

TIRE-FITTING ZEONS

SINCE 1993, COOPER TIRE HAS INVESTED SOME \$50 MILLION IN UPGRADING ITS TECHNOLOGY, INCLUDING THE ADDITION OF A NEW RESEARCH AND DEVELOPMENT CENTER AND MOLD MANUFACTURING FACILITY IN FINDLAY, NEW DESIGN AND VIRTUAL TESTING SOFTWARE SYSTEMS, AND A TEST CENTER IN TEXAS, WITH MANUFACTURING FACILITIES ON THREE CONTINENTS GLOBALLY. HEADQUARTERED IN THE UNITED STATES AND RECOGNIZED AS ONE OF THE LARGEST TIRE MANUFACTURER IN THE WORLD, COOPER TIRES PRODUCES A FULL LINE OF TIRES TO MEET THE NEEDS OF VIRTUALLY ALL CONSUMERS; FROM EVERYDAY MOTORISTS, TO THE MOST DEMANDING HIGH PERFORMANCE MOTORSPORT ENTHUSIASTS. AS A GLOBAL PRESENCE, COOPER MANUFACTURES PRODUCTS THAT MEET AND EXCEED THE DEMANDS OF THE WORLD'S MOST DYNAMIC MARKETS.

Cooper Tires had never focused on its performance tires in the past. But where it had only stuck its proverbial toe in the high performance waters here and there, Cooper has now dived into the deep end with its commitment to the 2007 Formula Drift (a.k.a Formula D) for its fourth concurrent year by supplying drifters with Cooper Zeon tires - a sport which is notoriously hard on tires. For 2007, Cooper Tires are also the exclusive tire supplier to the innovation 2007 A1 Grand Prix series.





NEW ZEON 2XS

The new Zeon 2XS is the first of what Cooper Tires claims to be an extensive revamp and bolstering of its high performance products. It is a premium ultra-high performance tire designed to provide the excellent cornering ability and steering response along with optimum wet and dry traction and high-speed capability.

FEATURES

The Zeon 2XS features a directional tread pattern with twin center channels and angled, tapered sweeping grooves that help clear water from the contact patch while maintaining high tread-to-void ratio. It's slightly rounded mold profile, with deep tread in the center and slightly shallower tread in the shoulders puts more rubber down in the fastest wearing part of the tire, the center. A solid center rib between the channels provides quick, crisp steering response, while twin steel belts and a spiral nylon overwrap mated with "chemically coupled" silica and carbon black mix tread compound provides for less overall weight, enhanced wet weather handling, high-speed stability, reduced noise-frequency and longer thread life

VERDICT

Like your turbocharged drive, the Zeon 2XS are not just designed to perform- they're designed to outperform! With race-inspired tread and custom designed sidewalls, you are assured of the best of both worlds; a high level of street-cruising comfort and relentless traction when pushed hard. **T**



HOT NEWS

REGIONAL & LOCAL NEWS

TRANSYBERIA RALLY 2007

Two sporting and ambitious Singaporean driving enthusiasts will race against contestants from all over the world in one of the most spectacular car rallies ever, the Transsyberia Rally. The Singapore team comprises of driver Mr Eddie Keng, 55, and his co-driver, Mr. Pradeep Paul, 44. Both drivers combine several years of international driving experiences, making them ideal candidates for this challenging race. This is the first time a team from Singapore will be participating in this annual long-distance international car rally which will be held from 2- 17 August.

Mr. Christer Ekberg, Managing Director of Porsche Asia Pacific said, "The Transsyberia Rally is a challenging and demanding race that pits both drivers and cars against each other. We are confident that the two experienced Singaporean drivers will be well equipped to put in a superb performance driving the Cayenne S Transsyberia."



CHINA'S DESIGNER BRAND ARRIVES

Hafei Motor Co., Ltd, one of China's biggest car makers and perhaps the country's most fashionable brand has arrived on our shores. Incorporated recently under Hafei Automobile (Singapore) Pte Ltd, Singapore's sole distributor, Hafei has just launched a very interesting range of compact 1.1-Litre powered vehicles like a 7-seater Minz MPV and thoroughly modern Lobo hatchback which was designed by Pininfarina and tuned by Lotus.

"Our workshop is fully equipped with the latest equipment with fully trained technicians to take care of your car," explains Mr. Mr. Low Meng Kwang "With keen pricing, unrivalled after-sales service and of course high quality cars, we're sure your experience as a Hafei car owner will be a rewarding one."

COOPER SPONSORS FORMULA DRIFT

"FORMULA D IS NOW ENTERING ITS FOURTH FULL CHAMPIONSHIP SEASON, AND HAS BECOME ONE OF THE HOTTEST SEGMENTS IN RACING."

Cooper is also sliding into another year of sponsorship of the 2007 Formula Drift (a.k.a Formula D). Formula D is now entering its fourth championship season, and has become one of the hottest segments in racing. Cooper has continued to bring the thrill of drifting to the masses over the world by supplying drifters with Cooper Zeon tires. Cooper Zeon ultra high-performance tires provide the high-end performance and exceptional handling capabilities needed to succeed in drifting sport which is notoriously hard on tires.

As the proud distributor of Cooper in Singapore, Blinter & Co. is introducing a fixed pricing on its cooper products throughout



island. The fixed pricing results in a hassle-free, time-saving and professional purchase experience for customers. Now the opportunity has arisen for Singaporeans to experience Cooper has

GET BLOWN AWAY

Blaupunkt recently launched its latest car audio products at a new alfresco restaurant in the mist of lush green nature. It was well attended by more than 70 guests from the media, dealers as well as POE people.

The General Manager, Chris Low introduced their new range of Blaupunkt products for 2007 – Velocity 2Go, TH Plug & Play amp, Seattle MP57, Hamburg MP57, Kingston MP47, London MP37 and Diego MP27. He said: "I am happy to introduce the latest trendsetting model from Blaupunkt, Velocity 2Go, which is a new stylish concept product with an active subwoofer that can be used as a portable speaker that you can take anywhere! It offers multi-functionality and independence. We also have the stylish TH Plug & Play amp which offers easy installation with its 40 car-specific adaptor plugs."

There was a MediaCorp "Blaster" van, a Lexus IS 250, a Chevrolet Captiva and a Citroen C4 which had been fitted with a Blaupunkt