

# TIRES & PARTS Magazine

## TOP 10 AUTOMOTIVE WATCHES



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



# Jeff Koons' BMW Art Car

World Premiere of Jeff Koons' BMW Art Car at the Centre Pompidou in Paris.



## Ashwin Medhekar

Fifa World Cup 2010 Game



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# 20th anniversary of the legendary McLaren F1

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**automechanika**  
MIDDLE EAST

TWO SHOWS BACK TO BACK.



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# Ashwin Medhekar

Regional Manager, Independent Aftermarket of ACDelco

**Could you please tell us a little about your background; when and how you joined ACDelco?**

I am an engineer by training, with an MBA in Marketing. I started my career in sales and marketing in consumer durables, while my first experience in automotive parts came when I was appointed sales and marketing manager for an automotive filter manufacturing company in Oman. That background gave me a foothold in the aftermarket automotive industry in the Middle East which has been instrumental in my career so far with ACDelco.

**ACDelco is well known for the training programs it offers. We noticed that you had an educational program at this year's Automechanika. What's new in this arena?**

ACDelco had a 'University of Yes' themed stand at Automechanika that aimed to educate visitors about ACDelco's line of quality products and ACDelco Service Centers and ACDelco Total Support (ATS) centers. So with this in mind, it wasn't a training program per se, more a theme we used to create awareness about our products and services at Automechanika this year.

That said, ACDelco does have a structured training program that equips its distributors with skills that enable them to more effectively manage their customers, sales and inventory. The program also provides our distributors with technical knowledge and a deeper understanding of ACDelco's products. ACDelco sees an opportunity in extending this training to our wholesalers, but at this point it is still an idea that needs to be developed further.

**What promotions do you have planned to drive customers to the ACDelco brand?**

Consumer related promotions are mainly carried out by ACDelco Service Centers, but we support them where we can. To give you an example, ACDelco Service Centers in Qatar and Oman recently implemented a campaign advertising a 20% discount on labor and parts. The campaign ran for two months, from March through April, and covered radio and print media, with print ads, posters, flyers, posters and pull-up banners.



ACDelco 'University of Yes' themed stand at Automechanika 2010

The campaign was very successful, generating brand awareness, increasing traffic in both Qatar and Oman by 20%, and achieving sales increases of 25% in fast moving automotive consumables, including oil and air filters, brakes and wiper blades.

**The aftermarket industry has been "going global" and we're seeing many companies expand their markets. What are ACDelco's plans and initiatives?**

Globally, ACDelco is responding to the growing needs of the market by expanding its coverage and its product lineup, to include GM and most non-GM vehicles. ACDelco currently supplies more than 100,000 quality component parts worldwide in 57 different classifications, and this number is still growing.

The global strategy is being replicated in the Middle East with the introduction of new products, but we are also creating a larger market for ACDelco products by increasing the size of our ACDelco Service Center and ACDelco Total Support network, which provide high quality ACDelco parts. In addition to expanding the distribution channel for ACDelco products, the network is growing the Middle East market for premium services. There are currently 41 ACDelco Service Centers and 18 ACDelco Total Support centers in the Middle East, with more expected by the end of the year.

**Being "green" is being talked about more and more in the automotive world. What does ACDelco do to be environmentally responsible?**

ACDelco is designing its products to be more environmentally friendly by incorporating more biodegradable materials and by making them more easily recycled. A prime example of this is ACDelco's oil filter, which has become more environmentally friendly with its new e-core design.

**What unique challenges and rewards come from working in the automotive field?**

With so many new models of vehicles being launched all the time, the biggest challenges in the automotive aftermarket are keeping your products up to date and staying ahead of the competition. So far ACDelco has been very successful at both, providing quality parts for nearly all makes and models of vehicles, from American, European and Asian manufacturers.

**What do you consider your greatest success? Biggest setback?**

ACDelco's greatest success is without a doubt that it is one of the most recognized and familiar brands in the automotive aftermarket business. This is the result of high brand equity and a high brand visibility that comes from our network of reliable distributors, ACDelco Service Centers and ACDelco Total Support Centers. In terms of setbacks, with the growth in business we've experienced over the past couple of years, I am not sure we've had any.

**What new products does ACDelco have coming down the pipeline?**

As I mentioned earlier, ACDelco is continually adding products to its portfolio to stay up to date with new vehicle releases and to stay ahead of the competition. We most recently launched a line of high quality Window Film, and are now expanding our range of oils to include some synthetic blends, and we are adding accessories like HID Lamps and Reverse park sensors.

# Rolls-Royce Ghost

*Smaller in size,  
Larger than life*



Rich people are different from the rest of us. Their wants and needs involve parameters and details completely foreign to the proletariat. While we use our vehicles for transportation, utility and sport, the rich view their automobiles as a necessary accoutrement to their elevated lifestyles.

For the ultra-wealthy, an appropriate equivalent might be an original Remington bronze or Picasso painting. And just as they need art in their mansions, they need beautiful transportation. The 2010 Rolls-Royce Ghost lives up to those lofty requirements by simultaneously being a rolling work of art and a status symbol beyond reproach.

Like access to the Queen, our time with the Ghost was strictly limited, so comprehensive driving impressions will have to wait. But what we did get was a rare glimpse into what the world's richest inhabitants will enjoy when the Ghost goes on sale this year. And as you'd expect, life is good on this side of the financial Bell Curve.

In the world of automobiles, there are better vehicles than the 2010 Rolls-Royce Ghost. Some may feature more complex and innovative engineering. Others may provide more performance. There are certainly more expensive and exclusive cars.

But none of these facts matter. To those attracted to the newest, smaller Roller, what matters more is how the Ghost goes about its business of enhancing a well-off individual's life.

Certainly, the engineering is solid. It's what you'd expect of Rolls-Royce's caretakers at BMW. Approximately 20-percent of what's used in the Ghost is related to the current and previous generation BMW 7 Series. In other words, Rolls-Royce started with premium stock and went no where but up.

Certainly, the 2010 Ghost has more street presence than BMW's flagship. The differences are so great that most would never know the two were related, even with the knowledge that the hallowed British marque is under German control.

While there's not much to set the Rolls apart at the rear – those chromed exhaust tips are a \$3,200 option – up front the car's heritage is unmistakable. Set off by the optional \$5,000 Silver Satin Bonnet finish, the smaller-than-on-the-Phantom recessed grille looks appropriately updated and none-too-large given its surroundings. The strong horizontal shape of the Xenon headlamps (with integrated running LEDs) accentuates the fenders and provides another familial styling cue. A single line of turn signal LEDs rest directly below the main lamps, and standard foglights would apparently be gauche.

And, of course, one cannot overlook the Spirit of Ecstasy. She's been the brand's mascot since the very beginning, and looks remarkable for being 99 years old. She first adorned a Rolls-Royce in 1911, and has been used in various poses ever since. To protect against theft and in the event of a collision with a pedestrian, she quickly retracts into the faux radiator shell. Find her image in the gallery and look at how lovingly she was sculpted. If you look close enough, you can see how her young eyes look eagerly ahead. While setting a good example for all, her eager attitude is warranted given the performance available from the Ghost.

Based on the twin-turbo V12 from the fourth-generation E66 7-Series, the Ghost's engine has been stroked from 6.0 to 6.6 liters and produces 563 horsepower at 5,250 rpm with 575 pound-feet of torque at just 1,500 rpm. The gearbox is based on a unit spreading through BMW's ranks, the excellent ZF eight-speed automatic.

The suspension is unique to the Ghost, and uses a double-wishbone arrangement up front with a multi-link setup out back. Air springs work in concert with variable dampers and plenty of electronic algorithms to provide uncanny handling for a car that weighs nearly three tons (5445-pounds without occupants). The example we drove was shod with optional 20-inch wheels and tires (another



\$5,000 option). The doughnuts measured P255/45R20 in front and P285/40R20 in the rear, so there's no need to wonder whether the Ghost possesses the physical means necessary to exercise great mechanical grip. The brakes were equally large, with the front discs measuring over 16 inches.

While substantially engineered, most Ghost owners think as much about horsepower as they do about the enriched soil used in their rose gardens. What they care about is the aforementioned exterior style and how the interior speaks to their inner Richie Rich.

Unlike the exterior, which seems to be a more cohesive design statement, the interior is a mash-up of old-world charm and modern-day technologies.

Matched wood veneers (all pieces from the same tree) and beautiful hides (some 10 pampered bovines give their all for each Ghost) coexist with an 10.2-inch LCD screen and a version of BMW's iDrive. It feels a bit like having a microwave oven in the kitchen of a historic British castle.

Most of it works just fine, but some of the fussy design details seem intent on pandering to perceived luxury, not luxury itself. The chromed buttons on the steering wheel, for instance, are so shiny that it's nearly impossible to identify their function.

For those familiar with BMW's biggest sedan, the amount of shared components inside is obvious. The operation of the entertainment and NAV systems is identical, and controls set into the rear armrest are nearly very close to the 7 Series. It's likely most owners won't notice.

One of the pieces we thought wonderfully elegant was the power-closing rear doors activated by an interior switch. The wide openings (we're told they come out to 83-degrees, but we didn't bring a protractor) make elegant and demure entries and exits from the rear seats a breeze. Flash-prone pop stars might not appreciate it, but society ladies will.

Representatives of Rolls-Royce say that the Ghost is designed to be driven by its owner. (Sorry, Jeeves.) Provided the owner isn't a rabid fan of the Audi R8 or Ferrari California, he'll think the Ghost is something pretty special when it comes to chassis dynamics. The acceleration will certainly get your attention, as the engine's ability to hustle the massive slab of sedan to 60 mph in around four seconds is enough to make you reach for a pricy aged scotch (but not while driving, of course).

Our driving experience in the Ghost was limited to about an hour on the surface streets in and around Philadelphia, PA. In these confined environs, the Ghost gathered speed so quickly it felt like we were being whacked forward by a massive velvet sledge hammer.

The reality is that with the narrowing of the mean as it relates to overall vehicle quality and performance, a Rolls-Royce isn't that much better than other ultra-premium luxury sedans in the dynamic and comfort departments.

But this Ghost – priced at \$297,325 – is not about miniscule differences in handling, power or features. This car is all about presence and statement-making. And it does these things remarkably well in the rarified air most of us will never breathe.

What was Ferrari's first sports car that could do over 198mph?

The F40

## Mercedes-Benz Financial expands mobile strategy to the showroom floor by equipping dealers with the Apple iPad

Mercedes-Benz Financial, which has received more than \$5 million in lease and loan payments from customers via their mobile phone devices since becoming the first auto finance company to establish that payment channel late last year, is now taking its mobile strategy to the showroom floor to benefit dealers and customers. Mercedes-Benz Financial today announced that it is putting the Apple iPad TM into the hands of its dealers, becoming the first automotive finance company to give dealers mobile access to its proprietary point-of-sale dealer system called MB Advantage. In doing so, Mercedes-Benz Financial is one of the first companies to adapt the consumer-oriented iPad as a mobile business tool.

MB Advantage on the iPad will give dealership sales personnel instant access to marketing programs for specific models, quicker turn time on the credit application process, and increase speed and efficiency on the return of lease vehicles. "We see the iPad providing wireless mobility, information and flexibility on the showroom floor," said Andreas Hinrichs, Vice President of Marketing for Mercedes-Benz Financial. "The iPad will provide a competitive advantage to our dealers by increasing their service levels through a more flexible financing process."

Hinrichs said the size and versatility of the iPad makes it compatible to access MB Advantage via the mobile device and to take the dealer system from the finance & leasing office to the showroom floor. Mercedes-Benz Financial will distribute iPads to 40 selected dealers throughout the United States to test iPad as a business tool. The company will monitor iPad usage and collect feedback from dealers and field sales staff over the summer.

Improvements to MB Advantage on iPad, based on dealer feedback, will be incorporated before potentially making the mobile device available to all Mercedes-Benz dealerships later this year. "With the exciting, new products coming out from Mercedes-Benz, the iPad with MB Advantage gives us tremendous credibility with our clients," said Bernie Moreno, President of Mercedes-Benz of North Olmsted, Ohio, near Cleveland. Since launching its iPhone app last October, which allows Mercedes-Benz Financial customers to make payments on their vehicle lease or loan from their iPhone, Mercedes-Benz Financial has had more than 13,000 downloads, approximately 5,000 payments and \$3.6 million in payments received.

That launch was followed by giving customers who use smart phones the same capability to manage their Mercedes-Benz Financial accounts from their mobile devices. That has resulted in over 15,000 visitors, more than 2,000 payments and \$1.5 million received in payments.



# *City traveler*



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# Jeff Koons' BMW Art Car

World Premiere of Jeff Koons' BMW Art Car at the Centre Pompidou in Paris.

Paris. At the premiere of the 17th BMW Art Car Jeff Koons unveiled and signed his car in front of 300 international VIP guests on June 1 in the Centre Pompidou, one of the world's most prestigious cultural institutions for modern and contemporary art. It is the same place where Roy Lichtenstein back in 1977 first presented and signed his Art Car.

In the spirit of Calder, Stella, Lichtenstein, Warhol, BMW announced this year that the 17th Art Car created by Jeff Koons will race where the first rolling pieces of art by legendary artists raced – at the 24 Hours of Le Mans in France on June 12-13, 2010. Koons' canvas is a BMW M3 GT2, which was homologated to compete at this year's running of the world's most famous endurance race.

## The Design Process

As part of his creative process, the artist collected images of race cars, related graphics, vibrant colors, speed and explosions. The resulting artwork of bright colors conceived by Koons is evocative of power, motion and bursting energy. Its silver interior along with the powerful exterior design, the Art Car will impart a dynamic appearance even when it's standing still.

"These race cars are like life, they are powerful and there is a lot of energy," said Koons. "You can participate with it, add to it and let yourself transcend with its energy. There is a lot of power under that hood and I want to let my ideas transcend with the car – it's really to connect with that power".

Koons has been in an intense collaboration with BMW's team in Munich for months – melding his skill with sophisticated BMW engineering – to ensure that the 17th BMW Art Car will be race-ready for the 24 Hours of Le Mans.

Traveling back and forth to Germany many times since the February 2 announcement that Koons would create the 17th BMW Art Car, the artist has worked with the BMW engineering and design teams to conduct in-depth explorations of materials and application options that will prove crucial to optimizing both the aesthetic and aerodynamic attributes of the race car. Working with actual 3-D computer-aided design (CAD) models of the BMW M3 GT2, Koons could simulate the application of the graphic to the car's surfaces and evaluate it from all angles.

Koons even donned a helmet and joined BMW's American Le Mans Series race team for testing in Sebring, Florida, on February 23. Koons was able to experience the M3 GT2 at race speed to further inspire his design. As Koons describes it, he witnessed "the raw unfiltered performance" of the M3 GT2 from the seat of a historic BMW M1 race car. Koons also drove a BMW M3 Coupe on the circuit to further the dynamic exercise.

Under Koons' direct guidance and supervision, his BMW Art Car was produced in assistance with a team of BMW engineers and designers at Schmid Design, outside Munich. The challenge to create the BMW Art Car had to do with using a light material and a design that would not interfere with the racecar's aerodynamics and weight. Timing was also an issue, as there was only a two month window between the first design sketches and the Paris world premiere. This is why digital print on car wrapping vinyl was used covered by a double clear-coating to bring out the color. To apply hundreds of dynamic lines of Koons' design onto the car, CAD designs were

translated from 3D into 2D for the printing process and then painstakingly applied to the entire car as well as onto individual spare parts. Koons design incorporates many bright contrasting colors to communicate the aesthetics of power. The concept design was transformed into hard edged lines of color. Graphics of debris were added to the rear sides and back of the car to simulate the power of the car. Furthermore, two graphic rings on the rear of the car represent supersonic acceleration.

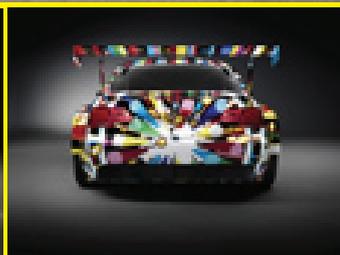
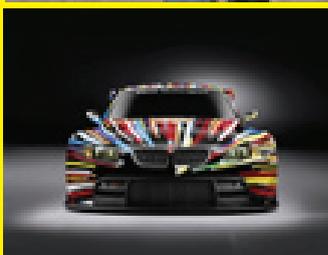
### Koons and BMW

The germination of Koons' collaboration with BMW began in 2003, when he expressed his desire to create a BMW Art Car. His relationship with BMW started more than two decades ago when he drove a BMW while residing in Munich, home to the BMW Group headquarters. Koons is known for his heartfelt appreciation of cars. Earlier this year he was even recognized by music icon Bono of U2 as one of the ideal artists to design a car that would make the world fall in love with automobiles again.

Koons' creative process for the BMW Art Car mirrors techniques, some borrowed from transportation design and development, which he regularly employs for his artistic production. For example, in the creation of Koons' monumental sculptures, his studio uses 3-D CAD models to evaluate the surfaces, assembles them via methods found in bike chop shops, and paints them in a manner based on sophisticated automotive painting techniques.

### The 24 Hours of Le Mans race

In April 2010, BMW Motorsport Director Mario Theissen announced the driver line-up for the 24 Hours of Le Mans. Andy Priaulx (GB), Dirk Müller (DE) and Dirk Werner (DE) will race the BMW Art Car #79. Jörg Müller (DE), Augusto Farfus (BR), Uwe Alzen (DE) will drive the BMW Le Mans car #78.



### BMW Art Cars

Since 1975, artists from throughout the world have turned BMW automobiles into art signifying a particular period through the Art Car program. In 2007, the latest installment was revealed with Olafur Eliasson's "Your mobile expectations: BMW H2R project." Many of the cars by the likes of Warhol, Lichtenstein, Stella, Rauschenberg, Hockney and Holzer have been exhibited in renowned museums throughout the world including the Louvre, the Guggenheim Museums, and the Shanghai Art Museum. They have been displayed

at the BMW Museum in Munich, between 2006 and 2010 and many went on a world tour throughout Asia, Russia, Africa, India, the United States and Mexico. The Koons car number, "79," pays tribute to the 1979 Andy Warhol car. The Warhol car was assigned the number "76," an homage to the 1976 Frank Stella car, both of which raced at Le Mans.

The home of all BMW Art Cars is the BMW Museum in Munich. Starting in September, Koons' 17th BMW Art Car will be presented there together with some of its predecessors.

With over 100 major projects worldwide, BMW Group cultural programs have been an integral part of the company's contributions to society for almost 40 years. Besides contemporary art, architecture and design, classical music and jazz are key components of this engagement.



# 20th anniversary of the legendary McLaren F1

In 1988, McLaren took the decision to expand from Formula One and design and build “the finest sports car the world had ever seen”. In March 1990 the team that was to create the F1 came together for the first time. In its 20th anniversary year, the McLaren F1 is considered by most people to be one of the greatest cars of all time. Its exclusivity, technical innovation, racing provenance, revolutionary packaging and extraordinary driving experience have made it an icon.

Just two years later, the McLaren F1 road car was launched to the world on 28th May 1992 in Monaco, with the first production car delivered to its proud owner in December 1993.

## The F1 defines the McLaren road car DNA

McLaren is a carbon pioneer. The McLaren Formula 1 team was the first team in Formula 1 to use a carbon fibre chassis in 1981. Nine years on, these Formula 1 techniques were developed to create the carbon monocoque for the McLaren F1: the resulting structure weighed just 100kg whilst offering the highest levels of strength and safety. The bare carbon fibre passenger doors weighed just 7 kg each (which included the weight of the side intrusion beam).

The F1 defined the McLaren road car DNA: low weight, low polar moment of inertia, clever packaging, superb quality and innovative design, resulting in an outstanding driving experience.



The F1 bristles with innovative design. The central driving position, which ensures superb visibility and no compromise on control positions for the driver; the pannier side lockers providing unprecedented levels of luggage capacity in a car of this type; the patented suspension system to provide both control and ride quality.

The F1 was launched at a price of £540,000 in 1994, and over the course of the next four years 64 F1, 5 F1 LM and 3 F1 GT road cars were produced, together with 28 F1 GTR race cars. An additional six prototypes were produced.

In October 2008, a delivery mileage F1 was sold at auction for £2.53 million, underlining the F1's status as one of the great motoring icons.

### Taking a road car to the track

In 1994, after pressure from owners, McLaren developed a racing version of the F1 road car to run in the FIA GT1 category in the 1995 season. Despite a design and development period of just 3 months, the F1 GTR swept all before it, winning not only the 1995 GT1 Championship, but also the 24 Heures du Mans on its debut. McLaren not only won, but dominated the rain-soaked endurance race, finishing in 1st, 3rd, 4th, 5th and 13th places.

The Le Mans winning F1 GTR was piloted by J.J. Lehto, Yannick Dalmas and Masanori Sekiya. Lehto's performance through the night on a treacherous circuit has been hailed as one of the great racing performances of all time, taking up to 10 seconds a lap off the cars in front of him. The winning car is proudly displayed at the McLaren Technology Centre in exactly the condition that it finished Le Mans in 1995.

Thus the F1 GTR secured for McLaren a unique position in motor racing history, as the only manufacturer to win the Formula 1 World Championship, the Indianapolis 500 and the Le Mans 24 Hours.

McLaren decided to celebrate the extraordinary result at Le Mans by creating 5 F1 LM road cars, one for each F1 that finished this most grueling of races. Launched in McLaren Orange, as used on Bruce McLaren's race cars the 1960s and 70s, and with a derestricted race engine, the LM is not only the most powerful of all F1 variants, but also the most valuable. Formula 1 fans will recognize this as the car which Lewis Hamilton has set his heart on owning.

In 1997, the final iteration of the F1 road car project was built. The F1 GT was built solely to fulfil the new homologation rules for the 1997 GTR race car, of which 10 examples were produced in the same year. Both the GT road car and the 1997 GTR race cars became



known as the 'Longtail', because of the longer front and rear overhangs for improved downforce when racing. Although McLaren only had to build one car for homologation purposes, two more were built following requests from existing F1 owners.

In 1998, with a total of 106 of all variants built and its production run complete, the McLaren F1 went on to achieve its greatest feat outside competitive motorsport. McLaren development and race driver Andy Wallace took XP5, the fifth and final prototype F1 with some 45,000 hard test miles on the clock, to the Ehra-Lessien proving ground in Germany. It was here on 31st March 1998 that the howling V12 propelled him to an amazing 240.1mph. Over 12 years later, this remains a world record for a naturally aspirated production car.

### Back to the F1 future

On 27th April 2010, McLaren Automotive celebrated the 20th Anniversary of the start of the F1 programme by inviting F1 owners past and present to a celebration dinner at the McLaren Technology Centre in Woking, England. The following day, after an insight into McLaren Automotive's exciting plans for a future range of high performance sports cars, the owners were treated to a display of 21 McLaren F1 road and race cars, the largest number of F1 cars ever assembled in one place.



Ron Dennis, McLaren Automotive Executive Chairman, said: "The F1 is a technological tour-de-force and a real triumph in terms of packaging and design. Whether endurance racing or on road, it is supremely fast, agile and yet comfortable. Its styling is enduring and will never fade. I enjoy driving mine more today than ever before because I find its technical purity highly satisfying; the F1 remains one of McLaren's proudest achievements."

With the launch of McLaren Automotive as a new car company announced in March 2010, the company begins production planning for an entire range of high performance sports, designed and built in-house by McLaren. The first in this range will be the MP4-12C.

The 12C shares much of the design philosophy that was applied to the McLaren F1. Starting with the new car's MonoCell, a one-piece carbon fibre chassis that is stiff, light and ensures occupant safety, every component has been designed to ensure the car is lightweight, nimble and able to deliver ultimate performance. When the 12C launches in 2011, it will be the first in the 'core' sports car sector to offer a carbon chassis, and the first road car ever with a one-piece, moulded carbon chassis.

From the outset, the 12C has been 'designed around the driver'. Outstanding aerodynamic efficiency and bespoke technologies including Proactive Chassis Control, Seamless Shift dual-clutch Gearbox (SSG), Brake Steer and the 12C's unique Airbrake feature in a car which has been developed using Formula 1 simulator technology. The new high performance sports car from McLaren will be sold initially through 35 retailers in 19 different countries around the world from Spring 2011.

# NOVITEC ROSSO Refines the *Ferrari 2+2-Seater*

2+2-seaters have a long and illustrious tradition at Ferrari. The 612 Scaglietti seamlessly continued this tremendous success story since its debut in the fall of 2003. To make this extraordinary automobile even more exclusive and to add an even higher level of customization NOVITEC ROSSO now offers new accessories such as a custom-tailored tire/wheel combination with diameters of 20 and 21 inches, a power increase to 565 hp / 416 kW, a stainless-steel sport exhaust system, new taillight design and upgrades for the interior.

Wheels make a car and for a Ferrari the best is just good enough. The NOVITEC ROSSO suspension specialists have developed custom versions of the three-piece NF3 alloy wheels for the Italian sports car.

The new wheels feature a striking design with five double spokes and polished outer flanges. Contrary to the 19-inch production wheels, the 612 Scaglietti in NOVITEC ROSSO trim sports a combination of size 9Jx20 wheels in front and size 12.5Jx21 rims on the rear axle.

This measure benefits not only the driving dynamics of the car but also and foremost the coupe's appearance. The staggered wheels further emphasize the wedge-shaped design of the two-door car.

In the P Zero tire technology partner Pirelli offers the perfect ultra-high-performance tires for this tire/wheel combination that makes optimal use of the available space in the wheel wells. Tires in size 275/30 ZR 20 on the front axle provide enormous grip during fast cornering and hard braking. Tires in size 355/25 R 21 on the rear axle allow even higher cornering speeds and provide maximum traction.

The exclusive look can be further upgraded with black NOVITEC ROSSO lamps. The complete package comprises the four round taillights, the reflectors and the side markers.

Further cornerstones of the NOVITEC ROSSO program for the 612 Scaglietti are a power increase and an even sportier exhaust note. The inner workings of the V12 engine with a displacement of 5,748 cm<sup>3</sup> remain untouched. The power increase to 565 hp / 416 kW at 7,290 rpm is the product of a newly calibrated engine management system and the NOVITEC ROSSO stainless-steel high-performance exhaust system.

The tuning gives the V12 engine an even crisper response and lets it rev up even faster. Simultaneously peak torque grows to 609 Nm at 5,300 rpm. A top speed of more than 325 km/h and a sprint time for 0 - 100 km/h of just 3.9 seconds make the 2+2-seater an even more dominant sports car.

The NOVITEC ROSSO sport exhaust system is an integral part of the power increase and produces a truly delightful exhaust note. The NOVITEC ROSSO exhaust is easily distinguished by its four 90-mm tailpipes cut at an angle.

NOVITEC ROSSO upgrades the four-seat interior according to customers' personal preferences. The ergonomically shaped sport steering wheel comes in any color imaginable. But that's not all: Customers can also freely choose the steering wheel's material as well as the thickness of the rim. The rim is flattened at the bottom for easier entering and exiting of the vehicle.

Every NOVITEC ROSSO interior is characterized by its masterful precision finish and its striking colors. But NOVITEC ROSSO realizes not only Ferrari owners' personal material and color selections, it also custom-tailors the seat to each customer's body measurements. Special requests such as for seats with even more lateral support or a lowered seat position for especially tall drivers round out the interior customization program.



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# VENOM GT SUPERCAR

Hennessey Performance is proud to announce the delivery of the company's first production-ready Venom GT supercar. Having left its UK production facility, the Chassis Number 01 Venom GT is headed to the UAE where it is to be delivered to its new owner by Hennessey's exclusive Middle East distributor, Al DiMora of DiMora Motorcar.

"This is the fulfillment of a dream that I have had since I was a kid", says company founder, John Hennessey. "But it is also just the beginning as we begin to demonstrate the performance capabilities of the Venom GT in the near future".

The top tier model, the first production Venom is powered by a twin turbocharged Chevrolet LS-series aluminum V8 producing 1,200 hp and 1,135 lb-ft torque mated to a 6-speed Ricardo manual transaxle (the same as found in the Ford GT). Boasting a dry weight of just 2,548 lbs and a curb weight of 2,685 lbs with a full tank of fuel, the car delivers on its promise of an astounding power-to-weight ratio.

Harnessing this power is a chassis that is a far cry from the Lotus Elise which it's derived. Aside from reusing the windshield, doors, roof, floor, dash and various trim components, the Venom GT's design and construction has been engineered from the ground up for a truly unique supercar. An all-new front and rear space frame and suspension is cloaked in a new carbon fiber body, sporting an adjustable rear wing for exceptional high-speed stability.

Production levels of the Venom GT range from the base 725 hp supercharged LS9 V8 unveiled in the original prototype car to 1,000 hp and 1,200 hp twin turbo V8 variants. Each vehicle is painted and its interior crafted to each owner's specification, offering the opportunity for one-off exclusivity.



Each Venom GT is built in Silverstone, England, with power plants sourced from HPE's Texas headquarters. Available in both left and right-hand drive configuration, the Venom GT is an international supercar fusing the power and emotion of American V8 muscle with the refinement of Britain's renowned racing heritage.





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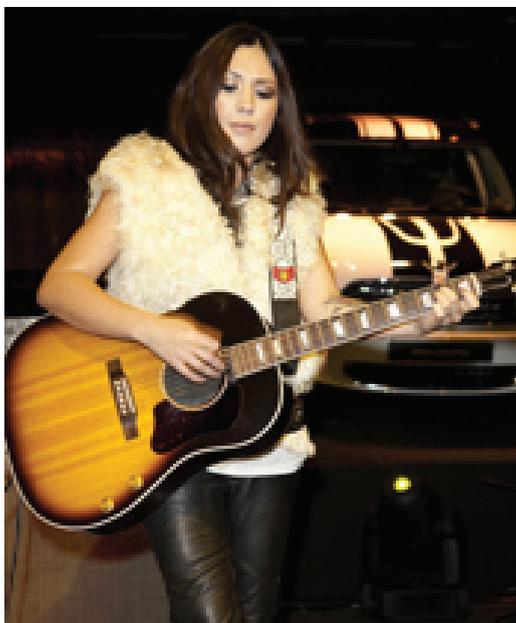
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GROWING TOGETHER

## MINI Countryman launches with Timbaland-Produced Track .

# GETAWAY



Few car launches trigger as much excitement as a new MINI. That is why the iconic brand hosted a celebratory VIP mini festival in London where the grass-green carpet was rolled out for guests only too willing to swap their high-heels and brogues for wellies in the countryside to usher in the new MINI Countryman. Launching in September, the MINI Countryman not only represents a genuine crossover in terms of car design – it is MINI's biggest and first-ever four door car - but also in musical genres as the brand introduces its long awaited fourth model with a single by U.S country singer Michelle Branch feat. Timbaland.



The star-studded 'MINI Countryman Open Air' event located on a farm in the capital's urban heart, heralded the new MINI with a world exclusive preview performance of single, 'Getaway' – performed live by Michelle Branch and genre-breaking, Grammy Award-winning maestro, Timbaland. The MINI Countryman is poised to rapidly enter into the hearts of MINI lovers when it makes its own debut appearance in the music video for the track, to be released this summer by Warner Music.

Michelle Branch says of her 'Getaway' single, "I saw the new car and I was inspired to write a song about getting away and getting out from the everyday confinements of life. Sometimes the fix for that is taking a road trip, so I worked on an exciting project with Timbaland and he produced the track with me."

Securing the brand's heritage and reputation as cool and fun, the one-off 'MINI Countryman Open Air' event mixed the theme of 'Urban meets Country' with a number of twists, underpinning MINI's 'Creative Use of Space' philosophy. The evening brought together the worlds of music, style, fashion and show business in a rural location of 32 acres of green fields where international jet-setters play against a backdrop of London's picture-perfect urban landscapes. Guests were treated to 'Folktronica' beats courtesy of James Yuil and other secret performers on the wheels of steel; a champagne bar and barbecue, staff wearing specially commissioned T-shirts by fashion darling, Henry Holland and, as the party unfolds, graffiti artists bringing to life their 'art'. Together with the night's headline acts, an exclusive preview of the MINI Countryman music video was also screened.

Dr. Wolfgang Armbrecht, Senior Vice President MINI Brand Management, says "We are thrilled to be working with Timbaland and Michelle Branch on such a unique collaboration for the launch of MINI Countryman. Music is important to our community members and with this car launch inspiring the words for the song 'Getaway,' we're confident that we'll capture the imagination of those who live the Urban-Country lifestyle."

Fully living up to the quirky spirit defined by MINI, the MINI Countryman – with its increased length and the option of all-wheel drive - offers the perfect solution for getting around town during the week as well as providing enough room for family trips away at the weekend. With all the fun and go-kart handling that is expected from MINI, the new four door option allows new buyers with families the chance to enjoy the MINI experience.

### **The MINI Countryman – driving fun knows no bounds**

MINI is extending its model range by a fourth variant, thereby opening up a new dimension of that unmistakable MINI feeling. As a crossover model, the MINI Countryman bridges the gap between the classic MINI concept and a contemporary Sports Activity Vehicle. Its extended options for urban mobility and potential uses in environments beyond the city mean new target groups with a greater demand for space and flexibility can now experience the driving fun associated with MINI. As the brand's first model to feature four doors and a wide-opening tailgate, it offers extended and highly versatile use of space, a slightly raised seating position and optimised ride.



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# VOLKSWAGEN BECOMES FIRST AUTOMAKER TO DEVELOP APP FOR IPAD

**Europe's largest car manufacturer, has established itself as the first automaker to develop a digital customer magazine 'app' - application programme - especially for the iPad.**

In anticipation of a Middle East iPad launch, an internet version of the innovative app, called 'DAS.- Digital Automotive Space - will be available from the end of June. The announcement of DAS., which will initially be available in five languages, also coincides with the forthcoming European launch of the revolutionary Apple iPad.

"DAS. is an important building block in Volkswagen's digital marketing strategy and gives us the opportunity for an interactive dialog with our customers. Our goal is to transmit the fascination of the brand and its products in a new digital dimension, creating a global experience," said Luca de Meo, Head of Marketing at the Volkswagen Passenger Cars brand, at the launch of the iPad app.

With each issue containing five chapters detailing the Volkswagen world, the specially developed iPad app allows users to enjoy the magazine's themes in an innovative virtual reality, using the familiar functions of the iPhone.

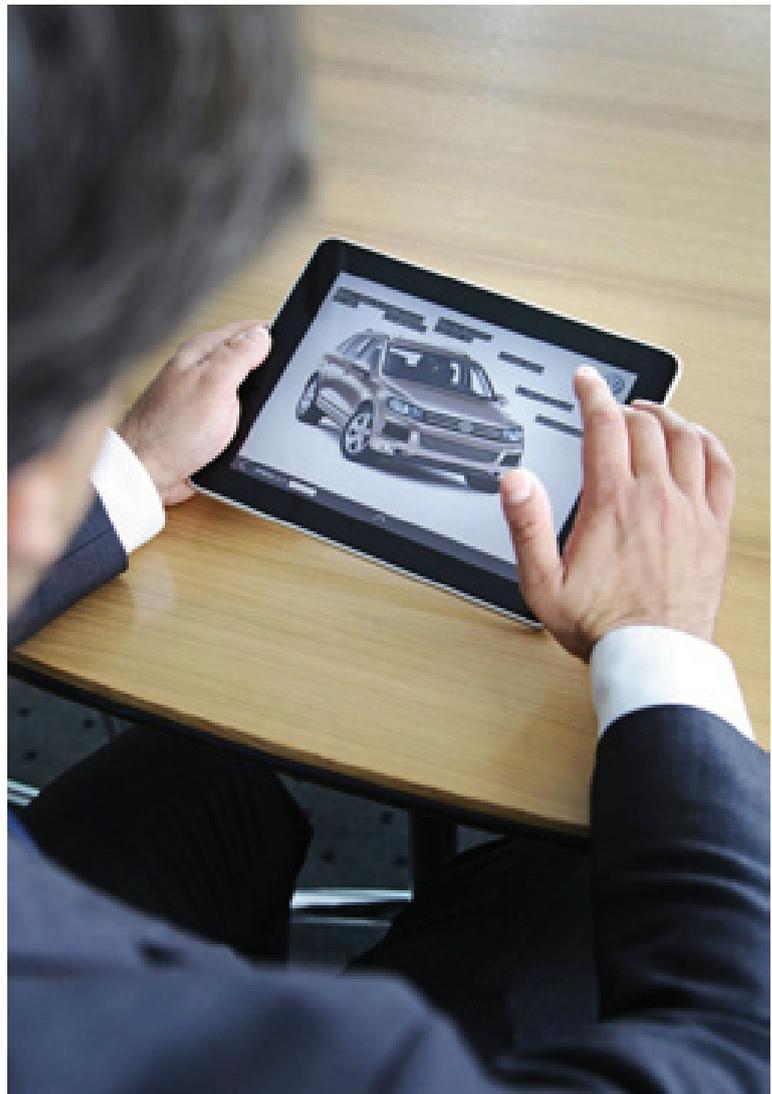
Volkswagen makes comprehensive use of the iPad's digital potential. The 360° images, for example, give the user a realistic impression of technical features on the Volkswagen Touareg such as "Area View". By the end of this month, it will also be possible to integrate content in social networks such as Facebook.

DAS. may be Volkswagen's first iPad innovation, but it certainly isn't its first app, and if its recent successes are any indication of how the new app will be received, then DAS. is sure to be an overwhelming hit.

Despite being launched just last month, the new Volkswagen e-Game, "Touareg Challenge", has already been downloaded by over 1 million fans with iPhones and iPods. Volkswagen has made the app game available for download free of charge in the App Store.

Stefan Mecha, Manager Director of Volkswagen Middle East, said, "The new Volkswagen Touareg will be available in the Middle East later this year, but judging by the massive amount of e-Game downloads, it appears our regional customers really can't wait that long for a test drive."

To transform the virtual driving experience into a real one, there is an integrated search function directing users to the nearest Volkswagen dealer. This function can also be used to request product brochures and test drives. Buttons to Facebook, Twitter and e-mail enable users to connect with friends all over the world and describe what it's like to drive the Touareg or find out whose car was the fastest or most fuel-efficient.



Six separate on and off-road routes, including an ocean drive and an off-road adventure, give users the opportunity to experience the Touareg's inherent versatility. The game features both the Touareg V6 TDI BlueMotion Technology and the Touareg Hybrid. Inspired by rally racing, the routes' stages are timed and must be mastered under various weather and road conditions.

The unique aspect of this game is that users who choose the Touareg Hybrid are awarded additional points if they exhibit a fuel-efficient driving

style. Once users have completed a route, they automatically receive access to additional paint jobs and new rims in the game's car configurator.

Realistic driving graphics, dynamic lighting effects and individualised control deliver even more driving thrills. Background music to fit the on-screen action pushes virtual driving excitement to the max, with a choice of three bands from the Volkswagen Sound Foundation: Tonbandgerät, jona:S and Jupiter Jones.

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# Automechanika Middle East 2010 sees huge turn out

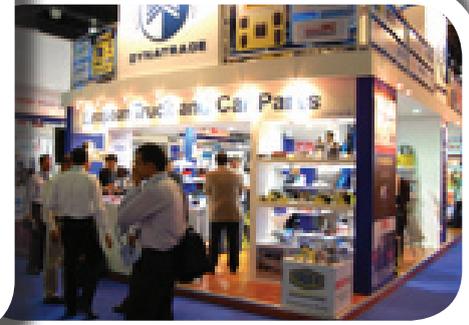
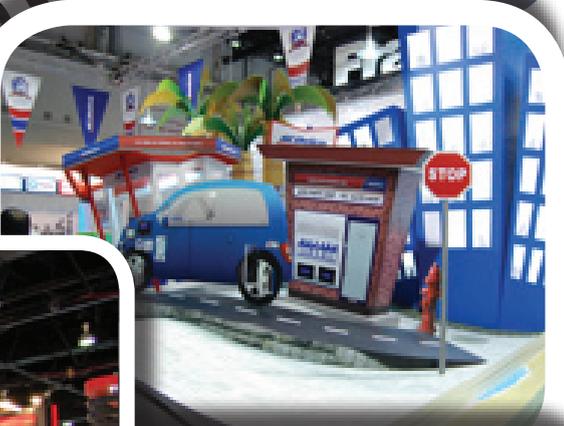
Automechanika Middle East in 2010 concluded on a positive note this year, with international buyers turning out in big numbers from the GCC, the Middle East, Iran, Africa, CIS, India, and many more countries.

A total of 16'058 trade visitors from 111 countries attended Automechanika Middle East. The three day trade fair had 49% of the buyers from the international arena. Exhibitors of Automechanika Middle East 2010 expressed satisfaction at the international visitor turnout, and the massive business potential of the show.

Considering the tough economic climate Automechanika Middle East registered a remarkable increase in the number of exhibitors especially companies who specialize in tires and batteries.

The show was an overall success as it is every year with many different exhibitors each year.







## Goodyear Donates 100-Year-Old Airship Lifeboat to Smithsonian



The Goodyear Tire & Rubber Company is making another significant gift to the Smithsonian National Air and Space Museum with the donation of a 100-year-old lifeboat from Goodyear's earliest lighter-than-air endeavor – the airship Akron built in 1911.

The Akron, not to be confused with the Goodyear-built Navy airship U.S.S. Akron, was Goodyear's first airship envelope, designated serial number D-1. The Akron was lost at sea in 1912 during an attempted transatlantic crossing. The only significant piece to be recovered from the accident was the lifeboat, in storage by Goodyear since 1912. Goodyear's newest blimp envelope, # D-654 is in use on its blimp Spirit of Innovation.

"The National Air and Space Museum is delighted to add this survivor of the very first Goodyear airship to its collection of historic air and spacecraft," said Tom Crouch, Senior Curator of Aeronautics, National Air and Space Museum. "It will have a place of honor in a section of the Steven F. Udvar-Hazy Center housing the Double Eagle II, the first balloon to fly the Atlantic, and the Concorde, which whisked travelers across the Atlantic at supersonic speeds."

Constructed by S.E. Saunders of East Cowes on the Isle of Wight in 1910, the boat is made primarily of wood, measures 27 feet long with a 6 foot beam and weighs over 500 pounds. In addition to the Akron legacy, the lifeboat's radio compartment has the distinction of having transmitted the first wireless message from the air.

Goodyear has donated other aviation items to the Smithsonian. In 1932, it offered the gondola from its first public relations blimp, Pilgrim, which the Smithsonian accessioned in January 1933. It is currently on display at the Steven F. Udvar-Hazy Center.

Goodyear operates three airships in the United States. The Spirit of Goodyear is based near Akron, Ohio; the Spirit of American is located in Carson, Calif.; and the Spirit of Innovation is in Pompano Beach, Fla.

Goodyear is one of the world's largest tire companies. It employs approximately 69,000 people and manufactures its products in more than 57 facilities in 23 countries around the world. Its two Innovation Centers in Akron, Ohio and Colmar-Berg, Luxembourg strive to develop state-of-the-art products and services that set the technology and performance standard for the industry.

## The 8th CITEXPO opening with rising tire export

The 8th CITEXPO will again be held at Shanghai Everbright Convention and Exhibition Center in September 8,9 & 10, 2010.

The recent economy crisis seems to be getting out from the bottom. This is obvious especially in the tire industry while China has become the top ranked tire exporting country. According to the export figures released by the Chinese customs, in the first quarter of 2010, the quantity and value of the exported tires to Latin America, Europe and Asean has risen from 20% to 40% in the major ports such as Shanghai, Guangzhou, Tianjin...etc. We can also observe the recovering market from the enthusiasm of the exhibitors and pre-registered visitors of CITEXPO 2010.

According to Mr. Wilko Fong, Managing Director of Reliable International Exhibition Services Co.,Ltd., the number and the booked space of registered exhibitors has exceeded the same time of last year's CITEXPO. Wilko expects the number of exhibitors of CITEXPO 2010 will be over 300 occupying 21000 square meters exhibition space in the three halls. Meanwhile, the number of pre-registered visitors from over 80 countries has significantly increased comparing to the same moment last year. Wilko believes that CITEXPO 2010 will continue to provide an excellent platform for the worldwide tire industry professionals to meet and create tremendous business opportunities.

The organizer anticipates that over 300 high quality exhibitors will commit to the show this year and they will be showcasing their latest products and technology in CITEXPO 2010 including radial tires, bias tires, wheels/rims, tire maintenance equipments, retread materials and equipments, tire production material and equipment and other related products. Reliable also stated that there will be some new business fields taking part in this year's CITEXPO such as standards certification services and testing equipment for production equipment, which makes CITEXPO a more comprehensive show for the industry.

Besides the major Chinese manufacturers, some foreign brands such as Copper ChengShan Tire from USA, Nankang from Taiwan(China), Maxam Tire and ACACIA Wheels from Italy, Hofmann from Germany, S&H Tyres BV and The VMI Group from Holland, 31 Incorporated from USA, Stamford from Singapore... etc will be presented by their Chinese representatives, joint venture companies and other suppliers in this year's show.

Passenger, industrial, OTR tires will still be the major exhibits in the show. Highlights will be more wheels, tire maintenance equipments and accessories exhibiting this year. A complete range of products makes CITEXPO a one stop trade show and the best information exchanging platform for the tire industry chain.



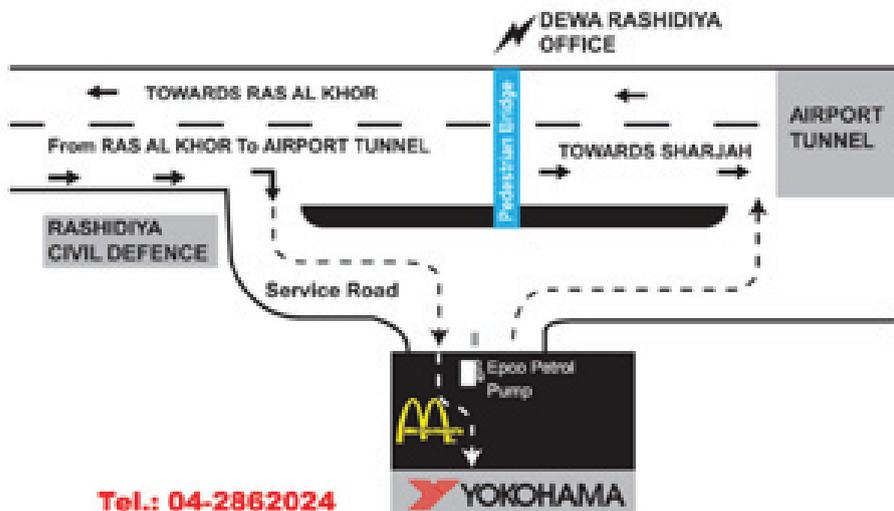
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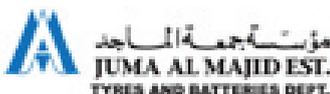
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TIRES

## Toyo Tires Introduces First Mobile Fitment Guide

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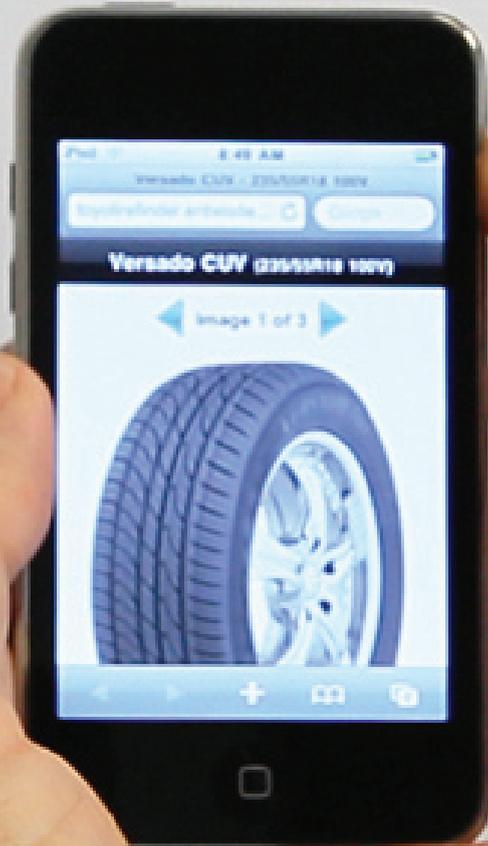
Information on proper tire sizes, inflation pressures and premium replacement products is just a click away for Apple® iPhone and Apple® iPod touch users. Introduced by Toyo Tire U.S.A. Corp., the first mobile tire fitment guide is now available at <http://tirefinder.toyotires.com>.

The new Tire Finder programming recognizes an iPhone or iPod touch and formats viewing for the mobile device screen. To search the comprehensive database of vehicles, fitments and premium replacement tires users simply select vehicle year, make, model and options from drop-down menus. The result is a list of Toyo brand tires in sizes appropriate for the selected vehicle, ranging from the original equipment size to plus sizes.

With each tire is a description and important information such as the diameter, width, rim width range, load rating and proper air pressure. A video provides an in-depth look at the product while photos offer several views of the tire and tread design. For a person wishing to speak to a live person, a built-in telephone link will dial the company's Consumer Relations department.

"As a company that prides itself on technology and innovation, we are pleased to be the first tire manufacturer in the world with a mobile fitment guide," said Steve Hutchinson, vice president of marketing, Toyo Tire U.S.A. Corp. "Consumers and dealers alike want fast, easy access to information. The Toyo Tire Finder meets this demand and places our extensive line of replacement products in their hands."

iPhone and iPod touch users will find the mobile-ready Tire Finder, as well as information on the full line of Toyo Tires® products, at <http://tirefinder.toyotires.com>. The Toyo Tires brand was voted #1 overall by independent tire dealers across North America\*. Toyo Tires manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks, buses and off-road and construction applications.





TIRES

## Continental guarantees safety of world's best football players and its own guests

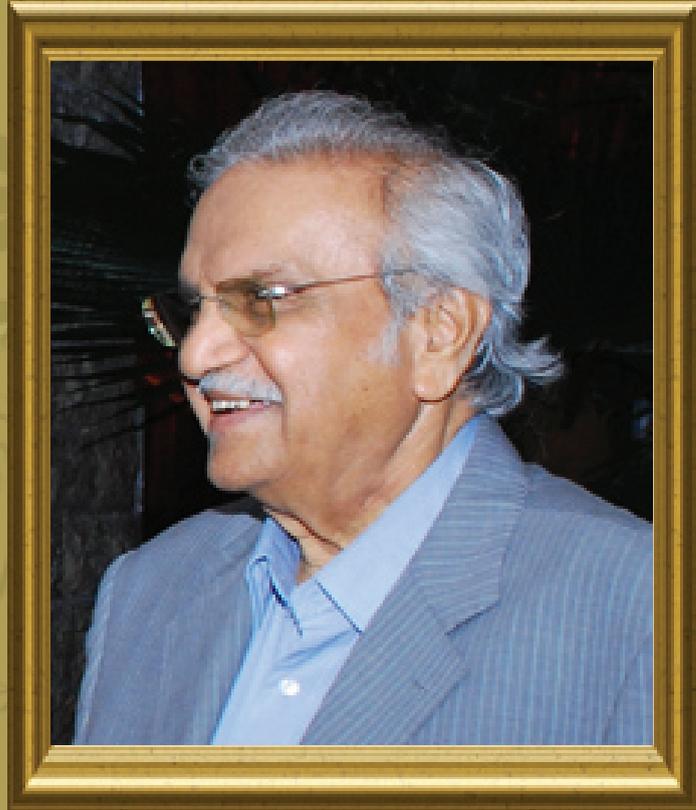


An Official Sponsor and exclusive tyre partner for the 2010 FIFA World Cup South Africa™, Continental AG is outfitting all 32 team buses with HSR 1 premium bus tyres. The HSR 1 was designed specifically for use on motorways and in regional transport. It boasts excellent handling, minimal rolling resistance and good mileage. During a tournament, teams are traditionally on the go a lot in the team bus, so the tyre's safety reserves play a key role. "In this way, Continental is doing something important to ensure the safety of the world's top football players. In point of fact, a tyre's postcard-size contact patch is the sole link to the road," says Passenger and Light Truck Tyre press spokesman Alexander Lührs.

As it was the case for the 2006 FIFA World Cup Germany™, HSR 1 bus tyres will be fitted on all Continental transfer buses. "We want to use the 2010 FIFA World Cup South Africa as a further means of actively demonstrating the merits of our tyres to our guests," adds Udo Brandes, Commercial Vehicle Tyres press spokesman.

In South Africa the tyre manufacturer likewise enjoys top standing in the passenger replacement business, controlling 20 per cent of the locally produced tyre market. The 1,600 employees at the Continental passenger and light truck tyre factory in Port Elizabeth, South Africa, turned out around 2.4 million passenger tyres and 100,000 truck tyres in 2009. The tyres are sold both as original equipment and in the replacement business. The tyre demand in Sub-Saharan Africa – and thus in the country in which the 2010 FIFA World Cup™ is taking place – is served mainly from Port Elizabeth.

## Anniversary



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*Those who bloom in the hearts of others never fade away.*

*He left us a year ago, but his love for life and positive approach has touched our lives forever. We will always remember you for your kindness and patience.*

...



Management & Staff



## ZAFCO battery sales up by 40% despite recession

Dubai, United Arab Emirates: ZAFCO, one of the Middle East's leading car battery distributors, announced a 40-per cent increase in year-on-year sales as it rewarded its top-performing UAE partners in a glittering evening at the world-famous Atlantis Hotel.

The awards were specifically designed to recognise the spirit of entrepreneurship that has flourished among many small- and medium-size automotive enterprises in the UAE, despite the current global economic crisis.

"The UAE government recently made a positive announcement that it is developing the small and medium enterprise (SME) sector as a strategic move to make it a major contributor to the national economy," said Gopiraj KV, ZAFCO's CEO. "We believe that the achievements of our partners during the past year perfectly demonstrate the beneficial contribution that SMEs can make, and we are pleased to mark our appreciation of them."

UAE-based ZAFCO sold a remarkable 220,000 batteries across the UAE in 2009, registering a turnover of Dh45 million. Of these, 140,000 were Trane batteries, which have proven extremely popular in the country thanks to their heat resistance durability, and the fact that they are also long-lasting and economical.

For their contribution to these impressive figures, the company's two leading customers in the UAE, Moh'd Humyaun Kabir Auto Spare Parts of Abu Dhabi and Al Jeeda Auto Parts of Ras al Khaimah, were each awarded a brand new car. A number of others among ZAFCO's 50 distributors were also commended.

In addition to its market-leading position in battery distribution, ZAFCO's automotive portfolio includes lubricants and tyres. The company is the number one source for tyres across the UAE domestic market, and a global supplier to customers around the world. Today, it works closely with a network of over 800 global distributors across 85 countries

ZAFCO currently employs over 275 staff and boasts an annual turnover of well over Dh1 billion. With a total growth rate of consistently over 30 per cent each year, the company is planning to transform this dirham figure into 1 billion US dollars by 2012.

Established in Dubai in 1993 ZAFCO now represents 12 of the most proven names in automotive accessories, including Nitto and Pirelli. It has established a strong reputation for quality and market reach, built around three key elements: dealing with proven brands of international standing; passing on the benefits of volume transactions to the customer; and possessing an intrinsic understanding of the markets in which it operates.



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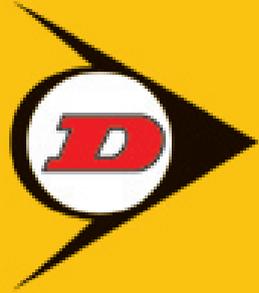
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# Hankook considering F1 tire future

Hankook targets an F1 tire supply deal in the future should the tender come up for grabs once again.

Hankook has tentatively thrown its hat into the ring to supply Formula 1 teams with tires in the coming seasons in a bid to increase its global awareness.

The South Korean company had considered submitting a tender to replace Bridgestone for the 2011 season, but its inexperience with F1 technology meant it couldn't put a strong enough bid together in the time required.

Nonetheless, Hankook – which has some motorsport links through rallying and sportscars – says it is considering a move to F1 in time

“Currently we do have a little Le Mans team, and some rally teams here and there, and we try to sell some motor sports tires,” Hyan Bum Cho told the Australian Sydney Herald newspaper.

“In the future we want to have some hefty market share in that segment. It's quite profitable, but in order to really leverage from motor sports in terms of brands, you need to participate in either world rally championship or a very high segment in Le Mans, or Formula One.

“So in the future that's the target that we have, to participate in those segments. And that's going to cost a lot of money, a lot of development cost, a lot of investment, and also how to run these operations with experience.”

Fellow South Korean tire manufacturer Kumho also expressed an interest in supplying tires to F1 teams for 2011, although it appears likely that Pirelli is in line to take over from Bridgestone.



## Goodyear Deal with AW Rostamani Group for UAE distribution of Sava Tyres

Goodyear, one of the world's largest tire companies, today signed a deal with the AW Rostamani Group for the exclusive distribution of Sava Tyres in the UAE. The deal brings the European mid-market tire brand to the GCC for the first time, on the back of Sava's double digit year-on-year growth in European markets.

30 per cent of the UAE's 2.6 million annual passenger vehicles and 420,000 annual commercial vehicle tire sales currently come from the mid-market sector, which has traditionally been dominated by Asian brands. As the first European brand in the sector, backed by Goodyear's reputation and state-of-the-art technology, the AW Rostamani Group's 50-plus service centers and UAE dealer network are aiming to make a significant impact on mid-market segment sales.

“We see huge potential for Sava tires here in the UAE,” said Michel Ayat, CEO AW Rostamani Automotives. “Not only is the automotive market expected to record sales growth of nearly eight per cent this year, but Sava's reputation for quality, safety and durability – backed by the tried-and-trusted Goodyear name – puts us in an enviable position.

“In the second half of 2010, we aim to fit 15,000 Sava tires on commercial vehicles and 5,000 on passenger vehicles. Longer-term, based on the brand's success in Europe and the high levels of customer satisfaction and word of mouth recommendation, we expect to take a significant share of the 900,000 plus annual mid-market tires sales here in the UAE.”

Octavian Velcan, General Manager of Goodyear Middle East and Africa added, “The durability of tires is particularly important here in the UAE, as sandy conditions and intense summer heat create more wear and tear than in most other places. We know that commercial and private vehicle owners are increasingly looking for value for money, but more importantly they are looking for a name they can trust. Security and confidence are critical. The Sava brand promises high quality tires at competitive prices – it's a winning formula.”

Sava produces passenger car, SUV, light truck and truck tires. The Sava brand, which specializes in rubber manufacturing, was founded in Slovenia over a century ago. Following its success throughout Central Europe, the brand was acquired by Goodyear International in 1997. Today, Sava has not only established itself as an icon in the European car tire market, but also advanced to become one of the largest and most successful tire manufacturers in the world.



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# History of Tires

Contributed by **Muhammad Rizwan**

About 5,500 years ago the wheel was invented. The first wheels were solid. Man's use of the wheel changed a whole way of life. The earliest tires were bands of iron, placed on wooden wheels, used on carts and wagons. Wider and smoother trucks were needed because the carts could not travel through forests or over rough ground. The first roads were made. Man then began to use the wheel in other ways and simple machines were invented.

The Oxford English Dictionary suggests that the word TIRE derives from "ATTIRE" because people started dressing up (attire) wheels by putting iron and or rubber bands on it, while other sources suggest a connection with the verb "TO TIE". From the 15th to the 17th centuries the spellings tire and tyre were used without distinction; but by 1700 tyre had become obsolete and tire remained as the settled spelling. In the UK, the spelling tyre was revived in the 19th century for pneumatic tires, though many continued to use tire for the iron variety. The Times newspaper in Britain was still using tire as late as 1905. The 1911 edition of the Encyclopædia Britannica states that "the spelling 'tyre' is not now accepted by the best English authorities, and is unrecognized in the US", while Fowler's Modern English Usage of 1926 says that "there is nothing to be said for 'tyre', which is etymologically wrong, as well as needlessly divergent from our own British older and the present American usage.

The fundamental materials of modern tires are rubber, fabric and steel along with other compound chemicals. They consist of a tread and a body held by beads (wire bundles). The tread provides traction while the body ensures support. Before rubber was invented, the first versions of tires were simply bands of metal that fitted around wooden wheels in order to prevent wear and tear. Today, the vast majority of tires are pneumatic, comprising a doughnut-shaped body of cords and wires encased in rubber and generally filled with compressed air to form an inflatable cushion. Pneumatic tires are used on many types of vehicles, such as bicycles, motorcycles, cars, trucks, earthmovers, and aircraft.

## Function of the Tire

A tire forms the juncture between the vehicle and the road. In that sense it is no more than a component, but usually one component carries out one function. However it carries out four main functions:

- 1.Supports the weight of the car, people and luggage
- 2.Absorbs shocks from the road
- 3.Transmit traction and braking force to the road
- 4.Help change and maintain direction of travel

In order to carry out the above main functions it has to be constructed as a resilient vessel of air.



## IMPORTANT DATES:

1843 – Charles Goodyear announces vulcanization which was later used for tire

1846 – Robert William Thomson invents and patents the pneumatic tire

1880s – John Boyd Dunlop begins taping pneumatic tires to bicycle wheels

1888 – First commercial pneumatic bicycle tire produced by John Dunlop

1889 – Dunlop patents the pneumatic tire in the UK

1889 – Adolphe Clément sees a Dunlop pneumatic tire in London and acquires the French manufacturing rights for 50,000 francs

1890 – Dunlop, and William Harvey Du Cros begin production of pneumatic tires in Ireland; thickened beads, wire retainers, and shaped rims make taping tires to rims unnecessary

1890 – Bartlett Clincher rim introduced

1891 – Dunlop's patent invalidated in favor of Thomson's

1891 – The Michelin brothers patent a removable pneumatic tire, used by Charles Terront to win the world's first long distance cycle race, Paris-Brest-Paris.

1892 – Beaded edge tires introduced in the U.S.

1893 – cotton reinforcing cords have appeared

1894 – E.J. Pennington invents the first balloon tire

1895 – Michelin introduces pneumatic automobile tires, however, not successful; André Michelin uses corded tires in Paris-Bordeaux-Paris rally by 1897, they are standard racing tires

1898 – Schrader valve stem patented

1900 – Cord tires introduced by Palmer (England) and BFGoodrich (U.S.)



1903 – P.W. Litchfield of the Goodyear Tire Company patents the first tubeless tire, which was introduced in 1954 by Goodyear on Packards

1904 – Goodyear and Firestone start producing cord-reinforced tires

1904 – Mountable rims introduced, allowing drivers to fix their own flats

1906 – First pneumatic aircraft tire

1908 – Frank Seiberling invents grooved tires with improved road traction

1900s – tire companies experiment with adding leather, wood, and steel to improve durability

1910 – Silvertown Rubber Company (London) adds carbon black to white rubber, increasing durability

1911 – Philip Strauss invented the first successful tire, which was a combination tire and air filled inner tube. Strauss' company the Hardman Tire & Rubber Company marketed the tires.

1919 – Goodyear and Dunlop announce pneumatic truck tires

1923 – first balloon tire, named for larger cross-section and lower pressure, introduced by Firestone: debut on the first Chrysler, the 70, in 1924

1929 – solid automobile tires cease to be used

1938 – Goodyear introduces the rayon cord tire

1940 – BFGoodrich introduces the first commercial synthetic rubber tire



## tire fact

Excessive acceleration and braking, high speeds as well as quick turns, cause excessive tire wear. Bad roads can also cause tire damage.

1946 – Michelin introduces the radial tire

1947 – Goodyear introduces first nylon belted tires

1947 – BFGoodrich announces the tubeless tire

1963 – Use of polyester cord introduced by Goodyear

1965 – Armstrong Rubber introduces the bias belted fiberglass tire

1965 – BFGoodrich offers the first radial available in North America

1967 – Poly/glass tires introduced by Firestone and Goodyear

1968 – United States Department of Transportation (DOT) numbers required on new tires in USA

1974 – Pirelli introduces the wide (low aspect ratio) radial tire

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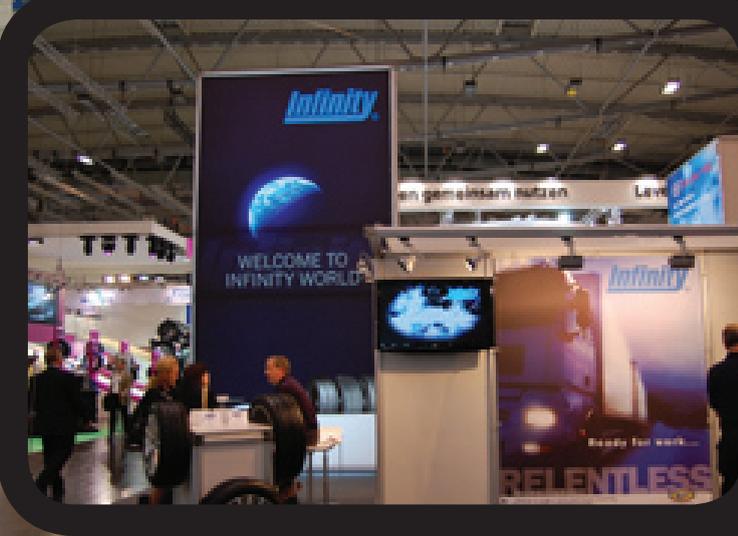
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# Record breaking event this year at Reifen 2010

More than 600 exhibitors from 41 countries presented their tire products and services at this year's Reifen show in Essen Germany. Messe Essen the organizing company hailed the event as a great success after the company announced that a record 18,000 trade visitors attended the tire, retread and vulcanization related expo. With guests from 127 countries, the fair definitely set a standard.

Almost all major brands exhibited and the 54,000 square meter exhibition area was host to numerous new entry private brands, re-treading, tire repairing / mounting, tire storage, software, alloy wheels and tubes companies. International trade visitors and top level decision makers met old friends and colleagues and made new contacts. Many used the opportunity to sign deals during the 4 day event while others just mingled and gathered information.

REIFEN was held for the first time 50 years ago. It was a trade fair held together with only 40 exhibitors from 6 countries. Today REIFEN is the world's leading tire fair, what was once a small national event grew into the world's largest platform of the tire Industry.

## UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
National 4X4 Off Road Show-Melbourne	03-05 Sept 10	It gives visitors the chance to spy, try and buy the very latest in 4-wheel drive vehicles, accessories, safety and protection equipment, recovery and emergency gear and fully equipped camper trailers.	Melbourne Showgrounds, Melbourne, Victoria, Australia	<a href="http://www.4x4show.com.au/">www.4x4show.com.au/</a>
CAMPIONARIA	05-13 Sept 10	Campionaria 2009 will provide a unique opportunity to showcase multi industry products under one roof at Fiera Di Pordenone, Italy. The exhibition will attract thousand of visitors form Italy and its neighboring country. This nine day event is being organized by Pordenone Fiere.	Fiera Di Pordenone, Pordenone, Friuli-Venezia Giulia, Italy	<a href="http://www.campionaria.it">www.campionaria.it</a>
China International Tire Expo	08-10 Sept 10	China International Tire Expo (CITEXPO) will continue to serve as the best platform for the tire industry's professionals in business trade, brand promotion and information exchange. Since 2003, CITEXPO has been held in the same city in China (Shanghai) and has become one of most popular trade shows in the tire industry on the globe.	Shanghai Everbright Convention & Exhibition Center, Shanghai, China	<a href="http://www.citexpo.com.cn">www.citexpo.com.cn</a>
Odessa Auto Show	09-12 Sept 10	Odessa Auto Show is aimed to unite the major representatives of the world known motor-car manufacturers, the companies representing services on service and car repairs, and to give the opportunity for the motor-car enthusiast to get acquainted with the novelties of a car market.	Exhibition Complex of Odessa Sea Commercial Port, Odessa, Odes'Ka Oblast', Ukraine	N/A
Autosalon Nitra	09-14 Sept 10	Autosalon Nitra has defended its existence and significance and is included in the O.I.C.A. official calendar of Motor Shows of passenger cars and trucks, for the fifth time. AUTOSALON NITRA has gained a significant position in the Slovak Republic. This was proved by a great interest in the exhibition last year - 169 visitors and 275 direct exhibitors.	Agrokomplex Nitra, Nitra, Slovakia	<a href="http://www.agrokomplex.sk">www.agrokomplex.sk</a>
Relio Quick Auto Mall	10-12 Sept 10	Relio Quick Auto Mall is one of the biggest trade fair for Automobiles, Spare Parts and Accessories Industry in India. The event is scheduled to be held in September 2010 in Bengaluru, India. This is the three day event which is being organized by Relio Quick India Private Limited.	Palace Grounds, Bengaluru, Karnataka, India	<a href="http://www.automallindia.net">www.automallindia.net</a>

## UP COMING EVENTS

EVENT	DATE	INFORMATION	LOCATION	WEBSITE
Canadian Offroad Expo	11--12 Sept10	Canadian Offroad Expo a number of awesome events and entertainment throughout the expo week-end. At a show unlike anything of its kind in Western Canada, attendees will not only be drawn to the off road related Exhibitor's booths, but the Expo will also feature live and exciting spectator shows.	Westerner Park, Red Deer, Alberta, Canada	N/A
Automechanika Frankfurt	14 - 19 Sept- 10	The Automechanika Frankfurt is 6 days trusted event for automobile and original equipment market. Organizing by Messe Frankfurt GmbH, the event will be attended by reputed manufacturers, importers, exporters of the respective sector from all over the globe.	Frankfurt, Hessen, Germany	<a href="http://www.automechanika.com.co.nz">www.automechanika.com.co.nz</a>
KENYA AUTO EXPO	15 - 18 Sept- 10	KENYA AUTO EXPO is an excellent platform for you to generate good business fortunes, unparalleled exposure to automobile fraternity, cross-fertilization of ideas an opportunity to present your proposition to consumers.	Kenyatta International Conference Centre (KICC), Nairobi, Nairobi Area, Kenya	<a href="http://expogr.com/kenyaauto">expogr.com/kenyaauto</a>
Auto Tehnic Show	22 - 25 Sept- 10	China International Auto Parts Expo(CIAPE) proves to be effective in networking with eminent professionals from both domestic and international automobile sector. The CIEC provides enormous business opportunities for paving into auto industry and proves to be efficient for displaying passenger cars & commercial vehicles, coach & auto bodies etc	ROMEXPO Exhibitions Centre, Bucharest, Ilfov, Romania	N/A
China International Auto Parts Expo	25 - 27 Sept- 10	Taxi Point is one of the leading trade fair for Taxi Industry in Brazil. The event will provide an opportunity to meet all the related professionals under one roof at the Centro de Expositoes Imigrantes Brazil.	Beijing China International Exhibition Center (CIEC), Beijing, China	<a href="http://en.iapchina.com/">en.iapchina.com/</a>
Autotech	27 Sept - 02 Oct- 10	The second edition of the International Exhibition of Transport and Auto Service Equipment AUTO-TECH will be held in 2005. The establishing of the exhibition as a separate event within the framework of the International Technical Fair is one of the reasons for doubling the number of the participating companies.	International Fair Plovdiv, Plovdiv, Bulgaria	<a href="http://www.autotech.com/">www.autotech.com/</a>



PARTS

# TOP 10 AUTOMOTIVE WATCHES

Precision engineering. Artful design. Exclusive prestige. The kind of machine you can enjoy using every day. Are we talking about the finest automobiles or timepieces? We're referring to both, because these and so many other superlatives and qualities can be attributed to both, and both are among the favorite purchases of those with the means.

It should come as no surprise, then, that these two industries have been crossing over at increasing frequency. The result of the mingling of the two worlds has been a wide array of automotive-inspired watches, taking more or less design cues and construction materials from the automotive industry. On some of the most lusted-after timepieces in jeweler's windows today you'll see such materials as aluminum, titanium, ceramics and carbon fiber; you'll see rubber wrist straps with tire-tread patterns; and you'll see ultra-exclusive watches sharing their name with the most prestigious automobiles and motor races in the world. Of course, some of them cost as much as some cars as well, but there's a wide range of choices for every budget. Here are our Top Ten favorites.



## 1) Rolex Oyster Professional Cosmograph Daytona

What kind of a list would this be if we didn't include a Rolex, the indisputable king of wristwatches? The Daytona has pedigree in world motorsports, taking its name from the famous American raceway at which Rolex is title sponsor of the annual 24 hour race. It's worn by grand prix legend Jackie Stewart and Indy racing czar Roger Penske, not to mention countless other racing drivers, team leaders and car collectors the world over. Available in steel or gold, with leather or metal straps, the Rolex Daytona is the definitive motorsport chronometer. But the Rolex name comes with a Rolex price, and don't expect to pay less than \$10,000

## 2) Cartier Roadster

Cartier is credited by history as having popularized the wristwatch over the pocket watch at the turn of the 20th century, and the Roadster remains one of its most beautiful offerings. It bears no official marketing affiliation with any specific carmaker, it is not the official timepiece of any racing series, and it's not made of any high-tech materials. Its sole merits on which the Cartier Roadster is included in this list are its evocative name a design, the latter referring not to a specific automobile but arguably the most desirable kind of automobile, the former managing to gracefully walk the line between sporty and elegant. The steel chronograph pictured sells in the neighborhood of \$7000 with more and less expensive variations available



## 3) Chopard Mille Miglia

Snaking through a thousand miles of Italian countryside, the Mille Miglia is one of the most famous classic races in the world, and Chopard has been sponsoring the event for over twenty years. To commemorate the partnership, the renowned Swiss watchmaker has a complete line of sports-watches. This example, selling in the \$3000 range, features a tachymeter, chronometer and chronograph, a titanium case and – as an extra special treat – a rubber wrist strap with tire-tread pattern styled after 1950's-era Dunlop racing tires (although versions are also available with metal and leather straps). The look is as classic as the racing event that bears its name, and the quality is reputed to be second to none.

## 4) TAG Heuer Carrera

A design that remains contemporary and avant-garde across decades is not easy, and few designs – in architecture, in automobiles, anywhere – manage to achieve that timeless modernity. The TAG Heuer Carrera is one of them, and that's what we love about it. Carrera is Spanish for "race", evoking the famous Carrera Panamericana rally in Mexico. Big name drivers like Juan Pablo Montoya and Jeff Gordon wear it, and while the TAG line is full of iconic motorsport-inspired timepieces (like the square Monaco popularized by Steve McQueen in Le Mans), the Carrera Automatic Chronograph Tachymetre is our favorite, retailing for around \$3000.





### 5) Pirelli PZero

While in the American market Pirelli might be just another tire company in the same vein as Goodyear or Bridgestone, overseas it is a premium label, turning out a Prada-esque fashion line, short films with big-name actors and the most exclusive and sought-after girlie calendar. It should come as no big surprise, then, that their wristwatch is one of the most intriguing and unique-looking timepieces on the market. The PZero watch series features aluminum and titanium construction with a tire-tread rubber strap that takes a more aggressive and contemporary angle than Chopard's interpretation (see above). With a wide range of variations in different colors and different types of movements, the Pirelli PZero watch starts around a reasonable \$800.



### 9) Parmigiani Fleurier Bugatti 370

This watch, made by Swiss watchmaker Parmigiani Fleurier for Bugatti makes about as much sense as the Veyron. It's also just about as complicated, exclusive and expensive, too. The completely unique mechanism was specifically designed for this watch alone and operates in a cylinder, fully visible through glass in between the 18-karat gold case. The face is one the bottom of the watch, letting the driver look at the time without removing his hands from the steering wheel. The first of only 150 was delivered to fashion icon Ralph Lauren (owner of one of only two remaining Bugatti Type 57SC Atlantics), and it sells for a staggering \$200,000. (If you like the idea of a driving watch, the LP Stratosphere can be had for less than \$2000).

### 6) Breitling for Bentley Flying B

Arguably, no partnership between a watchmaker and an automaker seems more fitting than the collaboration between Breitling and Bentley, both brands representing exclusivity, fine craftsmanship and the height of their respective industries. The Flying B emblem they share lends its name to their first rectangular wristwatch, incorporating a unique movement and look. The hours are displayed in a large numerical window (like a jumbo date indicator), the minutes on the main dial and the seconds on a smaller dial at the bottom. The knurled metal finish that frames the face mimics the dashboards on some of Bentley's most sought-after exclusive models. It's both elegant and eye-catching, but at \$10,000, it sure ain't cheap.



### 7) Ferrari Granturismo GMT by Officine Panerai

Ferrari recently left their previous timepiece partner Girard-Perregaux for Officine Panerai. The iconic Swiss-Italian watchmaker has crafted a unique case evoking the lines of Ferrari automobiles and together they've launched two lines of watches, the Granturismo with more sophisticated accents and the sportier Scuderia line. Like all GMT wristwatches, this model has an additional hand to keep tabs on Greenwich Main Time (or alternatively, a second time zone); a handy feature for travelers. Prices start around \$5000.



### 10) Seiko Sportura Honda F1

Switzerland will always enjoy a premier status as the watchmaking capital of the world, but like the Japanese can today compete with Germany's best automakers, Japan's watches are a competitive option. Our favorite is the Seiko Sportura Ultimate Kinetic Chronograph, a unique wristwatch created to celebrate Seiko's partnership with Honda F1 and their premier driver Jenson Button. While conventional automatic timepieces use the movement of the wrist to move the gears, Seiko's kinetic movement charges a battery that will keep the watch going for five months on a single charge, with no battery to change. This version, with carbon fiber dial and bracelet links, was offered in a limited edition of only 1500 at around \$4000, but the Seiko Sportura Honda F1 range includes a variety of watches at less than \$600.

### 8) Chanel J12 Superleggera

Like many luxury fashion labels, Chanel only recently got in to timepieces, but they're off to a great start, making it to the #1 spot on our list. The Chanel J12 Superleggera chronograph is constructed from ceramics, the latest hi-tech material being employed in motorsports, with black satin finish, accented by brushed aluminum, for a unique look that stands out in a field of steel watches. Superleggera, Italian for "very light", refers to its lightweight construction, evocative of classic Italian sports cars. This Swiss-made certified chronometer sells in the range of \$6000.





## Al-Futtaim Motors discuss UAE's Toyota counterfeit parts business at Automechanika Academy

Al-Futtaim Motors, the exclusive distributor for Toyota in the UAE, today led discussions on the illegal Toyota counterfeit parts market in the UAE during an interactive forum held in conjunction with the auto aftermarket trade fair Automechanika.

The Automechanika Academy forum held alongside the three day exhibition at the Dubai International Convention and Exhibition Centre brought together key automotive experts to discuss the industry's most topical issues. Sajjad Pasha, National Sales and Marketing Manager for Al-Futtaim Motors gave a presentation on the company's anti-counterfeit activities, explaining that as market leaders the company remains committed to championing the anti-counterfeit cause with the support of Toyota Motor Corporation (TMC).

Mr Pasha stated: "Our participation in the exhibition is part of our campaign to further promote awareness of the safety issues arising from counterfeit automotive parts. While my focus is Toyota, the counterfeit parts market effects all automotive brands in the region and I believe by sharing our experiences at the Automechanika Academy we can move forward together to combat the UAE counterfeit parts business."

In his presentation, Mr Pasha demonstrated various marketing activities designed to create awareness of counterfeit automotive parts and explained how Al-Futtaim Motors works in close co-operation with the government to close down illegal stockists and stop counterfeit parts entering the market. Tips were provided on the identification of fake parts while case studies highlighted the safety issues associated with common fake parts.

In 2009, Toyota initiated 250 raids across the world, seizing over 1.1 million counterfeit parts. Asia remains the leading market for counterfeit production using the Middle East as a gateway to transport counterfeit to other markets such as Europe.

According to recent market research carried out by Al-Futtaim Motors in conjunction with Gulf Marketing Research (GMR), 12 per cent of UAE customers knowingly purchase counterfeit parts. Addressing the challenges in educating members of the public, Mr Pasha explained: "Research reveals that price remains the biggest motivator in purchasing fake parts. It is our job to impress upon the general public

the cost in terms of safety when choosing these parts. Typically these fake parts are not built to your car's specifications so they can lead to other mechanical problems and system breakdowns, which could set your bank account back even further as well as causing major safety problems."

"Fake parts by their nature, are generally made from substandard materials that don't hold up or perform like genuine parts. Imagine what would happen if the brake pads you just put on your vehicle were made from compressed wood chips. They would disintegrate, substantially lowering your braking power and increasing your chances of an accident."

"These parts are sold through independent garages and parts shops that are scattered throughout the UAE. Our advice is to only deal with the manufacturers authorised agents that have an approved association with the brand or contact the brand's after-sales department. Al-Futtaim Motors operate over 100 authorised parts dealers across the UAE. Our customers are guaranteed a world-class facility and above all, genuine Toyota parts at all our service stations; we can service vehicles in one hour which can not be replicated in this market."

"Al-Futtaim Motors' central Parts Distribution warehouse is the third biggest Toyota operation outside of Japan that stores 65,000 parts lines. This extensive stock demonstrates we don't follow the 'one part fits all' approach which is typical of many fake parts. Our model specific Toyota Genuine Parts also carry six month guarantee for extra peace of mind of their quality and reliability."

Mr Pasha concluded his presentation with the message that the industry needs to pull together to fight the counterfeit market not only to protect customers but also the reputation of the UAE.

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www.alfuttaimmotors.ae www.al-futtaim.ae





# Joy is Now at Your Fingertips

## AGMC first in the UAE to launch iPhone application for BMW customers

AGMC, the exclusive importer of BMW in Dubai, Sharjah and the Northern Emirates, has become the first premium car importer in the United Arab Emirates to offer a customised iPhone application for its customers.

AGMC is once again making significant advances in car telecommunication with this iPhone application. The functions on the application have been designed to enable customer's easy access to location details and maps for BMW showrooms; booking service appointments; receiving updates and information on events and promotions and also settings that customize a customer's personal and car information with AGMC. To celebrate this latest development in service and technology, the first 200 customers who purchase a BMW 740Li and 750Li, BMW X5M and X6M and BMW X5 4.8i and X6 50i models at AGMC will receive a complimentary iPhone with the AGMC iPhone application already installed.

"We are committed to providing our customers with the most convenient and efficient service that reflects the premium nature of the BMW brand. This is the primary reason that we continue to invest in innovation and added value services for our customers," explained Natalija Norikova, Marketing Manager, AGMC.

In the past few months AGMC has undergone significant advances including an 80 million dirham expansion of its flagship showroom and service facilities. The new facilities will eventually double the capacity and help increase the speed and efficiency of its services.

"Launching the iPhone application is another small step in improving the services and products we offer AGMC customers, whilst also complimenting the sophisticated technology already offered in BMW vehicles," added Norikova.

In addition to the launch of the application for BMW customers, AGMC plans on making the application available for all MINI customers by August as well of a host of other services that will enhance customer experience and interaction with AGMC, such as an iCatalog for customers to browse through and directory listings of customer care staff and their contact info. To find out more about the application, downloads and amazing offer on selected BMW models, visit [www.bmw-dubai.com/iphone](http://www.bmw-dubai.com/iphone) or call AGMC on (04) 405 0265.



**AGMC**





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# Audi Design soccer table starts production

A football is always a football! You can kick an old one around just as easily as a modern one. The same applies to the good old table soccer game. A strong wooden frame, 22 players and of course the traditional green pitch – what more could you need for excitement and fun? The Audi design team nonetheless decided to take a closer look at this rectangular table, and decided that a rounded-off shape would be better. Two years ago the Audi Design soccer table was still a study from Audi Concept Design Munich; now a small batch is to be produced. Times change: let nobody say that a table soccer game doesn't have to look good. After all, in professional soccer these days the ball is made from polyurethane, not leather.



What does the Audi Design soccer table feature apart from emotion-packed design? Of course –“Vorsprung durch Technik”! The materials, workmanship and technical interpretation all satisfy the very highest standards. Aluminum and high-strength plastic fittings are added to the handcrafted wooden core. Also important: the table meets the high standards demanded in professional tournaments – a unique combination of function and design. Only 20 of these tables will be built initially: an exclusive series costing 12,900 euros per table.

“It’s a attractive task to transfer our cars’ design language to other day-to-day articles, and the results are often surprising!” says Wolfgang Egger, Head of Audi Group Design. “The Audi Design soccer table features large-area, flowing surfaces and sharp, clearly defined lines. The brushed aluminum frame creates an exciting contrast to the white body. Our design team looks forward to displaying one of these tables at our Concept Design studio in Munich.”

For this project, nothing has been left to chance: ten Audi trainees at the Audi instructional workshops in Ingolstadt and Neckarsulm had the task of building the soccer tables. A year’s painstaking craftsmanship, closely supervised of course by the design team in Munich, was needed before the high-precision prototypes were ready. Table soccer manufacturer Leonhart, a Bavarian company that has specialized in these popular leisure games since 1949, used them to produce a small, exclusive batch of tables. Its expertise is essential, since professional players have tuned their reactions to identify even the slightest differences in the way the table behaves.

Thomas Przesdzink, German table soccer champion on several occasions and Chairman of the Bavarian Table Soccer Association, has already tested the new Audi Design table. His verdict: “It looks just great. That tells us nothing about how it performs, but here too I was pleasantly surprised: this is a very good table. From a sporting point of view, it could certainly be used for an official tournament series.”

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## Thrustmaster Unleashes Real Racing Power with Ferrari Wireless GT Cockpit 430 Scuderia Edition

Thrustmaster has created the ultimate cockpit that puts you in the driver's seat of your favorite racing games

Thrustmaster, the innovative PC and console accessory brand, unveils its newest gaming accessory release: a pre-equipped, streamlined, Ferrari-licensed cockpit, that's foldable and ready to be set up anywhere. The Ferrari Wireless GT Cockpit 430 Scuderia Edition is a cockpit ensemble featuring a built-in wheel and pedal set, for PlayStation® 3 and PC. It lets users experience the thrills of racing under conditions very close to those on real race tracks – without having to leave their living room. This compact, practical and efficient racing cockpit will be available in June 2010 for the SRP \$249.99.

**Wireless Cockpit Ensemble** - The cockpit ensemble is wireless, featuring a range of more than 10 meters and 50 hours of battery life: it's got everything you need for great performance, whether in quick runs around the track, or endurance racing.

**Optimal Stability** - With a wide, solid base and a total weight of 23lbs., stability is optimal. The cockpit's construction is completely solid, thanks to its rigid metal structure, perfect for maintaining your racing lines, even through quick turns.

**Adjustable Cockpit** - The cockpit is fully adjustable, for an infinite number of possible positions according to the user's size (adult/child) and seating type (sofa/ chair). It also features a mechanism which locks in place once the position has been selected. Foldable, with a detachable wheel and carrying handle, the cockpit takes up minimum space for easy storage when the race is over.

**Absolute Precision Technology** - This new racing release also provides absolute precision, thanks to the H.E.A.R.T Halleffect Accurate Technology™ system (12-bit precision, with 4096 values on the wheel's axis): it will give you the edge you need to take up the pole position.

**Streamlined Design** - The Ferrari Wireless GT Cockpit 430 Scuderia Edition has a streamlined design with smooth and harmonious lines, and features the metallic colors of the Ferrari 430 Scuderia's "musetto".

**Programmable Wheel Replica of Ferrari 430 Scuderia** - The wheel, 11" in diameter, is a replica of that found on the Ferrari 430 Scuderia, down to the smallest details – from the 5-position Manettino dial which lets users configure their car directly in the race, to the sequential gearshift levers crafted of metal, and rubber-textured grip. The wheel is 100% programmable and features an internal memory.

**Magnetic Resistance Pedals** - The metal pedals, inspired by those in the Ferrari 430 Scuderia, are built directly into the cockpit, and provide a long range of travel, for even greater realism. The brake pedal even features magnetic resistance for enhanced performance.



# GM Creates Venture Capital Subsidiary



General Motors today said it has established General Motors Ventures, LLC, a subsidiary designed to help the company identify and develop innovative technologies in the automotive/transportation sector.

Leading the initiative will be Jon J. Lauckner, who is named GM Vice President and President General Motors Ventures, LLC, reporting to Stephen J. Girsky, GM vice chairman of Corporate Strategy and New Business Development. Lauckner's new position is effective July 1, 2010. He was GM vice president of Global Product Planning.

"We are constantly looking for ways to deliver the best technology for our customers," said Stephen J. Girsky, vice chairman and vice president Corporate Strategy and New Business Development. "Our goal is to nurture these innovative technologies to help bring them to market, and to ensure our customers have access to the best technology available."

General Motors Ventures, LLC, has been funded with an initial investment of \$100 million, and is currently exploring equity investments in a number of auto-related technologies and business models.



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## The World's Most Efficient Electric Vehicle

Gordon Murray Design announce the Specification and Performance Targets for the T.27 City Car, a pure electric drive vehicle designed to fully optimise packaging, weight and performance. The announcement marks an exciting leap forward in efficiency for electric vehicles and working closely with their powertrain partner, Zytec Automotive, a brand new, innovative, lightweight and fully integrated electric motor, control system and battery will be designed to ensure that maximum efficiency is achieved.

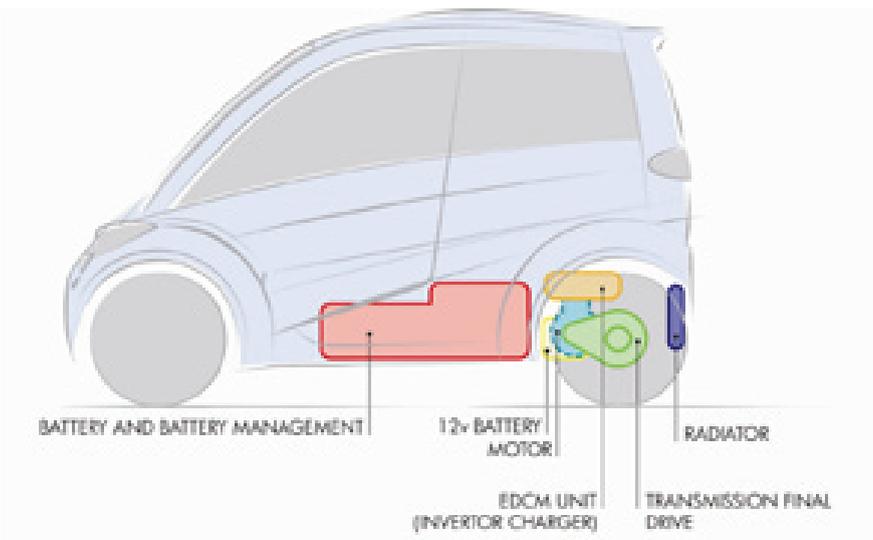
Projected emissions, using a UK energy mix, are 48g/km CO2 for the combined cycle and 28g/km CO2 for the urban cycle alone, with zero emissions at the point of use. Full lifecycle CO2 damage will be 42% less than the average UK car.

The T.27 vehicle concept closely follows the layout and geometry of Gordon Murray Design's innovative T.25 city car, an MPV with 6 possible internal layouts.

The efficiency in cost, weight and performance comes in part from the 'clean sheet of paper' approach, part from the full integration of the powertrain and also from the low energy manufacturing system developed by Gordon Murray Design called iStream.

iStream massively reduces the capital investment required to produce the vehicle and also the energy required for manufacture plus the flexibility of the iStream process would also allow the petrol powered T.25 and the T.27 to be manufactured at the same plant.

The 16 month programme started in November 2009 with a running prototype scheduled for completion in April 2011 and is supported with a 50% investment from the Technology Strategy Board. The next phase in the programme will include a push to secure partners and funding for UK manufacture. A UK partner or consortium to produce the city cars in the UK would keep the technology at home and could create 6,000 jobs.



Professor Gordon Murray, CEO of Gordon Murray Design said: "The Technology Strategy Board have been incredibly supportive of the T.27 programme and together we are working to keep this in the United Kingdom. It is a great opportunity to work with Zytec Automotive and our other partners on this very exciting programme. We always strive to lead the way in automotive design and our current goal is to maximise efficiency of electric vehicles."

Bill Gibson, Chairman of Zytec Automotive said: Zytec's new innovative powertrain, developed from our substantial experience of EV and hybrid vehicle production programmes, will substantially reduce the weight and cost of the electric engine, whilst delivering the quality, refinement and driving experience that T.27 customers will demand."

Iain Gray, Chief Executive of the Technology Strategy Board said:

"This is another example of the UK positioning itself to benefit from the economic opportunities offered by the emerging low-carbon vehicles market. It's great that the T.27, a fantastic example of smart engineering and sustainable design, is at the forefront of this. We are also glad that we were able to support a project that enabled Gordon Murray Design and Zytec Automotive and the other partners to work together to be truly innovative."



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# ACDelco Builds On Leadership Position At Automechanika Middle East 2010

ACDelco displayed its regional leadership - the result of double digit growth over the past two years - in premium replacement parts and automotive services at this year's Automechanika Middle East 2010 in Dubai, and rewarded three lucky raffle winners - Abdul Getto from the UAE, Khushairi Ismail from Malaysia and Jenny Liu from China - with an Apple iPad.

"ACDelco has invested heavily in the Middle East, and is committed to making quality, value parts available to the market. As such, it was critical for us to be at Automechanika, to promote ACDelco's parts and services and network with trade members," said Glenn Heller, Manager, Sales and Marketing, GM Parts/ACDelco.

ACDelco's regional leadership in automotive spare parts is the result of impressive growth in recent years, especially 2009, when sales went up year on year by 14% for revenues of \$360 million, the best year on record. With 12% growth witnessed in the first five months of 2010, ACDelco is looking forward to an even better sales year, with projected revenues of \$400 million. The GCC accounts for 98% of ACDelco's Middle East sales, with its largest single market being Saudi Arabia, followed by the UAE.

The biggest seller in ACDelco's product portfolio is its line of batteries, commanding a 40% market share, making it the regional leader in automotive batteries. ACDelco currently supplies more than 100,000 component parts in 57 different classifications, including batteries, filters, oil, brakes, wipers and more, for almost all makes and models of vehicles on the road, including premium replacement parts for American, European and Asian vehicles, among others. ACDelco has also responded to regional market needs by recently introducing state-of-the-art Window Films for automotive applications and will be offering exciting accessories like Xenon Light Kits and Reverse Park Sensors in the near future. ACDelco's regional product offering, along with helpful tips, can be viewed at [www.acdelcoarabia.com](http://www.acdelcoarabia.com)

ACDelco is also increasingly becoming a leader in automotive services, working with its dealer partners to expand its regional network of ACDelco Service Centers, in both existing and new markets, such as Iraq. ACDelco started 2010 with 41 service centres around the region, and expects that number to grow to 47 by year-end.

ACDelco has become synonymous with quality, safety, reliability, and value, establishing a reputation for setting industry standards for premium automotive parts. ACDelco has its regional headquarters and Middle East Distribution Centre in Dubai, along with a battery factory in Saudi Arabia that produces 3 million batteries a year, supporting local talent and providing jobs and in a challenging economic climate.



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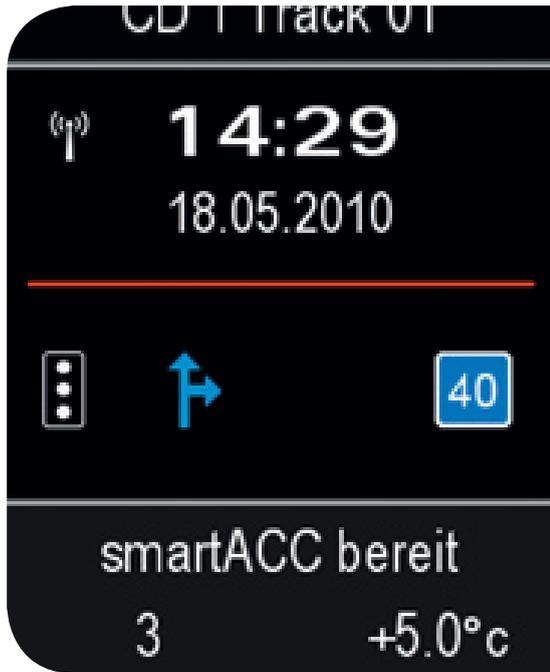
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# Audi travolution

## efficiently through the city

Building highly efficient cars is one aspect of Audi's 'Vorsprung durch Technik' – making sure that they can be used for efficient journeys is another. The development teams at Audi see the task in its entirety, and examine the complete road traffic system. Their travolution project is a concept for a dialogue between cars and traffic signals. It reduces the amount of time spent at a standstill or accelerating, and in this way cuts the vehicles' fuel consumption. Today, journalists and traffic planners are testing travolution on demonstration runs in Ingolstadt.

The results obtained during the first travolution project in 2006 were immediate and dramatic: reduced waiting times at traffic signals cut fuel consumption by 17 percent. In a full year this would save as much as 700,000 litres of fuel. The secret of this success: the traffic signals in Ingolstadt are controlled by a new, adaptive computing algorithm that Audi developed in cooperation with partners at colleges of advanced engineering and in business and industry.

Audi has now developed travolution still further, by enabling vehicles to communicate directly with traffic light systems, using wireless LAN and UMTS links. 15 test vehicles and 25 sets of traffic lights now permit the system to be sampled in actual traffic conditions in the city on the Danube.

The traffic signals transmit data that are processed into graphic form and shown on the car's driver information display screen. The graphics tell the driver for instance what speed to adopt so that the next traffic light changes to green before the car reaches it. This speed, which keeps the traffic flowing as smoothly as possible, can then be selected at the adaptive cruise control (ACC) – but the driver can also delegate this task to the car's control system.

If the car is stopped at a red traffic light, this transmits information via the car's computer on how long the driver will have to wait before it switches to green again. If on the other hand the car approaches a traffic light that is about to switch to yellow or red, the driver is warned by a visual or acoustic signal, or by a brief interruption to the flow of power from the engine.

When the car is part of a network in this way, the driver can reduce the amount of time spent at a standstill and cut fuel consumption by 0.02 of a litre for every traffic-light stop and subsequent acceleration phase that can be avoided. The potential is enormous: if this new technology were applied throughout Germany, exhaust emissions could be lowered by about two million tonnes of CO<sub>2</sub> annually, equivalent to a reduction of approximately 15 percent in CO<sub>2</sub> from motor vehicles in urban traffic.

The travolution system also makes it possible to pay online when refueling or parking the car. The car itself communicates with the stationary equipment at the filling station or parking garage. When the driver confirms the charge via the Multi Media Interface MMI, it is automatically debited from the customer's account or credit card.

To demonstrate the progress that travolution development work has made, Audi organised talks and demonstration runs for journalists and traffic planners in June, 2010 in Ingolstadt, with the aim of illustrating the potential offered by networking cars with the traffic infrastructure.

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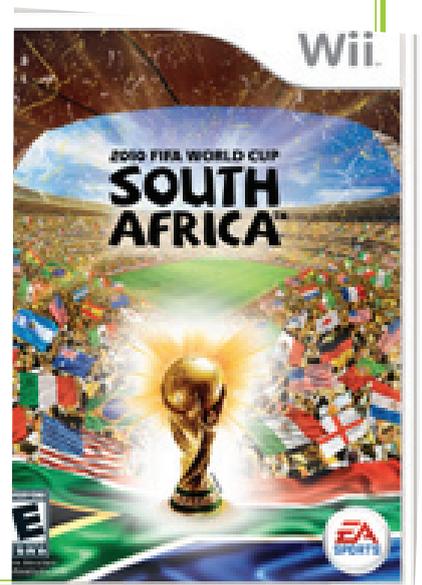
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## Fifa World Cup 2010 Game

The 2010 World Cup this summer will crown the best international team in the world. EA Canada, the development team behind last year's critically acclaimed FIFA 10, has taken the helm on creating a highly realistic simulation of the World Cup. The game includes all nations that participated in World Cup qualifying, allowing

players to control their favorite team towards a World Cup trophy, or at least qualification. FIFA World Cup 2010 South Africa will also feature all of the stadiums from the 2010 World Cup, authentically recreated, incredible celebrations, realistic player models and it will also tout the features that won FIFA 10 so much acclaim, including the revolutionary 360-degree joystick control.



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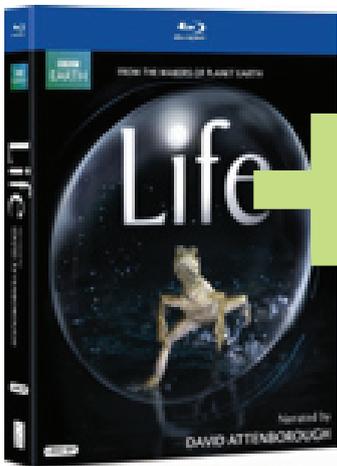
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## Life by David Attenborough

Sir David Attenborough is Britain's best-known natural history film-maker. His career as a naturalist and broadcaster has spanned nearly five decades and there are very few places on the globe that he has not visited.

Four years in the making, Life is the latest visceral journey from the makers of Planet Earth. The 4-disc, 10-part set features 130 stories of life on our planet, an incredible 54 of which had never been filmed before. Rich, vivid, and often times riveting, the amazing full HD visuals are accompanied by a spot-one score by George Fenton. This Blue Ray DVD is one that can be passed down for generations.

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Beautiful and sleek, this watch is in harmony with the latest fashion trends. Saint Honore watches are luxurious and immediately catch the eye with their unique design mixing luxury with affordability. This will probably be the new trend as the economy continues to take jabs at the luxury industry.

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