

Experts warn people driving on worn out tyres

Tyre safety experts have warned people that there is a high risk involved while driving on poorly maintained tyres which they believe could cause more casualties than from accidents which are caused by people using phone behind the wheel.

Jason Simms, A tyre safety expert and spokesperson for Tyresafe stated that, "Most people are not aware that in fact there are more casualties caused by tyre-related incidents than there are from the use of mobile phones and that has been the case for many years, until recently it was double. There are significant risks of not looking after your tyres."

He further mentioned that - "We know for a fact there is a far bigger problem in terms of casualties caused by tyre-related incidents than the figures can show."

"Because if someone is on a mobile phone and they are involved in an incident, you simply ring up the phone provider and say 'were they on the phone?' 'yes, they were'."

"Proving that tyres beyond all doubt were the sole cause of an incident when you think of all the other factors,

road surfaces, road conditions, driver behaviour.

"It's very difficult for the police to be able to prove it was the tyres, so we know there is underreporting going on."

Recently, an analysis done by a group from Halfords discovered that two-thirds of the people did not know what is the minimum tread depth of tyres which must be present in a vehicle which makes it legal to drive around.

Totally, 65 percent of people in the survey were not aware that 1.6mm should be the minimum tread depth. Most of them did not even know that it was illegal to drive a vehicle with lesser tread depth than the minimum which is 1.6mm.

The survey also showed that people did not check their tyre-tread depth for almost 3 months.

Simms also stated that the rule must be made stringent where in if the people violated the rule of driving a vehicle with correct tread depth, then they should be punished under the law just like for other offences such as drunk driving.

Tyre safety expert Simms stated - "We see all the time that people just don't



understand the basics of their tyres.

"For example some people will see a maximum pressure stamped on the side of their tyre and believe that's the correct pressure to inflate it, no it's not, that's maximum pressure, you need to check the vehicle specifically to see what it is."

"When it comes to those people intentionally or not, the vast majority of people are just not conscious of the risks they take, if they were aware of them, the vast majority of us would say 'why would I take a chance?'."

"For the sake of walking around my vehicle for two minutes on a regular basis -Tyresafe recommends once a month before every long journey just to check their overall condition - you can save yourself a lot of risk."

"It's a case of not being familiar with what they need to do or not putting it as a priority when they set off, knowing what they want to do but thinking I'll get away with it, it'll be fine."

"But yes there are other people who are consciously evading it, there's no two ways about that."

TYRES, BATTERIES & LUBRICANTS
Supplement Team

Advertising & Marketing Manager
Hassan Ali Anwari

Business Promoter
Dr. Sabu K.C.

Editor
Amjad Vanimal

Layout/Graphics
A.K. Vinay Kumar

Circulation in-charge
Sherif Samy

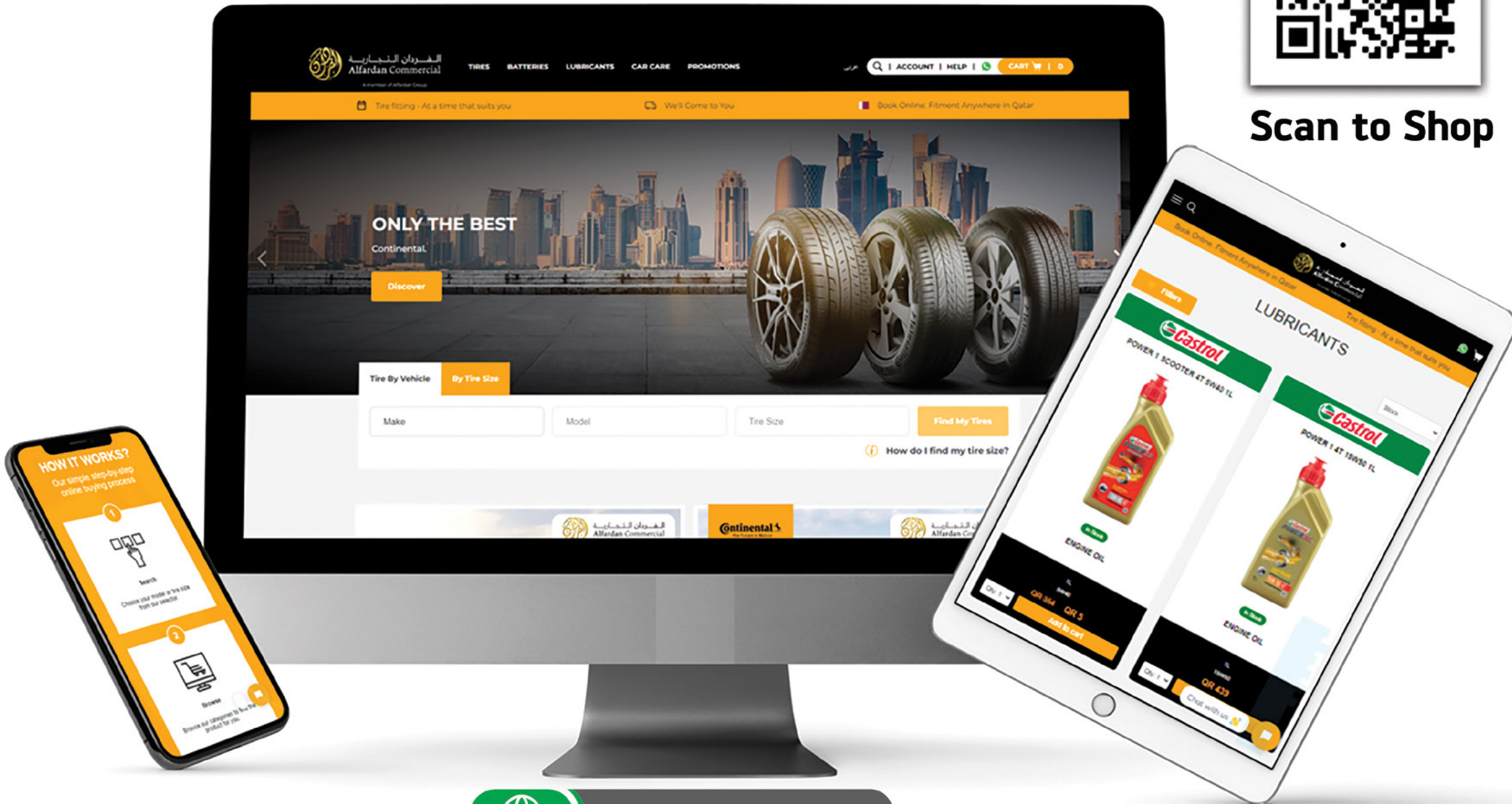
Printed by
Raya Commercial
Printing Press

Advertising Office
Gulf Times/Arrayah Bldg.,
C Ring Road,
P.O. Box 533,
Doha Qatar
Tel: (+974) 44466620
Fax: (+974) 44418811
email: advr@gulf-times.com

Tires, Batteries & Lubricants Are now just a cick away



Scan to Shop



www.alfardancommercial.com

4406 5557 6616 1047

6 Ways to Maintain Car Tyres

Tyres of your car are responsible for keeping your vehicle in motion. As it is the only component that comes in direct contact with the road, it becomes necessary to maintain its safety. There can be multiple ways to maintain tyres. While you can attempt some of these yourself, you will need assistance from professional services for the others.

The best way to enhance the longevity of car tyres is by constantly supervising these and repairing them at the first chance. Here are some tips for tyre maintenance that can help you maintain tyre quality for a long time.

1. Consider Regular Inspection

It is advisable to inspect your tyres thoroughly at least once a month to check for tears and damages. If you are used to driving in poor road conditions, your car tyres and tread can suffer excessive damage. In cases of cracks, penetrations, bulges, knots, or air loss, consult a tyre expert regarding these damages.

Checking for damages will help you remain updated about the tyre's conditions and make the right decisions. Usually, a tyre lasts for about six years under favourable conditions. If you are aware of the right time to change your vehicle's tyres, you will be able to get a smoother riding experience.

2. Check Tyre Pressure

Proper tyre inflation enhances your driving safety while improving your tyre's longevity. Thus, checking the tyre pressure at least once every 2-4 weeks is recommended. Keep the inflation pressure within the recommended parameters to avoid driving inconvenience.

You can find the recommended parameters for your tyres within your tyre manual. Under-inflation of a tyre is often responsible for causing severe tyre damage and subsequent air loss. Overinflation, on the other hand, increases stiffness increasing discomfort while driving. Therefore, it is essential to control tyre pressure regularly.

3. Try Tyre Rotation

Tyre experts recommend tyre rotation while driving. If you notice tyre wear after every 5000 km, try rotating these. Make sure that each tyre gets equal chances of road exposure while doing so. This will avoid excessive wear on one of the tyres, disrupting your driving flow.

Regular tyre rotation ascertains healthy tyre conditions. As all the tyres are uniformly worn, the riding experience remains smooth. Moreover, tyre longevity also increases in this process.

4. Wheel Alignment

Checking wheel alignment and getting proper services are mandatory if you aim to maintain your cars longer. It helps to ensure that all the wheel angles are aligned with the other vehicle parts as specified by the maker. Tyre experts check wheel alignment from the camber, caster and toe angles.

In most cases, tyre experts advise drivers to consider a wheel alignment check at least once every 5,000 km. Otherwise, they can consider it when they find lopsided wear on the tyre. Consistent alignment of the wheels helps reduce tyres' wear and tear.

5. Wheel Balance

As you are probably aware, proper balancing is essential for the wheels and tyres to function effectively. It allows wheels and tyres to rotate without friction, naturally reducing the excessive wear and tear of the tyres. When you drive for a long time in poor road conditions, the tyres are likely to go through wheel imbalance.

In order to avoid this, it is advisable to undergo wheel balancing services. Tyre experts can bring back the balance by applying a counterweight on the opposite side of the rim. Effective balance in the tyres will help you maintain your tyre health for a long time.



6. Tyre Replacement

Tyre life varies based on the vehicle and tyre type. Therefore, selecting a car and its tyres is essential, keeping your driving patterns and practices in mind. If you are more into driving in wet weather

conditions or on poor roads, the tyres are likely to wear out more often. In such situations, you must replace the tyres whenever the tread wear indicator becomes visible.

Additional Tips:

Here are some additional tips that can assist you.

- If you are fitting both radials and non-radials in your vehicle, avoid using them in the same axle.
- Tyres with deeper tread should be fitted to the rear axle.
- Avoid fitting tyres of different speed ratings in one vehicle.
- While changing tyres, take advice from the dealers and professionals regarding the rim width and choose the product wisely.

Understanding car battery specs sticker

Car battery specs conform to standards developed by the Battery Council International (BCI) and the SAE. Many of the specs appear on the common battery label or sticker as well as in battery manufacturers' published literature. The most important specs are:

Cold Cranking Amps (CCA): The discharge load in amperes that a new, fully charged battery can deliver at 0 degrees F for 30 seconds while maintaining a voltage of 1.20 volts/cell or higher. This measures the battery's ability to start (crank) an engine under low-temperature conditions where the chemical reaction inside the battery slows down. CCA is great for comparing battery performance in cold climate areas, but in hot climates lead-acid batteries with extremely high CCA ratings may actually have a shorter life than those with lower ratings.

Cranking Amps (CA): The discharge load in amperes that a new, fully charged battery at 32 degrees F can continuously deliver for 30 seconds while maintaining a terminal voltage equal to or higher than 1.20 volts/cell. CA ratings can be misleading because they can be up to 30 percent higher than the equivalent CCA rating.

Reserve Capacity (RC): If listed, this is the number of minutes a new, fully charged battery at 80 degrees F can be discharged at 25 amperes while maintaining a voltage of 1.75 volts/cell or higher. For a 12-volt battery (six cells), RC is the number of minutes it can maintain a voltage of 10.5 volts with a 25-amp draw; therefore, a "75-minute" battery lasts 75 minutes under these conditions.

Amp-Hours (AH): This one's a little tricky. Sometimes also known as the "C20" rating, usually you'll see this on a deep-cycle battery sticker. It's a measurement of how much energy a battery can deliver continuously for 20 hours at 80 degrees F without falling below 10.5 volts. If a battery is rated at 100 amps/hour, it will supply 100 amp/hours of power, or 5 amps/1 hour.

Deep Cycle: This relates to the torture test that lets a battery truly call itself "deep cycle." An SAE-specified measurement of the battery's ability to withstand repeated discharge/recharge cycles, it lasts over 100 hours. The severe test offers the best overall gauge of automotive battery performance under severe operating conditions.



LUBRICANTS

How to pick the right one for your car

Yet another 5,000 kilometres have passed. Your car is due its next oil change, and it makes it very clear to you with its warning lights on the dashboard.

But before you drop it off at a mechanic of your choice, it does not hurt to know that not all engine oils are created equal.

This problem is exacerbated as there is a huge range of oil manufacturers to choose from, as well as many different grades of oil within the same brand. If you are not mechanically inclined, this can prove to be a huge headache. So it is of utmost importance that you choose the correct oil for your engine.

Before you even rush out to buy some fresh replacement oil for your vehicle, there are titbits of information that will help you make a more informed purchase.



All engine oils will come with an alphanumeric rating, typically a set of 2-digit numbers separated by a W, such as in 05W-30, 10W-20, etc.

To cut a long story short, the first number in this 'code' refers to the viscosity of the oil at low temperatures. What this essentially means is that oils with a lower first value will be able to circulate through your engine more quickly during a cold start.

The 'W' in the code refers to the oil's suitability for use in cold climates. The second number refers to the oil's viscosity at the engine's operating temperature – the higher the value, the greater its viscosity at the operating temperature.

The alphanumeric only tell part of the story though. Oil stability, as well as its formulation, can greatly affect the way it goes about keeping your oily bits, oily.

Your car's manufacturer would have included the recommended grades of oil in the owner's manual.

If, however, you own a vehicle with a lightly 'massaged' engine, you may want to consult a veteran mechanic to see what grades of oil should be used instead. As they may produce power levels outside of OE parameters, said OE oil standards are insufficient. Essential it is then, that you get a higher-grade oil with additional heat dissipation and lubrication.

What type of engine oil?

When it was first dreamt up in the 1800s, there was no standardised, general formula. Each manufacturer would have blended a mixture of crude oil, animal fat and vegetable oil in a bid to eke out more performance.

However, this mixture was inconsistent. Synthetic oil was then created, which made for more stable and reliable lubrication.

Synthetic

Synthetic oils are derived from a chemically engineered process. It ensures uniformity of the engine oil molecules, and is purer than conventional oil manufactured from crude oil. It also better resists oxidation and temperature too.

Mineral

Mineral oils are manufactured from crude oil, and is a less processed product as compared to the synthetic stuff. What this means is that its composition is less homogenous, which does mean a lack in thermal and lubricative prowess over its synthetic cousin. This more affordable motor oil is suitable for cars with simpler engines, and for undemanding drivers!

Semi-Synthetic

This is the middle ground between the former 2 types of oil. Semi-synthetic oils use a blend of synthetic and mineral oils, and can better resist oxidation and higher temperatures than pure mineral oil. However, it does not perform as well as the fully synthetic stuff.

High Mileage

High-Mileage motor oils have additives to minimise the impact of excessive wear on the engine as a consequence of higher mileage. It helps to reduce oil burn-off, and also to prevent leaks – a hallmark of a fatigued engine. You can use this in most modern vehicles with mileage 120,000 kilometres and up.

Alfardan Commercial launches new e-commerce platform

In the pursuit of providing the utmost premium automotive services, Alfardan Commercial, a subdivision of Alfardan Automotive Division, recently launched its latest e-commerce platform, www.alfardancommercial.com, which will allow all customers to gain access to a host of automotive aftermarket products, such as tyres, lubricants, batteries, and other automotive care services and products.

The launch came in accordance with Alfardan Commercial's digitisation plans, which will allow the company to facilitate the process of offering customers their own brand of premium automotive services and products.

"I am very delighted with the results and fascinated by how quickly the team went from an idea to the actual launch. Being one of the best dealers of automotive aftermarket products in the State of Qatar, it was very important to adapt equivalent fidelity, dexterity, and attractive design to the customer-oriented website to accurately reflect the services and products we are providing," said Shambil Basit, general manager, Alfardan Commercial.

"Our aim is to continuously make our services more accessible for our customers. Digitisation in retail is a vital pillar, and online shopping culture has expanded to a point where we must adhere to the ways our customers prefer to gain access to products and services, and thus came the decision to launch our new e-commerce platform," he added.

Basit said the decision to launch the new e-commerce platform will not impact or alter the customers' shopping experience but will offer customers a heightened shopping experience, facilitated through fast and easy steps. "Our new digital platform will offer our customers a set of premium experiences at the highest level possible, which is in line with what Alfardan Commercial, has always stood for. The website will deliver services and products to customers who prefer to attain them digitally. Alfardan Commercial is also committed to offering our customers the chance to experience the quality of any desired product or service at any location across Qatar, if they choose to," Basit said.

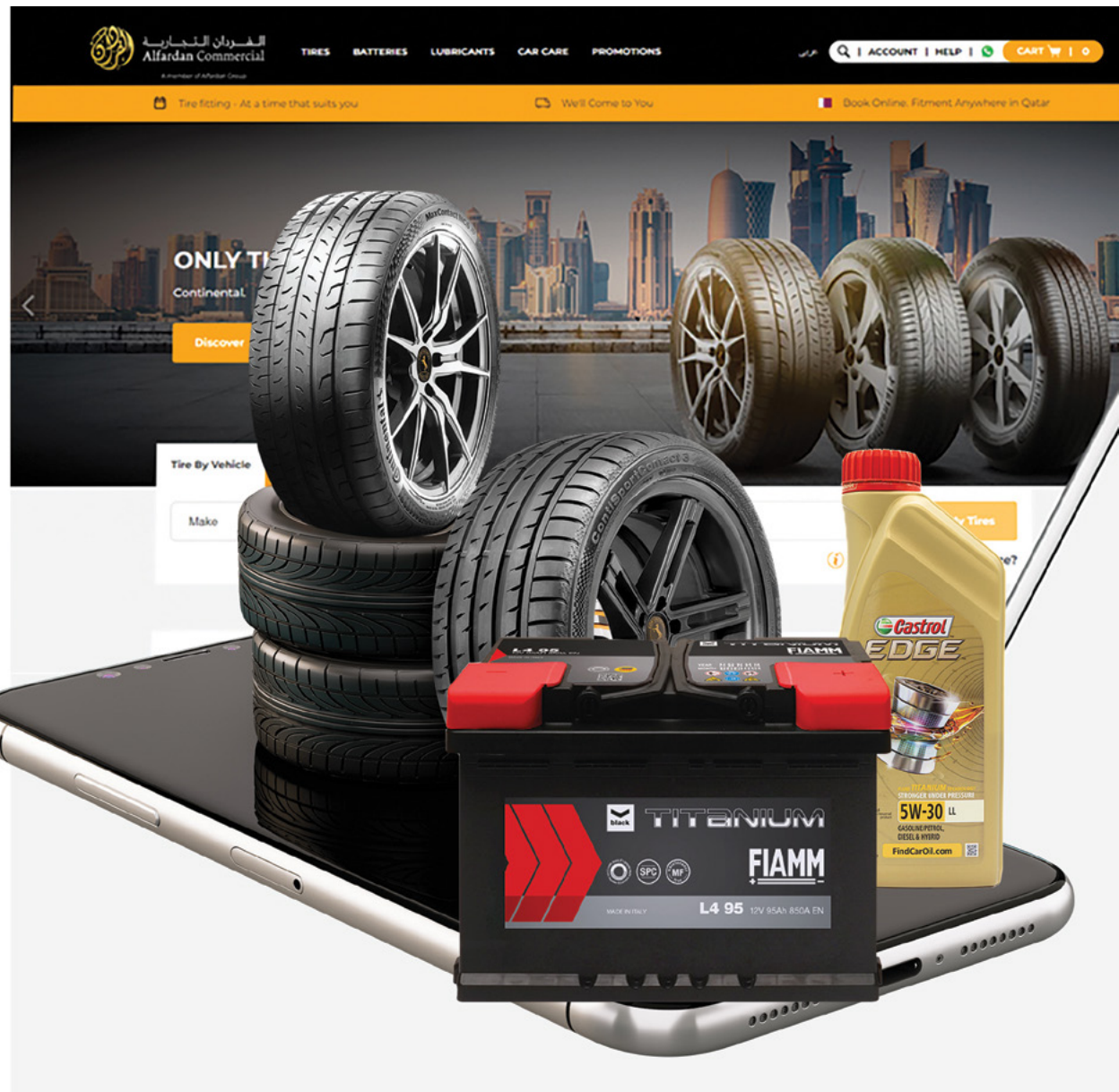
The website is accessible through computers, mobile phones, and tablet devices, and offers plenty of features, such as creating your own account, dynamic search engines for all products and services provided, access to product promotions and coupon codes, a live chat for all inquiries as they arise and immediate customer support, access to all tyres by both tire size and vehicle type, and much more.

The e-commerce platform will be available in both Arabic and English to reach a wider customer base and to allow all customers from different backgrounds a smooth purchasing experience without the need for website translation and the need to reduce bounce rates or improve conversion.

Through the website, customers will also be able to gain access to Alfardan Commercial's 'Fit and Fix Service', which was designed to provide them with express and premium services at any designated location or at home. Customers will be able to inquire about the service online and book appointments, as well. The customer service team will then contact the customers by phone to schedule the visit according to their schedule. The service van will then be dispatched to the desired location.

"We believe the website will be instrumental in the promotion of our 'Fit and Fix Service' and will introduce it to a set of new customers that prefer to engage with us digitally. Our new e-commerce platform was built to facilitate our customers' experience and we believe the customers will be able to receive a smooth, uncompromising, and quintessential Alfardan Commercial service," Basit concluded.

Alfardan Commercial was established in 2013 and has witnessed many stages of development since its inception. Alfardan Commercial works in direct partnership with the most distinguished brands in the industry to provide its customers with the most premium services available in the market, along with top-notch, high-quality products.



The company also has close links with manufacturers to ensure that its services are constantly elevated and enhanced, to exceed its own expectations, and meet its own high standards, to help achieve customer satisfaction.

Alfardan Commercial takes extreme measures to ensure the fulfilment of the most specific requirements of all independent ventures and companies in the automotive aftermarket. It is also committed to providing all the training necessary for its employees to develop their knowledge of its growing roster of products and expand their expertise to enhance their ability to aid these independent companies so that they can thrive in a fast-paced environment characterised by competition and rapid and changing developments.

Alfardan Commercial offers various products in the region of Qatar. Its collection of brands comprises leading multinational companies, such as Continental, a manufacturer of safe and efficient tyres for passenger cars and commercial vehicles; Castrol, a leading manufacturer of premium lubricating oils and greases; FIAMM, a manufacturer and distributor of automotive and industrial start-up batteries; YIGIT AKU, which is a leading investment company in the field of batteries in Türkiye; PLATIN, a brand of battery from YIGIT AKU, which provides solutions to automotive and industrial battery requirements; Glasurit, the leading brand in the coatings refinishing sector for passenger cars and commercial vehicles; and Exide, the leading manufacturer and supplier of lead-acid batteries to carmakers for over 100 years.

POSITIVE TRADING

The authorised distributor of AMARON batteries in Qatar



As a subsidiary of AL NASR Holding Co W.L.L., Positive Trading W.L.L. was established in 2014 to undertake trading activities in Qatar. AL NASR Holding Company is a reputed and multi-faceted business house in the State of Qatar with business interests in Oil & Gas, Petrochemical, Power & Water, Car Rental, Fleet Management, Metal Recycling, to name a few. In a span of over 40 years, the company has flourished through a combination of entrepreneurial leadership, courage and vision and has expanded its business activities. Positive Trading is the authorized distributor of Amaron batteries in Qatar.

Power your journey with Amaron

The year 2000 did not just signify the end of a century, but also the end of things as they had been in the Indian automobile scene. The launch of Amaron batteries brought long-lasting power that added style and zoom to your drive.

Amaron blazed a new trail when they launched the Amaron brand. They ushered in an era where batteries looked stunning, offered complete peace of mind with zero-maintenance and offered the longest warranty that the Indian market had ever seen. No wonder Amaron batteries changed the game.

Since the very beginning, they have stayed true to their promise - to deliver quality products and services that meet international standards; and this promise is something that you experience every time you crank your ignition key.

The most preferred battery manufacturing company in over 32 countries across the globe. The brand has been registering healthy growth in all its segments, i.e. Passenger Vehicles, Three Wheelers, Two Wheelers, Commercial Vehicles, Farm Vehicles, and Home UPS/Inverters. These batteries reach the deep corners of the state of Qatar.

The aftermarket segment is growing at a brisk pace due to a strong preference for the Amaron brand. A complete product offering, expansion of channel, and customer-focused retail initiatives are also responsible for driving higher sales.

The quality of the battery meets international standards and provides its customers with complete peace of mind, making Amaron one of the most preferred brands in the automotive aftermarket segment in the state of Qatar.



AMARON®

LASTS LONG, REALLY LONG.

LONG LIFE FOR EVERY VEHICLE



بوسيتيف تريدينغ ذ م م
POSITIVE TRADING W.L.L

96712, Doha - Qatar
+974 3301 6184
rambaba@positivetradingqatar.com
www.positivetradingqatar.com
positivetradingwll



AAB Appreciates Sumitomo Tyres Retail Partners



In appreciation of their exemplary contributions in making Sumitomo Tyres, one of the most recognized brands in Qatar, Abdullah Abdulghani & Bros. Co. W.L.L. (AAB) recently hosted a Partner Appreciation Ceremony for its valued industry partners at the InterContinental Hotel Doha Beach & Spa.

The event was held to recognize the organisations who have supported and worked alongside AAB over the last several months to contribute to the development of this global tyre brand in the emerging Qatar market. "This gathering means so much to us. At AAB, we value and nurture our relationship with all our partners as well as their active participation to help us go the extra mile," said Abdulghani Nasser, AAB Vice President, as he reiterated AAB's deep appreciation to everyone's efforts to market and promote Sumitomo in Qatar.

The award ceremony was officiated by the vice president, together with RK Murugan, CEO, and Yazan Mustafa, COO for Commercial & Industrial (C&I) from the AAB management. Rajeev Puthiyedath, Division Head, led the C&I team.



Two latest Toyota car models Toyota Yaris 2023 and Toyota Raize 2023 were awarded to Sumitomo Star Performers, namely Al Sadd Trading Company and Mohammed Hussain Trading Est. Several other awards, prizes and special giveaways were also given to the Long-Standing Business Partnership, Rising Star, Social Media Influencer, Newcomer of the Year, Sumitomo Achievers and Sumitomo Branded Outlet awardees, to name a few.

Sumitomo Tyres, a global brand manufactured by Sumitomo Rubber Industries, Japan, is one of the most reputed tyre brands worldwide. The company, established in 1909, has grown exponentially in the last 113 years, and is ranked among the biggest 5 tyre companies in the world. It operates 12 manufacturing plants and 4 state-of-art global R&D centers-cum-test facilities globally.

Sumitomo Rubber Industries is backed by the reputation and resources of the 400-year-old Sumitomo Group, one of the most influential business groups, founded in Kyoto, Japan, in the year 1615.

Abdullah Abdulghani & Bros. Co. W.L.L. is the exclusive distributor of Sumitomo Tyres in Qatar. Customers looking for a global Japanese brand with precision engineering, superior quality and committed service support, can buy Sumitomo Tyres from any of the retail partner outlets of AAB. All Sumitomo Tyres are backed by an unmatched 3-year warranty (conditions apply) against approved manufacturing defects.

SUMITOMO TYRES



ONE OF THE WORLD'S LEADING TYRE BRANDS

Over 110 Years
Old Tyre Company

Premium Brand from
Japan

5th
Largest Tyre Company
in the World
100 per 2020 data



AAB Automotive Aftermarket
Street 10, Industrial Area, Doha-Qatar
Tel: 4035 2439 | Email: hed@aabqatar.com
www.aabaftermarket.com

شركة عبدالله عبد الغني وأخوانه ذ.م.م.
Abdullah Abdulghani & Bros. Co. W.L.L.



Metrocity Trading WLL is the sole distributor of Triangle Tyres in the State of Qatar. Since its establishment in 2015, Metrocity has been providing the market with one of the top Chinese tyre brands. Over the years, the company has imported Triangle's extensive product and size range suiting to the automotive requirements in the country.

The sales and service team can support different customers' requirements operating in various industries as Triangle has the product solution for passenger and SUV cars, commercial vehicles such as truck, bus, light truck and off road vehicles operating in the construction and industrial segment. Metrocity's commitment to quality after sales services has helped them to expand their customer portfolio across different industries and also excel in all spheres in tyre distribution in the country.

Triangle Tyres was founded in 1976 and is the leading tyre manufacturer in China. Their annual production exceeds 27 million tyres which are sold in approximately 180 countries. In China, Triangle Tyre provides support services to over 50 automobile manufacturers such as Sinteruck, Yutong Bus, Zhongtong Bus, SAIC-GM-Wuling



and many more. It has also established global cooperation with Caterpillar, Terex, Doosan, Hyundai, Volvo, etc.



Authorized distributor of **Triangle tires in Qatar**



METRO CITY TRADING WLL

PO Box 39252, Industrial Area,
Street 11, Doha-Qatar

+974 3324 3356 | office@metrocityqatar.com

www.metrocityqatar.com

