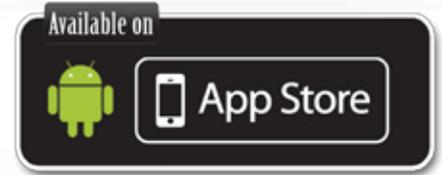


TIRES & PARTS AUTOMOTIVE MAGAZINE



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



Mercedes-Benz Ener-G-Force concept is a G-Class for the future



Asad Badami

Managing Director, A-MAP.

Nike Free Trainer 3.0

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Head Office

Varga Trading Company L.L.C
Tel : 04 - 2239566, P.O.Box 7830, 603, Twin Tower,
Deira, Dubai, U.A.E Email : info@vargaco.com

Branches

Varga Trading Company L.L.C (Dubai)
Tel : 04 - 2228080, Al Maktoum Hospital Road
Deira, Dubai, U.A.E

Varga Trading Company L.L.C (Sharjah)
Tel : 06 - 5395612, BMW Road,
Sharjah, U.A.E

Shiraz Tire Trading Co L.L.C (Dubai)
Tel : 04 - 2274686, Al Maktoum Hospital Road
Deira, Dubai, U.A.E

www.vargaco.com



Publisher
Hamid Moaref

Editor
Ali Reza

Sub Editors
Sonja Baikogli
Sherry Chen

Sales & Marketing
Ahmad
Aji

Design
Shabeer Aziz

Circulation Assistants
Thaha
Sasi Pillai
Dilfar
Oscar
Manjunath Kotian

Contributors
Peter Baikogli
Arezou Marzara
Farsh Shafikhani
Kristen Koulic

Media Representative for Taiwan, Hong Kong and China

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

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



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What does A-MAP stand for?

A-MAP is an acronym for Al Muqarram Auto Parts, a subsidiary of Al Muqarram Group.

Al Muqarram Group has a history of over 50 years of business experience in trading and distributing various commodities and manufacturing various items for industrial applications both in Pakistan and now in United Arab Emirates.

A-MAP specializes in the distribution of aftermarket automotive spare parts, automotive batteries, tires, and lubricants. Headquartered in the 'bustling trading hub' of Dubai, UAE, A-MAP operates a network of branch offices in Asia, Africa, and North America. 3

When were you established?

A-MAP was established in 2001, but our experience in the UAE goes back to 1988 when Al Muqarram Group was established here.

What products do carry under which brands?

The main concentration is on batteries, auto parts and tires. European engineered FENIX branded tires have been produced to the strictest European standards, and have been certified for the UAE. With the UAE's climate one of the detrimental factors affecting tire performance, FENIX tires have a very well designed tread pattern and have been engineered using cutting edge technology to withstand the heat. ASIMCO brake pads, also distributed by A-MAP, have a highly recognized reputation for good quality and excellence.

Asad Badami

Managing Director, A-MAP.

A-MAP is also the sole distributor of Solite batteries in the region, a highly reliable automotive battery installed in all factory assembled Hyundai and Kia vehicles all over the world. The superior quality Solite features an internal rust-free calcium metal, displaying excellent heat resistibility and strong immunity against drastic temperature changes

We also distribute EverStart lubricants, RBI automotive rubber parts, and Super Charge Gold batteries.

How many staff members does A-map employ?

Currently 150 staff is employed at A-MAP across our operations, which will increase by up to 40 new staff throughout 2013. 2012 saw immense organizational re-structuring within A-MAP as we continue to grow, and in 2013 we will be investing heavily to increasing A-MAP's operational excellence to facilitate increasing customer demand.

What markets do you cover? Which market are you strongest and which one do you consider to most important in the region?

A-MAP operates a network of branch offices in Asia, Africa, and North America and our strengths lie in the Middle East, Africa and CIS regions – which are the strongest areas for growth.

As an industry professional in the automotive industry with many years of experience, what have been your biggest challenges and setbacks in this industry?

The company's growth has been explosive, and so it has been quite a challenge in terms of keeping ahead of the growth in terms of the market and industry, but it has been a challenge we have accepted happily!

There have not been any significant setbacks within our industry specifically, however when the market slowed down from 2008 to 2010 there were many lessons that we learned, namely how important it is to be a well-managed, well-organised and best-run company.

In the areas in which you are active such as batteries, brake pads, and tires, how do you see the opportunities for growth both locally in UAE and in the region as a whole?

Fortunately we're sitting in the heart of the Middle East here in the UAE, and certainly there are growth opportunities here. DP World, whose portfolio includes Jebel Ali Ports, recently said that they had broken all previous records for the number of vehicles imported into the country. Vehicle importers and sellers have all shown double digit growth over 2012, so there is a real focus shift towards the Middle East. There is a lot of foreign interest and foreign investment ahead that will boost the region as a whole.

Without a dedicated automotive manufacturing industry in the Middle East, the UAE has become the regional distribution center for automotive parts and accessories not only to the Middle East but to African nations and some European countries such Russia.

It appears more and more manufacturers are offering new battery technologies commonly used in North America and Europe such Absorbed Glass Material batteries which promise greater product life and quality, do you see this region adopting such technologies in the near future despite their greater cost to the end-user ?

Definitely there is market niche for this type of a product – but it is extremely expensive and the region is still quite price-focused, so it would take a long time to find a foothold here.

The important thing is to ensure that the right kinds of batteries are being sold in the region. A-MAP is the exclusive distributor of the sturdy and affordable Solite brand of batteries, and recently opened a technical center dedicated to studying the deterioration of batteries in the MENA region in particular. The center aims to provide accurate data to the manufacturers in order to facilitate improvements to the range, given the region's extreme weather conditions.

Al Futtaim recently launched an anti counterfeit brake pads etc, what are your thoughts on it and does al Muqarram have a similar campaign?

Not only are genuine parts tested rigorously and adhere to strict safety standards, they are also more likely to last longer, making them more cost-effective over time. A-MAP's sales figures suggest that UAE customers are increasingly opting for quality over corner-cutting; since 2009, we have grown by 300 per cent and it is expected to double in size by 2013.

Fake parts are the scourge of UAE roads. Counterfeit traders to distribute their dangerous goods within and around the UAE, and we are determined to aid the authorities to stamp this out. Ensuring that the public is aware of the risks to both their vehicles and their lives is one way of doing that.

What are the latest developments in A-MAP?

We are looking to increase its Abu Dhabi operations, as the capital is poised to become a major player in the region for the re-export of automotive goods. A notable case in point is the recent announcement from the government-backed agency ZonesCorp to build 'Automotive City' in the Mussafah area of Abu Dhabi.

We've seen a surge in demand for our services and products from across the region, and our new 160,000 square feet warehouse in Jebel Ali, where we will set up operations in 2013, will enable us to scale up accordingly. In the coming year, we will be investing heavily to increasing our operational excellence to facilitate increasing customer demand.

We have noticed that you always have a significant participation in Automechanika, will you participating in the show next June?

The automotive industry is strong within the region, having stabilized even though it took a hit during the economic downturn. There is a significant construction boom in the Kingdom of Saudi Arabia and the region is attracting a lot of interest. Companies are focusing on expanding their fleet of vehicles, and the increased demand for quality parts for these vehicles increases simultaneously. A-MAP is poised to tap into that market and taking part in a huge regional exhibition Automechanika Middle East gives us access to these companies on a huge scale, allows us to show the strength of our company, showcase our products and the way in which we do business.

We will certainly be participating again in the 2013 edition of Automechanika.

As an established company in the region, what advice would you give to a person wishing to start a trading company in Dubai?

There are ample opportunities in the market here in the UAE, but there are incredibly varying business styles across the region, so one would need to be extremely professional, well managed and organized, and adaptable and conscious of the idiosyncrasies of each market.

What would you consider the secret to your success?

Hard work, dedication, and a clear focus on creating our own space rather than following someone else's footsteps that don't fit.

What thought would you like our readers to think of when they hear the word A-MAP?

I would like them to know that A-MAP stands apart from the typical trading mentality, and focus on the service element that is so readily neglected by other companies. We provide a complete distribution solution to our customers. Our supply chain management is impeccable, and we ensure our customers receive their orders in time as per their requirements as well as increased follow-up post-delivery.



BMW M celebrates DTM triumph with BMW M3 DTM Champion Edition model

BMW Motorsport returned to the DTM in 2012 after almost 20 years away, and the results in its comeback year exceeded all expectations. Canadian driver Bruno Spengler won the drivers' title, BMW Team Schnitzer finished in top spot in the team standings, and BMW claimed the manufacturers' honours.

BMW M GmbH is celebrating this success with the unveiling of the BMW M3 DTM Champion Edition.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide.

Mimicking the looks of Spengler's racing car, this special-edition model is available exclusively in Frozen Black metallic, while the carbon flaps and gurney, various dark chrome elements, matt black wheels and sections of the race car's livery also betray its close links with the triumphant BMW M3 DTM. The theme is continued by the BMW M stripe design over the CFRP roof and boot lid, BMW M logo to the rear of the front wheel arches and decals in the rear side windows. Inside the car, the door sill strips replicate Spengler's helmet design and the carbon-fibre interior trim strip bears the newly crowned champion's signature and the car's serial number. The special-edition model also contains various exclusive interior additions, such as the Alcantara® steering wheel, handbrake lever embroidered with "M Power" lettering, and extended black Novillo leather trim with features in contrasting Palladium Silver.

Technical elements like the Competition package, M Drive, M DCT Drivelogic and the M Driver's Package underline the car's focus on high performance. Equipment including the Professional navigation system, heated seats and Park Distance Control add more "everyday" ingredients to the model.

BMW M is also offering the 54 new custodians of the BMW M3 DTM Champion Edition – which will be available in various international markets – a very special extra. Owners of this automotive rarity will have the chance to attend the BMW M Fascination Nordschleife driver training course under the watchful eye of Bruno Spengler. One of the most coveted elements of the BMW Driving Experience programme, the course is held on the Nürburgring's legendary Nordschleife track, where BMW M cars are put through extremely exacting testing sessions and final chassis tuning is carried out.

The BMW M3 DTM Champion Edition will be built at BMW's Regensburg plant and the BMW M GmbH factory from February 2013. Prices in Germany start from €99,000.00 including VAT.

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide.





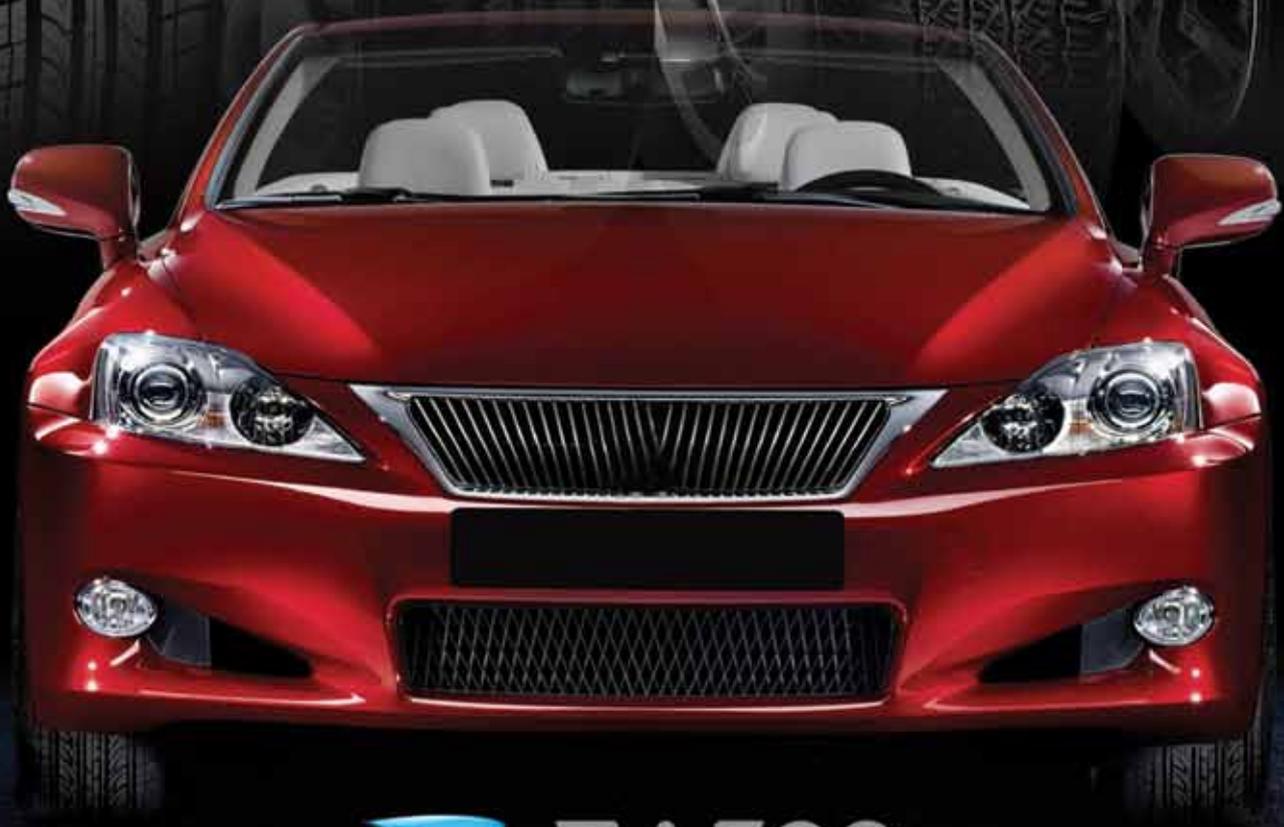
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New Audi RS 4 Avant and RS 6 Avant confirmed for the Middle East

The new Audi RS 4 Avant and RS 6 Avant are high-performance sports cars for everyday use. The sprint from 0 to 100 km/h takes just 4.7 and 3.9 seconds for the RS 4 Avant and the RS 6 Avant respectively thanks to their high-revving 450 hp V8 FSI and powerful twin-turbo 560 hp V8 engines. The Audi RS 4 and RS 6 with the Avant body style will be available for the first time ever in the Middle East when they arrive in the first quarter of 2013 and 2014 respectively. Prices and specifications have not been announced yet.

Their character and uncompromisingly sporty tuning is the work of quattro GmbH, a wholly-owned subsidiary of AUDI AG. The company's RS models with their powerful engines form the dynamic spearhead of the model program. The abbreviation "RS" stands for the most powerful version of a model series, for quattro permanent all-wheel drive, for extreme handling, for an understated appearance and for full everyday utility.

The new RS 6 Avant is lighter and more efficient than the previous model, and performance has been improved once again. The 4.0 TFSI, which debuted last year, is a perfect example of Audi's downsizing strategy in the high-performance category. In the Audi RS 6 Avant, the twin-turbo V8 delivers confidence-inspiring power in every driving situation from its displacement of 3,993 cc. Peak output of 560 hp is reached between 5,700 and 6,700 rpm, with a constant 700 Nm of torque available between 1,750 and 5,500 rpm.



The powerful twin-turbo V8 accelerates the new Audi RS 6 Avant from zero to 100 km/h in a best-in-segment 3.9 seconds. In the standard configuration, top speed is electronically limited to 250 km/h. This is increased to 280 km/h with the optional Dynamic package. With the Dynamic plus package, Audi reigns in the engine only upon reaching 305 km/h. Fuel consumption has been reduced by roughly 40 percent compared to the previous model. According to the European driving cycle, the high-performance Avant consumes on average just 9.8 liters of fuel per 100 km.

First introduced 12 years ago, the RS 4 Avant is a modern classic. Audi presents the third generation of the car, with a high-revving V8 FSI developing 450 hp at 8,250 rpm and 430 Nm of torque, a high-performance drivetrain and a diverse range of assistance and infotainment technologies.

The normally aspirated, high-revving V8 accelerates the top-of-the-line Avant from zero to 100 km/h in 4.7 seconds on its way to a governed top speed of 250 km/h. This can be increased to 280 km/h upon request. However, average fuel consumption is a mere 10.7 liters of fuel per 100 km. With its long top gear, the standard seven-speed S tronic contributes to the good fuel economy. Launch Control manages starts with optimal traction at the push of a button.

Numerous RS-specific design details underscore the distinctive appearance of the Audi RS models. Most noticeable are the matte aluminum applications on the body, the high-gloss black protective grille at the front of the car, the bumpers, the fender, sill flares and the large roof spoiler. At the rear of the car, the diffuser and the two large, elliptical exhaust tailpipes make a bold statement.



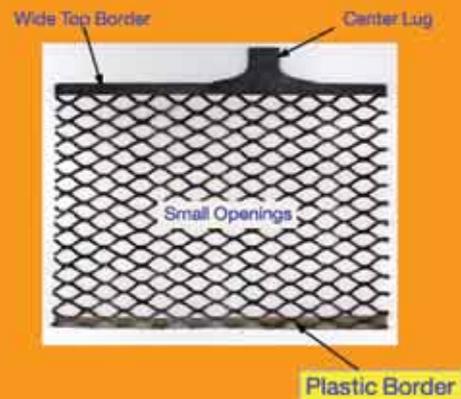
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- ◆ **Longer Service Life due to less active material shed**



BRABUS B63-620 WIDESTAR

Brabus B63-620Widestar is the new exclusive power off-roader based on the latest Mercedes-Benz G 63 AMG. Powered by a 5.5-liter V8 Biturbo engine that produces 456.3 kW / 620 hp (611 bhp) of power, the all-wheel-drive car accelerates from rest to 100 km/h (62 mph) in just 5.1 seconds and reaches a top speed of 230 km/h (143 mph). Visually the power off-roader impresses with its striking Widestar wide-body version and its 23-inch Brabus "Platinum Edition" Monoblock E, F or R forged wheels. The Brabus Dynamic Ride Control suspension offers a perfect symbiosis of outstanding ride comfort and dynamic handling. Exclusive interior options round out the product program for the latest evolution of the Mercedes G-Class.

Brabus offers the world's most extensive engine tuning program for Mercedes-Benz automobiles - all covered by the one-of-a-kind Brabus tuning warranty of three years, up to 100,000 kilometers / 62,000 miles. For the new Mercedes G 63 AMG the Brabus engine specialists developed the B63-620 performance kit, which is also available in custom versions for all other AMG 63 models powered by a Biturbo eight-cylinder engine.

At the heart of the conversion is the Brabus B63-620 PowerXtra module, which is integrated into the engine electronics as a plug-and-play device. Moderately increasing boost pressure and recalibrating the mapping for ignition and injection results in a bump in power output from standard 400 kW / 544 hp (536 bhp) to 456.3 kW / 620 hp (611 bhp) at a low 5,750 rpm. Peak torque grows simultaneously from 760 to 820 Nm (560 to 604 lb-ft), available on a plateau between 2,000 and 5,000 rpm.

With Brabus B63-620 tuning, which is available for the Mercedes G 63 AMG starting at 5,900 euros, the sprint time for 0-100 km/h (62 mph) is shortened to 5.1 seconds. The top speed is limited electronically to 210 or 230 km/h (130 or 143 mph). The high-tech lubricants for the entire powertrain come from technology partner Motul.

The ideal complement to the engine tuning for the G 63 AMG is a fully stainless-steel Brabus sport exhaust system with butterfly valve. At the push of a button on the steering wheel the driver can choose between driving the V8 in the quiet "Coming Home" mode and enjoying a markedly sporty exhaust note in "Sport" mode. Two tailpipes on either side, exiting in front of the rear wheels and with either a standard or black chrome finish, also add some visual pizzazz.

Brabus upgrades the multifunction steering wheel of the G-Class optionally with aluminum shift paddles that allow the driver to shift gears manually just like in Formula One racing.

The looks of the new Brabus B63-620 Widestar are far from ordinary as well. The Brabus designers have styled a thrilling Widestar wide-body version specifically for the facelift generation of the G-Class.

The powerfully shaped fender flares add twelve centimeters (five inches) to the width of the body and thanks to integrated vents they optimize the ventilation of the wheel wells. The strikingly styled Brabus fender attachments, which continue on the front doors, lend the off-roader also a side view with high recognition value. The LED lights integrated into the front and rear Widestar fenders illuminate the stainless-steel running boards when a door handle is pulled or the remote is operated. The cross-braces in the fenders light up at the same time.

The fender flares also create space for extremely large wheels and tires. Brabus offers owners of the wide-body version, which is available for all latest five-door G-Class models, a wide range of custom-tailored tire/wheel combinations with diameters from 20 to 23 inches. The most exclusive option features 23-inch forged Brabus wheels that represent a perfect symbiosis of lightweight design and enormous strength. In addition to the two popular designs Monoblock E evo "Platinum Edition" and Monoblock F "Platinum Edition," the 11Jx23 wheels are now also available in the new Brabus Monoblock R design, which documents its high-tech nature with an integrated "Platinum Edition" badge and nine double spokes arranged in two plains of which one is fully polished and the other painted a matt titanium color. The size 305/35 R 23 high-performance tires come from Brabus technology partners Continental, Pirelli or Yokohama.

The Brabus front spoiler attaches to the production fascia and characterizes the front of the off-roader, among other things, with its integrated LED lights. The Brabus signets integrated on both sides light up when a door handle is pulled. An additional panel below the radiator grille too contributes to the widened G's enhanced passing clout. There is also a special insert with integrated Brabus logo for the front grille. The Brabus components for the front are also available for all G 63 AMG models without Widestar conversion.

The powerful design idiom of the Brabus Widestar wide-body version with stylized underride guard continues on the rear fascia. In addition to a central reflector, the Widestar bumper has a fog lamp and a backup light embedded on each side. The Station Wagon model can be further upgraded with a Brabus roof spoiler.

The Brabus B63-620 Widestar is equipped with the innovative Brabus Ride Control suspension that offers a perfect symbiosis of outstanding ride comfort and safe, sporty handling. It is available for all G-Class models. The Brabus high-tech suspension system, developed together with technology partner Bilstein, features two-way adjustable shock absorbers at all four corners.

The blue-backlit aluminum button sporting the Brabus logo in the center console lets the driver manually choose between two setups: In comfort position the off-roader delivers exemplary ride comfort. At higher speeds and when driven in spirited fashion choosing the firmer sport setup provides more dynamic handling and even further increased safety reserves.

The Brabus Ride Control suspension also features automatic damper adjustment. If the vehicle sensors detect that certain parameters such as speed, lateral acceleration and steering angle might lead to a critical handling situation during spirited driving, the system automatically switches to the firmer sport setup within milliseconds. The sportier damper setup further increases the directional stability of the all-wheel-drive car. In return, the CAN controller also recognizes when the driver reverts to a more moderate driving style. The system then switches the shock absorbers back to the comfort position.

The cockpit can likewise be customized and refined. The passengers are welcomed by stainless-steel scuff plates with backlit Brabus logo. Other appealing accessories such as high-quality velour floor mats and Brabus aluminum pedals and door-lock pins are also available.

The Brabus interior can be custom-tailored to each owner's individual preferences with especially soft and breathable Brabus Mastik leather or Alcantara in a multitude of colors. Customers have equally unlimited choices in the upholstery design and the wood inlays. Upon request the latter can be ordered in any desired color, even including an especially exclusive yachting-design finish.





Unique Themed Rolls-Royce Phantom Arrives in Abu Dhabi

Queen of Sheba inspires British ultra-luxury carmaker, to produce Rolls-Royce Phantom Venus

Abu Dhabi Motors, the sole dealer of Rolls-Royce Motor Cars in Abu Dhabi and Al Ain has announced the arrival of an exclusive and unique Bespoke Rolls-Royce Phantom, inspired by the mysterious woman of power, Queen of Sheba at its Rolls-Royce Motor Cars showroom in Umm Al Nar.

The vehicle, "Rolls-Royce Phantom Venus" has already engendered strong interest amongst Rolls-Royce's enthusiasts in the UAE Capital, where the demand for individualised vehicles is high, as well as across the region.

Revered without parallel in Middle Eastern cultures, Queen of Sheba was viewed as the embodiment of Divine Wisdom. The Queen of Seba is now being celebrated by Rolls-Royce Motors Cars in a vehicle that embodies the beauty and grace, intrinsic to the her legacy.

The one-off vehicle, has been conceptualised by Kadhim Al Helli, Rolls Royce Brand Manager at Abu Dhabi Motors and hand-built by a team of Bespoke specialists at the Home of Rolls-Royce in Goodwood, England.

The vehicle combines an ethereal White Pearl exterior featuring a hand-painted twin-coachline, and an Oak Burr veneer and Forest Fall leather interior. Finished with a gold crown emblem, exclusive to Phantom Venus, elegantly illustrates a story that has been weaved through dynasties and mythology alike.

The Bespoke Programme is a service offered to Rolls-Royce clients whereby the client may specify features of the car, in order to create their own unique model. The Bespoke team at Goodwood, home of Rolls-Royce Motor cars, is dedicated to finding new paints, materials and engineering solutions that meet each client's demands and ensure he receives a truly unique and exceptional car.

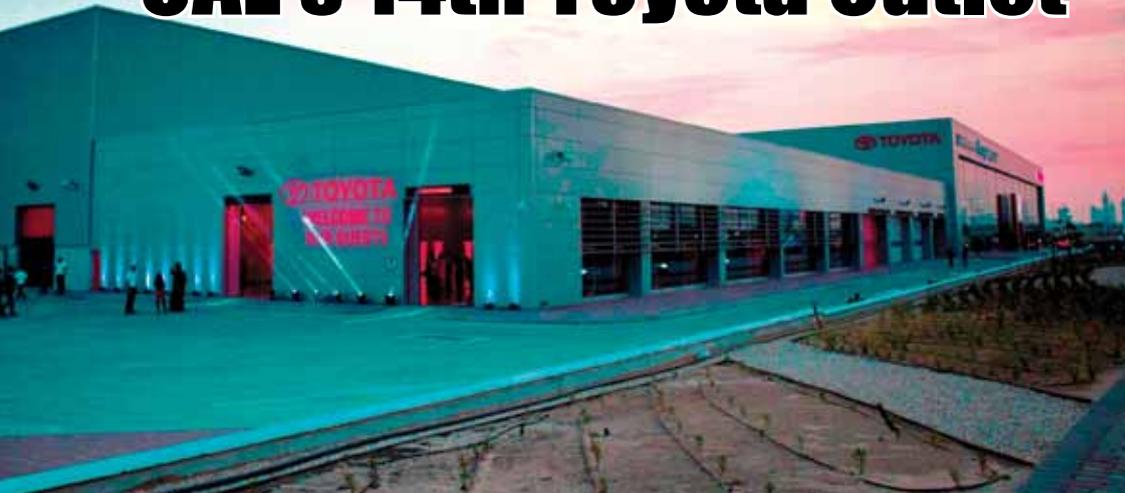
Priding itself in understanding customers' tastes, Abu Dhabi Motors and Rolls-Royce designers have gone to great lengths to define the aesthetics of this exclusive vehicle. "As one of the top Rolls-Royce dealerships in the world, Abu Dhabi Motors is committed to delivering excellence – from unique vehicles, to the quality of services to its uncompromising clientele. The arrival of the Bespoke "Rolls-Royce Phantom Venus" once again demonstrates this commitment, and sets a new benchmark for us to measure future themes against," said Arno Husselmann, General Manager of Abu Dhabi Motors.

Perfectly complimenting the theme of this vehicle, British luxury goods house Asprey has created an exquisitely crafted handbag that will be given exclusively to the future owner of this car. Stitched in Seashell, finished in Forest Fall and White Pearl and embellished with the crown emblem just like the car, this exclusive piece perfectly encapsulates the story of a woman who ruled as both king and queen with authority and poise and had people fallen under her spell.

Preserving the prerequisite levels of comfort while delivering an exceptional driving experience, the Phantom is powered by a 6.75 litre twin-turbo V-12 engine. Featuring direct injection, the car propels from 0 to 100 kph in just 5.7 seconds and will continue effortlessly to an electronically governed top speed of 250 kph.



Al-Futtaim Motors Opens UAE's 14th Toyota Outlet



Al-Futtaim Motors, exclusive distributors of Toyota in the UAE, has officially launched its newest showroom, service and parts facility at Al Badia, Dubai Festival City less than one month after the official launch of new Sheikh Zayed Road branch, bringing to 14 the total number of Toyota outlets in the country.

In line with Al-Futtaim Motors' customer-centric ethos, the new facility has been developed with the needs of the customer in mind, from the convenience of the location to the warmth of the welcome and ease of doing business. The new facility provides easy access from key areas in Dubai such as Deira, Garhoud, Business Bay, Nad Al Hamr and Mirdif.

An official opening ceremony was organized to mark the occasion and was attended by Hisayuki Inoue,

Senior Managing Director, Chief Officer of Middle East, Africa & Latin America's Group, Toyota Motor Corporation, Omar Al Futtaim, Vice Chairman Al-Futtaim Group, Len Hunt, President-Automotive, Simon Frith, Managing Director, Al-Futtaim Motors, VIP guests and members of the media. Guests were taken into an exciting program, simulating a typical customer journey, which culminated in a breathtaking grand finale.

"This new facility is designed to drive Toyota's customer satisfaction to new heights and further cements the 57 year-long relationship between Toyota Motor Corporation (TMC) and Al-Futtaim Motors, our exclusive UAE partner," said Hisayuki Inoue at the inaugural event.

His sentiment was echoed by Simon Frith who commented: "We are making a statement about our endless strive to always enrich our customer experience. We will continue to invest in global leading facilities that are engineered to provide attentive and efficient service. This represents a major investment in the future of the company, and reflects our confidence in the continuing popularity of Toyota in the UAE."

The new building introduces personalized handling which encompasses every aspect of the customer journey while providing a pleasant working environment for Al-Futtaim Motors' employees.

Upon arrival at the site, customers are warmly welcomed by a team of hosts offering technical advice before guiding to their dedicated service advisor. Each advisor, supported by a team of expert technicians, drivers and cleaners will ensure that the customer requirements are correctly addressed.

Once the vehicles have been booked in, guests are invited to the dedicated customer lounge where they can enjoy refreshments from Caribou Coffee, surf the web, peruse the latest new models in the Toyota range or flick through the integrated high tech table-top brochures.

After service or repair, each vehicle will be taken through the new environmental friendly brushless car wash facility, capable of cleaning 100 cars every hour, before being vacuumed and placed in the air conditioned delivery area ready for return.

The facility targets to minimize the wait time due to an effective scheduling system which can receive and process up to 30 cars at the same time. With a current capacity of 400 cars a day, all scheduled services will finish in one day, relieving customers from any unnecessary inconveniences such as renting cars or commuting in taxis. Guests will be given the choice to be taken to one of the local amenities by courtesy coach, where they will be able to go shopping at the Dubai Festival Centre, play a round of golf at Al Badia Golf Club, or even stop at Al Rashidya Metro Station to continue their journey.

For Toyota employees, the new facility provides a host of innovations and enhanced working practices designed to improve employee performance, comfort and productivity in a safe and friendly environment; all contributing to an enhanced customer experience.

Spanning over 14,500sqm, the fully air conditioned outlet employs 105 technicians manning 82 service bays equipped with their own recycling solutions.

The building's environmental credentials are impressive. From the reception and retail space to the service parts centre and the workshop, the facility has adopted a series of green innovations that have helped minimise energy consumption levels, making the flagship Toyota Al Badia model for all future Al-Futtaim Motors facilities. It features a host of energy saving features that include atriums for natural day light and a solar-powered lighting system for the 100-capacity car park, which supports Toyota's continued commitment to the environment in the UAE. The centre's car wash operation is fitted with technology that directs used water to the recycling plant of the facility which also includes a compartmented scrap yard for waste segregation.

The new Al Badia facility operates seven days a week across all business areas and will be offering extended opening hours providing greater convenience for customers.



Mercedes-Benz Ener-G-Force concept is a G-Class for the future

Is it possible that the Mercedes-Benz G-Class will still be around in 2025? A cool design study from Mercedes-Benz demonstrates how the genes of the classic off-roader from 1979 may still assert themselves far into the future. It is based on the concept of a future police car developed for the Los Angeles Design Challenge.

The Los Angeles Design Challenge 2012 looks far ahead with a quest for the "Highway Patrol Vehicle 2025". Law enforcement will have to prepare for even more crowded roads with electronically monitored and guided traffic, a much larger population and changes in human behavior. People will still feel young and active even later in life. Outdoor activities will dominate leisure, as will the desire for freedom and adventure. The new times will also call for new police vehicles. They must be able to reach any place conceivable quickly and reliably – even far away from any pavement. And they must do so in an exceptionally environmentally friendly way using alternative energy sources. Enhanced green-car characteristics and off-road capabilities will be among the fundamental virtues of a police car in 2025.



As an environmentally friendly SUV, the Ener-G-Force, which Mercedes-Benz is presenting in Los Angeles as a design study, meets these requirements and would be fully capable of supporting police and emergency services in every corner of the world. Gordon Wagener, Director of Design at Mercedes-Benz Cars: "The Ener-G-Force is the vision of an off-roader that, while reflecting tomorrow's adventures, also invokes the genes of the Mercedes-Benz off-road icon, the G-Class. Modern and cool, it could also be a clue about a new beginning for the off-road design idiom of Mercedes-Benz".

The small glass areas make the police vehicle a safe cocoon for law enforcement officers who are faced with many dangers. Emergency lights integrated into the roof are impossible to ignore; the striking front leaves no doubt as to the commanding presence of the police, and the gigantic wheels guarantee the right-of-way even where no way exists.

Back from the future – clean concept for beyond tomorrow

Of course the concept of the Ener-G-Force for the Los Angeles Design Challenge is pure, rendered science fiction. However, the notion of designing tomorrow's off-roader intrigued the designers at the Mercedes-Benz Advanced Design Studio in Carlsbad, California to such an extent that they evolved the vision of a police version into a civilian version and even built a 1:1-scale model. Like the "Highway Patrol Vehicle 2025", the shape of the civilian Ener-G-Force is modeled after the G-Class, the off-road icon whose continuous history goes all the way back to the 1970s and that to this very day still tackles the future as a stylistically and technologically advanced SUV.

Like the police version, the model of the civilian Ener-G-Force is unmistakably inspired by the G-Class, which has long been considered an automotive icon. However, it presents a radical reinterpretation of this classic that looks far into the future. Important genes such as proportions and design elements were completely redesigned and updated in a clean concept for beyond tomorrow. Ener-G-Force Designer Hubert Lee: "Of course we wanted to take a clear step forward, but we also wanted the G's characteristic features". The Ener-G-Force has a similar profile, however with a high shoulder line and scaled-down glass areas.

While the clear design idiom of the G-Class has remained, all surfaces are designed to express intensity and tension. The meticulously executed details are also a clear indication that the Ener-G-Force is the product of modern times. Like the G-Class, the Ener-G-Force sports a front with an expressive radiator grille that incorporates the headlamps. The LEDs in the headlamps form the shape of the letter 'G', which gives the Ener-G-Force a bold, dominating appearance. The front turn signals and running lights are mounted on top of the fenders, a trademark G-Class element.



The distinctive roof and the 3-panel greenhouse also echo fundamental genes of the classic G-Class from Mercedes-Benz, but represent a clear step forward. This is also evident in the large wheels, whose 20-inch rims give the Ener-G-Force a powerful, towering stance. The Ener-G-Force also plays on the utility factor in an entirely new way. For instance, the distinctive feature in the rear is a slightly off-center pull-out compartment whose cover occupies the traditional location of the spare wheel cover of the classic G-Class. This pull-out tool box can hold a wide variety of equipment that are quickly within reach without having to open the entire tailgate.

Bursting with energy

The Ener-G-Force stores recycled water in tanks on the roof, and transfers it to the "hydro-tech converter," where natural and renewable resources are converted into hydrogen for operating the fuel cells. The storage units for the electricity generated in this process are housed easily accessible in the striking side skirts. The Ener-G-Force emits nothing but water, has an

operating range of about 500 miles and as a result truly is a green car. Four wheel-hub motors, whose output for each individual wheel is adapted precisely to the respective terrain by high-performance electronics, provide the pulling power. A "Terra-Scan" 360-degree topography scanner on the roof permanently scans the surroundings and uses the results to adjust the spring and damping rates as well as other suspension parameters for maximum traction on the respective surface, regardless of whether it is on- or off-road.

The strikingly styled side skirts house either the energy storage units or hot-swappable battery packs. Changes in the color of the illumination of the side skirts indicate the operating and charge status of the energy packs. A roof rack and additional lamps are integrated into the roof. The entire design appears to have been carved from a single piece. The overall presentation of the Ener-G-Force is clean – stylistically and functionally.



AUDI R8 WITH GRANDIOSE BODYKIT BY REGULA TUNING

Audi presents the R8 in September 2006, the first mid-engined sports car, which is approved as a production vehicle for the road. With the mounting position of the engine in the all-aluminum body a weight distribution of 44 to 56 percent between the front and rear axle shall be achieved. The prototype, from which the name R8 originates and with which Audi won at Le Mans five times, and the production car are however worlds apart.

Exactly this R8 Coupé, an already quite polarizing sports car of superlatives, has been subjected to an almost miraculous metamorphosis by the firm REGULA Tuning from Schwerte. A made of aramid (aromatic polyamide) body kit brings the R8 even closer to the perfect race machine with road approval. As with all products from the pen of REGULA tuning, unlimited robustness and absolute accuracy have the first priority. The use of raw materials with only the highest quality and permanent quality controls ensure the high standard of product flexibility with also an extremely smooth surface, which in turn helps to reduce the painting costs.

Due to the TÜV-certified quality management system, all REGULA-Tuning mounting parts have the TÜV-technical report and can therefore easily be registered with each examiner. The body kit costs 7,698 euros and is available for the presented here V10 version, as well as for the models V8 Spyder (from May 2010) and Coupé. The central air inlet and the two lateral "fellows" under the headlights look as if they want to absorb everything that faces them in their way...

But getting back to the feast for the eyes. Also, the wheel and tire combination could not be better chosen: 20 inch Oxigin wheels model Oxrock with a width of 8.5 inches at the front and 11 inches at the rear and tires of adequate size in the dimensions of 235/30 R20 at the front and 295/25 R20 at the rear.

The Audi R8 V10 has already significant 525 hp as the series performance. REGULA Tuning is now offering a chiptuning for 1.398 €, then there would be available a performance of 560 hp.



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First Drive of Seventh Generation Corvette Prototype

When fans fire up their PlayStation3 (PS3™) systems today they'll have a chance to become part of Corvette history. Chevrolet and Sony Computer Entertainment America, LLC (SCEA) are giving gamers a first-of-its-kind driving experience by offering a camouflaged Corvette C7 Test Prototype as a vehicle download in the critically acclaimed PS3™ racing game Gran Turismo5.

Chevrolet and Polyphony Digital Inc., the developers of the award-winning Gran Turismo® franchise, collaborated to provide an authentic driving experience in a seventh generation Corvette prototype currently available to only a handful of people in the world.

During the creation of the virtual Corvette prototype, careful attention was paid to the tiniest details from the creases and wrinkles in the soft camouflage used to disguise the new design to specific driving characteristics that are currently being tuned and refined ahead of the vehicle's official debut in January.

"Until now, only the most skilled drivers on the Corvette team have been authorized to push the test prototypes to the limits on some of the most challenging track surfaces in the world," said Chris Perry, vice president of Chevrolet Global Marketing. "Through this unique collaboration with Gran Turismo, Chevrolet is able, for the first time, to give performance car enthusiasts access to such an exclusive driving experience."

All six previous generations of the Corvette have been available to players of the Gran Turismo series since the game's inception and the Chevrolet nameplate remains one of the most popular vehicles to race. The camouflaged Corvette C7 Test Prototype is immediately available for download through the PlayStation® Store from

your PlayStation®3 at no additional cost and can be driven on some of the world's renowned race tracks, including Daytona International Speedway and the infamous Nurburgring – one of the track surfaces used in testing to evaluate the new Corvette's driving dynamics.

"Gran Turismo has had many firsts and we're excited to partner with Chevrolet for yet another – bringing the first-ever Chevrolet prototype vehicle into a racing game," said Kazunori Yamauchi, President of Polyphony Digital Inc. "As car enthusiasts, we're thrilled to give fans this extraordinary level of access to the seventh generation Corvette that otherwise would not be possible."

The Gran Turismo series has sold more than 67 million games since its inception and remains the highest-selling PlayStation-exclusive franchise of all time.

The 2014 Chevrolet Corvette is expected to be the most powerful and the quickest standard Corvette ever, with preliminary output of 450 horsepower and 610 Nm of torque and estimated 0 to 60 mph (0 to 97 km/h) performance of less than four seconds. The 2014 Corvette will come to the Middle East in late 2013.





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The ultimate open-air experience

Automobili Lamborghini presents the new Lamborghini Aventador LP 700-4 Roadster



Automobili Lamborghini presents the new Lamborghini Aventador LP700-4 Roadster, the most exciting series production Lamborghini ever built and the new benchmark in the world of open-top luxury super sports cars.

On the heels of the successful coupé introduced in Summer 2011, and with over 1,300 units already delivered to customers, the House of the Raging Bull is now offering the convertible version of the Aventador, a vehicle that perfectly balances the ultimate driving experience with the ultimate in sports car sophistication.

The new Lamborghini Aventador LP 700-4 Roadster can immediately be recognized by the unique profile of its upper area, which extends along newly designed geometric lines from the removable roof to the engine hood.

The Roadster's design is the result of a careful study into the best way of combining performance, elegant style, ease of use and a driving experience that excites all five senses.

The two-piece roof is made entirely from carbon fiber using various technologies such as RTM and Forged Composite®. These technologies guarantee maximum aesthetic performance and stiffness although each component is extremely light, weighing less than 6 kg. These two parts are removable, easy to handle, and being lightweight and simple to attach, can be stored in the front luggage compartment. In just a few seconds the Aventador LP 700-4 Roadster can be admired in all its luxurious beauty.

The rear pillar has been redesigned to offer total support for the removable roof, accommodate an automatic protection system for passengers, and provide the engine compartment with ample ventilation.

Right at first glance, it's noticeable that the engine hood on the Roadster differs from the hood on the coupé because of its central "spinal column" with two pairs of hexagonal windows connected at the sides as if they were hyper-tech armor plates. Their purpose is to cool the engine, drain off rain water properly and, of course, allow the beauty of the V12 power unit to be admired.

The driver of the Aventador Roadster and his passenger can decide for themselves how intensely they would like to enjoy the driving experience. The powered rear windshield not only influences the flow of air in the vehicle, but also controls the experience of the sound from the twelve-cylinder engine. The wind deflector, on the other hand, delivers almost complete calm inside the car, even at high speed. It rests on the front windshield frame and can likewise be stored in the luggage compartment when not in use.

The Aventador Roadster is also equipped with door glasses with chamfered edges, which always ensure a perfect fit into the hard-top seal, and underline the sharp side profile of the car.

The body of the new Lamborghini Aventador LP 700-4 Roadster sports a two-tone finish, as the windshield pillar, the two roof sections and the rear window area up to the "fins" are painted in gloss black. The visual effect is that of a completely open vehicle with sleek lines combining perfectly balanced sportiness and elegance.

The range of colors available for the Roadster has been supplemented with a very light, metallic blue color, Azzuro Thetis, whose tone varies with the angle of the light. This color recalls the shade of the extraordinarily beautiful 1968 Miura Roadster, and both highlights and reinforces the lines of the vehicle by adding strength and dynamism.

Even the interior has a new look. The use of leather called Sabbia Nefertem highlights the superb hand-made craftsmanship of the upholstery from Sant'Agata Bolognese and is a perfect match for the exterior in Azzuro Thetis. Finally, the new Aventador LP 700-4 Roadster also features new Dione 20"/21" rims with a daring, aggressive look. Crafted in light forged aluminum, they lower the weight of the vehicle by 10 Kg as compared with the standard set of rims.

In short, the Lamborghini Aventador LP 700-4 is an exceptional vehicle for its design, with its build concept based on a carbon fiber monocoque and superior dynamic behavior resulting from advanced technological solutions: the Roadster goes even further by adding a dimension of extraordinary exhilaration and excitement that only a blue sky filled with the music of a Lamborghini 12-cylinder engine can provide.

The new Lamborghini Aventador LP 700-4 Roadster is a dream that can be realized and ordered at any Lamborghini dealer in the world for the approximately price of 300,000 euro, excluding taxes.

ALL NEW MINI JOHN COOPER WORKS COUNTRYMAN WITH AUTOMATIC GEARBOX UNVEILED IN THE UAE

New automatic gearbox available as an option on all John Cooper Works models



The MINI John Cooper Works Countryman, the most powerful MINI in the current portfolio line-up, was officially unveiled to customers and media in the UAE.

MINI, together with its official UAE importers, Abu Dhabi Motors and AGMC, presented the latest addition to its sporting sub-brand, John Cooper Works, during a series of action packed drive events at the Yas Marina Circuit and Dubai Autodrome. The MINI John Cooper Works drive events will also take place in other countries in the Middle East and are proudly supported by Virgin Megastore MENA while Goodyear represents the exclusive tire brand on all MINI John Cooper Works models that will be driven during the events.

More than 200 guests participated in the customer and media events in the UAE, in which MINI Driver Instructors guided participants through the wide range of driving options available on MINI's exclusive, sporty sub-brand John Cooper Works, including the new MINI John Cooper Works Countryman, through a series of dynamic driving activities.

Participants also enjoyed taxi drives in the new MINI John Cooper Works GP, the fastest MINI ever built. The limited edition model boasts an extensively modified four-cylinder turbocharged engine developing 160 kW/218 hp, adjustable coilover suspension, an ultra-powerful sports braking system, the DSC stability control system with GP race mode. These, along with model-specific alloy wheels and sports tyres, all ensure superb handling and provided a whole new level of driving fun for the guests. Only 2,000 units of the new MINI John Cooper Works GP have been produced worldwide, a limited number of 20 which are available for purchase from MINI importers across the Middle East.

Available from January 2013 onwards, the MINI John Cooper Works Countryman will be available and feature an optional automatic gearbox. Speeding into the fast lane with a 218 hp engine which is channelled through an all-wheel drive system, passengers are guaranteed to get the ride of their lives whether they are travelling on smooth road surfaces or rough terrain.

Having arrived in the region last month, the optional automatic gearbox is also available on the following MINI John Cooper Works models: Hatch, Cabrio, Clubman, Coupé and Roadster. Linked up as standard with a six-speed manual gearbox tuned to suit its high performance characteristics, the new engine on the MINI John Cooper Works models can be ordered as an option with a six-speed automatic gearbox with Steptronic function. Owners who opt to go the automatic route still have the ability to shift gears manually by using the selector or shift paddles located on the steering wheel.

These sporty models are ferocious which have been bred for the race track and adapted for the roads. The MINI John Cooper Works collection plays homage to its pioneering British Racing Driver founder John Newton Cooper, who turned his attention to transforming the original Mini into a performance machine back in the 1960's.

All six MINI John Cooper Works models combine their stand-out sporting potential with unmistakable looks and special equipment features which accentuate the feeling of a race car – both inside and out. The John Cooper Works aerodynamic kit also comes as standard and optimises not only the air flow over and around the cars, but also the visual impact.

Commenting on the arrival of the MINI John Cooper Works Countryman and new automatic gearbox across the full line-up, Sarah Klippert, MINI Manager, BMW Group Middle East, said: "Currently, the MINI Countryman is the best-selling MINI model in the Middle East, so the new edition of the MINI John Cooper Works Countryman coupled with the new automatic gearbox is an exciting addition to the MINI portfolio.

"The UAE is the biggest-selling Middle East market for MINI sales with customers having a preference for high-end Cooper S engines. We are therefore confident that the new John Cooper Works engine, in combination with the automatic gearbox, will contribute significantly to our sales. It will also attract a whole new target audience to MINI's John Cooper Works sub-brand as Middle East customers tend to opt for cars with automatic gearboxes."





McLAREN GT CONFIRMS PRODUCTION PLANS FOR LIMITED RUN 12C GT CAN-AM EDITION

Following the successful premiere of the one-off design study at the Pebble Beach Concours d'Elegance earlier this summer, at an exclusive event ahead of the 2012 United States Grand Prix at the Circuit of the Americas, McLaren GT has confirmed plans for a limited production run of the track-focused 12C GT Can-Am Edition.

The limited edition track-special pays tribute to Bruce McLaren and Denny Hulme who successfully raced a series of McLaren models in the Can-Am series, claiming a string of championships between them for Bruce McLaren Racing.

McLaren GT, the race car manufacturing arm of the McLaren Group, will produce no more than 30 examples of the 12C GT Can-Am Edition. Billed as the 'ultimate track car', these will not be subject to the usual racing regulations of the successful 12C GT3 racer on which it is based. Each will be fitted with an unrestricted version of the familiar 3.8-litre twin-turbo V8 engine with a unique engine calibration, and optimised cooling system to increase the power output of up to 630hp, making the 12C GT Can-Am Edition the most powerful 12C produced to date.

The dramatic appearance of the 12C GT Can-Am Edition is dominated by the large carbon fibre rear wing. This forms part of a unique high downforce aerodynamic package which has been honed by McLaren Racing using Formula 1 technology and simulation, and offers an increase in downforce by 30 per cent. Further carbon fibre components enhance the styling of the track car, further differentiating it from the GT3 racing version. These include door mirror mounts and covers, engine cover vents, side radiator intake vanes, sill covers and badges.

Completing the exterior look, the 12C GT Can-Am Edition sits on black satin-finished forged lightweight racing alloy wheels, shod with Pirelli racing tyres.

Sharing the same carbon fibre MonoCell chassis as the groundbreaking 12C and 12C Spider, the 12C GT Can-Am Edition is also fitted with a full FIA-approved race-specification rollcage. Inside the cockpit are two black race seats, complete with full six-point harnesses, and a unique McLaren GT steering wheel carried over from the 12C GT3 race car. The shape and grip of the steering wheel is derived from the McLaren MP4-24 Formula 1 car. An integrated motorsport air conditioning system is incorporated into the bespoke lightweight carbon fibre dashboard adding a touch of racer comfort.

Buyers of the 12C GT Can-Am Edition will also be able to benefit from bespoke support packages from McLaren GT.

Andrew Kirkaldy, Managing Director of McLaren GT explained: 'The 12C Can-Am Edition concept shown at Pebble Beach earlier this year was purely that, a one-off design study. However, the reaction and response following the unveil was remarkable. It is a real testament to the performance and results of the McLaren GT customer teams this year, still only in the debut competitive season, that there is such a strong demand for this type of track-day special.'

Kirkaldy continued: 'The Can-Am name holds significant historical provenance for the McLaren brand, and those early racing cars of Bruce McLaren and Denny Hulme were truly incredible machines. To be able to produce this unshackled limited edition version of the 12C, I think is a fantastic way to resurrect a glorious chapter in the company's past.'

The 12C GT Can-Am Edition will be strictly limited to a production run of no more than 30 cars, costing £375,000. Each will be built at the new home of McLaren GT in Woking, with production commencing from March 2013.

SALEEN ANNOUNCES THE 351 MUSTANG



Hot on the heels of Steve Saleen regaining his namesake brand comes the first model announcement since the news was released. Making his announcement at the Los Angeles Auto Show, the well known man of Mustangs announced the Saleen 351 Mustang.

"Since regaining the Saleen brand, I really want to bring it all together with the heritage that Saleen is known for," said Steve Saleen. "With the current Saleen [302] Mustang model it provides all the right features to bring back and update the S351 model."

After nearly 13 years since a Saleen production vehicle has been powered by a 351 c.i.d. powerplant, this new model debut has an exciting list of technological and design offerings under the Saleen 351 model name.

Power

The most notable component in the 351 is the Saleen engineered 351 cubic inch V8 engine which will produce 700 hp and 655 ft-lb of torque when paired with the Saleen 296 supercharger system.

"Everything about this project has been mindful of the goal to create the most potent Mustang on the market," said Al Wagner, V.P. of Engineering. "I think we have certainly pushed the bar in the production Mustang segment with our 351 offering. Once the project came together I couldn't help but thinking; if the 302 Mustang is using a coyote engine, the 351 is definitely the gray wolf of the class."

Transferring all of that power requires the use of some specialized equipment as well. The Saleen 351 will utilize a 6-speed transmission equipped with a high performance Saleen clutch system, and a 3.73:1 final drive ratio to ensure that the power will be where its most required, on the ground.

Brakes, Wheels and Tires

Working in conjunction to the wheel, tire, and Saleen S4 suspension are the Saleen 15" brake package which are a well-placed component of this 700 hp Saleen vehicle. "A multi-piston brake caliper setup is critical to a high performance vehicle of this caliber," added Wagner. "The amount of power that this vehicle can deliver is astounding and needed to have a well composed counterpart allowing it comparable stopping power."

Rounding out the performance system on the 351 are the Saleen 5-spoke alloy wheels wrapped with high performance tires. Setup in a staggered formation of 20x9 front and 20x10 rear, the slalom performance times and cornering capabilities are set to be on-par with levels approaching those of pure bred racecars.

Design

Building on the design elements from the Saleen 302 Mustang, the 351 will feature the Red Butterfly Center Ram Air Induction system which has become a signature of the Saleen brand. A truly functional system, the Red Butterfly hood allows cold air to intake through the butterfly scoop design as they open-up under throttle. Once the air passes through the butterfly openings it is directed through the engine compartment to the 351's powerplant where it becomes a tributary to the air intake system. Additional design components include full carbon fiber front and side splitters, as well as a carbon fiber rear diffuser which houses the F-1 style tail lamp. A complete treatment of Saleen 351 badging and graphics will also be included to complement any one of the standard or custom Saleen paint schemes available on all Saleen vehicles.

Saleen – Born of Racing

Steve Saleen's high-performance history delves beyond the first Saleen Mustangs that went on sale in 1984. As a race car driver, Steve launched his racing career in 1969, where he competed in his first time trial. He then proceeded to win the first race he entered in 1970, and then moved to a professional racing career from the 1970's through the 1980's and 1990's ranging from the Formula Super Vee, to the Formula Atlantic, and later to sports cars, truck and Indy car series. Based on his racing and manufacturing successes, Steve catapulted the company to new heights by entering the luxury supercar niche in 2000 with the Saleen S7, at the famous Pebble Beach Concours de Elegance in Monterey, California. By the following year in 2001, the race version was introduced – the S7R, and was quick to dominate racetracks around the world, including a Win at the 24 Hours of Le Mans in 2010.

Saleen – The Specialty Vehicle Manufacturer

As a Specialty Vehicle Manufacturer since 1984, Saleen offers a range of White, Yellow, and Black Label high-performance vehicles: The Saleen 302 & 351 Mustang, Saleen 570 & 570X Challenger, and Saleen 620 and 620X Camaro. Everything at Saleen is literally built from the ground-up, by skillful hands. The Saleen staff consists of a wide range of designers, R&D engineers and production team members that works together pushing the envelope of development, manufacturing, and certification of high-performance specialty vehicles.

Aston Martin opens state of the art luxury showroom in heart of Dubai as part of brand relaunch in the UAE



Aston Martin, the exclusive luxury car marquee, has launched its new state of the art showroom in Downtown Dubai, near the Burj Khalifa, on December 6th 2012. The opening of the new showroom comes as Aston Martin relaunches itself in Dubai to better serve customers that appreciate exclusivity, luxury and uncompromising performance. The event was attended by Aston Martin's CEO Dr. Ulrich Bez, with his presence seen as indicative of the UAE's importance as a market for the luxury car marquee.

The new showroom sees Aston Martin move to a luxury location in Downtown Dubai in a bid to differentiate itself from other car brands. With a dedicated sales team and exclusive models available, the new Aston Martin showroom is unlike a standard car dealership, and has been situated carefully to best reflect Aston Martin's luxury attributes and brand values.

"Our luxury showroom is situated opposite Dubai Mall and the Burj Khalifa, on the prominent Emaar Boulevard. It is a testament to the investment Aston Martin is making in serving current and future customers. We already have a dedicated sales team in place ready to meet our customers' deservedly high expectations. Not only do we promise the newest Aston Martin models in our showroom, but also the extremely high level of after-sales service that the Aston Martin brand calls for," said Tim Trenker, GM of Aston Martin, UAE.

Aston Martin has enjoyed market prominence globally and in Middle East even during periods of economic downturn. In 2011, global sales touched 4,200 units. The brand is now refocusing its attention on the UAE, investing in high-end shop floor space as well as a state of the art service center.

"Our Dubai showroom will be the first in the world to offer the new Vanquish, which shows how important the UAE is to us. The newest DB9, Vantage and Rapide models will of course be available as well," said Trenker.

The Vanquish is one of Aston Martin's flagship cars. Otherwise known as the AM 310, is powered by a 6.0 litre, V12 engine. The car pumps out 565 bhp, and offers a ride that fuses true luxury with untrammelled excitement. With a carbon fiber shell and a top speed of 182 km/hr, the Vanquish hits 62 mph from zero in 4.1 seconds.

"Aston Martin is delighted to open in a prominent new space in Dubai, a city that is a hub for business, commerce and leisure, and a gateway to the Middle East. We are committed to Dubai and the UAE in the long term, and are investing substantially to ensure we have the right location and the right staff to satisfy and delight our discerning customers," said Dr. Ulrich Bez. "I am confident that Aston Martin will do very well in the UAE, which is a growing market for luxury cars."

Aston Martin and Tim Trenker are expecting UAE sales to pick up further in 2013. "While the UAE is a competitive market with entrenched brands, there is certainly room for Aston Martin to attract customers due to its unique value proposition," concluded Trenker.

Harley-Davidson marks and celebrates 110 years of Fuelling Dreams in Dubai



Harley-Davidson Middle East and North Africa (MENA), a subsidiary of the iconic motorcycle brand Harley-Davidson Europe, Middle East and Africa, have held its 110 years celebration on the 26th of November 2012 in Dubai, UAE. The event took place at Al Badia Golf Club Intercontinental Dubai Festival City, and hosted over 200 guests and Harley-Davidson dealers from across the MENA region.

Apart from celebrating Harley-Davidson's 110 years of "Fuelling Dreams", the event showcased the latest 2013 motorcycles and the new Harley-Davidson line of motor clothing collection via a unique show.

Highlights included the introduction of the new CVO Breakout softail bike, the launch of three new colours in the Hard Candy Custom range that are expected to revolutionize bike paint, a design refresh for the Street Bob, and the introduction of two limited editions for the Sportster 1200C.

"This is a momentous occasion for Harley-Davidson, and for thousands of Harley enthusiasts in MENA and around the world. Harley-Davidson motorcycles have been and will always be fuelling dreams; offering freedom, joy, adventure to its community. In this 110 years celebration we are delighted and happy to keep on growing and offering our very large community of friends from across the region with what's needed to keep the drive and fun" said Elsa Abi Nader, Regional Marketing Manager - Harley Davidson MENA.

"Our customers are our biggest groups of friends in the world, and it is only fitting that we involve them in a celebration of the Harley-Davidson legacy spanning over a century. It's a chance to share our friendship, show our appreciation, and create a spirit of genuine camaraderie and community," said Paul De Jongh, Area Manager, Harley Davidson MENA.

2013 Lexus GS

Performance worth an encore



Excellence in performance, comfort, luxury and styling have come together seamlessly in the 2013 Lexus GS to provide exhilaration like never before.

Exhilaration isn't formulated in a computer lab. It's realised behind the wheel, over the course of many miles - over a million miles in the case of the GS. By widening the track by almost two inches and increasing the body rigidity by 14% through additional optimally placed spot- and laser-weld points, the result is a Lexus you have to experience to believe.

The new model delivers sophisticated refinement and leading edge innovation that has set the benchmark for all future performance luxury sedans. It exudes a highly engaging and pleasurable drive that does not compare with any of its predecessors, whether on the race track or through the city.

The Lexus GS is built to reflect the Lexus philosophy. The combination is one of world-class luxury, evocative design and highly innovative technology. This car continues to challenge the dynamics of the existing mid-size luxury automotive segment. It connects its driver on an emotional level through an outstanding driving feel.

The GS was engineered for responsive power and superior handling. Be it the GS 250, the GS350, the performance-tuned F SPORT, or the GS 450h F SPORT hybrid, Lexus GS is the result of the pursuit of perfection.

"Even at high speeds there's the feeling you can do no wrong in this car," is how Yoshihiko Kanamori, GS Chief Engineer describes the car.

This 4th generation GS provides accurate steering and excellent control when cornering, together with high-speed stability and the ultimate in ride comfort. Designers of the GS were inspired by the Lexus LFA supercar to create a high-performance, driver-focused vehicle with precision and purpose.

Al-Futtaim Motors offers Lexus GS in 2.5L and 3.5L engine variants as well as the GS 450h that incorporates the advanced Lexus Hybrid Drive. The V6 2.5L vehicle offers an output of 207hp, the 3.5L V6 GS delivers 312hp and the F SPORT hybrid delivers a total system output of 340hp.

The hybrid model is powered by a newly developed 3.5-liter V6 Atkinson cycle petrol engine with a two-motor hybrid system that makes it a front engine rear-wheel drive vehicle.

All models include the Dynamic Integrated Management feature which provides the experience of fun and safety through the sophisticated, integrated control of dynamic components of the vehicle. The car's 6 speed super intelligent automatic transmission draws out maximum performance and its adoption of paddle shifters, M-mode as well as D range sport helps to further enhance driving experience.

The GS is a product of numerous enhancements. The GS is equipped with leading edge technologies such as LDH (Lexus Dynamic Handling System) and powerful brakes thus allowing its driver to experience a sporty driving feel.

With the GS, steering is quick and responsive. It is balanced and poised, even under dramatic circumstances and moves with a confidence that earns the moniker "sport sedan".

Brand new features were introduced in the new model. A drive mode selector on the centre of the console enables drivers to choose between Eco, Normal, Sports S and Sports S+ Modes, optimising either the car's environmental efficiency or dynamic capabilities. In Eco mode, the engine output and gear selection are automatically adjusted to optimise fuel efficiency in various driving conditions.

If the driver is in a dynamic mood, selecting Sports S/Sports S+ Modes immediately retunes powertrain and handling characteristics for sports driving. Sports S Mode revises throttle mapping and transmission shifting priorities to harness the sports capabilities of the powertrain. Sports S+ Mode, available on GS models equipped with AVS (Adaptive Variable Suspension System) further enhances handling characteristics.

The hybrid F Sport Package offers Auto Levelling headlamps with AFS & AHB, Lane Change Assist with Blind Spot Monitor and Radar Cruise Control with Pre-crash Safety System. Inside you find comfort in the 16-way Powered Front Seats, Paddle Shift Switches, advanced Second Generation Remote Touch that helps navigate on the world's largest 12.3" screen, Mark Levinson Premium Surround Sound System, 17 Speakers, and Lexus HDD Navigation System.

GS 450h also has a 4 Wheel Active Electronic Power Steering with Power, Tilt and Telescopic Steering Column and VGRS and VDIM (Vehicle Dynamics Integrated Management) for better on-road feedback. All of these features come together to make the GS 450h hybrid a powerful and exhilarating car on road.

GS quietness is a trademark due to the car's very aerodynamic shape and small fins on the body and undercarriage to manage airflow. Even the firmer F SPORT suspension is comfortable for daily as well as high speed settings.

Through the numerous features on offer in the Lexus GS, a whole new level of driving dynamics has come into play. From this car forward, driving will never be the same.



The future promises even greater agility

The BMW i3 Concept Coupe

The world premiere of the BMW i3 Concept Coupe sees the BMW Group unveil a particularly nimble and emotive version of its concept for sustainable premium-class motoring with zero local emissions. The study presented at the 2012 Los Angeles Auto Show has been brought out in parallel to the ongoing development process for getting the first ever all-electric model from the BMW i brand ready for series production, and demonstrates the potential for conceivably extending the model range. The state-of-the-art, clean-cut and open design showcased by the BMW i3 Concept Coupe represents a pioneering form of urban mobility that makes sustainability awareness an intrinsic part of the premium profile. Beyond this, the three-door model employs the design idiom that has been created especially for the BMW i cars to convey an undeniable sense of dynamism and driving pleasure.

The carbon-fibre body's visual impact is largely shaped by the gracefully flowing coupe roof line and the fresh interpretation of the BMW i "stream flow" design that can be seen in the side window styling, and gives an instant impression of lightness, transparency and streamlined aerodynamic qualities.

On the inside, the sense of spaciousness typical of the BMW i brand is combined with an exclusive lounge-style ambience in the two individual rear seats. The BMW i3 Concept Coupe furthermore assumes the title of the world's first fully networked electric vehicle. Thanks to the inclusion of innovative BMW ConnectedDrive functions that have been devised by BMW i for use in production vehicles, operation of the navigation system as well as the information transfer between the vehicle, the outside world and the driver's smartphone has been geared towards the specific requirements of e-mobility.

The BMW i3 Concept Coupe sharply focuses the spotlight on the dynamic performance that can be achieved with the purely electric version of the BMW eDrive technology. Like the BMW i3 Concept, the Coupe is also propelled by an electric motor developed by the BMW Group, which develops a maximum output of 125 kW/170 hp and peak torque of 250 Newton metres (184 lb-ft), and channels its instantaneous power delivery to the rear wheels via a single-speed transmission. The electric motor draws its energy from the lithium-ion storage cells under the floor. Positioning the battery units here has the effect of lowering the centre of gravity considerably, which further adds to the vehicle's sensationally agile handling.

The LifeDrive concept for the BMW i vehicle architecture is instrumental in enabling a brand new vehicle character to be married so harmoniously with BMW eDrive, a technology that is already nearing production standard. The horizontally split construction consisting of two self-contained elements intrinsically focuses on the technical requirements of the electric drive train, and helps to produce a design concept, sense of spaciousness and driving experience that are unique to BMW i cars.

The passenger cell forms the core of the Life module, which is built from carbon fibre-reinforced plastic (CFRP). BMW i is scaling new heights for automotive engineering by making such extensive use of this high-tech material. Because it is extremely light yet very strong too, CFRP opens up tremendous scope for design and therefore has all the right credentials for translating the inimitable and unmistakable BMW i design idiom into a wide array of variants. On the BMW i3 Concept Coupé, the drive system, chassis and energy storage unit, along with the structural and crash functions, are once again incorporated into the Drive module that is made chiefly of aluminium.

Measuring 3,964 millimetres in length, 1,768 wide and 1,555 high, the BMW i3 Concept Coupe can be noted for its highly individual proportions. When compared directly to the BMW i3 Concept, the new study has a broader, lower-slung look that serves to highlight its agile nature at first glance. The wheelbase, on the other hand, is unchanged from that of the standard BMW i3 at 2,570 millimetres.



Body design: LifeDrive architecture sporting new look and colour scheme.

Transferring the design idiom developed specifically for BMW i cars to a coupe concept has resulted in a body whose styling smacks of fun at the wheel while still plainly signalling sustainable mobility. The BMW i3 Concept Coupe's looks let the brand values of efficiency, lightness, safety and premium quality clearly shine through, along with the study's distinctly dynamic bias. The exterior surfaces and colour scheme are structured in such a way as to visualise the basic construction defined by the LifeDrive architecture. The principle of overlapping levels known as "layering" serves to symbolise the harmonious interaction between the striking construction and design elements of the Life and Drive modules, as well as providing the basis for a transparency in the vehicle design that reinforces the concept's sustainability. For instance, the structure of the carbon-fibre material employed in the Life module can be clearly seen in the entrance area and the roof pillars when the door is opened. It is here, as the two-dimensional CFRP laminate typically used for load-bearing elements comes into view, that the material's composition becomes particularly apparent.

Innovative coupe lines spell pure driving pleasure.

A steeply raked windscreen that extends a long way forward and a roof line that descends gently into the vehicle's tail are the defining features of the BMW i3 Concept Coupe silhouette. The long doors with frameless windows also have a typical coupe feel to them. The specific way in which a CFRP passenger cell is constructed means there is no need for a B-pillar. Not only does this facilitate access to the rear seats, it gives extra impact to the dynamic flow of lines visible in the window styling.

The BMW i3 Concept Coupe includes a fresh interpretation of the brand's hallmark "stream flow" design for the side window contours between the doors and the C-pillars. As a result of the enclosed body concept around the doors and the rear sidewalls, the ratio between the body's basic structure and the window area is clearly marked by the shoulder line. The latest version of the window outline tapers sharply towards the rear, once again putting clear emphasis on the vehicle's excellent aerodynamic properties. The upper and lower edges are spaced particularly far apart on the BMW i3 Concept Coupe, producing an enlarged window area at the rear. This means that, in contrast to conventional coupes, passengers in the rear compartment are able to enjoy a remarkable sense of spaciousness and feel far more involved in the driving experience.



The highly distinctive and dynamic view of the BMW i3 Concept Coupe in profile is completed by the gently rising swage line on a level with the door openers, as well as a striking character line that produces an intriguing interplay between light and shade just above the side sills. The exterior mirrors also sport a design that's specific to this model, with black mirror bases and caps in Solar Orange metallic that pick up on the body's overall colour scheme. 20-inch light-alloy wheels in double-spoke design further intensify the car's sporting aura. As is customary for BMW i models, they are shod with comparatively narrow, reduced rolling-resistance tyres measuring 155/60 R20 at the front and 175/55 R20 at the rear.

All in all, the even more purist interpretation of the design idiom compared to the BMW i3 Concept, coupled with the more horizontal focus of the exterior's styling, highlights the car's enhanced aerodynamic properties. The BMW i3 Concept Coupe therefore epitomises the future of urban mobility, at the same time as instilling it with a distinct sense of sportiness and emotional appeal.

Interior: inviting, spacious, clear-cut and inspiring.

Individual styling and material selection ensure that the brand's trademark principles of sustainability, lightness and transparency are applied to genuine effect in the interior design of BMW i models, too. The interior of the BMW i3 Concept Coupe illustrates how the cockpit design has evolved as it is readied for series production, while at the same time creating an individual ambience that fits in with the concept of a sporty three-door car. The layering structure employed for the exterior once again underpins the arrangement of the function elements and controls, while a mixture of leather, wood, wool and other renewable raw materials ensures that the car's premium characteristics, including the new aspect of sustainability, can be both plainly seen and felt.

The freestanding steering column's two-part design with its light and graceful feel is further accentuated by the colour scheme. All supporting elements are finished in a light grey colour, whereas the steering wheel's outer grip areas and all controls are coloured black. Besides the display that acts as the instrument cluster and the control stalks for the direction indicators and windscreen wipers, the steering column is also home to the electronic gearshift lever and the Start-Stop button.

Above the steering column and behind the instrument cluster, there is a horizontally mounted wooden panel that spans the full width of the interior in a dynamic sweep. Sourced from certified sustainably managed European forests and treated using natural materials, the light eucalyptus wood adds a real touch of class, and is made all the more noticeable by the contrast with the black, three dimensionally shaped controls. The control panels on either side of the steering column are bordered by brushed aluminium accent strips. The sweeping design of the eucalyptus wood panel is echoed by the contour of the armrests in the doors, meaning that the driver and front passenger are encircled by a series of harmoniously styled surfaces.



Falken launches WildPeak A/T Tires in UAE



Autostar Trading, part of the Albatha Group is the exclusive distributor of Falken Tire, a leader in high performance tires for cars and trucks, launched its new range of 'WildPeak All Terrain' tires in the UAE. The company has reinvigorated the all-performance sport utility and light truck tire market with the launch of the new all-terrain, all season, all-purpose WildPeak A/T.

With an aggressive stance for maximum traction, the WildPeak A/T stands out from the crowd, featuring a symmetric five-rib pattern and rigid block designs allowing for exceptional on-road response and optimized off-road handling. This tire is coupled with two stiff, extra wide steel belts for safety.

"We are delighted to launch WildPeak A/T in UAE as it features the latest in Falken's engineering and technology, making it the tire that provides the ultimate driving experience. With a pleasant weather in the UAE more and more people are venturing into the desert. WildPeak Tires are specially designed for this kind of a terrain and we are confident that the off-road enthusiasts will definitely appreciate the grip and the overall performance of the tires. The demand for Falken Tires has grown over the years and Falken is well positioned to meet our customers' requirements when they wish to replace their tires," said Hassan M. Rashid, Manager, Autostar Trading.

A key feature of the new WildPeak A/T is the availability of sizes for the expansive sport utility and light truck market. The tire is offered in today's most popular original equipment sizes with choices of 15 to 18 inch wheel diameters and many plus-sized applications. In addition, four wide aggressive multi-angled grooves allow for maximum water and mud evacuation, while aggressive biting block edges provide unparalleled traction and control.

"Falken Tire is dedicated to maximizing the value and longevity of our tires to benefit our customers. Our technology enables us to expand the capabilities of our products and we are able to thereby pass on these benefits to our customer" added Hassan.

"Falken brings its extensive performance advantage to the established light truck/SUV tire market through WildPeak A/T. This is the perfect all-purpose tire, capable of tackling anything in its way. We are confident that benefits of this tire will quickly make it a popular choice among consumers. With a durable, rubber compound, the WildPeak A/T will provide its owners with a long tire life and a smooth ride, exceeding all driving expectations," concluded Hassan.

Now, almost three decades later, Falken has become a well-known, stand-alone brand that focuses on UHP (Ultra High Performance) products while utilizing professional motorsports to further develop and improve products for worldwide distribution.

Bridgestone wins the Italian E.ON Energia Award 2012

Bridgestone's Technical Center Europe (TCE), based in Rome, has won the special Italian "E.ON Energia Award" for distinguishing itself in energy efficiency during 2012. The award was received by Gianni Lampazzi, Director of Tire Development Operations on 29 November 2012 at the "Sette Green Awards" event held at the Triennale Design Museum in Milan.

Since 2010, in line with Bridgestone's policy of improving energy efficiency to reduce greenhouse gas emissions, the Technical Center Europe has implemented an energy management system for its production processes. This system improves process efficiency through the systematic planning of activities aimed at reducing consumption, in order to achieve precise energy efficiency targets. The system is currently certified by Lloyd's Register Quality Assurance according to international standard ISO 50001:2011, and the Center is one of the first Italian companies to have obtained this certification. To initiate the improvement programmes, the Center carried out an audit on the efficiency of the plants and began monitoring consumption in detail. Most of the efforts have been concentrated on reducing electricity and methane consumption without affecting productivity.

The initiative by the Technical Center Europe, the cornerstone of all research activities carried out by Bridgestone in Europe during the phases of tire design, material procurement, prototype production and advanced testing, is linked to the Group's long-term goal of achieving a 50% reduction in its CO2 emissions by 2050. To meet this target, the Japanese company has adapted its activities according to the forecasts of the Intergovernmental Panel on Climate Change (IPCC) and international scholars. Bridgestone has also set itself two medium-term targets for 2020: a 35% cut in total CO2 emissions, and a 25% improvement in the rolling resistance of its tires.

"This award represents a further recognition of Bridgestone's contribution to sustainable development and a healthy society. These are fundamental values for the Group, which are reflected in our support for CSR activities and in the development of our products", said Gianni Lampazzi, Director of Tire Development Operations at Bridgestone's Technical Center Europe.

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Kenda Tires Named Official Sponsor of the Houston Rockets

Kenda Tires has officially become a partner of the NBA team Houston Rockets for the 2012-2013 NBA season.

Under the terms of the agreement, Kenda Tires will receive corporate sponsor status including use of Houston Rockets' marketing rights, TV-visible branded signage, and hospitality.

"Partnering with The Houston Rockets allows Kenda to gain exposure not only in the United States, but Asia too," Jimmy Yang, president of Kenda Tires. "As a Taiwanese company who has been around for 50 years, we are very proud to associate ourselves with one of the strongest NBA brands in Asia. We look forward to working with the Houston Rockets to leverage the global basketball fans while we endeavor to reach our target consumers."



Over 325 million people watched Rockets game broadcasts worldwide during the 2011-12 NBA season across all networks. Over 30 different national and regional TV networks broadcasted Rockets home games in China. "We are very excited to enter into this partnership with Kenda Tires," said Rockets and Clutch City Sports & Entertainment CEO Tad Brown. "Kenda Tires is completely aligned with our organization's position as an international brand and we believe this partnership will enhance both companies."



Toyo Open Country A25 Selected as OE on 2013 Nissan Pathfinder

Toyo Tires® announces the ToyoOpen Country A25 has been selected as the original equipment tire on the 2013 Nissan Pathfinder. Considered the most innovative Pathfinder ever, this all-new 2013 design features a lightweight unibody construction coupled with a new Xtronic CVT transmission for a 30-percent improvement in fuel economy over the previous model year.

To help maximize comfort and all-season performance, the 2013 Pathfinder is equipped standard with 18-inch wheels and Toyo Open Country A25 tires (size 235/65R18). The design and construction elements of the Open Country A25 also contribute to the improved fuel economy of the 2013 Pathfinder.

The Toyo Open Country A25 is one of several original equipment tires manufactured by Toyo Tires for automotive and light truck vehicle manufacturers.

KENDA CELEBRATES 50TH AT SEMA

For many years, SEMA has been a great place for Kenda to display new product, increase brand awareness in the industry, and meet long time customers and friends from all over the world. The SEMA show (Specialty Equipment Market Association) is the largest of its kind in North America and Kenda has attended the show for over two decades. This year at SEMA, Kenda organized a gathering to celebrate its 50th anniversary. The Thursday happy hour was held at the outdoor pool in the Marriot Renaissance just outside the Las Vegas convention center. Kenda hosted over 150 customers, friends, and family to drinks, food, and an ongoing slideshow describing the history of Kenda's 50 years of existence. James Lo, Kenda's international Sales Manager said, "Kenda has a lot to be proud of and we're excited to have several of our valued partners and guests celebrate our 50th Anniversary in Las Vegas. While we're very proud of what we have done in the first 50 years, we're even more excited for what we will do in the next 50!"



"Not only was it great to see so many people show up to celebrate such an important milestone with Kenda, but it was also fantastic to see people from all over the world at this party. Not only did we have a large contingent of customers from the states attend, we had customers from Mexico, Costa Rica, Taiwan, China, Singapore, Brazil, Canada, and many other countries join us in celebration," said Bob Phoenix, VP of Automotive Sales in America. Kenda is represented in over 140 countries around the world and its brand has continually increased throughout the past 50 years. With an aggressive marketing and branding plan coupled with continued development of new innovative products, Kenda looks to break into the top 20 Tire Brands in the world in the very near future!


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DUBAI COMPANY SERVES AS GLOBAL ROLE MODEL

Inauguration of new facility at ZAFCO Head Office in JAFZA

In yet another demonstration of its belief in employee welfare and social responsibility, ZAFCO has inaugurated a new world class facility that is packed with employee benefits. The new office extension at its head office in JAFZA in Dubai boasts of a state-of-the-art auditorium for employee trainings and town-hall gatherings, a gymnasium as a part of the company's work-life balance activities, prayer rooms, multimedia library, and a large and comfortable pantry area.

The inauguration of the facility on 22nd November 2012 marked a new milestone in the company's journey of Growing Together with its business partners. Senior officials from JAFZA, DP World, Dubai Customs and several banks joined ZAFCO's staff in celebrating the event. They expressed their felicitations and said such initiatives should be recognized as an example of corporate social responsibility, for companies not just in the region but everywhere in the world to emulate.

The project took 18 months of detailed planning and careful execution and an investment of millions of dirhams, but the real driver behind this achievement are the enduring values of the company's leadership that have been in practice for over two decades, in Dubai and through its

branches, globally. Mr. Sebastian Thomas, Chief Operating Officer of the company, explained: ZAFCO has a culture of caring for its customers, employees and business partners. While this facility is the latest example of caring for our employees, a recent example of our customer focus is the introduction of innovative car service centers in Dubai under the brand ZDEGREE. ZDEGREE offers the unique and convenient service of online shopping for tires and mobile service vans that will fix the tires at your doorstep. In both cases, the underlying principle is the same: a passion to go beyond the norms in addressing the needs of our stakeholders.

The new 2 story facility has an exquisite interior look. It has an auditorium that has a seating capacity of 109 and has been equipped with theatre-quality, remote-controlled sound and visual system and IT room; separate prayer rooms for ladies and gents together with ablution facility; multimedia library; gymnasium for full body workout; 4 state-of-the-art conference rooms fitted with the latest audio-visual equipment aimed at increasing employee productivity; and 2 pantries with a total seating capacity of over 40.

Mr. Rishi Vig, Chief Finance Officer of ZAFCO, said: When we sit back and look at what ZAFCO offers to its employees, we can clearly see the company's commitment to employee welfare. This includes having in place a culture that values and rewards teamwork and ethical work practices, and employee benefits that include facilities like this, special leaves and other employee friendly policies.

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Well positioned wider grooves & slightly curved lateral grooves help in quicker dissipation of water thereby enhancing braking & stability on wet conditions
- 

Continuous 3 center ribs with optimal block distribution provide steering stability performance at a high speed
- 

Unordered and optimal pitch design provides exceptional driving comfort and also lower the noise

Performance Rating



To learn more about how well ZT1000 has done in IDIADA performance test, please visit www.zeetex.com

Dunlop Tires Selected for All-New 2014 Mazda6

Dunlop Tires has announced that Mazda's newly-redesigned 2014 Mazda6 sport sedan will be riding on Dunlop SP Sport 5000 tires when the vehicle goes on sale early next year.



According to Mazda, the 2014 Mazda6 was designed to be a game-changer in the mid-size vehicle segment. An adaptation of Mazda's TAKERI concept, the all-new Mazda6 incorporates the automaker's KODO "Soul of Motion" design language, featuring dynamic exterior styling with a strong presence and excellent aerodynamics, an upscale interior with premium materials, and an outstanding balance of ride comfort, stability and a fun-to-drive demeanor.

Adding to the stylish performance of the 2014 Mazda6 will be Dunlop's SP Sport 5000 tire—exclusive on the vehicle's 19-inch fitment in size P225/45R19.

"Mazda and Dunlop share a passion for style, quality, innovation and performance," said Garth Ely, Dunlop's director of brand marketing. "So, Mazda's choice of Dunlop tires for the all-new Mazda6 is great reflection of the character of the Dunlop brand."

The Dunlop SP Sport 5000 is a stylish, high-performance all-season tire which offers confident traction and a smooth, quiet ride. An asymmetrical tread pattern helps deliver superb dry and wet handling, while a high-performance tread compound provides enhanced grip and control in a range of driving conditions. Jointless Band Technology helps maintain the tire's shape, enabling smooth performance at highway speeds.

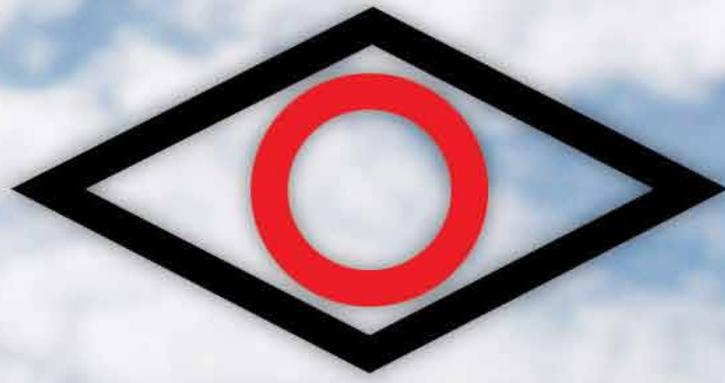
Apollo Tires launches 57 inch off-highway tire

Apollo Tires launched XTRAX 40.00-57, the largest tire produced in India, at the ongoing 11th International Mining and Machinery Exhibition (IMME) 2012 in Kolkata. Each of these tires weighs 3500 kg and has a total height of 11.7 feet.

Used for mining purposes in 240 tonne dumper trucks, each tire is manufactured using 1900 kg of rubber, 750 kg of carbon black, 350 kg of nylon fabric and 500 kg of other rubber chemicals. These tires are being cured at Apollo's Limda plant, in the western state of Gujarat, which has one of the biggest curing presses available in Southeast Asia.

International Mining and Machinery Exhibition (IMME) is India's largest trade fair dedicated to the mining industry, which is organized by Confederation of Indian Industries (CII).





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QUEBEC RESEARCH PROVES THAT WINTER TIRES SAVE LIVES



tire fact

Do not over load your vehicle. Overloading your vehicle may jeopardize its ability to operate safely. Check your owner manual for vehicle's maximum load.

Tire companies, driving experts and government agencies have been saying it for years, but now there is indisputable evidence that winter tires save lives and reduce serious injuries.

Research conducted by The Government of Quebec in the two years since winter tire use became mandatory in that province shows a five percent reduction in road-accident injuries that can be directly attributed to winter tire use. The study also found that vehicle accidents resulting in death or serious injury declined by three percent. The research concludes that winter tires prevent about 575 road-accident injuries per winter in Quebec.

Sounds like an easy decision to drive on winter tires from December through April, but according to the Rubber Association of Canada (RAC), only 51 percent of Canadian motorists use winter tires.

The reason for this is undoubtedly cost, but considering that riding on winter tires reduces the wear and tear on all-season or summer tires, long-term cost is not a factor. Plus, how much is it worth to potentially avoid an accident? Even a fender bender is likely to cost more than a set of winter tires.

Lou Monico of GITI Tire Canada, which markets and sells GT Radial tires across the country, says many motorists are probably not aware that today's high-tech winter tires deliver better grip in all cold weather conditions, even dry pavement, because of significant technology advances in tire tread compounds.

"The tread compound is really the biggest difference between winter and all-season/summer tires," he says. "The rubber compounds in today's sophisticated winter tires maintain their elasticity even at temperatures below minus 30 degrees Celsius. Drivers will notice a difference in traction, particularly when cornering or braking, when temperatures fall below seven degrees Celsius."

When buying winter tires, motorists should look for the mountain snowflake symbol on the sidewall, which means the tire meets or exceeds tire industry snow traction requirements.

Ice or Snow Tires

Winter tires have become so advanced that there are now tires that specialize in the snow or ice. These tires perform well in both conditions, but are designed to be dominant in either snow or ice.

Monico says, the first step is to determine the driver's needs. Is the driving mostly on the highway, in the city, or in the country? Does the region typically get more ice or heavy drier snow?



Ice tires, such as the GT Radial Champiro IcePro, have a tread design made up of blocks set very close together with many tiny incisions, or sipes, in the blocks to help wick away the water that can form on top of icy roads.

In addition, the tread on ice tires usually contains a higher percentage of silica in the compound to help keep the rubber flexible in very cold temperatures. The GT Radial Champiro IcePro can also be studded which provides even more biting edges but can be noisier when traveling on dry roads.

The tread on snow tires, such as the GT Radial WinterPro, is made up of blocks set further apart in order to ensure better grip in the snow. If most of the driving is in a city that regularly plows its roads and the driver is less likely to encounter icy roads, then a snow tire is likely the best bet.

Here are some other key considerations:

* Tire inflation pressure can drop quickly during cold spells. Every five degrees Celsius change results in about one psi change in pressure. Tires that are under- or over-inflated have a smaller footprint on the road surface – definitely not good when dealing with wintry conditions.

* Check air inflation regularly during the winter and adjust it to the psi amount recommended by the vehicle manufacturer (this can be found on the door jam or in the vehicle owner's manual).

* Do not just install two winter tires! All of the tires (whether that be four or six) should be matching winter tires during the winter season; this is true whether it is a rear-wheel, front-wheel, four-wheel, or all-wheel-drive vehicle. Winter tires provide so much better traction in wintry conditions than all-season or summer tires; if a person only puts them on one end of the vehicle, one end of the car will be sticking to the road while the other one is sliding.



6th edition of the MICHELIN Guide Tokyo Yokohama Shonan

Michelin is pleased to announce the publication of the MICHELIN Guide Tokyo Yokohama Shonan 2013, which offers a selection of the best restaurants, ryokans and hotels in these three cities. The guide includes a total of 350 establishments of which 286 are restaurants, 52 hotels and 12 ryokans. MICHELIN Guide Tokyo Yokohama Shonan 2013 (Japanese version) goes on sale in Japan on December 1st.

Even though this is the sixth edition of the guide to the Kanto region, 22 new restaurants have been added to the selection, demonstrating that year after year the quality of Japanese cooking continues to surprise. The 15 restaurants given three stars in the 2012 guide were again awarded the highest distinction in the 2013 selection, thereby maintaining their ranking at the global summit of gourmet dining and culinary art. Fourteen of these restaurants are in Tokyo and one is in Shonan.

In the MICHELIN Guide Tokyo Yokohama Shonan 2013, 6 new restaurants, all located in Tokyo were inducted into the guide's two-star category. In the one-star category, 15 restaurants and 1 ryokan in Shonan were newly awarded. Among the new one-star restaurants, 14 are located in Tokyo, 1 in Yokohama and 1 in Shonan.

This year's selection of restaurants features a very wide array of cooking styles, ranging from Japanese (10 restaurants and 1 ryokan), Japanese Sushi (2 restaurants), Japanese Soba (1 restaurant), Japanese Tempura (1 restaurant), Japanese Yakitori (1 restaurant), Steakhouse (1 restaurant), Chinese (1 restaurant) to French contemporary (3 restaurants). Addition to this, 1 Japanese Fugu restaurant joins the selection of Yokohama for the first time.

In the MICHELIN Guide Tokyo Yokohama Shonan 2013 there are:

- 15 restaurants 3 stars: 14 in Tokyo and 1 in Shonan.
- 58 establishments 2 stars: 53 restaurants in Tokyo, 3 in Yokohama, 1 in Shonan, and 1 ryokan in Shonan.
- 214 restaurants 1 star: 175 in Tokyo, 14 in Yokohama and 25 in Shonan, including 1 ryokan in Shonan.

We also are pleased to continue pointing out restaurants with the symbol | which we introduced two year ago. This indicates a starred restaurant offering a menu under 5,000 yen for lunch and/or dinner, and represents about 40% of the total selection.

"Every year Michelin updates its guides in order to provide readers with information that is as reliable as possible," says Michael ELLIS, International Director of the MICHELIN Guides. "The Michelin inspectors make a point of going back to visit hotels and restaurants awarded special honors in previous editions and are always on the lookout for new establishments that might interest readers. The stars enable the MICHELIN Guide to serve as an accurate showcase of the gourmet dining scene and its vitality, since the fieldwork carried out by our independent, anonymous inspectors constantly reveals new culinary trends and above all talented new chefs. This year, their efforts show that Japanese gourmet cooking is even more creative, inspired and inventive than in the past. The quality and skills displayed by chefs in the Kanto region are higher every year and confirm Japan's ranking among the world's leading countries in terms of fine dining."

Goodyear to Transfer Stock Listing to NASDAQ

Goodyear shares of common stock will begin trading on the NASDAQ Global Select Market on or about December 18, 2012 under the current Goodyear ticker symbol "GT." Additionally, Goodyear's 5.875% mandatory convertible preferred stock will trade on the NASDAQ Global Select Market under the ticker symbol "GTPPP."

"We are excited to welcome Goodyear to NASDAQ. Goodyear is a global leader in the tire industry and has one of the world's most well-known and respected brands," said Bruce Aust, executive vice president, The NASDAQ OMX Group, Inc. "We look forward to a long and successful relationship."

Goodyear said the move to The NASDAQ Stock Market will provide the company with greater cost efficiencies and access to high visibility branding opportunities while continuing to provide shareholders with strong execution and liquidity through NASDAQ's advanced trading technologies.



YOKOHAMA DEALER-MEET AT MACAU!

Juma Al Majid Est. cherishing a long running partnership with Yokohama in U.A.E. has been a prominent player especially in the high performance tire segment, which is an important & popular consumer category in U.A.E market. The General Manager of Tire Division, Mr. Hassan El Haj, stated this dealer trip to Macau as a memorable event, whereby Juma Al Majid Est. & Yokohama utilized this opportunity to honor the esteemed U.A.E Yokohama Dealers for their outstanding support to market Yokohama in U.A.E. He says, "this is only a beginning....a lot more is ahead, this is only a small token of appreciation to our business partners in U.A.E., which I hope is to their fullest satisfaction". The officiating team from Juma Al Majid Est. & Yokohama included, Mr. Naoki Ando (General Manager, Yokohama Rubber Co.), Mr. Hassan El Haj (General Manager), Mr. Rajesh. P (Department Manager), Mr. Samuel Mathai (Sales Manager), & Mr. Kutaibah Faisal (Sales Supervisor).

Here are some of what the attendees had to say:

Mr. Moh'd. Elayan from Moh'd.Elayan Tires, Dubai commented saying, "this travel is a memorable one with great hospitality & entertainment experience and it is the best trip I ever had".

Mr. Hussain from Future Tires, Dubai said, " I didn't expect this trip to be organized & managed so well!" Mr. Moh'd. Darwish from Darwish Tires, RAK said. "It was a different experience with 24x7 entertainment" Mr. Mahmoud Elayan from Quality Tires AD quoted saying, "my expectations were exceeded and I am looking forward for the next travel with Juma Al Majid Est. & Yokohama". Mr. Emad Mustafa from Al Sham W/Balance, AD said, "Unfortunately all good things come to an end and I can just say that the people of Juma Al Majid Est. & Yokohama are exceptional". Mr. Abdel Rahman from Sana W/Balance, AD quoted saying "What an awesome trip! Being professionally organized & managed and I enjoyed every moment of the travel". Mr. Ahmad Ayyash from Fast Track DUBAI commented saying, "Among the various trips I attended so far, this one with Yokohama is my best choice being organized so well keeping in view of the hospitality given to the every member of the group. It brought us together while making new friends". Mr. Arastoo from Shakili Tires, Al Ain said, "Best trip I had and Juma Al Majid Est., & Yokohama generously took care of every need of their guests".

The group also covered a three-day stop over at Hong Kong.

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TOYO A24 SELECTED AS OE ON 2013 MITSUBISHI OUTLANDER SPORT CROSSOVER



Toyo Tires announces the Toyo A24 has been selected as the original equipment tire on the 2013 Mitsubishi Outlander Sport crossover. The Outlander Sport is the most popular model for Mitsubishi in the U.S., and the 2013 model features a new redesign.

To help maximize performance, all trim levels of the 2013 Outlander Sport are now equipped standard with 18-inch aluminum wheels and Toyo A24 tires for all-season grip. The design and construction elements of the Toyo A24 also contribute to the improved fuel economy of the Outlander Sport with its 148-hp, 2.0-liter MIVEC engine delivering up to 31-mpg.

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Around the World On YOKOHAMA Tires



'Ich war immer zufrieden mit YOKOHAMA' ('I was always happy with YOKOHAMA'), that is one of the messages expressed by an outstanding modern day adventurer who has clocked over 825,000 Km on his Mercedes Benz G Class - Type 300 GD, 1988 Model, on the trip of a lifetime.

Gunther Holtorf, a German citizen set off in 1989 with his wife Christine, in search of a brief adventure and break from the day to day pressures of modern living and working as CEO of a large international corporation. The idea had come from his wife and they planned to drive for some time and discover new places. However the initial idea slowly developed into a new way of life which made the couple travel to remote lands such as Nepal, Tibet, North Korea and virtually every country around the world.

With a wealth of experiences and anecdotes Gunther keeps his feet firmly on the ground when he explains so many stories and expresses gratitude at the opportunity he has had to meet so many people, from such different backgrounds and cultures. He has made history with his trip and although saddened by the fact his wife passed away in 2010, he decided to continue the trip till this day in her memory.

The remaining countries he plans to visit next year before he decides to settle down in South Germany, will include Myanmar, Mauritius, Madagascar, Angola, Congo Rep, Gabon, Equatorial Guinea, Ghana, and Belarus.

After naming his car 'Otto' with whom he has shared a large part of his adult life, he has been self sufficient in repairing mechanical elements that were damaged and recalls the dangers of driving through the bush and the desert as the most dangerous. Of particular difficulty he has found driving around many parts of Africa which in the late 80s, when he set off, had very little asphalt on roads and were mainly muddy tracks and hard to drive on. After buying a set of YOKOHAMA tires when he set off, he never changed the brand. 'I was always happy with YOKOHAMA' he explains. 'Otto' was the first foreign car in Macau, and the first foreign car in Cuba, following an invitation from Raul Castro himself and the long list goes on an on.

On a short trip to Germany in preparation of his 2013, Mr Holtorf visited the YOKOHAMA Europe offices and was warmly welcomed by its President and Management and Staff who wanted to learn at first hand some of his experiences and wished him continued success on his forthcoming tour. An exclusive book on his travels and adventures will be published by the German publication 'Stern' next summer after his tour ends.



Pirelli, a story lasting 140 years



On 28th January 1872 the limited partnership "G.B. Pirelli & C." was incorporated in Milan in order to manufacture items made from India rubber. Today, Pirelli is the world's fifth largest tyre manufacturer operating in 160 countries with 22 factories and a manufacturing capacity of 66 million tyres per year. In order to celebrate its 140th anniversary, Pirelli Chairman and CEO, Marco Tronchetti Provera, and the company's top management were received by Italian President, Giorgio Napolitano.

"It was a great honour for me and for all of us to be received by President Napolitano on the occasion of Pirelli's 140th anniversary" advised Marco Tronchetti Provera. "It is an anniversary we are celebrating with the 36,000 people worldwide who share in the pride of belonging to a group that has taken the excellence of Italian industry all over the world. In 140 years we have grown a lot. Since 1872 we have put passion and creativity into our work to reach new horizons, realising ideas and leading-edge technology and endorsing the modern outlook adopted by Giovanni Battista Pirelli in founding the company at the age of only 24 and his grandson, Leopoldo, who strengthened its commitment to innovation and research. Always looking to the future means carrying 140 years of history on our shoulders without feeling its weight, but making good use of all the experience gained. And it is the only way we know of interpreting our role and our responsibility as one of the most firmly established businesses within the country's industrial fabric."

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EVENT	DATE	INFORMATION	LOCATION
Bremen Classic Motorshow	01-03-Feb 2013	Auto Show India will be held for a period of three days in Colombo, Sri Lanka. The primary objective of this international trade show is to make the automobile industry aware of the latest and advanced technologies which help in the advancement of this industry...	Bremen, Germany
The Washington Auto Show	01-10-Feb 2013	The Washington Auto Show is a high profile event that will see the established and well known automobile companies coming together under the same roof in order to advance the business of the sector and increase the revenues	Washington, United States Of America
Busworld India	01-03-Feb 2013	India is speeding ahead on the world map! One of the largest markets in the world with around one billion people and low levels of car ownership, the Indian bus manufacturing industry is now building more than 25,000 larger buses and coaches each year..	Mumbai, India
Tire Technology Expo	05-07-Feb 2013	Tire Technology Expo is the world's most important Tire Manufacturing Technology Exhibition and Conference. It offers the visitor a technology showcase covering materials and equipment through the complete spectrum of the tire manufacturing process	Cologne, Germany
Retromobile Paris	06-10-Feb 2013	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, France
Buffalo Auto Show	06-10-Feb 2013	Buffalo Auto Show is one of the leading automotive industry related trade fairs in America. The show serves as an ideal platform for a large number of industry experts to directly interact with each other and several celebrity guests are also invited to the show.	Buffalo, United States Of America ..

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EVENT	DATE	INFORMATION	LOCATION
India Auto Fair Rudrapur	08-10-Feb 2013	India Auto Fair Rudrapur will be held for a period of three days in Rudrapur, India. The primary objective of this trade show is to make the automotive industry and the vehicle manufacturing companies conscious of the latest vehicle accessories and equipments...	Rudrapur, India
Chicago Auto Show	08-18-Feb 2013	Automobile: Chicago Auto Show will witness many renowned companies to participate and showcase vehicles and motor sports enthusiasts to the target group. The event will be the platform for the exhibitors to showcase their products so that they can expand their business...	Chicago, United States Of America
North Carolina International Auto Expo	14-17-Feb 2013	North Carolina International Auto will take place in the peaceful and the bucolic state of North Carolina. The event will continue for four days and shall see the automobile lovers and enthusiasts being given the opportunity to test drive some of the latest models of car that will set their heart of the attendees pulsating with enjoyment...	Raleigh, United States Of America
Canadian International Auto Show	15-14-Feb 2013	The entire automotive industry is covered in the show that is scheduled to be held in Canada. The show is a unique and most appreciated show in the automotive sector and concentrates on all the areas of the sector in order to keep the people informed about the latest updates and innovations of the industry...	Toronto, Canada
Automach	15-17-Feb 2013	Automobile: Automach is an exhibition on the latest technologies and machineries used in automobile industry for developing better vehicles and vehicular components. It is designed to bring the latest developments in industrial automation into the light so that they can be used by the growing automobile sector for better service and performance...	New Delhi, India



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40 Years of Porsche Design

The world's first black timepiece, the legendary exclusive spectacles and the Porsche 911 – for decades, all these products have stood for a unique design by Ferdinand Alexander Porsche: In 1972 he founded the “Porsche Design Studio” in Stuttgart, the head office of which was relocated to Zell am See in Austria in 1974. Starting today, the Porsche Museum is marking the company's 40th anniversary with a special exhibition: from 13 November 2012 to 17 February 2013, visitors can experience the most important, most interesting and most extraordinary products as well as how Porsche Design came to exist.

The focus of the anniversary exhibition is on the “Porsche Design” brand, which in recent years has been developed into one of the world's leading luxury brands with its own sales network. F.A. Porsche designed numerous classic men's accessories such as watches, spectacles and writing implements, which achieved worldwide recognition under the “Porsche Design” brand. In parallel, with his team, he designed a plethora of industrial products, household appliances and consumer durables for internationally renowned clients under the “Design by F.A. Porsche” brand. Ferdinand Alexander Porsche won numerous honours and awards for his work as a designer.

For example, the “Chronograph I”, a milestone in the watchmaker's craft, is a compulsory exhibition piece. The world's first black timepiece, and at the same time luxury brand Porsche Design's first product, created a furore in 1972 because

the automatic chronograph – considered unthinkable at the time – was designed in matt black throughout and provocatively unadorned. With this chronometer, F.A. Porsche was anticipating a trend that is part and parcel of today's watch industry and even then was considered to be revolutionary. In addition to the chronograph, the visitor will also be presented with other products from the accessories and spectacles range. For example the Porsche Design P'8478 exclusive spectacles will be on display, already purchased by more than 7 million wearers. Writing implements and pipes will also feature in the exhibition.

A highlight of the special exhibition is the grand piano, which the Porsche Design Studio designed for the Bösendorfer piano factory in 2003. This grand piano symbolises the studio's design output, characterised by a clear, functional design language, meticulous choice of materials and top quality workmanship. The adjustable “Antropovarius” lounge chair developed by the Porsche Design Studio in 1982 in collaboration with the Institute of Ergonomics of the University of Munich will also be on display as will the “Alternative Motorcycle Concept”, AMK, devised in 1980 as an alternative solution to the car and to conventional motorcycles.

In addition to a selection of special design developments, the visitor will also gain an insight into the everyday creative life of Porsche Design's employees. This is where those who are interested will discover not just the individual steps in creating the product – from conceiving the idea through to design – but also the sources of inspiration. For example, in the case of the pipe, it is explained that when it came to the cooling ribs, F.A. Porsche took his lead from air-cooled single cylinder motorcycle engines. The Porsche museum also looks back at the life's work and man that was F.A. Porsche, who created legendary cars such as the 904 Carrera GTs and Porsche 911. In the process the visitor will find out things such as why in 1974 F.A. Porsche decided to locate the Design Studio in Zell am See.

The Porsche Museum is using the anniversary exhibition as an opportunity to extend its tour programme. At 3 p.m. on Wednesdays and Sundays, the visitor has the opportunity to experience the special exhibition in the course of a one hour themed tour at a price of four euro per person. The Store at the Porsche Centre in Stuttgart Zuffenhausen also offers a ten per cent discount on Porsche Design products upon presentation of the museum entrance ticket.

The volume “Porsche Design 40Y – The Book” is also being published in time for the anniversary, available in both German and English for 98 euro in the Porsche Museum shop as well as in book stores. In the course of more than 570 pages, the reader is acquainted with an insight into the history of Porsche Design.

The Porsche Museum is open Tuesday to Sunday from 9 a.m. to 6 p.m. Admission is eight euro for adults and four euro for concessions. Further information is available on the Internet at www.porsche.com/museum.



BMW Developing Two-Man Bobsled for USA Bobsled & Skeleton Federation



Maker of the “Ultimate Driving Machine” Aiming to Create Ultimate Bobsled with Complete Redesign of Team USA’s Fastest Bobsled

BMW of North America, the Official Mobility Partner of the United States Olympic Committee, announced the company is developing a new two-man bobsled for use by Team USA in the Sochi 2014 Olympic Winter Games. In collaboration with USA Bobsled & Skeleton Federation (USBSF), BMW aims to leverage its world-class engineering and design expertise to answer longstanding equipment and innovation needs of the U.S. Bobsled Team.

Working first with USBSF to capture its deep empirical knowledge, BMW then examined the design and performance history of existing two-man sled platforms, one of which has been the default bobsled of Team USA for more than 20 years, to completely re-engineer the two-man bobsled. Similar to vehicle development, BMW EfficientDynamics have been applied to the design of the two-man sled. The company has paired intelligent lightweight materials, optimized aerodynamics and chassis dynamics to leverage the energy output of the two-man team, increasing overall sport performance.

This project was sparked by a request made by USBSF of BMW to assist the team in shoring up a technology gap specific to the innovation of the U.S. two-man sled. While Team USA achieved momentous success at the Vancouver 2010 Olympic Winter Games, winning a gold medal in the four-man bobsled event, the two-man Olympic gold is one that has eluded the U.S. since 1936.

“We’re extremely proud of what we’ve been able to accomplish as a team in the last 10 years, and know that we have the athletic potential to bring home more Olympic gold medals next year,” said Darrin Steele, chief executive officer of USBSF. “By bringing BMW in to provide its expertise, we see an opportunity to close an equipment gap between Team USA and countries that have historically led Olympic two-man bobsled competition.”

More than one year in development, a prototype of the BMW two-man bobsled has already been delivered to USBSF. The technology will be refined in the next year in continuance of a highly iterative development process that involves on-site immersion with USBSF athletes, coaches and engineers by BMW Group DesignworksUSA, BMW Group’s international design studio headquartered in California, and on-ice testing by USBSF.

“What’s been unique to this process is the level of collaboration by our creative team with the performance staff at USA Bobsled & Skeleton,” said Laurenz Schaffer, President, BMW Group DesignworksUSA. “The level of immersion we’ve been able to achieve, which included athlete interviews for preferences and improvement areas, ergonomic evaluations and optimization studies in aerodynamics, has helped us to design what we believe will be a truly improved and innovative product.”

This announcement succeeds the completion of BMW’s first and second technology transfer projects as part of its partnership with the USOC: a velocity measurement system for long jumpers and a motion tracking system for swimmers. All are part of BMW’s larger commitment to advancing the training and performance goals of the athletes of Team USA as part of a sponsorship that extends through the Rio 2016 Olympic Games.

“At BMW, we’re no strangers to sport performance characteristics such as agility, speed and aerodynamics,” said Ludwig Willisch, President and Chief Executive Officer, BMW of North America. “To be involved in a project with opportunity for such direct transfer of our core competencies to the advancement of Team USA was a very exciting proposition for us. We can’t wait to see this finished sled on the ice.”



New 2014 Ford Fiesta Adds MyFord Touch with Improved Voice Recognition, Navigation and Phone Pairing

The latest trend in consumer electronics is the miniaturization of the gadgets we love, while packing them with even more performance such as a razor-thin phone that doesn't bulge in a pocket, smaller tablets that can be held with one hand, or music players that can be worn on the wrist. Ford is following suit, and beginning next year it will offer MyFord Touch® with a new 6.5-inch LCD touch screen available on the 2014 Ford Fiesta.

"Technology features are important to all of our customers including small car buyers, and MyFord Touch continues to drive up purchase consideration of our vehicles," says Michelle Moody, Ford cross-vehicle marketing manager. "MyFord Touch is appealing to customers, as it consistently ranks among the top 10 purchase considerations with new owners. We're excited to bring it to the small car segment, where it will really help Fiesta stand out from the crowd."

The migration of this technology comes right as Ford hits the five-year anniversary of its award-winning SYNC® in-vehicle connectivity system that was co-developed with Microsoft; more than 5 million cars and trucks have been sold with the system. Ford first launched SYNC on the 2008 Focus, then its smallest and most affordable car. Now, unveiling MyFord Touch for Fiesta cements Ford's commitment to making technology affordable and accessible to everyone.

"We are seeing strong brand lift from MyFord Touch amongst in-market shoppers, with 65 percent of those intending to purchase a vehicle reporting SYNC definitely plays a role in their purchase consideration," says Moody. "Take rates for MyFord Touch on new vehicle orders, such as the 2013 Escape and Fusion, continue to outpace our internal projections. We expect the same trend for Fiesta."

Besides the new MyFord Touch 6.5-inch color touch screen, which is an upgrade over the currently available 4-inch screen, the 2014 Fiesta will launch with the latest SYNC software that adds new features including:

-Simplified Bluetooth® phone pairing: When pairing, the driver simply has to hit "OK" if the PIN on the phone and touch screen match each other

-More natural voice recognition: Drivers can now simply say "Play <name>" when requesting a specific artist, song, album or genre of music (i.e. "Play jazz" versus "Play genre jazz")

-Improved voice recognition accuracy: The latest version of Nuance's speech software, VoCon® 3200 v4.2, improves overall voice recognition performance

-Flattened audio command structure: At any time, drivers can say the station frequency, "AM 760," or the official name of the Sirius station, like "Hits 1," to tune in; drivers no longer need to say "Radio" or "Sirius" to indicate their desire to listen to those audio sources

-Simplified navigation controls: The destination entry screen has been improved to help make it easier to enter an address

With MyFord Touch powered by Microsoft, Fiesta drivers will be able to stay connected to their lives, easily getting the information and entertainment they want while keeping their hands on the wheel and eyes on the road.

MONROE EXTENDS SHOCK ABSORBER COVERAGE FOR ASIAN LIGHT VEHICLE APPLICATIONS

Tenneco Inc., manufacturer of Monroe® suspension systems, is extending its applications to provide even more coverage for Asian light vehicles. The new applications feature a range of replacement shock absorbers for Toyota, Mazda, Nissan, Mitsubishi, Honda, Suzuki and Subaru. New extended coverage will be featured online in the Monroe® electronic catalogue, which provides the motor trade with up-to-date information.

Highlights include applications for Toyota Corolla and Verso, Hilux; Mazda3, BT-50 LDV and Etude; Nissan Harbody, Koleos and X-Trail; Hyundai i30; Honda Civic; Kia Picanto and Sedona and Mitsubishi L200 Triton.

"We continue to expand our coverage for Asian light vehicles," said Samy Mahta, senior sales and marketing director of emerging markets for Aftermarket Europe. "As a leading global supplier to both the vehicle manufacturers and the aftermarket, we are well positioned to leverage our coverage in other regions of the world to introduce additional Asian applications in the Middle East in the first quarter of 2013."

Currently, Monroe® offers the widest product range on the market, featuring applications for all types of vehicles - from passenger cars and SUVs to off-road and light commercial vehicles.

The addition of these Asian vehicle applications completes an extensive suspension product offering that includes Monroe® Reflex, Original, Quickstrut®, Adventure and Rancho® (for 4x4 vehicles); Monroe® Magnum (for heavy-duty vehicles); and a range of Mounting, Magic Camber and Protection Kits.

Toyota produces new systems to help reduce common parking-speed collisions and high-speed rear-end shunts



Safer vehicles and the elimination of road accident injuries and deaths are central to Toyota's future transport strategy and at its annual Safety Seminar in Japan this the company has revealed details of new technology to help prevent collisions – both familiar low-speed parking accidents and high-speed rear-end shunts.

It also has announced the opening of a new proving ground for testing Integrated Transport Systems (ITS) that use radio communications between vehicles, road infrastructure and pedestrians to improve safety.

Intelligent Clearance Sonar and Drive-start Control

A large number of collisions are caused by drivers hitting the wrong pedal or selecting the wrong gear, particularly when parking. Toyota has come up with two new systems to help reduce the consequences when this happens.

The Intelligent Clearance Sonar is able to detect obstacles that are outside the driver's line of sight and will automatically apply the brakes if there is a risk of a collision. Designed to be particularly useful when negotiating a car park, it will sound an alarm, reduce engine power and apply the brakes.

Drive-Start Control recognises if the wrong gear has been selected when the driver is applying the throttle. It will flash up a warning and reduce engine output to limit a sudden start or acceleration.

This can help, for example, when a driver reacts to hitting an object while reversing by making a quick shift to a forward gear while still pressing the accelerator pedal.

Toyota is set to introduce both systems in future vehicles.

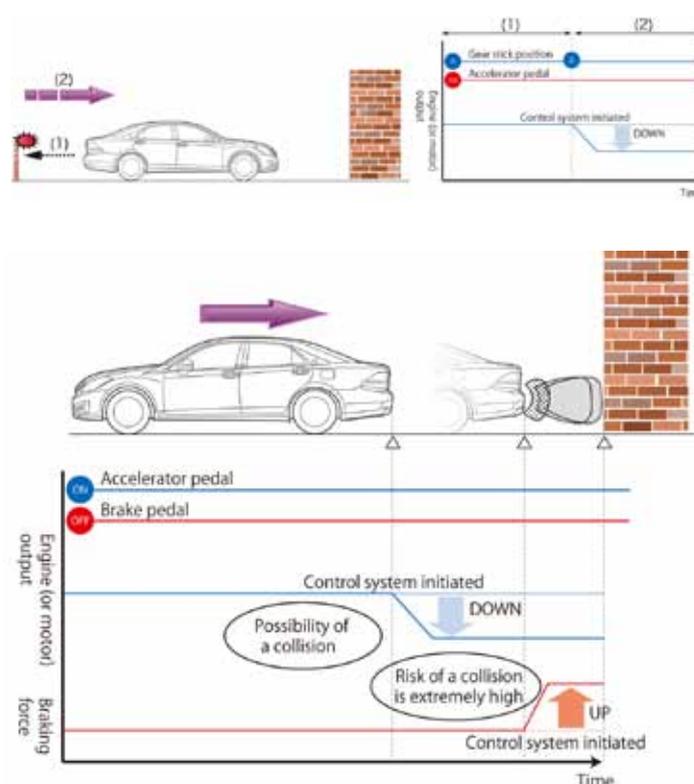
Pre-Crash Safety system with Collision Avoidance Assist

Toyota has further developed its Pre-Crash Safety system with a collision avoidance function that can help reduce the consequences of rear-end impacts, even at high speeds.



This version of PCS – a technology already featured on a number of Toyota and Lexus models - uses a millimetre-wave radar to monitor the risk of collision with a vehicle ahead. If it detects an impact risk, it triggers an alarm and warning display to alert the driver to apply the brakes. When the brake pedal is pressed, the system will increase the braking force to up to twice the average level achieved by drivers

This can slow the vehicle down by up to 37mph* (60km/h). If the driver fails to step on the brakes, the system will automatically deliver deceleration of between nine and 19mph



Toyota's analysis of traffic accident data shows that more than 90 per cent of rear-end collisions happen when the difference in speed between two vehicles is within 37mph, so it set out to engineer a system based on this intelligence to deliver industry-leading safety performance. Already, the technology is being prepared for use in forthcoming models.

Intelligent Transport System proving ground

Toyota has opened a new proving ground to test and evaluate its Intelligent Transport System technology. The site extends over 3.5 hectares at the Higashi-Fuji Technical Centre, creating a simulated city centre road system, complete with traffic signals.

It will allow Toyota to test a system for road-to-vehicle communications using a 700Mhz radio frequency in controlled but authentic traffic conditions. This transmission band has been approved by the Japanese government for ITS use, as it has the right reception breadth and quality to be suitable for connecting with vehicles at junctions and other locations where a driver's view may be limited.

When the proving ground is fully operational, Toyota will accelerate its research and development of environmental systems to improve fuel efficiency and driver support systems that can help reduce the risk of accidents with pedestrians and other road users in urban traffic.

Toyota is also undertaking R&D of systems that allow for a continuous exchange of road-to-vehicle, vehicle-to-vehicle and pedestrian-to-vehicle information.

Listening Helps Cadillac ATS Shape Interior Acoustics

Advanced sound deadening features make for a serene interior

ATS TECHNOLOGY SILENCES UNWANTED NOISE

Passive noise cancelling materials are woven into the Cadillac ATS in unassuming places such as the windshield and front side windows. Instead of tempered glass, acoustically laminated glass made up of a sheet of sound-absorbing laminate sandwiched between two layers of glass is used. This limits the sound of wind rush and other traffic while driving.



The all-new Cadillac ATS employs high-tech electronics to manage interior noise, following a simple piece of parental advice – “Listen!”

The new ATS contains three microphones inside the cabin that carefully monitor, and then adjust, interior sounds to create a proper environment within the cabin.

Active sound control technology proactively monitors the ATS’s cabin for unwanted noise and works to eliminate it. Alternately, passive sound-deadening in the form of covers, foams and other materials built into the vehicle absorb, block and eliminate vibrations, wind noise, and noise from passing cars.

Working together these technologies reduce the ATS’s overall sound levels by 3 decibels while idling, or the equivalent of making the vehicle nearly 50 percent quieter.

“Not all noise is unwanted, especially in a vehicle like ATS,” said vehicle performance engineer James Murphy. “While wind rush penetrating a closed window is undesirable, the driver does want to hear the vehicle respond with power during spirited driving.”

On the “active” front, Cadillac sound engineers worked with audio experts from Bose to create sound management technology that offsets low frequency “boom” noises between 40Hz and 180Hz.

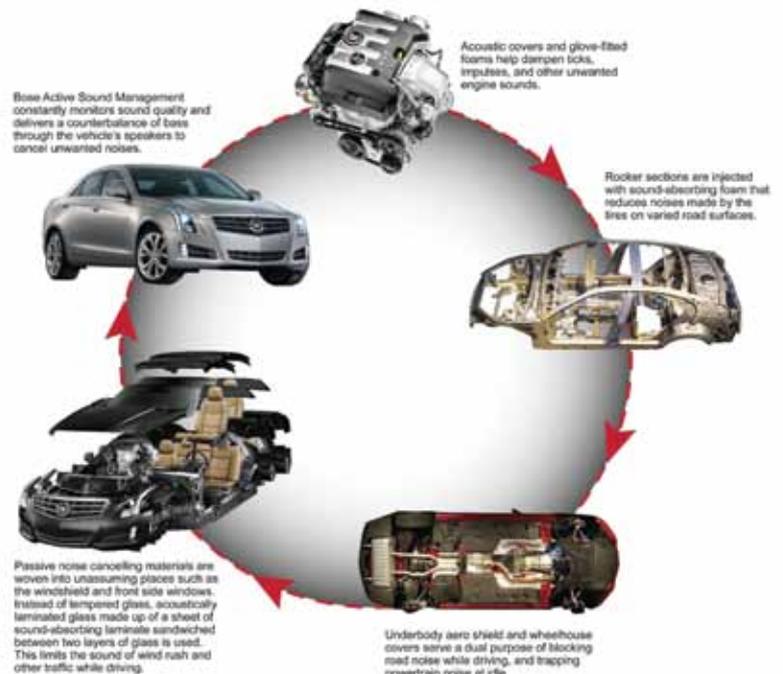
“Imagine the feeling that goes through your chest at a rock or hip-hop concert when the bass hits you,” said Kent Ting, noise and vibration engineer. “That is similar to the ‘boom’ noises the Bose Active Sound Management system addresses by providing a cancelling noise signal.”

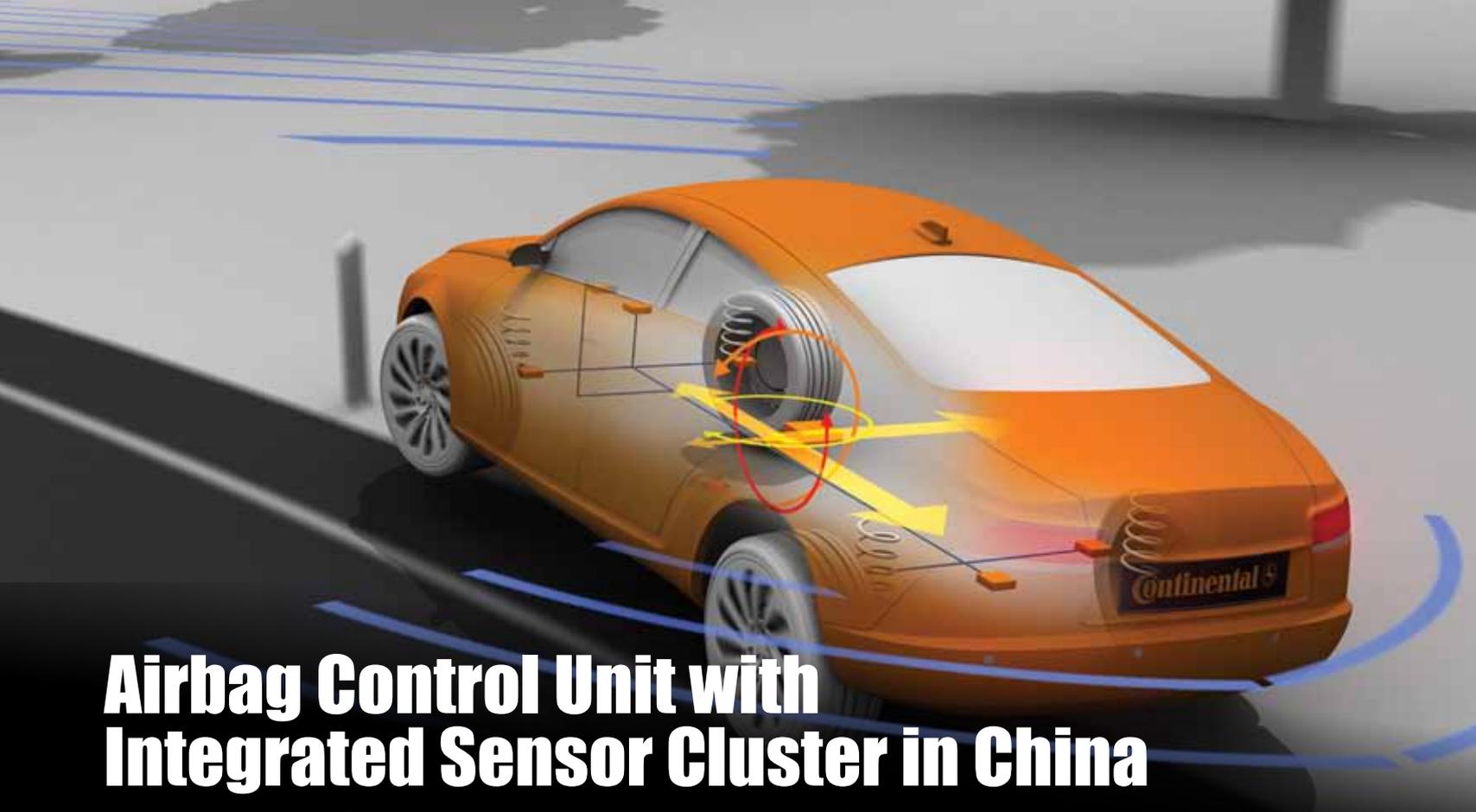
Three Bose microphones constantly monitor sound quality and deliver a counterbalance of noise through the vehicle’s speakers to cancel unwanted noises. The microphones are strategically placed above the interior door frame on the front driver and passenger and rear driver’s side to listen to the same sounds the occupant would hear.

“Passive” noise cancelling materials are woven into the vehicle in unassuming places, following the attention-to-detail-approach taken by ATS engineers. Some examples include:

- Roof – between the roof’s base sheet-metal and the interior lining, the ATS is treated with sound-deadening material that lessens noises like rain hitting the vehicle.
- Windshield and front side windows – Instead of traditional tempered glass, the ATS features acoustically laminated glass, which is made up of a sheet of sound-absorbing laminate sandwiched between two layers of glass. This limits the sound of wind rush and other traffic while driving.
- Rocker sections are injected with sound-absorbing foam that reduces noises made by the tires on varied road surfaces.
- Undercarriage – An underbody aero shield and wheelhouse covers serve a dual purpose of blocking road noise while driving, and trapping powertrain noise at idle.
- Powertrain – The ATS’s engine uses laminated steel, acoustic covers, isolation, and glove-fitted foam materials that contribute to reducing noise and vibrations under the hood. All of these materials are especially helpful in minimizing noise from the high pressure Spark Ignition Direct Injection system, which typically produces a “tick-tick-tick” diesel engine type of noise when the vehicle is idle.

How it Works: Cadillac ATS Technology Silences Unwanted Noise





Airbag Control Unit with Integrated Sensor Cluster in China

Continental, the international automotive supplier, will also start producing the enhanced SPEED S variant of its scalable Safety Platform for Efficient and Economical Design (SPEED) in China. At the same time, Continental will begin supplying a Chinese vehicle manufacturer with a SPEED S control unit, developed and produced locally in Changchun. Also integrated into this Safety Control Unit (SCU) will be the vehicle dynamics sensors which supply data to the Electronic Stability Control (ESC) system.

This greater degree of integration simplifies the E/E architecture, prevents the need for a separate sensor cluster while retaining the same housing dimensions, and reduces system costs. "Improving safety is becoming a noticeably significant feature of the Chinese market, leading to demands for enhanced airbag functions together with a requirement for ESC functionality. What we are seeing here is the beginning of a possible trend towards integrating the vehicle dynamics sensors into the airbag control unit," said Dr. Ralf Schnupp, head of the Occupant Safety & Inertial Sensors (OSIS) branch in the Passive Safety & Sensorics Business Unit of Continental's Chassis & Safety Division.

Sensor integration for growing safety requirements

At present, ESC control units often receive their vehicle dynamics data from a separate sensor cluster equipped with an interface for supplying the ESC and the airbag control unit with the vehicle's longitudinal and lateral acceleration and the yaw rate about its vertical axis. In contrast, the 3D sensor cluster, based on micro mechanical silicon sensors, is already integrated into the SPEED S safety control unit. "Consequently, the introduction of the SPEED S variant provides more options for processing the vehicle dynamics data in algorithms," explained Joachim Schäfer, head of the OSIS customer center. He offered the following example of a potential enhancement: "If the vehicle gets into a skid, experience frequently shows that a side impact will follow. An expanded database will allow restraint systems such as belt tensioners and airbags to be activated with greater accuracy, so as to achieve the most effective occupant protection in any particular accident situation."



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First Year of Innovative Dial-a-Battery Service Sees Rapid Expansion Across UAE

Company Caps a Very Successful First Year of Operations with Introductions in Qatar and Kuwait on the Radar

UAE's innovative Dial-A-Battery roadside battery replacement service has seen rapid expansion in the country in its first year.

With the UAE's vehicle population standing at 2.2 million, and each car needing a battery change at least once every two years, more than one million automotive batteries need replacing on a yearly basis.

The service has received high praises from every rescued driver, commented senior executives from Dial-A-Battery, and the company is also seeing a rise in consumers asking for their car batteries to be assessed so that they are not left stranded in future.

The first year of operations saw the service expand from Dubai alone into Sharjah and recently Abu Dhabi, with consistent growth recorded every month.

"When we first set up we were undertaking one replacement per day, which grew tremendously over summer – the peak period for battery replacements – to 10 per day," commented Asad Badami, the managing director of Dial-A-Battery.

"Drivers will agree that being stuck on the side of the road with a dead battery especially in the desert is no laughing matter. We provide a unique service that every driver in the UAE greatly appreciates," he added.

Dubai, Sharjah and now Abu Dhabi drives will benefit from plans to double the fleet of Dial-A-Battery service vehicles in tandem with the growing demand for the service. The company has also invested in state-of-the-art equipment to service the UAE and crews are trained quarterly to provide world-class service.

Buoyant from the success in the UAE the company is putting plans in place to introduce the service in Kuwait and Qatar.

The novel Dial-A-Battery service provides those drivers with a superhero-the-the-rescue scenario, where all that is required is to dial a toll-free number – 800247365.

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 are on hand to assist customers and a feedback call will be made after each delivery to evaluate and improve the service

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Visteon Presents its Latest Automotive Electronics Innovations for an Enhanced Driving Experience at Electronica 2012 in Munich



Drawing on Visteon's proprietary research into consumer perceptions of the ideal vehicle electronics experience, Visteon will showcase audio, infotainment, connectivity, driver information, displays and control panel solutions that are easily accessible, engaging and improve the feeling of safety and comfort in the vehicle.

Visteon's new e-Bee vehicle concept also will make its global debut at the show. Representing Visteon's vision of mobility in the year 2020, the e-Bee uses innovative technology, including display-based controls and Cloud-centered profile storage, to create a unique and personalized driving experience.

Fully compatible with electric vehicle and hybrid platforms, the e-Bee demonstrates intelligent mobility, where the vehicle gathers and disseminates useful driving-related data, acts as part of a wider mobility-enabling network and integrates technology and design that is simple, flexible and frugal. The e-Bee will be available for demonstrations at Visteon's booth in Hall 6.

"Increasingly, motorists expect their vehicles to deliver the same rich experience they enjoy with their consumer electronics devices," said Steve Meszaros, Visteon product group president, electronics. "Our automotive electronics solutions are designed to bridge the gap between consumer electronics and the driving experience, making it easier and more enjoyable for consumers to stay connected to their vehicles and the outside world, while mitigating distraction."

At the show, visitors will be able to experience technologies from Visteon's extensive electronics portfolio, which includes audio and infotainment, and information and controls. In addition, visitors can interact with the company's latest connectivity and human machine interaction (HMI) solutions:

- Visteon's premium driver information platform delivers consumer electronics-quality graphics and sets a new benchmark for real-time image rendering capability in automotive-grade products.

- The mid-range infotainment platform enables multi-device connectivity and content management to deliver a rich media experience on up to two thin-film transistor (TFT) displays. The media player consolidates music and media from multiple users into one list and allows streaming to any device in the vehicle. The system also supports Internet radio and Cloud-based storage while allowing caching of content.

- Helping drivers manage cognitive workload, Visteon's head-up display systems are designed to display different types of critical information directly in the driver's line of sight. Initial development projects include both combiner and windshield head-up display systems using a TFT image source.

- Visteon's ideal occupant interface concept offers consumer electronics-style interface feature controls for automotive applications that are reliable, accurate and highly responsive

- Visteon's wireless charging solution provides a convenient way to ensure portable electronics equipped with compatible inductive charging receivers are always charged and ready to go.

"Visteon's latest technologies are designed to address vehicle manufacturers' need for support of global platforms and affordable mass-manufacturing, as well as consumers' desire for seamless connectivity and personalization," said Meszaros. "In the rapidly evolving consumer electronics market, we provide vehicle manufacturers with flexible solutions that allow for quick and easy feature upgrades."

Bosch expands development and production of efficient storage technology

Now that the relevant authorities have given their approval, Bosch is moving ahead with the reorganization of its lithium-ion traction battery operations. Effective immediately, the former operating units SB LiMotive Germany GmbH in Stuttgart and Cobasys LLC based in Orion, Michigan, will be incorporated into the Bosch Group as a wholly owned subsidiary under the new name Robert Bosch Battery Systems.

As part of the further intensification of battery activities, Bosch has taken on all existing battery system projects. It is planned for Samsung SDI to be the cell supplier. In addition, Bosch will have the flexibility to use cells from other manufacturers. The Fiat 500e, which was recently unveiled at the Los Angeles Auto Show and will go into series production in 2013, is the first all-electric vehicle with a Bosch battery pack.

Focus on the battery system

Currently, Bosch is concentrating on the battery system and in particular battery management and matching energy storage to the vehicle as a whole, which includes all aspects of mechanical and electronic integration. This is exactly where the company's classical competencies lie. After all, the efficiency and performance of electric vehicles depend on obtaining

the optimum interaction of all electric and electronic components and managing major battery variables such as temperature or state of charge so that they meet the specific requirements of different situations. Developments in these areas can deliver significant improvements in range and charging time, which are the decisive factors for the success of electric vehicles. This is one of the reasons why Daimler chose a Bosch battery management system for its Smart EV.

More efficient lithium-ion battery cells in development

As part of their continued cooperation, the former joint venture partners have agreed to give each other access to the patents. On this basis, Bosch will be able to develop new generations of cells and the production methods for more efficient and economical energy storage. This development involves Bosch researchers, current engineering work on maritime applications, and Bosch process technology and manufacturing specialists, in close cooperation with selected partners.

Independent European network of battery specialists

Demand for electric vehicles and plug-in hybrids is predicted to sharply increase from 2020. Bosch is making good use of the time available by further expanding its activities to develop and produce more efficient lithium-ion battery systems. Bosch wants to cooperate closely with specialist partners from industry and higher education to establish research and development work on high-performance battery cells in Germany and to set up a European specialist and supplier network. This will cultivate expertise relating not only to batteries for electromobility, but also to the stationary energy storage devices of the future.

As one of the world's leading automotive suppliers, Bosch is taking up the best possible position in the battery technology market for hybrid and electric vehicles. To achieve this, the Bosch Group spends 400 million euros a year for electromobility alone. Bosch currently has over 1,100 associates working in this field – including the roughly 500 battery specialists in Germany, the U.S., and China. This global presence gives Bosch close contact to its customers in the world's most important e-mobility markets.

New from AUDIOVOX

Custom-made Multimedia Receiver for VW vehicles



The brand new VMO-5020V is a multimedia receiver specifically designed for VW vehicles, which boasts an integrated 3D high-definition navigation system complete with traffic information function (TMC). A high resolution digital 17.8 cm TFT monitor lies at the heart of this perfectly equipped receiver. The unit can be operated very conveniently and accurately via the large touch screen, while a perfect contrast and long service life are guaranteed in all situations thanks to the LED backlight technology. The overall package of the VMO-5020V is rounded off by an optimum and intuitive user interface, which is based on the Windows 6.0 CE real-time operating system. The integrated CAN bus adapter reads all of the relevant information from the vehicle, such as data relating to the Climatronic system, parking sensors, lighting control and steering wheel controls, displays it graphically and enables the respective function to be controlled via the VMO-5020V. To complement the features and ease of use exhibited by the receiver, the manufacturer has also invested in an excellent Bluetooth hands-free system from Parrot, one of the leading suppliers in the industry. The head unit is also equipped with a high quality RDS tuner, a DVD player and a powerful 4x45 watt amplifier. A USB jack ensures optimum connection and operation of mobile Apple devices, such as an iPhone or iPod.

The VMO-5020V represents a successful step for AUDIOVOX towards vehicle-specific multimedia receivers, what is not least reflected in the extensive range of VW models for which the device was developed. The receiver is compatible with a large number of VW and Skoda vehicles, such as the Golf and Passat which have been manufactured from 2006 onwards. The recommended retail price specified by the manufacturer is €999, which, based on the quality of workmanship, configuration and design, represents a particularly attractive price-performance ratio!



Gargash Enterprises ties up with Gargash Motors to run on Valvoline Lubricants for all Mercedes-Benz vehicles

Mercedes-Benz passenger cars and commercial vehicles serviced by Gargash Enterprises LLC (Mercedes-Benz authorized Distributor for Dubai, Sharjah and the Northern Emirates) will continue to run on Valvoline™ Lubricants. This announcement was made following an agreement to renew the contract between Gargash Enterprises LLC and Gargash Motors & General Trading LLC, the authorized distributor of Valvoline in UAE.

Mercedes-Benz has been around for more than 125 years, having graciously drifted through the automobile history. Responsible for the modern engine's origin, the Mercedes-Benz brand practically invented the automobile. Mercedes-Benz has found a strategic fit with Valvoline which has a strong passion and unparalleled history. Valvoline is the world's first oil brand with almost 150 years of several groundbreaking

innovations. A brand born in the era of revolution; Valvoline has been an innovator and change leader when it comes to automotive lubricants, coolants and chemicals.

"Valvoline shares a strong relationship with Daimler in the global market as an OEM supplier. We feel this alliance marks the very essence of our focus on bringing the very best to our customers through excellence in quality and services available to them" said Mr. Ivo Kapitzki, After Sales Manager –Gargash Enterprises.

"Mercedes-Benz dealer groups across the world trust Valvoline for their customers' vehicles. We are very happy that Gargash Enterprises too, has joined this elite rank" said Mr. Keith Johnson, General Manager – Middle East & Africa, Valvoline.

Valvoline's worldwide network of laboratories are dedicated to development and testing of high-performance Valvoline products that go beyond specifications to give users the confidence that their vehicles will perform optimally. Valvoline carefully formulates and offers a full line of lubricants & chemicals to meet the specific needs of

different engine types, driving conditions and provides maximum performance and prolonged engine life. The Valvoline product portfolio includes new generation lubricants, engine and fuel system treatments, coolants, functional fluids, specialty chemicals, rust preventatives and automotive appearance products. Valvoline prides itself for creating the first fully synthetic blend oil (DuraBlend™), the first oil designed for high-mileage engines (MaxLife™) and more recently the world's first 'green' premium quality re-refined motor oil (NextGen™).

Since 1958, Gargash Enterprises has been providing the highest levels of service to Mercedes-Benz owners across Dubai, Sharjah and Northern Emirates and setting standards in efficiency, quality and safety. The brand value of Mercedes-Benz - "the Best or Nothing" will be a driving force for the Gargash Enterprises and Gargash Motors association.

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2013 Chevrolet Sonic Drive with Siri

Early next year, the Chevrolet Sonic will integrate Siri, the intelligent assistant that helps get things done just by asking. Chevrolet made the announcement at the Los Angeles International Auto Show.

Through the cars' standard Chevrolet MyLink infotainment system, customers with a compatible iPhone* running iOS 6 can direct Siri to perform a number of tasks while they safely keep their eyes on the road and their hands on the wheel. To further minimize distraction, Siri takes hands-free functionality even further with an Eyes Free mode that enables users to interact with their iPhone using nothing more than their voice while keeping the device's screen from lighting up.

Owners simply connect their iPhone with the MyLink radio via Bluetooth, pair with the system, and use the steering wheel voice activation button to begin and end sessions with Siri in Eyes Free mode.

In the Sonic, owners can use Siri in Eyes Free mode to:

- Make voice-activated, hands-free calls to Contacts on their iPhone
- Play songs in the iTunes library, and even switch music sources automatically from AM/FM/XM radio to iPod mode
- Listen to, and compose and send an iMessage or text message to a phone number or anyone in saved Contacts
- Access Calendar and add appointments
- Minimize distraction even more by keeping the screen of the iPhone from lighting up, even when Siri answers simple questions such as game scores or the dates of national holidays
- While in Eyes Free mode, Siri will not provide answers to complex questions that require displaying a web page.

"It says a lot about our commitment to small-car customers that Chevrolet has announced that Siri Eyes Free capability will be available in the Sonic well before the luxury brands," said Cristi Landy, Chevrolet marketing director for small cars. "Safe, easy, reliable

and portable connectivity is a top priority for our customers, and Siri complements MyLink's existing capabilities to help deliver an incredible driving experience."

For 2013, Chevrolet Sonic added Chevrolet's MyLink infotainment system, which uses owners' smartphones to personalize delivery of music, video, photo galleries, phone books and other information into the vehicle – including full-function navigation via an available smartphone app. Available on LS and LT models, MyLink for Sonic includes a seven-inch diagonal color screen, AM/FM stereo with seek-and-scan and digital clock, Bluetooth streaming audio for music and selected phones, voice recognition for compatible smartphones.



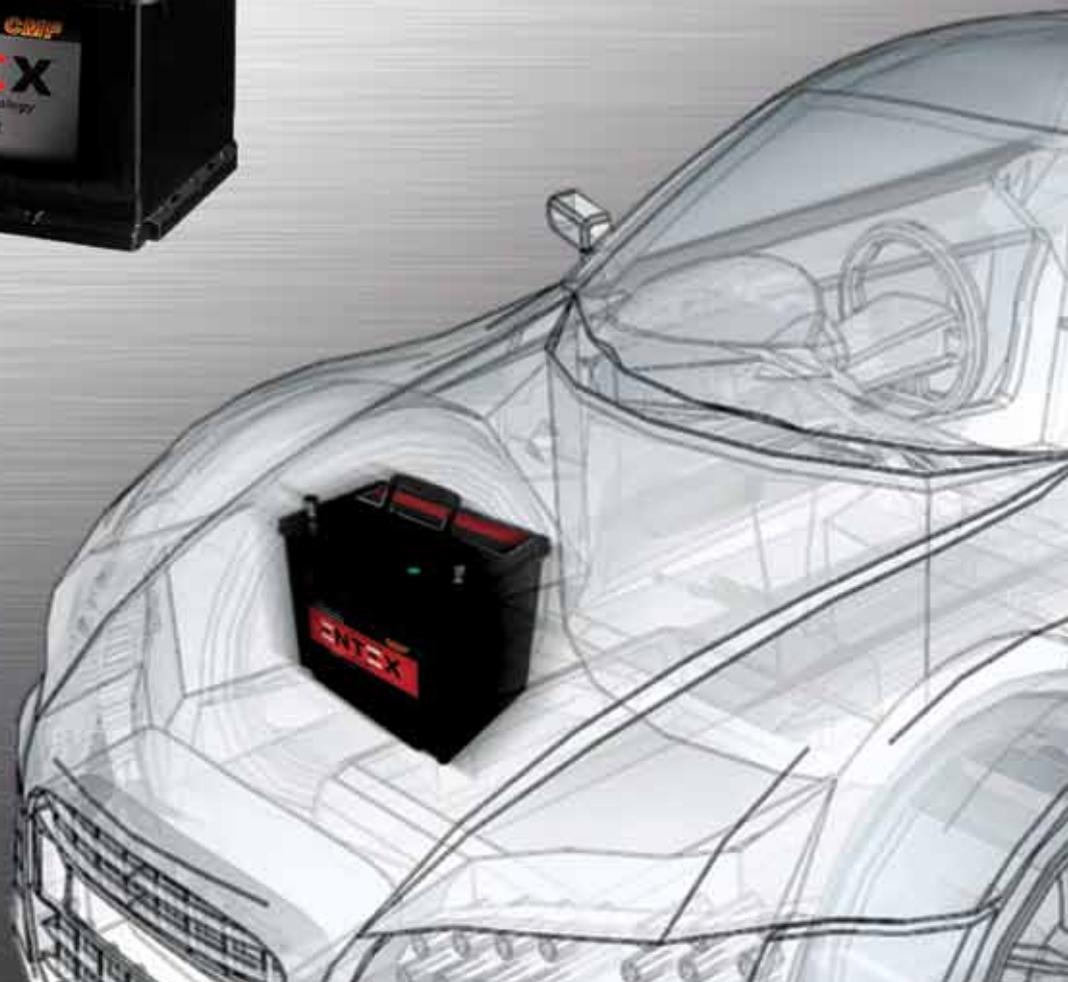
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Your music. Your shower. Your time. To chill out. To sing. Refresh. Energize. Escape. The Moxie showerhead + wireless speaker delivers up to 7 hours of music, news and more by pairing wirelessly with your device enabled with Bluetooth technology. Just you + water + clean, clear sound.

Available with a water-saving 2.0 gpm or a 2.5 gpm spray, Moxie lets you save water without sacrificing performance. And the silicone sprayface of the showerhead makes it easy to wipe away mineral buildup.

Sync your device enabled with Bluetooth technology with the wireless speaker from up to 32 feet away, and invite your playlist, podcast or live broadcast into the shower.

Plus, you can take your music with you anywhere. The Moxie speaker plays wirelessly in or out of the shower, so you can charge it up to use in the kitchen or take to the beach.

Moxie couldn't be easier to use. Docking securely into place, the magnetic speaker pops in and out of the showerhead for easy recharging of the built-in lithium-ion battery*. A USB cable is included.



Nike Free Trainer 3.0

The Nike Free Trainer 3.0 blends innovative materials in the upper with the flexibility and benefits of Nike Free for increased natural motion. The mesh upper is designed with enforced polyurethane support, in the form of strand-like lines that increase and decrease with size over the shoe creating a pattern that is extremely supportive yet keeps the shoe flexible, lightweight, and breathable. The material protects against abrasion yet retains its pliability, providing a second skin-like feel as it moves with the natural biomechanics of the foot.

The midsole is another tangible example of Nike's progression in training footwear. The Phylon midsole provides lightweight, responsive cushioning. This shoe is a 3.0 on the Nike Free rating scale, which means it offers great multidirectional flexibility and a low-to-the-ground fit and feel for a barefoot-like training experience.

The training athlete's demands were chronicled in a recent documentary on Bo Jackson, the forefather of Nike Training. Nike will always design and engineer product with the athlete's needs paramount. With the evolution in training methods, drills and skills, Nike has evolved its footwear benefits.



The Olive One

Play all your music through one simple touch-screen interface. We mean ALL your music. MP3s, FLAC, ALAC, WAV, AIFF, and iTunes tracks. The streaming services you use, like Spotify, Pandora, and YouTube. Cloud services. All controlled from your iPhone, iPad, Android device, or directly from the ONE touchscreen. Just connect speakers and you're good to go. Powered by our new ultra-fast ONE Music Operating System. Olive ONE automatically learns your music taste, and integrates with your social networks. Its open source foundation opens worlds of possibility for new music apps and interaction with your favorite artists. In other words, ONE is amazing now, and will only get better.



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HOT PRODUCTS



Looper

In the futuristic action thriller *Looper*, time travel will be invented – but it will be illegal and only available on the black market. When the mob wants to get rid of someone, they will send their target 30 years into the past, where a “looper” – a hired gun, like Joe (Joseph Gordon-Levitt) – is waiting to mop up. Joe is getting rich and life is good... until the day the mob decides to “close the loop,” sending back Joe’s future self (Bruce Willis) for assassination.



The Electree

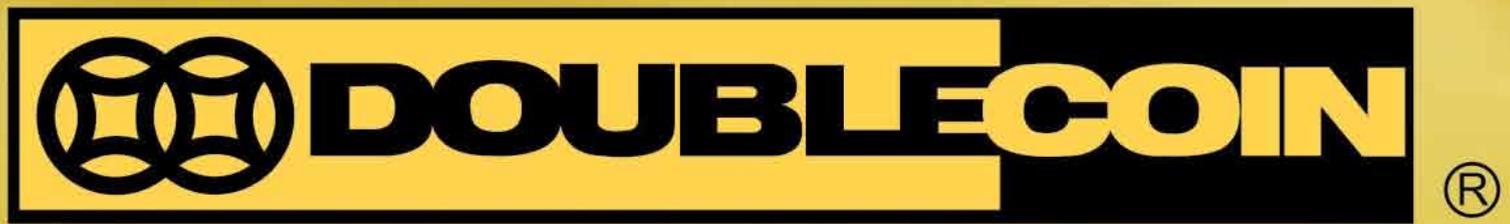
Electree is a modern sculpture imitating a bonsai, the leaves of which are small photovoltaic panels. It allows to recharge your mobile devices without using any other energy than light. Usage is strictly limited to indoors. Electree is delivered in modules which you assemble to create your own tree. This method makes it possible to produce an infinity of different shapes. You can model it according to your wishes and at the same time optimize the orientation of the photovoltaic cells and thus increase its effectiveness. The structure is equipped with 27 cells, for a bulk height of roughly 40cm. Energy produced by the panels during daylight is stored in a base hidden battery. Once charged, this accumulator feeds a USB port.



Bluetooth Low Energy Smart Watch

Now, Casio's application of Bluetooth Low Energy (BLE) positions the company to create new possibilities for the way people use their watches. The GB6900AA collection provides Bluetooth time sync, alerts for incoming calls and emails, in addition to a Find Me function in which alarm and vibration functions on an iPhone can be activated using the buttons of the watch. To silence the vibration of the alarms, Casio has added a tap function in which the user double taps the face and the alert is automatically dismissed. In addition, the Bluetooth G-Shock will provide a notification when the phone is out of range of the watch, making sure the phone is never misplaced and the watch will automatically adjust itself to the correct time zone by using the time data received through the iPhone. Taking advantage of the low power consumption of BLE, the new watch powers wireless communication functions with a single, ordinary button-cell battery, and without consuming any more battery life than a conventional wristwatch. Users can wear it every day just like they normally do, without the hassle of recharging or replacing a battery. Battery life is estimated at approximately two years, assuming that the Bluetooth wireless com. As the wireless link between smart phones and watches gains in adoption, and as the universe of smart phone applications continues to grow, G-Shock expects to see new possibilities for watches in everyday life. munication function is used for 12 hours per day.

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