign

Global distributor of tires conducts complimentary tire checks for Al Noor Training Centre for Children with Special Needs



ZAFCO - the UAE-based, global distributor of automotive tires, batteries and lubricants – recently launched its ‘Safe Tire, Safe Family’ campaign in a bid to help make roads safer for commuters in the UAE. ZAFCO conducted complimentary vehicle inspections, starting with Al Noor Training Centre, with plans for the campaign to branch out to schools across the country.

Gopiraj KV, CEO of ZAFCO, commented, “The RTA reported that last year between July and September 2010, 31 percent of road traffic accidents in Dubai were caused by lack of proper maintenance of tires. Since we have the technical expertise and the required manpower, it is our responsibility to lend support to the government and educate the public about this issue now more than ever.”

This year, CSR has been one of ZAFCO’s top priorities. They understand the need for the private sector to support government initiatives to help protect the local community. Tire safety by default is one of the most important issues for ZAFCO and they feel that community involvement is essential to raise awareness and make the roads safer for commuters. They intend to continue raising awareness so that poorly maintained tires are no longer the reason people experience car accidents.

The endeavor to keep students safe started with an inspection conducted by ZAFCO at the Al Noor Training Centre for Children with Special Needs. The centre’s entire bus fleet was checked along with vehicles belonging to teachers, employees and parents. ZAFCO’s technical team also shared information about tire safety with the bus drivers and parents to promote safe driving and regular checks to avoid road accidents. The highlight of the event was a painting exhibition by the students of Al Noor whose drawings were inspired by ZAFCO’s ‘Safe Tire, Safe Family’ Campaign. ZAFCO provided gifts to the budding artists to recognise and appreciate their work. These paintings will also be included in the Al Noor 2012 desk calendar which has been sponsored by ZAFCO. This is yet another initiative by ZAFCO to spread the message of tire safety.

Isphana Al Khatib, Director of Al Noor Training Centre for Children with Special Needs commented, “Al Noor is pleased to be associated with ZAFCO for their first-ever ‘Safe Tire, Safe Family’ Campaign that enabled our staff, volunteers, students and parents to participate in this event to show their support.

This campaign has enabled us to help promote road safety and highlight the importance of proper tire maintenance in avoiding accidents. We are pleased with our positive association with ZAFCO and hope to continue our partnership for initiatives to come.”

Aftab Khan, Vice President Marketing for ZAFCO, commented, “The momentum of our CSR division is moving at a steady pace, and we have been successful in raising awareness about issues that matter to the community. The response from the Al Noor Centre has been very promising and we look forward to implementing this activity in schools across the different emirates.”

Continuing its focus on the safety of children in the Emirates, ZAFCO is inviting transport companies servicing schools and educational institutes in the UAE to register on Facebook for the ‘Safe Tire, Safe Family’ campaign. ZAFCO will contact the schools and colleges to organize the vehicle check for the bus fleet at their premises. The check will also be extended to staff and parents, followed by a training session with the bus drivers.

The company recently joined a working group formed by the Emirates Authority for Standardization and Metrology (ESMA), and is actively contributing to help identify issues and raise standards in the tire sector. In order to bring these initiatives to a wider audience, ZAFCO is aiming to partner with government agencies with the goal to improve safety standards and ensure the welfare of commuters.



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# Bridgestone launches Potenza Driving Lesson in The Middle East and Africa



## Formula 1 legend Stefano Modena debuts driving lessons in Dubai

Bridgestone Middle East and Africa FZE have officially launched the POTENZA Driving Lesson in the Middle East and Africa with Formula One racing legend and Bridgestone ambassador, Stefano Modena. Headlined 'Put Your Car Under Your Control', defined by Modena for sports driving, the course introduces drivers to the key forms of proper sports driving and gives them a true driving experience using Bridgestone POTENZA tires. The first POTENZA Driving Lesson was held in Dubai Autodrome as a part of activities in POTENZA Performance Challenge this last month.

"The POTENZA Driving Lesson first launched in Japan in 1985, and was later developed and modified by Stefano Modena in 2007 when it was introduced in the Asian countries," said Mr. Takumi Kakara, Marketing Director of Bridgestone Middle East & Africa. "Bridgestone Middle East and Africa would like to create the culture of healthy sport driving for car enthusiasts, under safe conditions, in Dubai to across the Middle East and Africa regions."



Stefano Modena, a member of Bridgestone's Tire Development team, said, "The courses that we have tailored and developed are to teach the basics of sports driving and give the drivers' new insights on maintaining control of their cars as much as possible. This is all facilitated in a controlled and safe driving environment, while also highlighting the important role that proper tires have."

Not to be confused with race or circuit driving, the POTENZA Driving Lesson offers courses in handling, steering and seating, emergency braking, and cornering. The lessons are designed for drivers to learn the basics of sports driving and to feel the true performance of the POTENZA range of tires, focusing more on handling and the drive, rather than speeding or reckless driving.

Kakara added, "POTENZA is ideal for a driving experience that offers drivers a greater performance from their vehicles. With our POTENZA S001 and Adrenalin RE002, drivers have the optimum choice of tire for their vehicles and driving style."

POTENZA is designed to maximize the pleasure of driving, giving the driver the performance such as stability, precision, information of the road condition through the steering wheel, and of course high level of grip. POTENZA tires from Bridgestone come in two main options; with the 'S001' for premium sports vehicles, and the 'Adrenalin RE002' for street sport driving.

POTENZA S001 tire achieves excellent performance and handling in wet and dry conditions even during difficult cornering. With factory fitments on the Aston Martin Rapide and Ferrari 458 Italia, the POTENZA S001 clearly meets the challenging demands of both heavier luxury sports cars and the new breed of lighter, extreme sport models. POTENZA Adrenalin RE002, is the further evolution of the POTENZA RE001 Adrenalin. This streets sports tire gives enthusiasts the "maximum driving pleasure" even on winding roads.

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# Continental HSR2 and HTR2

## Higher load rating and volume-trailer dimensions



Continental is expanding the range of types in its second generation of regional tires. The new HSR2 XL front axle tire is also set up for the coming Euro 6 truck generations thanks to an axle-load rating of up to 10 tons. The successful HTR2 trailer tire also lines up in a 55 cross-section for use on volume-optimized trailers.

One of the undisputed bestsellers in Continental's truck range has now literally been reinforced. The HSR2 front-axle tire in 385/65 R 22.5, 315/70 R 22.5 and 315/80 R 22.5 format from the particularly economic and durable regional series 2 is joined by a newly developed XL version. The maximum load rating per axle is 10 tons for the 385/65 R 22.5 and up to 8 tons per axle for the other two XL versions. The new XL tire is the answer to the introduction of modern Euro 6 engines with heavier exhaust gas treatment systems.

The HSR2 XL, which is manufactured using a special process with endless casing windings, is particularly suited to top-heavy vehicle combinations. The new XL version features an impressive stiffer structure, further improved rolling resistance and a considerably longer life.

The new HTR2 in 385/55 R 22.5 size is a completely new development for use on volume-optimized trailers and semi-trailers. A 35-millimeter gain in design height is possible thanks to a new 55 cross-section for the special HTR2 trailer tire. This extra cargo area height is a real competitive advantage for container transport in parts logistics and numerous other uses in volume transport.

In the design of the new tire type, particular attention was paid to transferring the product advantages of the HTR family to the new low cross-section tires.

The new HSR2 XL regional front tire is available in the sizes 385/65 R 22.5 (axle load up to 10 tons), 315/70 R 22.5 and 315/80 R 22.5 axle load for both dimensions up to 8 tons). The HTR2 trailer tire for volume usage is being launched in 385/55 R 22.5 size.

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Start off with import cars and move your way up to the exotics where your true racing skills will be put to the ultimate test. Learn the importance of having the right tires during the "All Weather Challenge" where you'll learn what your improving driving skills and having the "Right Kind of Tire" can do for you.





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# Bridgestone Announces Development of Non-Pneumatic (Airless) Concept Tire

## New Environmental Technology for Tires of the Future



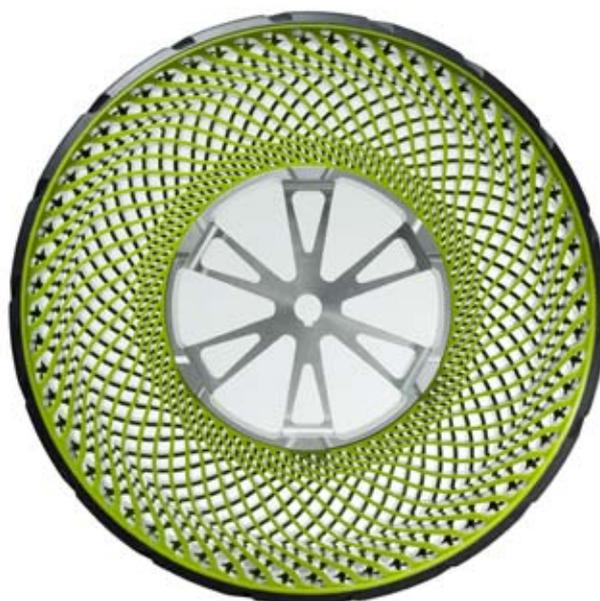
### Special Features of Non-Pneumatic (Airless) Tire Technology

With a unique structure of spokes stretching along the inner sides of the tires supporting the weight of the vehicle, there is no need to periodically refill the tires with air, meaning that the tires require less maintenance. At the same time the worry of punctures is eliminated. In addition, the spoke structure within the tire is made from reusable thermoplastic resin\*1, and along with the rubber in the tread portion, the materials used in the tires are 100 percent recyclable. As a result, the tires set a new standard in terms of environmental friendliness, safety and comfort.

Bridgestone Corporation announced it has developed a non-pneumatic (i.e., airless) concept tire that could prove to be a viable and more environmentally-friendly alternative to conventional tires in the future.

Non-pneumatic tires have a lesser impact on the environment than today's conventional tires, but previously such concept tires have been impractical to produce for the mass market. Bridgestone developed this technology with the aim of practical implementation.

Bridgestone's Environmental Mission Statement outlines the Company's goal to help contribute to a more sustainable society, with particular emphasis on three areas – ecological conservation, resource conservation and reduction of carbon emissions. In support of the Mission, Bridgestone is working on various projects, like the non-pneumatic tire, that will ultimately contribute to a healthier environment for not just current, but also future generations.



Bridgestone is pursuing this technological development with the aim of achieving a "cradle to cradle" process that proactively maximizes the cyclical use of resources from worn tires into new tires and the use of recyclable resources.



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## TOYO UNVEILS NANOENERGY BRAND



TOYO TIRE & RUBBER CO., LTD. has developed a tire that boasts a rolling resistance performance rating of AAA and wet grip performance rating of b under the Guideline for Tire Labeling to Promote the Use of Fuel Efficient Tires Labeling System released by the Japan Automobile Tire Manufacturers Association (JATMA).

Toyo Tires has created a separate brand for the tire called NANOENERGY, based on the concept of Toyo Tires nanotechnology delivering green energy to the world. NANOENERGY tires will be available in a full range of sizes and models, starting in the domestic market and moving progressively into overseas territories including Europe, where compulsory labeling of fuel-efficient tires is due to be introduced next autumn.

The product line-up is divided into two categories: NANOENERGY 1, with an AAA-b rating, offers improved wet grip with superior fuel efficiency performance, while NANOENERGY 2, developed for a broad range of hybrid vehicles, boasts the AAA-c rating and combines environmental considerations with excellent handling performance.

Fuel-efficient tires are designed to minimize energy losses suffered by the tire due to resistance, particularly contact friction from the road surface, thereby reducing fuel consumption and CO2 emissions.

However, reducing tire rolling resistance (a positive impact) has the unwanted effect of increasing the braking distance on wet roads (a negative impact), so the goal is to enhance braking performance and safety while at the same time improving wet grip performance.

While there are already several products with an AAA-c rating available on the market (including Toyo Tires products), the NANOENERGY tire is clear the hurdle of improving the wet grip performance rating from "c" to "b" without compromising the AAA rolling resistance rating.

The NANOENERGY is not simply an upgraded version of the AAA-c product. It represents a new approach based on different principles of tire design.

It is the product of Nano Balance Technology, a systematic collaboration of four nano-level element technologies—research, analysis, design and production. Nano Balance Technology was set up about a year ago to provide a comprehensive foundation for technical development at Toyo Tires.

Toyo Tires is committed to making the environmental NANOENERGY line a key part of the overall product range, while continuing to pursue the technology revolution by refining Nano Balance Technology as the way of the future.

## Nitto introduces the motivo active all-season ultra performance tire

Nitto Tire U.S.A. Inc., a leading developer of performance tires for enthusiasts, has announced its new active all-season UHP tire, Motivo™. Motivo utilizes advanced technology to create performance that elevates driving confidence and motivates users to explore new destinations. Extensive size offerings address the needs and fit for most of today's high performance luxury sedans, sport coupes and crossover vehicles.

Motivo is an active all-season Ultra High Performance tire developed for all-season conditions. Made with safety, style and vitality in mind, Motivo is made in the U.S. using proprietary advanced tire manufacturing technology to deliver exceptional tire uniformity for a smooth and comfortable driving experience.

Motivo's all-season capability fulfills the demands of an active lifestyle. Combined with an all-new silica rubber compound, the Motivo is backed by an unprecedented 60,000-mile limited treadwear warranty on both W and Y speed rated sizes. Motivo also features a dynamic tread and sidewall design which blends a sport-luxury appearance. A balanced performance in wet, winter and dry conditions is achieved through the unique asymmetric tread pattern featuring traction enhancing Fin sipes, water evacuating circumferential grooves and high speed stabilizing tread blocks. Furthermore, the Motivo delivers exceptional tire uniformity for a smooth and comfortable driving experience.

Get a sneak peek of the Motivo here at [www.youtube.com/watch?v=z2N1zX0422s](http://www.youtube.com/watch?v=z2N1zX0422s). Motivo is available now in 10 sizes with 17" – 18" rim diameter applications, and will be available in 50 sizes ranging from 17" – 20" rim diameters upon complete launch.

## Nankang raises funds for Thailand flood relief

Nankang Rubber Tire donated NTD 2 million (EUR 50,000) for Thailand flood victims through Tzu Chi Foundation.

The funds will be used to provide emergency relief and post-flood assistance to affected families in the areas of health, water supply and sanitation, hygiene promotion and education. Nankang hopes it could encourage Thailand to overcome the current flood crisis.

"A long-term relationship between Nankang and Thailand is for a long time. Nankang has been a part in the growth of this country, and there are also more than two hundred Thai employees in Nankang family. In past few months, our concerns have been with the people of Thailand, our customers, partners, suppliers and friends as they face the challenges of rebuilding their homes." marketing manager said. Nankang would like to extend its deepest condolences to the people of Thailand and flood victims, and its sincere prayers for speedy reconstruction of affected regions

# Pirelli P Zero Silver



Tires under the spotlight as Pirelli returns to Formula 1™; the technological expertise acquired during the Grand Prix races has provided ideas and useful information to researchers developing the P Zero™ Silver, a new high-performance tire that extends the group's premium range.

P Zero™ Silver is the first road tire derived directly from Formula 1™ tires with which it shares not only name and aesthetic references but, above all, modelling and technology of the materials and production processes. By optimising the data gathered during each GP, it has been possible to cut development time for new tires to only a few months and predict performance whilst still at the design stage.

"The tires are round and black, but there is a lot of technology inside", stresses Pirelli Chairman Marco Tronchetti Provera. "Thanks to the Research & Development Department and Pirelli engineers, we have risen to the Formula 1™ challenge in less than a year by developing products that won't last the whole GP but, on the contrary, demand more pit stops and make for a more spectacular race. An important experience that has also enabled us to create P Zero™ Silver, the first of a series of limited edition premium tyres providing everyday motorists with the technology and expertise used for racing, encasing them inside a longer-lasting tire offering improved performance and safety".

Available from spring 2012, P Zero™ Silver will be one of the flagships of the Settimo Torinese facility where the Formula 1™ compounds are already produced, assembly taking place at the Izmit plant in Turkey.



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## Nitto Reaches One Million Facebook Fans



Nitto Tire U.S.A. Inc., a leading developer of performance tires for enthusiasts, is pleased to announce they have reached a social media milestone, becoming the first tire company to reach one million fans on its Facebook fan page. The achievement comes on the heels of Nitto being named one of the top 10 fastest growing Facebook Pages in the month of November by InsideFacebook.com. From 2010 to 2011, their growth has increased by 1000 percent.

"In the digital age, brands need to evolve with the fast changing consumer communication landscape. We recognized the influence of Facebook a while back, and quickly increased our focus on digital/social media," said Tomo Mizutani, President and CEO, Nitto Tire. "Nevertheless, reaching 1 million fans is only one of our milestones. We desire to convert our fans to become brand ambassadors by producing quality products that are truly valued by the market, and broadcasting meaningful content through our digital marketing efforts."

The unprecedented accomplishment emphasizes the site's tremendous popularity, as well as the company's commitment to utilizing Facebook as a fan engagement tool, with nearly 600,000 fans "liking" Nitto Tire over the past two months alone. In terms of Facebook fans, Nitto Tire not only surpasses other tire companies, but it also places them ahead of big car companies such as Ford, Toyota and Nissan and behind the likes of Honda and Mercedes Benz.

Nitto Tire's Facebook page serves as the homepage for fun promotions and contests such as the Nitto Tire Fan Drive Sweepstakes that allows fans to design a custom vehicle that could be given away as a grand prize. The page also demonstrates Nitto's ongoing commitment to enhance communication with their fan base. Nitto plans to further enrich their fan experience by engaging deeply into content marketing and enhancing social media monitoring. Ultimately, Nitto strives to live up to their tagline, "Fueled by Enthusiasts."

## Continental: Rising Costs for Raw Materials Make Price Increases for Passenger Tires Necessary



Due to the continuing rise in raw material and energy costs, Continental will increase the prices for summer passenger and light truck tires. Summer passenger tire list prices will be increased by three to four per cent for the Continental brand and by three to six per cent for the Uniroyal, Semperit and Barum brands. The new prices will go into effect on 1 January 2012. The increase of the prices will be effective in Europe, Middle East and Africa.

## Pirelli launches new gravel truck tire



**Pirelli has launched another addition to its highly successful Series 01 truck tire range, the G:01 gravel tire, designed for mixed use on roads and in construction sites.**

The FG:01 for steer axles and TG:01 for drive axles have a unique tread made using two different compounds to offer both cost efficiency and safety in compliance with European regulations concerning noise emissions and rolling resistance.

The external layer compound provides enhanced abrasion resistance, high mileage, even wear and high wet and dry grip. In contrast, the internal layer compound is formulated to minimise rolling resistance and impart structural integrity and longevity. Both compounds (but most notably the under tread one with high silica contents) are formulated with the aim of preventing significant heat generation, thus imparting greater robustness to the tire.

This Dual Layer Tread Compound (DLTC) along with many other features, enable the G:01 range to achieve 30 per cent higher mileage, a 25 per cent increase in optimal tear resistance and a ten per cent higher retread rate.

The G:01 tread also features increased width for better mileage and side reinforcing belts for enhanced side impact and abrasion resistance. The tread patterns are designed to guarantee the maximum traction on unsurfaced roads and high acoustic comfort, mileage, and grip on surfaced roads.

"The G:01 range is designed to offer enhanced grip and performance in moderately aggressive conditions," comments Neil Booker, truck marketing manager at Pirelli UK. "It offers better cost efficiency and reduced environmental impact while also benefitting from high acoustic comfort and improved rolling resistance on surfaced roads. This is enabled by taking advantage of the latest tire research and development and state-of-the-art construction techniques, which we have at here Pirelli."

In fact, the TG:01 tire is covered by two Pirelli patents: the tread pattern features protective ribs on the base of the grooves for enhanced protection in this area and to prevent the retention of stones and the stepped block walls geometry facilitates the expulsion of slush and mud and to increase traction.

The FG:01 and TG:01 tires are available now in sizes 315/80R22.5 and 295/80R22.5.

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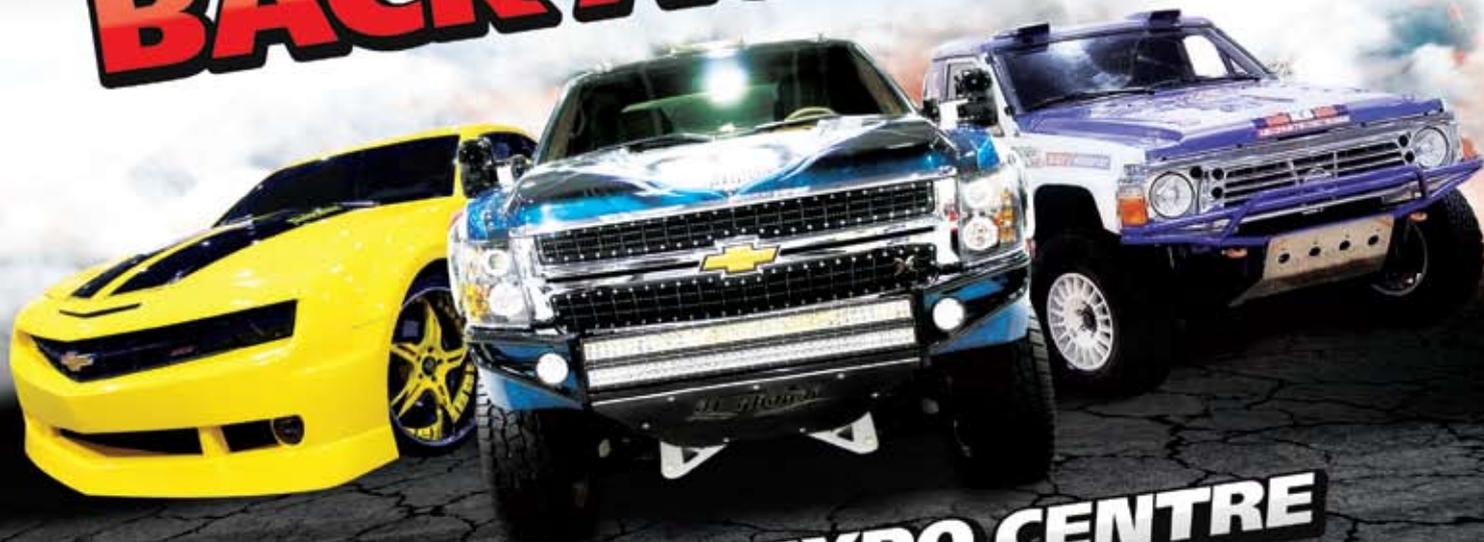


EVENT	DATE	INFORMATION	LOCATION
Retromobile Paris	01-05-Feb 2012	Retromobile Paris is the only trade fair in Paris, which because of its summer dates can offer classic car owners an outstanding inbound journey and presentation conditions.	Paris Porte de Versailles, Paris, Ile-De-France, France
Motorsport Expo Tech	02-04-Feb 2012	Motorsport Expo Tech is the high-profile event that brings together the best of the racing world on international level: from cars to motorbikes, from karts to boats to special competition vehicles.	Modena Exhibition Centre, Modena, Emilia-Romagna, Italy
Automobil Expo	03-05-Feb 2012	Automobil Expo is an opportunity to present your proposition to consumers. It is an excellent platform for you to generate good business fortunes, unparallel exposure to automobile fraternity, cross-fertilization of ideas.	Freiburg Messehalle, Freiburg, Baden-Wurtemberg, Germany
Hamilton RV Show	03-05-Feb 2012	Hamilton RV Show will be a huge gateway for showcasing a wide range of RV parts and accessories. This will be an extremely significant event where all types of recreational vehicles will be made available to the attendees and they will be made aware of the lately developed RV parts and accessories.	The Careport Centre, Hamilton, Ontario, Canada
Expomoto	04-12-Feb 2012	Expomoto is an exhibition going to the bikes and accessories going to be held in Leiria, Portugal organized by organized by ExpoSalao S.A ,for all the live creatures passionate toward the biking and concern business.	Exposalao Exhibition Center, Leiria, Portugal
UMA Motorcoach Expo	08-12-Feb 2012	UMA Motorcoach Expo is the oldest trade show for the motorcoach sector organised in USA. This event is the meeting point of decision makers in the industry.	Tampa Convention Center, Tampa, Florida, United States Of America



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EVENT	DATE	INFORMATION	LOCATION
Gulf Bike Expo	09- 12-Feb 2012	Gulf bike expo will have all the leading names of the related industry showcasing their products and services under various themes such as All Terrain Vehicles, Clothing & Apparel, Custom Bikes, Custom Parts & Accessories, Entertainment System.	Dubai Festival City, Dubai, United Arab Emirates
International Auto Show-Baltimore	09- 12-Feb 2012	International Auto Show, Baltimore will provide information on the green movement which is influencing the auto-world and to admire one-of-a-kind concept cars, exotics, pre-production models and customized cars.	Baltimore Convention Center, Baltimore, Maryland, United States Of America
Auto Aftermarket & Tuning International Trade Fair	10- 12-Feb 2012	China International Automotive Aftermarket Industry and Tuning Trade Fair receives more than 300,000 trade buyers who get the opportunity to view the latest from the world of automotive aftermarket. Additionally, a number of seminars, forums, conferences and workshops are also organized to attract industry professionals.	China Import & Export Fair Pazhou Complex, Guangzhou, Guangdong, China
Cycle World International Motorcycle Show-Chicago	10- 12-Feb 2012	Cycle World International Motorcycle Show-Chicago is one of the biggest trade fair in Illinois. It will showcasing manufacturers of Motorcycles, scooters, light motorcycles, mopeds, motors-assisted bicycles, and many more. The event will be taking place between 10-12 Feb. 2012 at the Donald E. Stephens Convention Center.	Donald E. Stephens Convention Center, Rosemont, Illinois, United States Of America
Chicago Auto Show	10- 19-Feb 2012	Chicago Auto Show will present important techniques and information to improve production and manufacture efficiency. Visitors will individually interact with the exhibitors and discover more about the latest development and products	McCormick Place Convention Center, Chicago, Illinois, United States Of America

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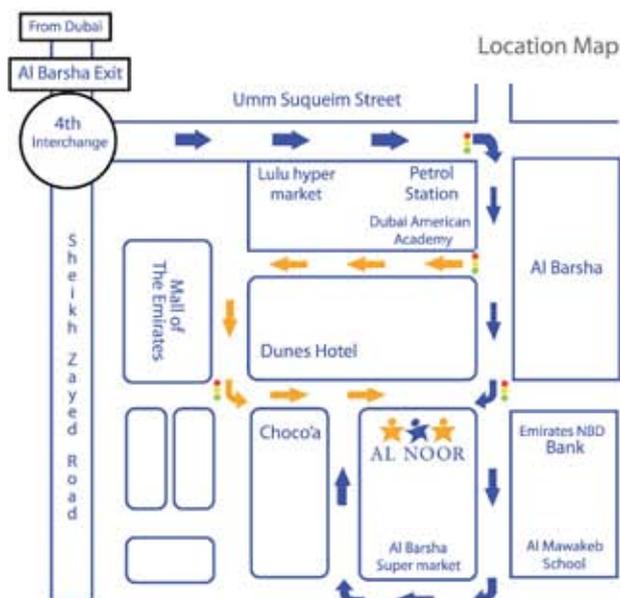
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# GCC COMMERCIAL VEHICLES SALES ON STEADY ROAD TO RECOVERY

IVECO, Renault Trucks sign up for Commercial Vehicles Middle East event in Dubai as GCC market looks for more regional growth

Sales of commercial vehicles in the GCC countries showed significant growth last year, with the first three months of this year indicating similar positive signs.

The total number of GCC sales for trucks and buses over 4000 kg gross vehicle weight in 2010 stood at 58,025 units, an increase of 50 per cent from 2009 (38,590). Over the first three months of 2011, a total of 11,924 commercial vehicles were sold in the GCC, a steady four per cent increase over the same period in 2010 (11,433 units sold).

Though the figures – released by global motor trade data specialists, Auto Strategies International – are still well down on 2008, when 116,997 trucks and buses were sold in the GCC, indications are that an industry hit hard by the economic recession in 2009 is again gathering momentum.

This was further emphasised today with confirmation that Renault Trucks and IVECO have joined the line-up of exhibitors for the third edition of Commercial Vehicles Middle East, taking place from 6-8 March 2012 at the Dubai International Convention and Exhibition Centre.



Renault Trucks, which uses a network of 25 dealerships, 40 service points and mobile workshops to cover 18 countries across the region, will have a prominent presence at the event with a large stand, as they look to launch the new Renault Sherpa Truck.

“Commercial Vehicles Middle East is the only event of its kind in the GCC for us to present our brand and product range,” said Marco Bonaveglio, Head of Operational & Product Marketing at Renault Trucks.

“We have seen growth in the GCC in 2011 so far, with a 15 per cent increase of sales of heavy trucks in the 16 ton plus range. We look forward to showcasing our latest products, and to strengthen our position in the region.”

Commercial Vehicles Middle East is the region's only event dedicated to commercial vehicles, parts and services, bringing together the largest annual gathering of transport, fleet and logistics decision makers from every sector of the road transport business. This is a major draw for Al Ghandi & Sons, the licensed distributor for IVECO in the UAE.

One of the heavyweights of the global transport world, IVECO, which has 74 dealers, 13 satellite locations and 139 sales points across the Middle East and North Africa region, will be launching new products from their stand on the front row of the show.

New features for the exhibition include the CVME Business Group, launched in June this year, when more than 100 representatives of leading industry players discussed key issues facing the commercial vehicles industry in the Middle East.

The region's first ever business group of its kind hosts year round industry updates, workshops, seminars and networking events, with the next meeting taking place on 14th December at the Emirates Aviation College. The 2nd meeting, an informal networking event held at The Towers Rotana Dubai, was attended by close to 120 industry professionals.

Exhibition organisers Streamline Marketing Group are looking to build on the success of this year's Commercial Vehicles Middle East event, as the industry's upswing continues to forge ahead.

“Commercial Vehicles Middle East 2011 grew 15% in size, with over 80 exhibiting companies meeting visitors from 55 countries,” said Nick Webb, Director of Streamline Marketing Group.

“The industry continues to show positive signs of growth after the slump in 2009 and we are confident that next year's event will reflect this optimism. We are in the final process of signing up several other major vehicle manufacturers, and are looking forward to another successful exhibition.”

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# Continental banks on Ethernet Technology for Vehicle Networking

Continental is laying the groundwork to launch series production of Internet-protocol-based control units and sees clear benefits compared with other networking standards

Following intensive development and validation of the technical possibilities and necessity of Ethernet-networking in vehicles, international automotive supplier Continental is ready to deploy the technology in future vehicle generations. To meet ever-growing in-vehicle communication requirements, Continental sees Ethernet technology as the ideal solution for vehicle networks. Thanks to unshielded, two-core, easy-to-install copper cables, the technology offers 100 megabits of bandwidth between all connected network nodes such as control units, antennas and sensors. The robust data transmission and its widespread use outside the automotive industry too are other factors in favor of this networking technology. "We initially see an opportunity for using these unshielded Ethernet cables, which can be easily installed in vehicles, for Interior- and Chassis & Safety-related functions. This will enable us to cut overall vehicle costs while at the same time increasing the range of available functions. We can envisage Ethernet based predevelopment projects in all vehicle domains by 2020," explained Helmut Matschi during the VDI Congress on "Electronics in vehicles" in Baden-Baden.



Ethernet technology allows components that have already proved their worth outside the automotive industry to be reused. In contrast to other, less widespread technologies, this offers clear cost benefits worldwide. Cost comparisons have been carried out in particular for the optical networking standard MOST (Media Oriented Systems Transport), a standard developed primarily for the transmission of multimedia data. These showed that Ethernet-based networks can cut costs by between 15 and 20 percent, taking into account not only the electrical components but also the cabling.

The use of Ethernet-based networks supports the ever-growing trend toward in-vehicle data transmission and communication between vehicles and the outside world. Bandwidth requirements for communication between control units will continue to increase too, which is why Continental now uses IP and Ethernet as an in-vehicle network layer and offers vehicle manufacturers a range of products that support this technology. Continental is getting set to deliver IP- and Ethernet-based solutions and is planning to launch production in 2015.

The heart of an IP-/Ethernet-based vehicle network is formed by the central nodes (Ethernet switches), which will be integrated in the infotainment systems and gateways offered by Continental. The gateways act as interfaces with not only the diagnostics systems, which will in future support diagnosis via the IP (DoIP) standard, but also with conventional vehicle network technologies such as CAN, FlexRay and MOST. Continental sees clear benefits in gradually replacing these technologies – particularly MOST – in infotainment systems in order to achieve the aim of a standardized network layer. This will help reduce complexity and make integration in the vehicle much easier. Continental has already developed one of the most important systems for seamless Ethernet communication in partnership with Kathrein: the intelligent antenna module. This unit contains antennas for wireless communication between vehicles and the infrastructure as well as antennas for the vehicle interior and associated transmission and reception electronics. All the data received in the module can be digitalized directly and sent to the relevant components via the IP-based network. Even a 360-degree camera can be implemented in real time on the basis of IP technology. For Continental, Ethernet therefore represents another step toward achieving its vision of being "Always On". At the same time, this technology will allow the system integrator to not only fulfill the necessary networking requirements, but also cut overall costs.

# Rinspeed presents sophisticated “Dock+Go” mobility concept at the 2012 Geneva Motor Show

Everybody has two axles. Why not simply take three of them instead of two - but only if you need them! It is that third axle with two wheels that is the key feature of the innovative modular mobility system from Swiss automotive visionary Frank M. Rinderknecht. “Dock+Go” is the name the bustling Swiss has given to his sophisticated mobility concept, which he will present March 8 through 18 at the 2012 Geneva Motor Show. The idea’s irresistible charm lies in the docking “backpacks on wheels.” These single-axle “packs” serve a variety of purposes depending on the requirements of the day. They also solve the much-discussed operating range problem of electric vehicles in a clever way. The ingenious twist: neither unneeded space nor superfluous weight is carried along if they are truly not needed.

Any electric city car could serve as the basis for “Dock+Go.” For demonstration purposes Rinspeed boss Rinderknecht turned his attention to the two-seated smart. A wide variety of “packs” turn the electric-powered mini car into the dream car of any pizza delivery driver – complete with an integrated heated box. For craftsmen there is a toolbox pack with well-organized spaces for every tool. And after the day’s work is done the shared or owned camping, golf, skiing, beach or party pack is docked to the rear of the mini-mobile.

Yes, this car truly saves the best for last: and in this case it is ample operating range when the 120 kilometers that are typically available just aren’t enough. An “energy pack” with a combustion engine or range extender, packed with batteries or powered by a fuel cell, provides the decisive added range for reaching more distant destinations. The equally simple and clever trick: the docked third axle drives the rotating second axle and thus recharges the on-board battery of the city car. And thus the first Vario-Hybrid, as Frank M. Rinderknecht refers to his range donor, is born. In the garage at home the batteries of the energy pack are recharged with solar power from the roof, making living and driving without any CO2 emissions a reality.





## Nintendo Drives Home Fun at the LA Auto Show with Life-Size Mario Karts

West Coast Customs Builds Karts Based on Classic Video Game Franchise

Ever wanted to see a real-life kart from Nintendo's hit Mario Kart™ series outside of the Mushroom Kingdom? Nintendo has teamed up with West Coast Customs to create life-size models of two karts - one for Mario™ and one for Luigi™ - from the upcoming Mario Kart 7 video game for the portable Nintendo 3DS™ system. These unique electric vehicles were unveiled at the LA Auto Show, where they were on display.

Additionally, members of the GameStop® PowerUp Rewards™ program were able to have the opportunity to claim the Mario Kart as his or her own as part of the monthly Epic Reward Giveaway™ program. To be eligible for an Epic Reward Giveaway entry, members had to make a purchase or trade at their local GameStop or on GameStop.com during last month. PowerUp Rewards Pro™ Members automatically get two entries with purchase. The lucky winner will be announced in February;

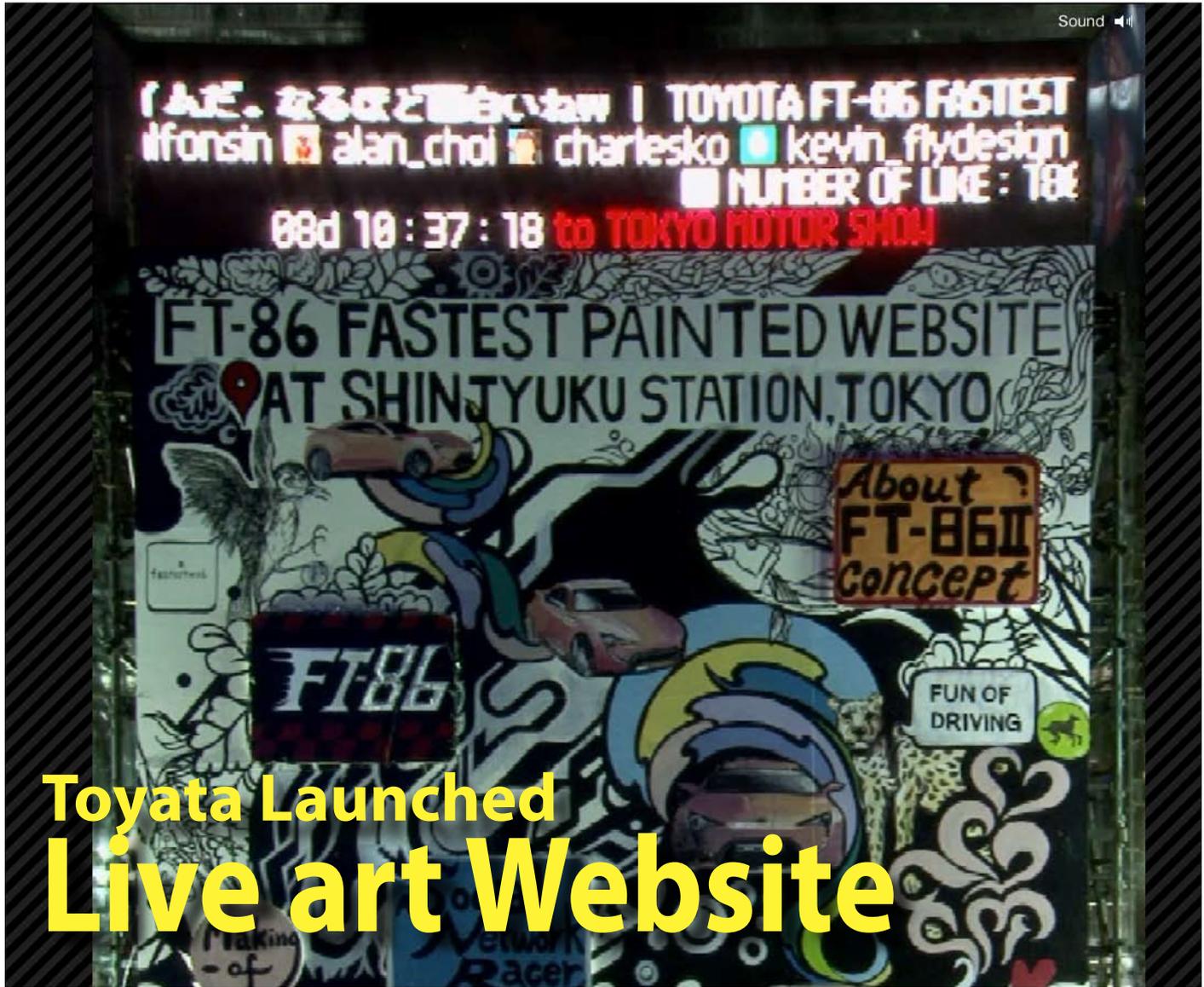
West Coast Customs is known for TV shows such as the classic Pimp My Ride on MTV and the current show Inside West Coast Customs on the Velocity Network. The company has re-created two vehicles from Mario Kart 7: the classic Mario Standard kart, complete with glider attachment for soaring through the air, and the Luigi Bumble V kart, which resembles a bumblebee and features a rear propeller for underwater navigation.\*

"Mario karts offer more fun per mile than any other vehicle," said Nintendo of America President Reggie Fils-Aime. "Mario Kart 7 is a perfect example of the many great games Nintendo has lined up for the holidays."

"We've played Mario Kart games for years, so it's a dream come true to bring these karts to life," said West Coast Customs CEO Ryan Friedlinghaus. "We think people will be blown away by seeing these cool video game vehicles in person."

In early 2012, an episode of Inside West Coast Customs will show how West Coast Customs and Nintendo worked together to make these video game vehicles a reality.





# Toyota Launched Live art Website



Toyota Motor Corporation (TMC) launched a promotional website for the production prototype of the “FT-86 II Concept”, a new compact rear-wheel-drive sports car, which premiered at the Tokyo Motor Show. The website, called “FT-86 Fastest Painted Website.”

The website, <http://fpw.toyota-digital.com>, was in sync with an outdoor street painting in front of Shinjuku Station’s East Exit in the Shinjuku Station Square. A talented group of five artists based in Tokyo, the Rinpa Eshidan, started the painting at 10:00, November 20, and gradually fleshed it out over 8 hours and 6 minutes. As the painters worked, their piece came to life in real-time as artwork on the fully-functional website

# MINI introduces Driving Excitement app



Never lose sight of driving fun - thanks to the new functions from MINI Connected. The Driving Excitement app from MINI Connected displays sports instruments, car analysis and acceleration data on the on-board monitor.

Munich. What degree of lateral acceleration are you experiencing mid-way around a quickly-taken corner? How much output is the engine currently producing? The latest version of the MINI Connected app answers these questions and more. The functions Condition Check, Force Meter and Digital Sports Instruments offer Apple iPhone owners unique ways to experience MINI driving fun in even greater depth. For example, the driver can find information on the status of the car and its surroundings, plus acceleration, coolant temperature, engine output, and rpm and/or torque on the on-board monitor's high-resolution colour display. The new MINI Connected app underlines once again the leading role of the British premium small car manufacturer in the intelligent link-up of the driver, car and outside world.

Like the preceding versions of the MINI Connected app, the latest update is uploaded into the car via the iPhone. The MINI Connected app can be used in all current MINI models equipped with the radio MINI Visual Boost or MINI navigation system and MINI Connected option. The functions are operated using the MINI joystick, steering wheel buttons and on-board monitor, where the displays for each function are presented safely and with customary MINI flair.

The Condition Check function keeps an eye on – among other things – the engine temperature, fuel level, status of the optional Sport Button, outside temperature and signs of rain. Should conditions allow, the display in the on-board monitor proudly declares everything “BE MINI”.

The Force Meter, meanwhile, presents a new and unique visual showcase for the hallmark MINI go-kart feeling. This function measures and records the longitudinal and lateral acceleration generated over a pre-defined timeframe when pushing on and braking, and through right and left-hand corners. The on-board monitor uses a virtual MINI to show the direction in which the forces are developing at any particular



moment. The strength of the acceleration forces is displayed within a circle, with various segments illuminating to reflect the driver's responses at the wheel.

The Digital Sports Instruments turn the on-board monitor into an attractive extension of the standard cockpit dials, presenting vehicle data graphics in typical MINI style. In the centre of the virtual instrument the driver will find the coolant temperature gauge, while to the left the engine output currently being requested by his right foot is shown in the form of a bar chart and concrete figures. Displayed in the same form on the right of the temperature gauge is the engine's current rpm or torque, according to driver preference. The output and revs/torque data are presented in drag indicator mode so that the maximum values achieved remain visible in the display for a short time after the driver has taken his foot off the gas. The driver can choose to have output shown in either kW or hp. The MINI Connected app for the iPhone also includes a detailed tutorial outlining the fundamentals of skilled, sporty and, above all, safe driving.

The new functions of the MINI Connected app can be activated via a new mode selection route. The focus in Excitement mode centres on the driver and his MINI, with the aim of injecting as much go-kart feeling as possible into the driving experience. When the audio function is activated, the driver can make the choice between web radio and Mission Control/Dynamic Music. All other functions are deactivated in this mode, but can still be accessed by switching to MINIMALISM/Infotainment mode.

The new MINI Connected app is the latest example of innovative infotainment technology designed to enhance the enjoyment of driving. MINI Connected takes the in-car integration of telecommunications, entertainment and online functions offered by the latest smartphones into a new dimension, and uses intelligent networking technology to create a scope of in-car infotainment functionality unmatched in the automotive world. The existing range of MINI Connected functions, which can be activated in the usual way in MINIMALISM/Infotainment mode, include a web radio function, in-car use of Facebook and Twitter, reception of RSS news feeds, use of Google services, the Mission Control and Dynamic Music functions, and the MINIMALISM Analyser. With each new app update, MINI Connected offers customers the option of integrating new services and functions into their car. The uniquely future-proof MINI Connected technology therefore gives customers the reassurance that they will continue to benefit from fresh entertainment, communications, navigation and information innovations as they become available.

# DIAL-A-BATTERY

## New Dial-A-Battery Service Hits the Road in UAE

### Innovative Business Model Places Superhero Vehicle Rescue within Reach of Majority of Country's Residents

For drivers requiring emergency car battery replacement, Dial-A-Battery is poised to play the role of "superhero-to-the-rescue".

The new, innovative service saves vehicle owners the time and effort of getting their vehicles towed to a garage to have the battery replaced.

Operating initially in Dubai with a view to rolling the service out across the UAE and the Gulf, Dial-A-Battery lets the customer call a toll free number and have their vehicle battery replaced in less time than it would take to have the vehicle towed to a garage.

"Dubai residents don't have time or interest in being subjected to 'battery replacement trauma' with all its related hassle and headache. They only want to be rescued," said Asad Badami, the managing director of A-MAP, one of the UAE's leading distributors of automotive spare parts, batteries, tires, and lubricants, and supplier to Dial-A-Battery.

"Due to excessive heat in the UAE and across the Gulf countries a vehicles battery life is significantly reduced, creating a strong demand for immediate battery replacement in this region," Badami added.

The customer's order for a new vehicle battery either to their home, office, or roadside location is simply confirmed by text message to a Dial-A-Battery operator, who then sends the request to the dispatch team.

Each dispatch vehicle is equipped with new batteries, state-of-the-art battery testing equipment, tools and analysers, while future plans for the service include tracking software that allows Dial-A-Battery operators to pinpoint the callers' exact location and delivery time,

After completing the replacement process the customer is supplied with a warranty card and an invoice for the service.

Arabic and English speaking operators will be on hand to assist customers and a feedback call will be made after each delivery to evaluate and improve the service.

The service will expand into a 24 hour, seven days per week service in the Dubai early in 2012, rolling out in Abu Dhabi and other Emirates followed by quick expansion into surrounding GCC countries throughout 2012.



## Bosch announces new small SMP480 barometric pressure sensor



Bosch has announced the new small Bosch SMP480 barometric pressure sensor for the electronic control units used in automotive technology.

It takes up one-quarter of the space of its predecessor. This is the first time the Stuttgart-based automotive supplier has released a pressure sensor in its SMP range that uses a 12-bit digital interface to provide pressure and temperature data, instead of producing an analog measurement signal. This digital barometer's pressure signal tolerance over its lifetime is less than 1.0kPa.

Barometric pressure sensors are a key component in engine management for diesel and gasoline engines. They are designed to measure the current ambient pressure accurately and with low drift. The engine management system uses the sensor measurement data to ensure the optimum air-fuel mixture, irrespective of whether the vehicle is traveling along a coastal road or a road up in the mountains. The benefit of this constant rebalancing of the mixture ratio is that it reduces fuel consumption as well as emissions of CO2 and other pollutants.

The core of the SMP480 is its sensor element. This is made up of a monocrystalline silicon membrane manufactured using the advanced porous silicon membrane (APSM) process which hermetically seals a reference vacuum. Four strain gages are implanted in the membrane in a bridge circuit.

# R-Link, the integrated, connected tablet

As a partner of the LeWeb'11 exhibition, Europe's number one showcase for digital entrepreneurs, Renault has chosen the Parisian show to reveal R-LINK, the tactile, integrated, connected tablet that is poised to equip its forthcoming models.

R-LINK will provide future Renault vehicles with affordable, intuitive multimedia connectivity, both with the outside world and with its users.

R-LINK is a scalable tablet thanks to the input of application developers who will progressively upgrade its content.

Renault will profit from the LeWeb'11 show to invite app developers to play a part in this adventure thanks to the establishment of a partnership with Paris Incubateur.

## R-Link, An Integrated, Connected, Multimedia System Thought Through For In-Vehicle Use

To enable drivers to control its functions without taking their eyes off the road, R-LINK features a large 18cm tactile display, steering wheel-mounted controls and speech recognition. R-LINK also delivers comprehensive connectivity for automotive services and applications in an AppStore (R-LINK Store).

R-LINK is a straightforward, user-friendly interface that covers all the car's functions and data. The menu provides access to the world of in-car multimedia, GPS TomTom LIVE navigation, the R-LINK Store, etc. Users will also be able to customise both their homepage and access to their favourite applications.

At the time of its release, R-LINK Store will pack more than 50 existing useful and community smartphone applications adapted to use on the move. They will be downloadable directly to the tablet inside the car or via the My Renault account.

R-LINK will equip ZOE and New Clio. In keeping with its determination to make access to innovations an affordable reality for all, R-LINK will be available for all forthcoming Renault models at an unrivalled low price.

After becoming the first brand to propose steering wheel-mounted fingertip remote audio controls and in-car navigation, after making the hands-free card, high-res displays and GPS navigation (Carminat TomTom for €490) affordable, readily available features, and after launching connected navigation (Carminat TomTom LIVE), Renault continues to innovate with R-LINK.

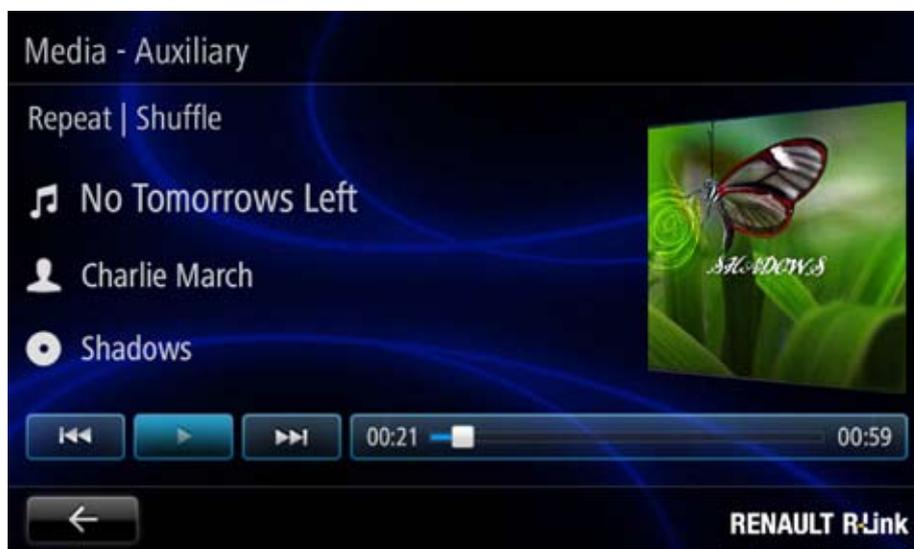
## Renault Launches A Campaign To Bring Developers On-Board

Like Renault, developers and start-up businesses are actively exploring technologies and services that address the problems associated with automotive mobility (navigation aids, infomobility applications, in-car entertainment, etc.).

Renault and Laboratoire Paris Région Innovation wish to encourage the creation of a start-up ecosystem to focus on the issue of mobility-related connected services and TICs. A new start-up incubator specialising in this field is due to be inaugurated in March 2012.

Renault is looking to build relationships with young, innovative businesses (less than four years' existence) which are either in the process of developing or which have already released their first product or service. The objective of these partnerships is to enable such companies to complete their research in ideal conditions (private offices, personalised individual guidance, finance, etc.).

The forms and list of documents it is necessary to provide when applying to be taken on-board by the 'Connected Services and TIC for Mobility' incubator can be downloaded from [www.paris.fr/pro](http://www.paris.fr/pro) until January 31.



# In-car accepting of over 4,000 internet air wave stations worldwide by the latest "Audi song stream" app



Audi bond as good as Google Street View capacitate latest navigation formed upon true-to-life travel visualization

Audi's latest "Audi song stream" focus lets drivers balance in to general air wave stations around the internet. And how about picturing your end as we expostulate there? No problem: Just call up real-life images around Street View.

"Audi song stream" introduces the latest Audi bond service. This smartphone app lets drivers balance in to air wave stations around the internet as good as store them in their Audi infotainment system. A driver's smartphone can be continuous to an MMI navigation as good as complement around WLAN. If there is zero inestimable upon the radio, only entrance the phone's song living room wirelessly around the MMI, select the record as good as fool around it.

Navigation with Google Earth images as good as Street View equates to we can right away perspective high-resolution aerial as good as heavenly body images, photos, land formations, streets as good as their names as good as commercial operation report in your car. The complement pre-loads interpretation for your comparison track as good as merges them with report from MMI

navigation plus. The Bluetooth online automobile phone's UMTS procedure creates true-to-life 360° scenery pedestrian's eye-view images accessible in-car.

Audi bond stands for continuous mobility mixing all applications as good as developments joining existent as good as destiny Audi models to the internet, to their owners as good as to the surrounding infrastructure. A built-in UMTS procedure as good as the customer's SIM label upon house the automobile confederate online report such as navigation with point-of-interest search, Google Earth images as good as Street View, weather, news, Audi trade report online or Audi song stream, without delay in to Audi's discretionary MMI navigation plus.

A WLAN hotspot connects mobile inclination to the internet from the back seats whilst pushing or from all seats when the automobile is stopped. Audi bond to illustrate stands for unusual infotainment as good as party capabilities which lift in-car joy as good as fun to the latest level.



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# Save Money On Petrol

## Change your Spark Plugs

It's a simple maintenance procedure that can make your car run more smoothly and increase your gas mileage.

The question that you may be asking is "what is a spark plug?". A Spark Plug is a high voltage bridge for electricity. When the electricity crosses the "bridge" (which is actually a gap between two contact points) inside your engine, the spark it makes ignites the gas vapors, which makes the engine start. How long they can do this without being replaced depends on lots of things. The condition of your engine, the purity of the fuel you're using, even your driving habits can affect the life of the plugs. They don't cost much so replacing them every so often can't be a waste of money.

## Tire pressure

When your tires are not properly inflated, they have additional contact with the ground, thus the more contact with ground, the greater the amount of friction produced. The greater amount of friction on the car, the greater amount of energy that is needed to move the car. This is just as if you are running on the beach compared to running on asphalt.

It is not just the gas that you save when properly inflating your tires, but in fact your tires last longer too. There is less tread wear on a tire that is properly inflated, so your tires need to be replaced less often. Also, proper inflation helps protect the side walls, resulting in reduced chance of blowouts.

Check your tire pressure often because deflated tires can mean a less efficient car but also a less safe car because the handling could be affected.

## Buy a Smarter Car

If you want to save money buy a more eco friendly car (such as a hybrid, diesel etc), this does not mean that you cant buy your luxury Mercedes or BMW as many luxury manufacturers are offering their vehicles with smarter and more energy efficient engines.

## Open your Windows at Low Speeds

Opening your windows at lower speeds such as 60km/h or less may increase the drag of your vehicle but this has a twist to it as the drag is creates compensates on the 8% that your A/C uses from your vehicles battery. At higher speeds 60km/h or more it is ok to use your A/C but it is even better still to use the vent, this of course depends on what time of year it is.

## Park in the Shade

Parking in the shade decreases the amount of fuel that evaporates right out of your tank when you park in the sun. This technique will also benefit you by keeping your car cooler and therefore using less of your vehicles A/C.

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# HOT PRODUCTS

## Blackberry Playbook



Built to perform, the BlackBerry PlayBook helps transform the way you work and play by combining the features you need with a powerful, ultra-portable design. Choose the tablet that does it all. The PlayBook is what you've been waiting for. Business-minded features such as built-in viewers for spreadsheets and word processing files are welcome, and the PlayBook gets extra credit for being fast and nimble on a dual-core 1GHz processor. Throw in a 3MP front-facing camera, a 5MP rear-facing one, a bright and crisp 1200x600 resolution screen, a light 425g body and all the typical gyro, accelerometer and GPS sensors and you have the makings for a powerful 7-inch tablet.

## Clinique Anti-Fatigue Cooling Eye Gel

The eye area is a constant source of trouble for men around the world. Late nights at work staring at a computer screen and early mornings at the gym can cause puffiness, irritation and fatigue, and rubbing the eye area can only make matters worse.

With those concerns in mind, Clinique introduces NEW Clinique Skin Supplies For Men Anti-Fatigue Cooling Eye Gel – a roller-ball that deposits a liquid gel-serum to instantly cool and refresh puffy eyes on contact, reducing the appearance of dark circles and brightening the overall area.



## Nespresso Citiz

Stylish and contemporary, new Citiz machines provide affordable luxury for urban coffee lovers

Capitalizing on the current trend for enjoying the finest food and drink at home, Nespresso. Influenced by city life and urban culture, the Nespresso Citiz is inspired by the landscape and ambience of major global cities and is aimed at those who appreciate affordable quality in every aspect of their busy lives. a single automatic espresso machine, perfect for the independent, city dweller with a passion for quality that comes with convenience.

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# HOT PRODUCTS



## In Motion White Cologne for Men

Hugo Boss' In Motion White cologne is as smooth as the bottle that contains it. An explosive mixture featuring cinnamon, vetiver, black pepper, blood orange, musk and saffron notes. Relaxed and playful, fresh and sensual, Hugo Boss' In Motion White stimulates the senses to draw energy from within.



## The World's first iPhone 4 Bottle Opener.

Conceived and developed by Rob Ward and Chris Peters, "The Opena®" is an Australian designed product which was originally launched via crowd funding site to help raise enough funds to get the project off the ground. With that in mind the duo went to work developing an iPhone case with an integrated bottle opener which they dubbed the Opena®.

The Opena is manufactured from an engineering grade polycarbonate polymer, the bottle opener is made from 304 food grade stainless steel and the packaging is made from PETG. All of these materials are 100% recyclable which was one of the goals of the design. The product speaks for itself in terms of functionality, it's an iPhone bottle opener.

## KTM 525 XC

The KTM enduro flagship sets new standards in the cross-country sector. With extremely high performance and perfect handling, the 525 XC is the ideal candidate for demanding trails or dune adventures. Brutal power and standard-fit racing equipment ensure that this ATV takes the lead from the start. With extremely powerful performance and perfect handling, it is an offroad powerhouse on four wheels, bursting with energy, very lightweight and unrivalled. Not least due to the extensive standard equipment, the 525 XC has won unanimous approval from quad fan. This lightweight machine would be one of the best choices in ATV's when it comes to getting yourself a treat!





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