

10th AUTO EXPO 2010

The Complete Automotive Show
5-11 January 2010 • New Delhi, India
— Silver Jubilee Year —

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Mobility for all

FAIR BUZZZ...

8 January 2010: New Delhi

'Life is Safe if Driving is Safe'



Brahm Dutt, Secretary, Ministry of Road Transport & Highways, M.S. Khandela, Union Minister of State for Road Transport & Highways, Kamal Nath, Union Minister, Road Transport & Highways, Ajay Chadha, Delhi Traffic Police and S.K. Dash, Joint Secretary, Ministry for Road Transport & Highways

"We should propagate measures to promote Road Safety throughout the year," declared Mr. Kamal Nath, Union Minister of Road Transport and Highways, at the Valedictory Function of the Road Safety Week, organised by the Ministry of Road Transport and Highways, in association with the Society of Automobile Manufacturers (SIAM) and other organisations. Mr. M.S. Khandela, Union Minister of State for Road Transport and Highways also graced the occasion.

Acknowledging that a lot needs to be done to improve the quality of the roads and enforce strict rules to ensure that road users are safe rather than sorry, the Minister called for an integrated approach towards Road Safety.

Sharing initiatives by his Ministry in this regard, Mr Nath said Model Specific Testing Centers are being established across the country, at least one in each state and Union Territory. The Ministry is also working with the Human Resource Development Ministry to print road signs in school to sensitise youngsters, he said.

Discipline and education of road users is critical and goes a long way in keeping our roads congestion and accident free, observed Mr. Brahm Dutt, Secretary, Ministry of Road Transport and Highways. He also called for continuous improvement in the upkeep of roads and highways to reduce fatalities.

Mr. S.K. Dash, Joint Secretary, Ministry of Road Transport and Highways, stressed the importance of reducing fatalities and improving the overall safety of our streets and highways. India must strive to achieve global standards on road safety as it has the highest death rate, he said.

Mr. Dilip Chenoy, Director General, SIAM, described the efforts of SIAM to keep our roads safe and secure. He said that training programmes were being conducted on a regular basis to educate truck and bus drivers. Over 500 truck drivers had participated in a training module for Road Safety Awareness. Health Camps and periodic education camps in association with the Delhi Traffic Police are also being conducted, he said.

Mr. D.K. Malhotra, President, Federation of Indian Automobile Associations, said that road shows, eye camps for slum dwellers and driving education for truck drivers and training camps are conducted every year to commemorate Road Safety Week, ever since its inception in 1987. Other initiatives include the printing and free circulation of booklets on diverse topics such as Make Cars Green, Think Before you Drive and Learn to Drive, to schools, colleges and road safety training schools.

Mr. Gurmeet Singh Baweja, Secretary, All India Motor Transport Congress, described the initiatives of the Motor Transport Congress in integrating training programmes across the country to educate and train bus and truck drivers across the country, with a vision to develop an accident-free nation.

Mr. K.K. Kapila, Vice Chairman, International Road Federation, in his Vote of Thanks, shared the views of the other speakers.

On this occasion, National Road Safety Awards were given away to individuals and organizations who have contributed to the education of road users and taken initiatives to impart knowledge on road etiquette to both literate and unlettered road users. The awards

included a trophy, certificate and Rs. 50,000 in cash.

The Recipients

- Dr. A.M. Ikram, a Medical Practitioner with the Tamil Nadu Police, Vellore
- Mr. Vinayak Narayan Revankar, Kolhapur, Maharashtra, (Runner-up)
- NGO Muskaan, Jaipur
- NGO Makkal Sevai Mayyam, Virudhunagar, Tamil Nadu.



Students from Ganesh Natyalaya performing classical dance at the event



ACMA
Automotive Component
Manufacturers Association of India
— Golden Jubilee Year —

CII
Confederation of Indian Industry
(1895-2010)
— Celebrating 115 Years —

SIAM
Society of Indian
Automobile Manufacturers
— Golden Jubilee Year —

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ENTERPRISE
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The Big Fair For Small Enterprises



Focussed Pavilions Add

Even as the vibrant array of concept and ready for launch vehicles continues to draw oohs and aahs at the Auto Expo, alongside, a series of focused pavilions are offering a wealth of firsthand information on businesses and products pertaining to the auto industry, enabling visitors to explore the vast automotive world beyond new launches and concepts. While some are showcasing the latest products and equipment, others are informative in nature, with offerings as diverse as garage equipment, engines, armoured cars and audio accessories.

Auto Designing Comes of Age in India

The Design Pavilion at the 10th Auto Expo is a treat for any one with a penchant for good design and concept cars.

While this pavilion showcases vehicles designed by various vehicle design companies, it is extremely encouraging to see a large number of student teams from engineering colleges proudly displaying their concept cars. At least five student groups have on display vehicles designed and fabricated by them to compete with the best brains and best technologies in the world. These cars range from those that use principles of aero dynamics to All Terrain Vehicles.

The teams represent engineering colleges such as Indian Institute of Technology, Delhi, Delhi College of Engineering, K J Somaiya College, Chitkara University and M H Saboo Siddik College of Engineering. The Design Pavilion is reflective of the increasing collaboration of the industry and academia to encourage students to apply their learnings as well as to develop an innovative mindset.

Product design, especially automotive design, is slowly but surely becoming popular in India. The presence of design studios such as Dilip Chhabria Design Pvt Ltd and Dasmania Autostudio and that of training institutes such as Raffles Millennium from Singapore are reflective of the increasing emphasis on product styling. Dasmania Autostudio for instance offers services in conceptual design and contemporary styling for automobiles.

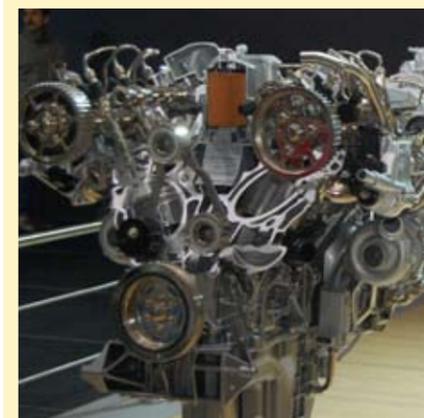
Automobile designers and engineers in India and overseas, especially from Italy and Germany are upbeat on the Indian consumers' increasing interest in product style and design. Today, design is centre stage with leading educational institutions in India offering automobile design courses for students, even as the industry is looking for to young, fresh minds for radically improved vehicle designs.

Design and IT have synergies that cannot be ignored. IT, which finds itself interwoven in every process of automobile manufacturing from the conception stage to manufacturing is also highlighted in this pavilion.

The exhibitors at the Design Pavilion include BSA Motors, Ispat Industries, Society for Automotive Engineers (SAE) India, BW India, DSK Global Education and Research Pvt Ltd, Exellon Software Global Parameters, Maveric Solution Inc, MIT Institute of Design, Robert Bosch Engineering and Business Solutions Ltd., XBHP.Com and the School of Planning & Architecture.



Engines: The Driving Force



This new initiative at Auto Expo 2010 showcases the new technologies in engine development, especially in the face of stringent pollution norms and better fuel efficiency. Nowadays, with the growing impetus on greener technologies the world over, both diesel and petrol engines are being modified and fine tuned to curb pollution in a major way. Engine manufacturers like Greaves Cotton, Kriloskar Engine, Mahindra Navistar, Honeywell, Cooper Automotives, Q-Shield etc are showcasing their products at this pavilion.



Value to 10th Auto Show

Garage Equipment: Maintenance is the Key

With the Indian vehicle market adopting the latest technologies, the demand for specialised tools and equipment too has increased manifold. Wayside mechanic shops are increasingly making way for specialised and well-equipped service stations run by qualified and skilled workers. It is in this context that Garage Equipment as a pavilion has immense significance. The overwhelming response at the 2008 Auto Expo for this concept has encouraged the organisers to host this pavilion this year too.

It is estimated that the average spend on the maintenance of economy cars in India is about 20 per cent of the vehicle value per year for the first five years. With the increase in demand and usage of sophisticated equipment, this expenditure is bound to rise another 5-6%, which would further drive the growth of the garage equipment market.

Products displayed here include multi-point lube dispenser/fluid management systems, automatic nitrogen inflators, automatic tyre inflators, automatic oil dispensers, wheel alignment machines, wheel balancers, AC gas chargers, etc. Some of the key exhibitors here include Rai Automotive, Manmachine, Madhu's Garage Equipments, Dynabrade, Dentmasters etc, among others.



Asli Naqli

'Asli Naqli' is an ACMA initiative to educate people about spurious and fake products in the component sector. It is an awareness campaign to help vehicle owners identify fake products so that they do not become victims of the spurious trade. The stall at the 10th Auto Expo hosts quiz programmes throughout the day to help the public learn more about differentiating between real and fake automotive parts.



Several auto component manufacturers, especially the makers of bearings, suspension parts, filters etc are showcasing their products, along with seized spurious parts, to educate the visitors.

An ACMA commissioned study has revealed that counterfeits account for close to 35 per cent of the after market sales with a market size of Rs 5,300 crore annually.

The Asli Naqli press conference during the Auto Expo brought to the fore issues pertaining to spurious products such as selling fake parts at original prices, and quality concerns.

The total size of the after market is \$ 4 million out of which 32% is for original parts and 20% for fakes. Even the holograms, etc are instantly copied and sold by the counterfeiters. Another concern relates to original products from other countries being shipped into India illegally. A number of accidents happen on Indian roads due to the use of spurious components in vehicles.

In an initiative supported by more than 16 companies, ACMA teams of well-trained professionals have so far conducted more than 150 raids on counterfeiters, including printers who print the packaging of spurious products.

Reasons why illicit sales flourish:

- Traditionally weak IPRs
- High Incidence of Excise Duty on genuine parts
- Lower Material & Production Cost of spurious products

ACMA Recommendations

- Effective Enforcement of the Law
- Mandating of Standards

Audio/Accessories: Looks, Comfort & Convenience

Accessories are not just about decorating your car and enhancing its looks. Today, a wide range of accessories add to passenger and driver comfort, enhance vehicle life, assist with navigation... It is estimated that people generally spend 3-4 percent of the car value on accessories.

The Accessories Pavilion showcases audio video systems with the latest technology, navigation systems, car fresheners, mobile holders, dashboards, seat covers, car screens, window films, electronic locking systems, immobilizers, lighting accessories, safety and security systems, car stickers, upholstery, and much much more... Leading players in the car accessories segment are optimistic in achieving a 20-25 percent growth keeping into account the surge in demand for sophisticated accessories by car owners.

Alongside, the launch of new cars, whether high end or economy models, has pushed the demand for acoustic products that take into account the interior dimensions of the vehicle. Car audio manufacturers like Visteon, Clarion, JVC, Rockford Fosgate are showcasing their products in the most innovative manner. This time, at least a couple of manufacturers are fitting their products into the Tata Nano to prove their effectiveness as mass market products. Several colourfully painted cars with audio systems and accessories fitted ergonomically are on show here.



Diesel Planet: Cleaner Vehicles

The Diesel Planet at the 10th Auto Expo seeks to dispel the myth that Diesel vehicles are more polluting, less efficient and very noisy. Here, manufacturers of diesel vehicles and diesel engines are emphasizing that new technologies make diesel cleaner and more reliable today. New model engines with reduced NOx emission are being displayed by Mercedes and Mahindras. Cummins, Tata Motors and Bosch are also exhibiting their diesel technologies at the Diesel Planet.



Hero Honda

Hero Honda is displaying the Karizma ZMR, a high end super performance variant of the popular Karizma model. The bike sports a 4 stroke, oil cooled, PGM-Fi 223 cc petrol engine.

Other bikes on show include the Hero Honda Splendor and its variants, the Hunk, CBZ Extreme, Pleasure scooter, and other popular models from the Hero Honda portfolio.

A stunning display of a rotating Karizma ZMR Bike surrounded by an innovative waterfall is a crowd-puller at the Hero Honda Pavilion.

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TVS

Jive and Wigo

TVS launched two new vehicles and displayed its full range of road, racing and concept bikes at its pavilion.

The Jive, a 110 cc, 8.4 Bhp commuter bike that incorporates the auto clutch technology, a first for the segment, has been developed in-house by the company.

The Wigo is a 110 cc, 8 Bhp, metal body automatic scooter that will compete with the likes of Honda Activa and Suzuki Access.

Also on display were two concepts, the 4 wheel future urban mobility vehicle, the Hammerhead, and a fully electric two wheel runabout scooter, the Cube 2.0 that runs on an all- new Lithium Ion Battery.

Other vehicles at the pavilion include models from the TVS Racing series such as the RTR 250 FX Dirtbike that has won the 2006, 2007 and 2008 Supercross Racing events and the Apache 160 cc Circuit Bike, which won the National Road Racing Championships 2009.

Popular TVS vehicles such as the Apache RTR, TVS Scooty, Star City and other models were also on display.

Bajaj

The Bajaj pavilion at the 10th Auto Expo displays the recently launched baby Pulsar, the 135 LS, 180 DTS-Si, and 220 DTS-Si. Also on show are the Kawasaki Ninja Superbike, the result of a JV between Bajaj-KTM JV, like the Super Duke 990 c c, and Super Motto 690 cc high performance bike.

Spotlight around the Expo

Reinforcing its commitment to long term environment protection and saving energy sources, has offered Hybrid two wheelers and three wheelers for use by organizers and as a free shuttle service for visitors within Pragati Maidan during Auto Expo 2010.

- TVS Scooty Streak Hybrid two wheeler
- Environmentally friendly-lower emissions and higher fuel economy
- Runs on electric motor / petrol engine - two power sources
- Offers four driving options
 - Pure electric power
 - Pure petrol engine power
 - Hybrid electric/engine economy mode
 - Hybrid engine/electric power mode
- Regenerative braking-charges battery during brake applications
- Developed by TVS jointly with Ricardo, UK

TVS King Hybrid - Three wheeler

- World's first Mid Hybrid plug-in 3 wheeler developed by TVS.
- Environmentally friendly-lower emissions & higher fuel economy.
- Runs on electric motor / CNG engine - two power sources.
- High efficiency axial flux motor coupled to the CNG engine to provide power assist during acceleration and during part load operations.
- Brings down the CO2 emission level by 22% and HC+NOx emission by over 20%.
- Conserves energy by shutting down the engine and operates on electric at relevant operating points to optimize CO2 reduction.
- Regenerative charging both during braking and deceleration.