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Magazine

ONE & ONLY!  
**MK's 350Z**  
Nismo Tuned  
Model 2003 / 325 HP

Pakistan Rs. 50  
India Rs. 50  
U.A.E. AED 5  
International US\$ 5



WHAT'S MORE..

- Classifieds
- News & Gossips
- Spotted
- Month in Review
- Pricelist
- & much more

**Vitz Review**



**Spotted...!**



**Adam's Revo**



**PW GTG's**



# CONTENTS

## Editors Note

It's been a long month not just because it's our magazine's first issue, but just to organize everything for the first time it surely takes a lot of time. As they say after every dark night there is a bright day... so similarly all our hard-work is in the form of this magazine which is rolling on the streets, we did received a lot of emails and feedbacks from visitors on our website and most of them were simply awesome that we couldn't resist applying them on our upcoming issues. The automobile industry in Pakistan has just started growing at a little faster pace as compared to past 10 years, with companies like Adam Motors who are really doing a great job by launching Revo as first Pakistani car, where we have thousands of admirers of Revo there also we have few who cannot stand it, but I guess it happens. We have tried our best to include content for everyone but there is always something missing which you will have to let us know. Enjoy reading.

Editor  
Jag

Issue 1 - August 2006



6

### MK's 350Z

Questionnaire for Interview



### Vitz Test Report

14



17

### ADAM REVO

First car designed for the Pakistani family.



### SUVs

Sport Utility Vehicles History

26

6

### Short News

21

### All about Rolls

28

### Car Tips

30

### Pricelist

31

### Bill Boards

32

### Spotted

36

### Jokes

37

### Cross Word

38

### PW GTG's

41

### PW Ads

44

### Win Big Free



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# SHORT

## NEWS & GOSSIPS



### Auto makers rolling out green taxi, rickshaw

KARACHI, July 13: As the Sindh government has imposed a ban on registration of two-stroke rickshaws from this month, a motorcycle maker plans to launch four-stroke CNG rickshaw while a car-maker has already introduced a CNG-fitted cab to fetch its share in the transformation of transport culture in the province.

Currently, over 50,000 two-stroke rickshaws, which create both noise and air pollution, are ruling the congested streets of this mega city.

Haji M. Younus Pirani, chairman N.J. Auto Industries Private Limited, told Dawn that his company was launching four-stroke CNG powered auto rickshaws on Friday for the first time in Sindh.

The company, which is already producing motorcycles in Hub, Balochistan, has invested Rs600 million for the production of two-wheeler and CNG rickshaws. The plant has the capacity to roll out 2,500 units per month.

He said the CNG rickshaw would cost only Rs1.10 paisa per km and was likely to lure people from all ethnic backgrounds and not only Pukhtoons

who dominate transport sector in Karachi. The price of rickshaw has been fixed at Rs125,000.

The CNG project, which was launched in technical collaboration with Italy and China, has created 130 new jobs out of total 400 jobs including in the motorcycle manufacturing unit.

Mr Pirani claimed that the rickshaw had 75pc localised parts while the rest was imported.

"We plan to sell 1,000 rickshaws per month in Karachi," he said, adding there will also be leasing facility available for the buyers through various banks.

He said that the Punjab government had provided patronage to some assemblers of rickshaws. "If the Sindh government provides support to the company by introducing some kind of schemes for the youth we will change the market scenario in just one year by replacing the aging 50,000 rickshaws in Karachi," he added.

However, he urged the government to include CNG rickshaws in the Rozgar Scheme announced last month through National Bank of Pakistan (NBP).

Transmission Motor Company (TMC) has introduced green taxi in the name of Alif Motor Cab in which the provincial government has been providing a helping hand.

TMC Chief Executive Officer Fasih Hussain Agha told Dawn the green taxi was fitted with CNG at a price of Rs200,500 with 200cc four-stroke engine. It was launched last month.

"The company has invested Rs45 million in the project and it is rolling out both cars and taxi in collaboration with China," he said, adding that the deletion level has been achieved at 70pc as compared to 67.8pc when the project was launched last year.

"We want to give an option to the people between the rickshaw and taxi. Demand has arrived and so far 18-20 taxis have been registered with the Sindh government," he claimed.

He said that the company had exported eight taxis to Sudan a month back while more orders were pouring in from various countries. City District Government Karachi EDO Mohammad Athar told Dawn that the Sindh government had no plan to completely phase out over 50,000 two-stroke rickshaws.


The Sindh Transport Department had been providing an option to the manufacturers of two-stroke rickshaws to make some modification by converting them into four-stroke by June 2007 in order to control emission of smoke and noise.

"There is no restriction for the people to convert their two-stroke rickshaws into CNG only with four

stroke engine. They can maintain the rickshaw even at petrol consumption but with four stroke engine," Mr Athar said. He added that the registration of two-stroke rickshaws had already been banned from July 1, 2006.

On green taxi, he said the response from people had been cool so far as the new product would take time in building a confidence among the prospective buyers. On the Rozgar Scheme launched by the federal government last month for transport, communication and utility stores, he said that so far there had been no interaction with the city government.

It may be mentioned here that majority of two-stroke rickshaw owners have converted their rickshaws on liquefied petroleum gas (LPG) following massive jump in petrol prices from Rs33.81 in June 2001 to Rs57.87 per litre. despite the fact that the government had imposed a ban on using LPG in the automobiles.

In absence of any check in the LPG price by the regulatory authority, some dealers and even the marketing companies enjoy a complete monopoly in manoeuvring the prices irrespective of demand and supply system. As a result, the rickshaw owners charge higher fares on the pretext that they are getting LPG at higher rates. 

## Auto sector posts robust sales in FY06

By Aamir Shafaat Khan

KARACHI, July 12: Except for 42 per cent decline in sales of buses, the entire auto sector gave a robust performance marked by increase in car sales by 22.2 per cent followed by rise in motorcycle sales 24 per cent, trucks 27.7 per cent, light commercial vehicles (LCVs) 27.4 per cent and farm tractors by 88 per cent in 2005-06 as compared to 2004-05.

According to figures compiled by Pakistan Automotive Manufacturers Association (PAMA), a total of 155,514 cars were sold in 2005-06 as compared to 127,309 units in 2004-05, thanks to sustainable 'artificial' demand, triggered by the auto financing introduced by banks and leasing companies, despite rise in car financing rates.

The import of used cars stood at 45,479 units in July-June 2005-06 as compared to 11,877 units in 2004-05 but it has failed to give a real jerk to the high demand of locally assembled cars like Suzuki Alto, Suzuki Mehran, Suzuki Cultus, Toyota petrol version and Honda City. However, import of used cars, jeeps and sports utility vehicles (SUVs) had given a tough time to

Toyota Altis, Toyota Diesel, Honda Civic, Daihatsu Cuore and Hyundai Santro in terms of very thin advance booking orders in the last six months. Interestingly, the demand for both imported used cars and locally produced cars have remained very hot during the last fiscal. It means that there is a big vacuum in demand and supply estimated at 30,000-40,000 units. However, the rising used car imports have led to bottoming out of high premiums being charged on locally made cars by the authorised dealers. Besides, delivery period has shrunk due to import of used cars coupled with rising production capacities by the car makers, but in high demand vehicles the delivery period still ranges between two to four months.

Abdul Azeem of Invest Cap says that interest rates, although slightly higher than before, are still low enough to encourage car financing. Introduction of new models and overall economic growth have also boosted the auto demand during 2005-06.

He says that the outlook for auto sales remains robust for 2006-07. Even though the leasing rates have started to edge up due to rising interest rates the demand and supply gap still remains large enough for auto assemblers to post impressive sales performance in the new fiscal.

Pak Suzuki holds 52 per cent market share followed by 29 per cent by Indus Motor Company, 18 per cent by Honda and five per cent by Dewan Farooqui Motors.

Sales of motorcycles by PAMA members have surged to 516,640 units from 417,066 units and if non-PAMA members' sales are included then the total figures crossed over 700,000 units in 2005-06.

The entry of Chinese bikes in the market has proved a sheer benefit for the low income people who appear crazier for the Chinese bikes because of price difference of Rs19,000--20,000 from Honda CDI 70cc bike. However, Honda still holds 50 per cent market share with sales of 360,000 units in 2005-06 out of total sales of 700,000 units. Now over 40 Chinese bike-makers compete with Honda in 70cc segment.

Motorcycle is still considered as the cheapest mode of transport, especially in rural areas for its pricetag as well as for low petrol consumption. Increased economic activity, resulting in cargo movement of both import and export items in the country, has pushed up sales of trucks (mainly Hino, Nissan, Isuzu and Master) to 4,273 units in 2005-06 from 3,345 units. However, sales of Dong Feng remained depressed as it could only sell 16 units as compared

to 27 units in the last fiscal. Similarly, sales of LCVs surged to 31,922 units from 25,056 units.

Increase in import of used buses in the last fiscal year coupled with investors' least interest in buying locally assembled buses for urban transport scheme, made a dent in the sales of locally assembled buses (Hino, Nissan, Dong Feng, Master and Isuzu), falling to 927 units from 1,605 units in the last fiscal.

Farm tractors' sales (Fiat New Holland and Massey Ferguson Millat) rose to 48,802 units as compared to 43,578 units. 📈

## Daimler-Chrysler project by year-end

By Imran Ayub

KARACHI: The world auto giant Daimler-Chrysler is likely to kick off \$5.85 billion project by the end of 2006 for starting production of Mercedes-Benz trucks, both commercial and military, buses and Mercedes cars to create a vendor industry in Pakistan.

According to a senior official, two groups - Daimler-Chrysler and Coastal Group - had been working closely with the institutions concerned with an aim to start the project within next few months.

"We can't speak anything on behalf of investors," said Muhammad Jehangir Bashir, Secretary, Board of Investment (BoI). "But we all are sure that it's a very serious plan of investors and is likely to be initiated by the end of this year (2006)."

He said that both the groups were continuously working on the proposed investment plan with the local institutions including the BoI and authorities concerned. However,

he said, it was a little bit early to give the exact month for the start of the project.

The government last month announced the plan of Daimler-Chrysler and Coastal Group to invest \$5.85 billion in Pakistan by starting production of Mercedes-Benz trucks, both commercial and military, buses and Mercedes cars of various types to create a vendor industry.

As per the announced plan, Coastal Group would make all the financial investment in the project, while Daimler-Chrysler would transfer technology. A 1,200-acre land near Sheikhpura has been offered by the government for the production plant, which would create 5,000 jobs directly and indirectly.

Industry players and analysts see the foreign investment in the particular area as a fresh windfall for the growing local auto industry, which may inspire others to mark Pakistan to expand their business.

"Daimler-Chrysler seems eyeing Central Asian and Afghan market to export its products after manufacturing in Pakistan," said Farhan Aziz Khan, an analyst at Noman Abid and Company Limited, a local brokerage house.

He said after the revised tariff structure announced by the Engineering Development Board, Pakistan offered the most lucrative business for the auto manufacturing companies across the world.

The EDB announcement last week rationalised the duty structure on off high-way dumpers and other trucks of five tonnes and above capacity.

The fresh structure reduces the duty rate of trucks of five tonnes and above capacity to 40 per cent and that on their CKD kits to 10 per cent.

Similarly, dump trucks and trailers for prime movers have also been placed in the same duty slab while customs duty on the import of prime movers has been reduced to 15 per cent and it has been exempted on their CKD kits to the extent of non-indigenised parts.

Farhan sees the foreign project as the huge investment plan by Daimler-Chrysler, which he says would more work as assembling shop for its export-focussed production. "Daimler-Chrysler is likely to attract military-based production coupled with good potential market offered by Pakistan where local capacity is as low as 3,000 a year," he said.

The German auto giant Daimler-Benz AG in 1998 announced the largest industrial merger in the history with the Chrysler Corporation of the United States. The new company, called Daimler-Chrysler, is the world's fifth largest carmaker with combined revenues of around \$130 billion and a combined operating profit of around \$7 billion with a combined workforce of more than 420,000 employees. 📈

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## Revo maker to expand production

By our correspondent

KARACHI: The maker of Pakistan's first car - Revo - believes his indigenous development will start to attract people once enough of these vehicles are on road to catch their attention.

Deriving its name from the word - revolution - the car introduced

seven months ago is made up of 68 per cent components manufactured locally excluding the most important part - engine. But, Feroz Khan, CEO of Adam Motor Company Ltd, is closely observing international trends vis-a-vis development of car engines. Moreover, he intends to improve the quality of existing production before moving ahead. "Our cars will start to grab market once there are 4,000-5,000 vehicles on roads," he said in an interaction with newsmen at AMC plant near Port Qasim on Tuesday.

Currently rolling out seven to eight cars a day, he is planning to increase the number to 20 by January 2007. Besides the 800-1,000cc cars, the company is also manufacturing heavy-duty jeeps and trucks.

"We are also planning to introduce a family van in future," Feroz said and underlined the challenge in maintaining a balance between reliability of a vehicle and its cost.

The small number of 495 vehicles delivered up until now is not holding back Feroz, who, after enlisting

Pakistan among the 16 countries designing and producing cars, has decided to set up an assembling plant in Bangladesh.

About the very low resale value of his cars, he said people still had doubts in their minds about the reliability of these vehicles but hoped the perception will change. 🤔

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## AMC sells 495 cars

KARACHI, July 11: Adam Motor Company (AMC) has sold 495 cars in less than one year of its operation and is currently manufacturing seven to eight cars per day. This was stated by chief executive officer of AMC, Feroz Khan at a meeting with chairman Pakistan Steel Mills Lt Gen (retd) Abdul Qayyum Khan during his visit to the plant on Tuesday.

The CEO said that in comparison to similar development initiatives in the auto industry abroad, the company achieved the target of cost effectiveness with no requirement for royalty or licensing payments to the external principals, says a press release.

The first car was launched in April 2005 and the plant commenced deliveries from September 2005. He said that the company planned to set up a car production plant in Bangladesh.

Abdul Qayyum Khan said it was a great achievement for the domestic auto industry where the AMC plant was rolling out 100 per cent locally produced cars at a competitive price. 🤔

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## Asia's longest tunnel to be built in Pakistan.

### Chitral:

President Musharraf performed the groundbreaking of the Lowari rail tunnel project at Ziarat, some 70km from here.

"I had promised you at Shandur in 2002 for commencement of Lowari tunnel project. I am inaugurating it

practically now, he said adding the project will be completed at the cost of Rs 8 billion within two years. I had promised to you in Shandur to write off agriculture loans and I waived loans amounting to Rs 160 million.

President formally inaugurated Lowari tunnel project after the public meeting. The contract for construction of this project has been awarded to a Korean company. Lowari tunnel which will be constructed at the cost of Rs 8 billion will be the largest tunnel of Asia. The construction work will be

completed in three years. The tunnel will be 8.8 kilometer long.

President Musharraf had issued directives to start work on the tunnel in the face of geo-strategic location of the area. President inaugurated this tunnel on Saturday in Ziarat. One electric train will be run through this tunnel. 🤔

By courtesy of : dailytribune

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# Nissan 350Z



# Questionnaire

F O R I N T E R V I E W

■ **Name**

Answer : Mohammad Khan (Mk)

■ **Age**

Answer : 27

■ **Gender**

Answer : Male

■ **Car Make and Model**

Answer : Nissan 350Z (Fairlady) Nismo

■ **Edition Year of Manufacture**

Answer : 2003

■ **Stock Horse Power of the Car**

Answer : 325

■ **Little background / history of the car**

Answer : Its a Nismo Tuned 350Z, its not Stock....

■ **How many are in Pakistan?**

Answer: only one ( Nismo Tuned )



■ **Any internal modifications?**

Answer: All done up by Nismo

■ **Any exterior modifications?**

Answer : Nismo Suspension, Over Fenders, Nismo Exhaust, Light 18" Alloys, Etc.

■ **Any problems while importing the car?**

Answer : Not Really

■ **Any future upgrade / modifications plan for this car?**

Answer: Thinking of Supercharging it

■ **Has this ride been featured before anywhere?**

Answer : No

■ **Do you drive for pleasure or just for the sake?**

Answer: Its my passion



■ **How often you ride this car in a week?**

Answer: depends on my mood actually

■ **Are you into dragging?**

Answer: i dont drag that often

■ **What do you think about the speedy youngsters driving on track and doing illegal racing?**

Answer: Keep it up!

■ **Your interest in cars since when and how?**

Answer: Childhood hobby

■ **What previous cars have you owned just a brief?**

Answer: Merc SL 600, Lexus LS400, Merc S500, Etc

■ **Your dream car you would like to own?**

Answer: Rolls Royce Phantom (Convertible )

■ **Best think about the car you like?**

Answer: Its Royalness

■ **Future about Cars in Pakistan your comments.**

Answer: I think theres a bright future of the automobile industry of pakistan

■ **What is your favorite TV Program?**

Answer: Miami Vice, Baywatch, Etc

■ **Do you prefer Performance or Luxury?**

Answer: both actually

■ **Do you prefer Saloons or 4x4's?**

Answer: both for different purposes

■ **Do you prefer Compact or Long Cars?**

Answer: Both

■ **Do you prefer Automatic or Manual Transmission?**

Answer: Depends on what sort of a car i want and why

■ **What are your comments about Honda and Toyota war?**

Answer: Never Thought of it

■ **How do you spend your weekend usually?**

Answer: Thats a Secret



# TOYOTA VITZ

# Review



## PROS

- More options – as standard than any 1000cc locally assembled car available in the market.
- Easy to use in heavy traffic of Cities like Karachi/Lahore, due to easy maneuverability.
- Fuel economy, style, and ample room for driver/passengers.
- High on safety due to two air bags for both driver and front passenger.
- Different models, i.e. fully loaded, loaded and standard to choose from.
- Verity of colours.
- The price at which, Vitz is available with standard

equipments, is far better car than any local assembled car available in the price range.

- A beautiful car, with futuristic looks, specially 2004 and later models.
- Automatic model are cheaper than manual.

## CONS

- After all, a second hand car.
- Parts are expensive and their availability is a problem.
- Inadequate trunk space, people will tell you it's "cute".
- Poor resale value and much higher depreciation in cost than any other car.

## Inside of the car:

The first thing people notice when they get into the Vitz is that it has ample room inside. The effect is strengthened by the fact that car does not look big from outside; this is due to its oval shape, which leads the people to expect a small interior. Driver and front passenger headroom and legroom are comparable to any full sized family sedan.

The driver and front passenger sit quite high due to short overall length, in order to give more legroom. This makes getting in and out of the car easier and more comfortable than many small cars.

Due to the high seating position, forward and side visibility is

excellent. While driving the car, you have the feeling of sitting high and having a commanding forward. However, due to rounded hood, it is quite difficult for a person having medium or short height to ascertain the front end of the car and it at times makes difficult to park the car in limited or tight parking space. Rear visibility suffers from the wide rear beams i.e. C-pillar on either side of the car and requires a second or third look when changing lanes.

The unusual dashboard furthers the feeling of a large interior, but takes some time to adjust, as we are not used to such layouts; excepts those, who had driven Morris Minor or Mini Austin as youngsters. The Vitz instrument panel is centered in the car, leaving nothing on the dashboard behind the steering wheel. When I first sat in the car, I wondered if this were a problem for me.

However, I have completely forgotten about the unusual dash configuration, and felt quite comfortable, after driving it several times. I'm not sure it is any better than the tradition driver-centered dash console, as it depends upon personal taste, but it is certainly not a problem.

Rear passenger seat is also surprisingly roomy; the rear seats fold down in a 60/40 configuration to accommodate large cargo. The trunk space is quite meager, however, folding the entire rear seat on the expense of seating capacity can accommodate the large pieces

of cargo. In normal circumstance a few small bags of groceries are really all you can fit back there.

## FEATURES

Unlike our local cars there are no options you can go for as being a secondhand car you have to accept what is available in the market, however, many option loaded cars affect the price.

Business Package: 1 air bag, black bumpers, on power windows and analog meter, AC

Fully Loaded: 2 Air bags, matching bumpers, power windows, and digital/analog meter Auto shift/manual/steering shift, AC

Upgrade: Retract Mirrors, 4 head rests, under tray, climate control, cut seats, rear seats adjustable, light pole, AC

The Vitz is also available in 2 doors and 4 doors with the above features.

These are the most common models available in the market, though there can be some with a mix, all depending on the choice made by the first owner in Japan.

## SAFETY

ABS breaks and Airbags in every car means that the driver and passengers are in safe hands. Seat belts needless to say are there in every car.

## MECHANICAL

Body Type: Hatch  
Transmission: Auto / manual / Steering Shift  
Fuel: Petrol  
Displacement cc : 997  
Frame : SCP10

## COMPETITORS

Well it is a second hand car and I can't say enough on it, but it a direct competitor of Suzuki- Cultus and Hyundi-Sentro and that is, it is giving the locally assembled brand new cars a run for its money and one can clearly see that the local manufacturers are worried. In second hand imported car market the direct competitor are Nissan March, Toyota Duet, Toyota Passo,

## ON THE ROAD

It's a good drive, rather an excellent ride. It's smooth, easy to handle. Top speed with automatic transmission, attend by our road tester, is 95kms per hour. The breaks again are good but what else can we expect the car is Japanese after all.

The Air-Conditioner is perfect for Karachi and much better than most cars I have driven or kept. The fuels averages again is excellent 14 km/ltr, and remember, this is on an automatic. ■



# ADAM REVO

1<sup>st</sup>  
FIRST

.....  
**CAR DESIGNED FOR THE  
PAKISTANI** FAMILY  
.....

Written by **Adnan Farooqui**

Karachi-19<sup>th</sup> April 2005 Pakistan joined the group of 16 countries to have made their own locally designed car, Yes fellazyouknowwhatIamtalking about, The ADAM REVO assembled and designed by the Karachi based Adam Motors. The idea of the car was conceived by Mr. Feroz Khan, CEO of Adam Motor Company Ltd. He wanted to





make a car designed for the Pakistani family that was affordable for all. So therefore the REVO was launched in Karachi on 19<sup>th</sup> April 2005, many people attended the launching ceremony which was presided by Prime Minister Of Pakistan Mr. Shaukat Aziz,. Prime Minister in his inauguration said " This is a red-letter day in the history of our manufacturing sector. . . With this Pakistan has joined the club of 16 countries having the capability of designing an original car." Mr. Aziz added.

The company will make 5,000 cars a year. The engines are being built by China's Wuling Engineering Company, which also supplies the engines to GM of USA for their American Brand cars being manufactured and sold in China."We are getting the technology from China and we will soon start building the engines too." Mr. Feroz Khan added." It will be fully indigenous in a couple of years." He said. When asked by Mr. Aziz that how he felt driving the new vehicle he said "It was a very good experience and was easy to drive." He said that people in Pakistan needed reasonably priced and fuel efficient transport. The REVO can also be fitted with CNG equipment as an alternative fuel option." The newly launched vehicle has all the plus points that the people look for." Mr. Aziz

said. Governor of Sindh ishrat-ul-Ebad also test drove the newly launched car with the Chief Minister Arbab Ghulam Rahim sitting next to him.

That REVO definitely has lots of class, from front to back you can tell that this car was designed to make heads turn. It's an affordably-priced, roomy, and well equipped 5-Door hatchback, perfect for cruising down the city streets. Entry and exit in the front and rear cabins is easy because of plenty of headroom, legroom and luggage space even with the CNG fitted. The overall cab-forward design, first in Pakistan, adds interior room by increasing the front headroom, and lowering the front bonnet height.

Revo was designed by Pakistani Engineers, many of them were trained in Europe. The car conforms to EURO-IV - European safety standards - and has steel beams built in all four doors and front fenders to make it withstand most crash impacts at low to medium speeds. It is the only car that conforms to European safety standards, being sold in Pakistan. The company also has plans to export the car in 1.5 years, to various destinations in Asia, Africa, Middle East and Europe.



The bucket style seats are designed to give you maximum lumbar support. There are several different colours available as per your choice. You can choose from robust Grey coloured interior or the classy Beige interior in REVO 105i series.

The REVO is available in two engine capacities. The 797cc REVO 80 series with maximum torque of 52/3000 (n.m/rpm) and the 1051cc REVO 105i series comes with an EFI to give better acceleration and improved fuel consumption providing maximum torque of 83/3000 (n.m/rpm). Both engines have in line four-cylinder with 4-stroke cycle water cooled, OHC with fuel capacity of 30L and option of CNG. Sitting in the REVO the driver has a clear view of the road. He can also keep an eye on the European styled speedometer to see how fast the car is going.

With front disc and rear drum brakes the driver has excellent control over the braking when required. The REVO handles brilliantly even on bumpy and un-even roads. The REVO can easily seat 5 persons in utmost comfort. The car comes equipped with sun visor, room lamp, glove compartment, coin holder, ash tray and cigarette lighter. Front seat belts and side impact beams. Solid white and Red colors are available in REVO 80 and the 105i series offers Silver metallic and Gold metallic Copper burst and Emery blue body colours. REVO 80 comes with black bumpers while the REVO 105i comes with body matching bumpers. Matching bumpers can also available in REVO 80 if you pay Rs. 5,000 extra. The REVO has all the things a basic car needs to fulfill the needs of the Pakistani family. We think that the REVO is truly a "Sub-compact car that's BIG on value."

## Following are the prices and dimensions of the Adam REVO

### PRICE

REVO 80	Rs.
REVO 80 STD (Standard)	289,000/-
REVO 80 + (CNG)	299,000/-
REVO 80 S + (AC)	315,000/-
REVO 105i (EFI)	Rs.
REVO 105i (Standard)	369,000/-
REVO 105i + (CNG)	404,000/-
REVO 105i s + (AC)	409,000/-
REVO 105is (AC + CNG)	439,000/-

### DIMENSIONS

Overall Length	3576 mm	Tread Front	1290 mm
Overall Height	1470 mm	Wheel Base	2357 mm
Overall Width	1510 mm	Tread Rear	1278 mm

# ROLLS ROYCE



When it comes to cars, perhaps no other marque is associated as strongly with luxury as Rolls Royce. Formed after a chance meeting between a meticulous engineer and a salesman with a flair for marketing, the company produced its first cars in 1904, and soon established itself as the premier vehicle for royalty and those unwilling to compromise on luxury and quality.



After the Second World War, the company became even more renowned as the name for luxury automobiles. Although other British luxury car makers faced setbacks to their reputations for reliability and build quality, the solidity of a Rolls Royce has never been called into question.

In fact, the first Royce (those in the know never call them 'Rollers,' a term considered vulgar and inappropriate) ever made is still in perfect working order.

Although there were many fears that the Teutonic influence that would inevitably be brought to bear on the company would make it lose all those qualities that endear Rolls Royce to their fans, BMW's versions of the legendary marque have not been met with widespread acclaim from both the motoring press and owners of Royces, but have also successfully increased the owner base of the marque into young millionaire celebrities, for whom the image of the new Phantom was galaxies away from the reliable Establishment transportation that its 1930s namesake represented. You know a vehicle is cool when it

features in a Nelly video, and when Shaquille O'Neal considers it an appropriate wedding gift for one of his friends.

It would not be unfair to say that Rolls Royce is one of the most iconic car makers in history. At a time when cars have tended towards homogeneity in styling and automation in assembly, Royces still continue to be hand-assembled at a plant in the UK, although not the historic Crewe facility but a brand new BMW-built facility in Goodwood. The kind of workmanship that continues to go into the manufacture of each Royce, even in these days of robot assembly and production, can be gauged from the fact that it takes 800 man-hours to make the body of each new Phantom, and each engine is entirely hand built.

## Company History:

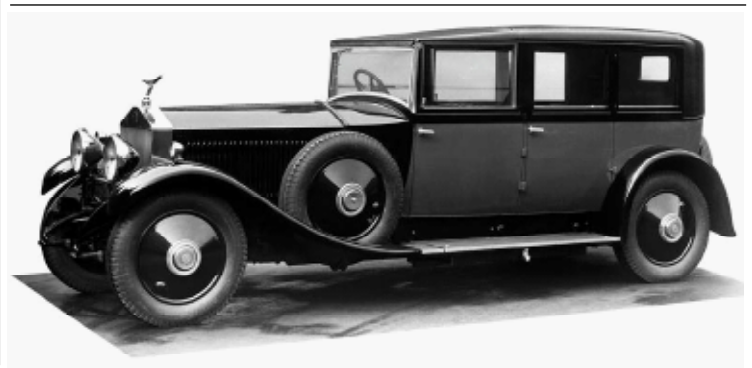
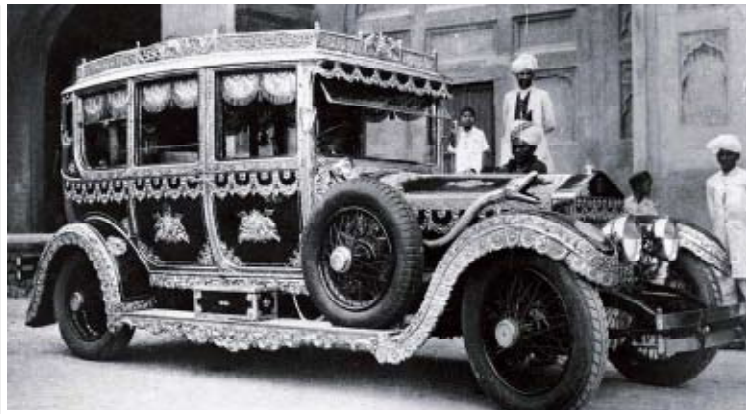
### Started building cars in 1904

*Produced not only vehicles but also rifles and aircraft engines during World War II*

*The motor arm was demerged from the main company in 1973 due to losses suffered by the aerospace division*

*Sold to Volkswagen in 1998, but the trademarks to the Rolls Royce name were sold by the parent company separately to BMW*

*BMW bought the license to make Rolls Royce cars from VW in 2002*



BMW paid VW £40 million for the use of the two most arresting features on the Rolls Royce. The first of these is the Radiator Grill, which is a trademark of the company. This masterpiece of form and function is entirely hand made by the company's staff, and each one takes nearly two days of work to craft. Rolls Royce is proud of the fact that each grill is made by eye, and no measuring instruments are used in their construction.

The greatest icon of the brand, however, has to be that little statue that adorns the radiator grille. Called the 'Spirit of Ecstasy', the statue of a young woman with her evening gown billowing out behind her, the silver-plated statue is the crowning glory of every Royce, and the emergence of the statue from underneath the model

in the newer model Royces is an event in itself. Interestingly enough, this feature was only included in the vehicles to get around a European ruling on road safety. Each statue is individually moulded, the mould being destroyed in the process. As a result, no two are identical.

The same has also famously been said of the cars themselves. Endlessly customisable, each Royce is said to be an extension of the owner's personality. From the psychedelic paintwork on John Lennon's Royce to the two faces of a 1920's Silver Ghost pictured here, every Rolls Royce allows their owner, in hundreds of little ways, to impart their personal fingerprint on their car.

What, then, does the future hold for the marque? In 2004, at the

Geneva motor show, the company celebrated their centenary in style, by unveiling a new pair of concept cars to the public, codenamed the EX 100 and 101. Expected to be powered by a 16 cylinder engine and 6 speed automatic transmission, the concept is soon to be the latest in the company's illustrious line-up of vehicles. Sharing its styling cues from the Phantom and with the performance to take on the best Italian names, the EX is set to rekindle memories of the iconic Grand Tourers of the company, take on the biggest players in the already crowded Supercar market and continue to overhaul the image of the company as the preferred plaything for the young and the affluent. Coming soon to the garage of a Hip-Hop superstar near you. ■



# Sport Utility Vehicles (SUVs)

## Introduction

The growing popularity of SUVs (Sport Utility Vehicles) nowadays is simply because of an unprecedented combination of size, comfort, and versatility it offers to its consumer.

One in every four new vehicles sold in America today is an SUV. Besides being the most popular vehicles on the road, SUVs are also very profitable. Some manufacturers in America make up to \$17,000 in profits on every SUV that rolls

off the assembly line. The Sport Utility Vehicles are the greatest success stories these days and are being credited with saving of auto industry around the world. All the latest SUVs, which we see currently roving about so majestically on roads, were originally descended from the oldest version of military vehicles, the Jeep and Land Rover. In order to trace the origin of SUVs, therefore, we must first look into the history of the Jeep Company itself.

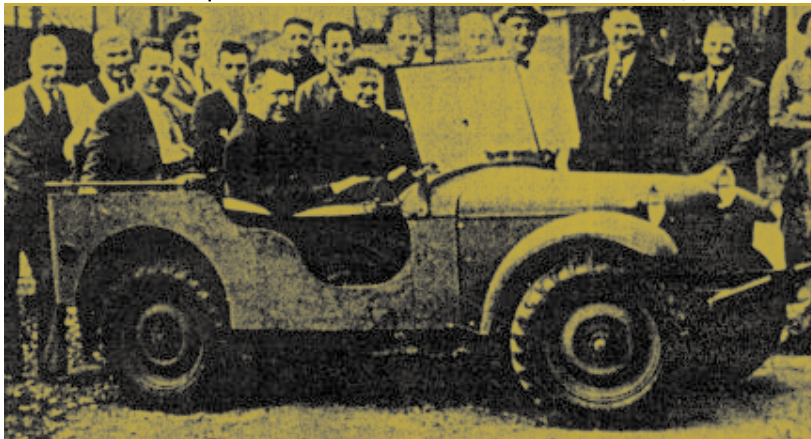
## History of SUVs

There are many stories about the origin of the name 'Jeep', and no one really knows for sure where it



came from. But the most authentic source, which most people believe is that it evolved from the Ford 'GP' designation, i.e. 'General Purpose' or "G" for Government and "P" for the class of vehicle (80" wheelbase 4x4 ¼ ton truck). The acronym 'GP' so frequently used by the then workers thus gradually came to be pronounced as "Jeep".

Although many years have passed, many people still recognize the



old WW2 Jeep belonging to Willys Overland; not knowing little that the reality is quite different. The WW2 Jeep was in fact the product of the American Bantam Car Company, and a creation of a genius engineer Karl K. Probst. The story goes like this:



The American Austin Car Company, which was originally founded by Austin of England in the United States in 1930, almost got bankrupt in 1934, and was then re-launched by its Chairman, Roy Evans as the American Bantam Car Company. It was in 1938 that Bantam discovered the potential of a light vehicle for military use and ever since then continued to press the case for such a vehicle in higher military echelons. Bantam also lent the National Guards three of its Austin-based Roadsters to evaluate.

The US Army, which was already perturbed by the mobility and ease with which the German Army had taken France in World War-1 (1914-1918), and the intelligence reports that the Germans were about to convert Volkswagen for military use, at last showed interest in Bantam's proposal. They were basically interested in such a lightweight, fast and nimble reconnaissance vehicle, which could replace motorcycle and Ford Model-T, and which could also off-road on all

kinds of jeep trails i.e. hilly, bumpy or desert terrain. The proposed vehicle was meant to perform multi-functions i.e. mount heavy guns or mortars; install signal and radar sets; carry supplies and 'recee' personnel. So a series of meeting between Charles Payne of Bantam and the Army Chief on Infantry of the Quartermaster Corps was held in February 1940.

In order to give fair opportunity to other manufactures to tender as well, an invitation to submit bids was sent to 135 U.S. automobile manufacturers to produce 70 vehicles. The instructions were to deliver a prototype within 49 days



and the rest within 75 days. All companies including the traditional truck manufacturers like Dodge or GMC backed out and showed no interest most probably because of rather unrealistic weight limit. The only companies, which responded and submitted their respective prototypes for evaluation, were Bantam, Willy-Overland and Ford. The tenders were examined on July 22, 1940. Although Bantam's prototype, which was built by freelance engineer and project head Karl Probst's, was a little over the weight limit, came closest to matching the specifications in most respects. Having tested Bantam's model to destruction and being satisfied by its performance, the US Army ordered 70 more to be built. Willy's-Overland and Ford soon followed with their own prototypes as Willys Quad and the Ford Pigmy. The trials continued till winter 1940 and by then the Military had identified strength and weakness in case of each vehicle. The Bantam's GPV was considered underpowered and too high off the ground. The Willys Quad, despite having a more powerful engine was found to be too heavy. The Ford Pigmy had insufficient power in its tractor engine although it had the best steering. There was also concern about the production capacity of these companies falling short of the bulk order of 1500 vehicles each. It was in July 1941 when military gave its final decision in favor of Willys. Willys eventually won the contract because of their Quad's 60 hp 'Go-Devil' engine, but Ford was also given a contract in order to help keep up with military's emergent needs during the war which was imminent and knocking at the door. The most popular jeeps in those days were the Willys MA and the MB, while Ford renamed their GP jeeps as the GPW (the letter 'W' was added to refer to Willys motor). Meanwhile, about 1000 Bantam 40 BRCs were built for the Russian Army. Many people believe and very rightly so, that it was Willys-Overland and Ford Motor Company's modified version of Bantam 40BRC, which had brought victory to the Allies in World War 11(1939-1945).

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## SUVs as Civilian Jeeps & Typical Passenger Cars

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Owing to their off-roading capability SUVs remained popular with rural buyers for a pretty long time. Some of popular jeeps then plying in rural areas were:

1. The Jeep Wagoneer
2. The Ford Bronco
3. Chevrolet Blazer
4. The GMC Jimmy
5. International Scout & International Travelall (five-door)

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## Some of the past models which were developed later included:

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6. Acura SLX
7. Dodge Ramcharger
8. Infiniti Q\*4
9. Lexus LX
10. Lincoln Aviator
11. Bravada
12. Isuzu Trooper
13. Mazda Navajo

The Europeans will be setting their sights on the Middle East to aggressively market the SUVs they have developed for world markets. Land Rover's Range Rover is still the market leader among the European manufacturers, but the latest BMW X5, Porsche Cayenne V6, VW Touarag, Volvo XC90--and a new Audi SUV model, the Pikes Peak, which is due for imminent launch- are posing serious challenge to the former models already available in the markets there. All the below models have been flooding the markets of Dubai recently with zeal and fervor.

1. 2006 HUMMER H3 SUV
2. 2006 Honda CR-V
3. 2006 BMW X5
4. 2006 Mercedes-Benz M-Class
5. 2006 Toyota 4Runner
6. 2006 Jeep Grand Cherokee
7. 2006 Toyota Highlander Hybrid
8. 2006 Hyundai Tucson
9. 2006 Kia Sportage

Most of the driving tips are from common sense. Sometimes we forget basic check up with our vehicle creating bigger problems while on road. During my past almost 39 years of driving experience, I learnt lot of tips I am going to start sharing with you in this section.

**1** Older cars need more regular checkups. Basic check up start from your home. If you don't do them periodically you end up at a mechanic mostly as your car grows with you.

**2** Check every morning tire pressure, you can simply walk around your car if its standing on even surface gives you an idea how much your car tire is inflated on ground. Normal passenger vehicles in Pakistan require 26 to 28 psi depending on tire size.

**3** While driving at night you should be aware of your car lights. Blown up bulbs or short circuit give uneven indicator time interval. Ask somebody to check your brake lights periodically or use reflection on wall to check if rear lights work well.

**4** Time senses, while driving always plan your journey time, to avoid race with time to reach your destination. For example, always keep time to change a flat tire on way while reaching airport to catch flight.

**5** Always wear your seatbelts. If your car does not have them you can buy those new or second hand from car market.

**6** Always a better idea to use low beam headlight in bad

# CAR TIPS

weather condition. eg: storm, rain, fog, snow, etc.

**7** While the driver in front is always has right to way, you cannot hit a car in front from rear and start blaming the driver in front, if he has already given an indicator and for driver in front its better to brake slow if your driving in front of traffic, to give cushion to cars behind you to brake at red light signal.

**8** Use handbrake when you stop at red light to avoid your car rolling back in case you don't realize road has slope in it.

**9** When light turns green at signal, use common sense to keep watch on left, then right, straight ahead, then left again before proceeding through the light. Never just follow the car in front. A typical mistake.

**10** Never run a red light straight even at odd hours of morning, if you fear to stop at 4am in morning alone at red light which has absolutely no traffic, by law these signal lights turn into amber after midnight hours unless programmed by the traffic police, always slow down ready to stop immediately to avoid any

other speeding car at early hour at the intersection.

**11** Keep your eyes moving to notice what is happening on the sides of the road front of you in case someone decides to walk or drive into your path.

**12** Always check centre and side rear view mirrors from time to time, especially to avoid sudden honks from emergency vehicle behind

**13** Keep your stereo at level in traffic where you are in position to hear horns.

**14** Using cell phones while driving can cause accidents attend to phone after you park away from traffic while the person calling you can wait, always make a ph call when you're not driving.

Drive a moderate speed with traffic flow, to avoid sudden brakes, driving too slowly is not recommended either. Someone behind you could be in emergency to reach hospital etc.

**15** When entering an intersection always give way to driver on right.

**16** Always stop before entering a main road to look to your right and left before proceeding.

**17** A good habit to notice your car underneath when it is on service station lift. Regular check up will help you notice any unknown in time eg: cracks in rubber, oil leaks etc. ■

# PRICE LIST

ADAM MOTORS	PRICE
REVO 800 CC PETROL	Rs. 279,000
REVO 800 CC PETROL PLUS (CNG)	Rs. 309,000
REVO 800 CC PETROL A/C	Rs. 325,000
REVO 1050 CC PETROL	Rs. 379,000
REVO 1050 CC PETROL PLUS (CNG)	Rs. 414,000
REVO 1050 CC PETROL A/C	Rs. 419,000
REVO 1050 CC PETROL PLUS A/C (CNG)	Rs. 449,000
ZABARDAST ECONO 2 TON 2600 CC	Rs. 495,000
ZABARDAST SUPER 3 TON 3200 CC	Rs. 539,000
ZABARDAST JEEP 4X4 2800 CC A/C	Rs. 940,000

SUZUKI	PRICE
MEHRAN LE	Rs. 331,000
MEHRAN LE (CNG)	Rs. 361,000
MEHRAN VX	Rs. 315,000
MEHRAN VX (CNG)	Rs. 345,000
MEHRAN VXR	Rs. 360,000
MEHRAN VXR (CNG)	Rs. 390,000
ALTO VX	Rs. 419,000
ALTO VXR	Rs. 464,000
ALTO VX (CNG)	Rs. 454,000
ALTO VXR (CNG)	Rs. 499,000
CULTUS VX	Rs. 504,000
CULTUS VXR	Rs. 555,000
CULTUS VXR (CNG)	Rs. 590,000
CULTUS CXL	Rs. 604,000
BALENO JXR	Rs. 749,000
BALENO JXR (CNG)	Rs. 789,000
BALENO JXL	Rs. 809,000
BALENO JXL (CNG)	Rs. 849,000
BOLAN A/C	Rs. 427,000
BOLAN STD	Rs. 367,000
BOLAN GL (CNG)	Rs. 461,000
BOLAN STD (CNG)	Rs. 404,000
RAVI PICKUP STD	Rs. 312,000
RAVI STD (CNG)	Rs. 344,000
POTOHAR STD	Rs. 618,000
POTOHAR A/C	Rs. 678,000
LIANA 1.6 M/T (Made in Japan)	Rs. 1,215,000
LIANA 1.6 A/T (Made in Japan)	Rs. 1,315,000
LIANA 1.3 RXI M/T	Rs. 794,000
LIANA 1.3 RXI M/T (CNG)	Rs. 849,000
LIANA LXI 1.3L M/T	Rs. 859,000
LIANA LXI 1.3L M/T SPORT	Rs. 899,000
LIANA 1.6L EMINENT	Rs. 929,000
VITARA M/T	Rs. 2,350,000
VITARA A/T	Rs. 2,450,000
APV M/T	Rs. 1,029,000
JIMNY M/T	Rs. 1,040,000
JIMNY A/T	Rs. 1,120,000

QQ	PRICE
CHERRY 0.8L BASIC	Rs. 461,000
CHERRY 0.8L COMFORTABLE	Rs. 489,000

TOYOTA	PRICE
CAMRY A/T 2400 CC PETROL	Rs. 2,699,000
CAMRY M/T 2400 CC PETROL	Rs. 2,499,000
LAND CRUISER PRADO A/T 3000 CC	Rs. 4,950,000
LAND CRUISER PRADO M/T 3000 CC	Rs. 4,650,000
COROLLA XLI	Rs. 879,000
COROLLA GLI	Rs. 969,000
ALTIS MANUAL 1.8 PETROL	Rs. 1,219,000
ALTIS AUTOMATIC 1.8 PETROL	Rs. 1,309,000
COROLLA 2.0D	Rs. 1,039,000
SALOON 2.0D	Rs. 1,279,000
HILUX 4X2 S/C STD	Rs. 859,000
HILUX S/C D/SPEC	Rs. 799,000
HILUX PICK UP	Rs. 834,000

DAIHATSU	PRICE
CUORE CL	Rs. 359,000
CUORE CX	Rs. 424,000
CUORE CX ECO (CNG)	Rs. 464,000
CUORE CX A/T	Rs. 459,000

HONDA	PRICE
CITY I-DSI M/T	Rs. 886,000
CITY I-DSI CVT	Rs. 936,000
VTEC STEERMATIC	Rs. 1,036,000
CIVIC EXI M/T	Rs. 1,003,000
CIVIC EXI P/T	Rs. 1,043,000
CIVIC VTI M/T	Rs. 1,148,000
CIVIC VTI - UG - M/T (Leather Seats)	Rs. 1,188,000
CIVIC VTI - SR - M/T	Rs. 1,198,000
CIVIC VTI -SR -UG- M/T (Leather Seats)	Rs. 1,238,000
CIVIC VTI P/T	Rs. 1,238,000
CIVIC VTI - UG - P/T (Leather Seats)	Rs. 1,278,000
CIVIC VTI -SR - P/T (Leather Seats)	Rs. 1,288,000
CIVIC -SR-UG- P/T (Leather Seats)	Rs. 1,328,000
ACCORD 2.4 I-VTEC A/T	Rs. 2,410,000

HYUNDAI	PRICE
Santro "EXEC"	Rs. 639,000
Santro EXEC GV CNG	Rs. 689,000
Santro Club	Rs. 559,000
Santro Club-GV CNG	Rs. 609,000
Santro Club-GV SE - FIFA Special Edition	Rs. 629,000
Shehzore Pickup H-100	Rs. 649,000
Shehzore Pickup H-100 (Deckles)	Rs. 629,000
Terracan (M/T) 2.9L CRDI	Rs. 2,749,000
Terracan (A/T) 2.9L CRDI	Rs. 2,949,000
Sonata (M/T) 2.4L DOHC	Rs. 1,899,000
Sonata (A/T) 2.4L DOHC	Rs. 1,999,000
Coupe (M/T) 2.0L DOHC	Rs. 2,399,000
Coupe (A/T) 2.0L DOHC	Rs. 2,499,000

KIA	PRICE
CLASSIC SX NGV (CNG)	Rs. 529,000
CLASSIC LX NGV (CNG)	Rs. 575,000
SPECTRA M/T	Rs. 749,000
SPECTRA A/T	Rs. 799,000
SPECTRA (CNG)	Rs. 759,000
SPORTAGE	Rs. 1,549,000

CHEVROLET	PRICE
OPTRA 1600 CC (Semi Loaded)	Rs. 1,175,000
OPTRA L 1600 CC	Rs. 1,269,000
JOY MANUAL	Rs. 585,000
EXCLUSIVE	Rs. 515,000
LS EXCLUSIVE	Rs. 555,000

FIAT UNO	PRICE
UNO PLUS	Rs. 649,000
UNO D/LTD	Rs. 664,000

MITSUBISHI	PRICE
LANCER GL 1300 CC	Rs. 969,000
LANCER GLX M/T 1300 CC	Rs. 999,000
LANCER GLX A/T 1300 CC	Rs. 1,039,000
LANCER GLX M/T 1600 CC	Rs. 1,149,000
LANCER GLX M/T 1600 CC (With Sun Roof)	Rs. 1,199,000
LANCER GLX A/T 1600 CC	Rs. 1,269,000
LANCER GLX A/T 1600 CC (With Sun Roof)	Rs. 1,329,000
GALANT M/T 2.0 CC	Rs. 2,299,000
GALANT A/T 2.0 CC	Rs. 2,349,000
GALANT DIESEL M/T 2.0 CC	Rs. 2,499,000
GALANT VR 2500 CC	Rs. 2,699,000
GALANT VR 2500 CC	Rs. 2,799,000
GALANT VR SPORT 2500 CC	Rs. 2,899,000
PAJERO GLS M/T D 2800 CC	Rs. 3,949,000
PAJERO GLS A/T D 2800 CC	Rs. 4,399,000
PAJERO GLS A/T LTD 2800 CC	Rs. 4,499,000
PAJERO GLS A/T V6 P 3800 CC	Rs. 5,349,000
PAJERO GLS A/T V6 LTD P APP 3800 CC	Rs. 5,399,000
MINI BUS L300 (L)	Rs. 1,149,000
MINI BUS L300 (DX)	Rs. 1,499,000

SSANGYONG	PRICE
REXTON RX-270 DIESEL M/T	Rs. 2,730,000
REXTON RX-270 DIESEL A/T	Rs. 3,065,000
REXTON RX-270 DIESEL (Top of the Line)	Rs. 3,445,000
REXTON RX-320 PETROL (Top of the Line)	Rs. 3,225,000
CHAIRMAN CM 400S GASOLINE A/T	Rs. 3,875,000
CHAIRMAN CM 500S GASOLINE A/T	Rs. 4,375,000
CHAIRMAN CM 600S GASOLINE A/T	Rs. 5,375,000
STAVIC 2WD STANDARD M/T	Rs. 1,825,000
STAVIC 2WD FULL OPTION M/T	Rs. 2,295,000
STAVIC 4WD FULL OPTION M/T	Rs. 2,440,000
STAVIC 4WD FULL OPTION A/T	Rs. 2,670,000

NISSAN	PRICE
SUNNY EX M/T 1300 CC	Rs. 1,125,000
SUNNY EX M/T 1300 CC (CNG)	Rs. 1,149,000
SUNNY EX A/T 1300 CC	Rs. 1,185,000
SUNNY EX M/T 1600 CC	Rs. 1,289,000
SUNNY EX M/T 1600 CC (CNG)	Rs. 1,315,000
SUNNY EX A/T 1600 CC	Rs. 1,360,000
SUNNY EX A/T 1600 CC (CNG)	Rs. 1,390,000
SUNNY S.SALOON A/T 1600 CC	Rs. 1,480,000
CEFIRO V-6 A/T 2300 CC	Rs. 2,795,000
XTRAIL LE.6F DIESEL M/T 2200 CC	Rs. 2,695,000
XTRAIL SLX DIESEL M/T 2200 CC	Rs. 3,170,000
XTRAIL LE.5F PETROL M/T 2500 CC	Rs. 2,480,000
XTRAIL LE PETROL A/T 2500 CC	Rs. 2,512,000
XTRAIL SLX PETROL A/T 2500 CC	Rs. 2,840,000
SGL GRADE PATROL M/T TD 42 DIESEL	Rs. 5,015,000

MASTER	PRICE
Master Highland 2600 CC	Rs. 485,000
Master Forland 3300 CC	Rs. 555,000
Master Forland W/o Deck 3300 CC	Rs. 540,000
Master Econo 3900 CC	Rs. 699,000
Master Econo W/o Deck 3900 CC	Rs. 669,000
Master Grande 4100 CC	Rs. 775,000
Master Grande W/o Deck 4100 CC	Rs. 745,000
Master Rocket 4700 CC	Rs. 935,000

CHANGAN	PRICE
KALAM EFI 800 CC ( High Roof)	Rs. 399,000
KALAM 800 CC ( Single Cabin)	Rs. 292,000
GILGIT 800 CC ( Double Cabin)	Rs. 360,000

ROMA	PRICE
ROMA FAMILY VAN STD. 1000 CC A/C	Rs. 459,000
ROMA FAMILY VAN 1000 CC Deluxe A/C	Rs. 479,000
ROMA FAMILY VAN 1000 CC Luxury A/C	Rs. 499,000
ROMA MINI TRUCK 1000 CC	Rs. 349,000

SOGO	PRICE
SOGO FAMILY VAN 1000 CC	Rs. 470,000
SOGO FAMILY VAN 800 CC (With Alloy rim)	Rs. 415,000
SOGO FAMILY VAN 800 CC (Without Alloy rim)	Rs. 405,000
SOGO DOUBLE CABIN 800 CC (With Alloy rim)	Rs. 380,000
SOGO DOUBLE CABIN 800 CC (Without Alloy rim)	Rs. 370,000
SOGO PICK - UP (Without Alloy rim)	Rs. 295,000

TMC	PRICE
TMC ALIF CAR w/o CNG	Rs. 172,500
TMC BAY DELIVERY VAN w/o CNG	Rs. 189,750
TMC BAY PICK - UP w/o CNG	Rs. 166,750

MOTOR BIKES	PRICE
DAWOOD YAHAMA JUNOON	Rs. 63,042
HONDA CD-70	Rs. 54,000
HONDA CG 125 DELUX	Rs. 76,900

# Billboards

## Attraction or Distraction

A billboard or hoarding is a large outdoor signboard, usually wooden, found in places with high traffic such as cities, roads, motorways and highways. Billboards show large advertisements aimed at passing pedestrians and drivers. The vast majority of billboards are rented to advertisers rather than owned by them.  
(definition by wikipedia)

Driving on the most busy roads in city, we find crowded billboards on both sides of roads. Most famous and busy roads are filled with more billboards.

Drivers operate in an increasingly complex visual environment. As we enter the twenty-first century, the driving task is more complex than ever before. Not only are there far more potential distractions available within the car (e.g. mobile phones, radio, cassette players, CD players, GPS devices) but the external environment has also become far more complex. There are more cars on the road. Moreover, the visual environment is also more complex, with a proliferation of signs, billboards, adverts, shop fronts, and even 'public art installations' like we see these things on many most famous roads of our cities, which are filled up with side by side billboards. Have a look when you stop at a signal and you will find many billboards around you in different directions to catch the attraction of every person at any place around them.

Given this situation, it is important to be aware that the increasingly complex visual environment raises the risk of driver distraction, and if so, what specific aspects of it are most likely to be distracting? Contemporary advertisements, for example, are increasingly eye-catching, provocative and 'explicit'. Does this have an effect on driving capability, and if so, what can we do about it?

It isn't that distractions haven't been a problem to reflective people throughout the ages. The mind can dig up distractions, no matter how few. Every thinker, every saint has had these problems. It's a strange thing to collectively live at the beginning of the 21st century with an attraction to distraction. Seems better to back pedal and become learners about silence. And that's really a hard thing to do when all you know is billboards.

The effect is real. However, it is situation-specific. Many billboards and signs may have no measurable impact on road safety, but there is overwhelming evidence that, at least in some situations, signs and billboards can be a threat to road safety.

It is probable (although it has not yet been proven), that drivers can be distracted by isolated, illuminated signs and billboards by the side of the road.

Billboard advertisements are designed to catch a person's attention and create a memorable impression very quickly, leaving the reader thinking about the advertisement after they have driven past it. They have to be readable in a very short time because they are usually read while being passed at high speeds. Thus there are usually only a few words, in large print, and a humorous or arresting image in brilliant color.

Some billboard designs spill outside the actual space given to them by the billboard, with parts of figures hanging off the billboard edges or jutting out of the billboard in three dimensions.

Most attracting billboards are those colorful ones which shatter feminism. Almost 90% of billboards show off female models to catch more and more eyes. This is alarming and hazardous for drivers, within a blink of eye the car running after you come closer to you, or case might be more disastrous.

Our government should imply some rules and regulations on installation of these billboards, while driving these should not attract the driver's attention but those who are passengers can read them easily, this can be easily regulated by putting them in proper directions. When a billboard is on the way and driver can look easily on it, may cause diversion of driver's attention. If a person has to move his neck then he is doing it consciously usually drivers are careful in this matter.

Some more suggestions and thoughts are requested by our readers.

*Cheers!*



# Jokes

- Near the end of their racing careers, a Ford and a Chevrolet made a pact. The first one to reach racing heaven would let the other know if heaven even had car racing.

As luck would have it, the Chevrolet was demolished in a fiery wreck. A few days later, it revealed itself to the Ford in a vision. "I have some good news and some bad news," the Chevy told the Ford. "The good news is that heaven is crazy about auto racing. They have everything here--NASCAR, Indy cars, Formula 1, you name it."

"So what's the bad news?" the Ford asked the deceased Chevrolet.

"The bad news is that you've won the pole position for next Saturday's race."

- A motorist runs a red light and is photographed by an automated police camera. In the mail a short time later, he receives a photo of his car committing the infraction and a citation for \$60. Instead of paying the fine, the motorist mails the police department a photograph of three 20-dollar bills. Several days later, he gets a letter back from the police department. Inside is a photograph of a pair of handcuffs.
- A not-too-bright but beautiful blonde was driving home one night when she was caught in a terrible storm. The hailstones were as big as golf balls, and her car was dented badly.

Next day at the auto shop, a repairman decided to have a little fun at her expense. "To fix the dents in the body," he said, "drive home, park the car, and when the tailpipe is cool, get down on your knees and blow really hard into the tailpipe, and the dents will pop out.

Later, a girlfriend of the blonde is driving by and sees her friend on her knees, blowing hard into the tailpipe. She asks what's going on and is told the story. The girlfriend laughs. "Well, duhhh! You need to roll up the windows first, silly!"

- A banker is proudly driving his brand-new Jaguar sedan around New York City. On reaching his destination, he parks the car at the curb and gets out on the traffic side. Just as he opens the door, a taxicab slams into it, ripping the door right off its hinges. The cabby drives off as if nothing extraordinary has occurred.

A policeman who witnesses the whole thing walks up to the banker, who is now wailing loudly, "Ohhh myyy gaaawdd! Look what that idiot did to my new Jaaaagggguuaar!"

The cop looks at the banker, shakes his head, and says, "You bankers are so damn materialistic! Here you are whining about your expensive car, and you don't even realize the cab tore off your arm!"

The banker looks down at where his arm used to be and begins to wail loudly, "Ohhhh myyy gaawd, my Rollllllleeeexxx is gone!"

- Every car must have two helms so any wife and husband can drive it independently.

A great musical was created in one of Broadway theaters. All actors rode on their cars into a stage. The performance was prolonged during eight hours. Actors got a traffic jam.

One driver made an unusual car alarm on his car. It is switched on by sound of steps and switched off with a shout: "Shut up!"

Police officer asked a drunk driver to step along a line. To be exact in fulfillment of order the drunk driver crawled on it.

My wife and I compete between us to drive our cars on the speed. I am the driver better than she is so as I have 12 penalty tickets and my wife has only 6.

# Crossword

M E R C E D E S B E N Z G H O N D A B M V P A X D T  
 I H K Z A H X O E T E L O R V E H C K Y N M U N A V  
 A D O K S L B M V I H S I B U S T I M Z N X J G T G  
 Z M A X F F L G R L F N S I G Z H B L U Y M F L S Q  
 O C R D S Z E I F E O E C S O B E N T L E Y P H U K  
 E W T T N U K R D K V V D U P H E P E C A L W E N D  
 H C V X D O T O R A P O Y Z E N A H T P R E V O R G  
 X U Y M D A H O X A C W R U R G S Q A O O A A U D I  
 J V M O A T E E L B R E U D V F D I T T E R V T G S  
 A E T M R S S W D L Q I R R N H V O I T S G S Q N O  
 T E B A E S E U O S K I A Q A A Q E D X R K U C L N  
 O W M J F R L R Z O Y F L C D B L T A X Q I C E H W  
 Y S W C A T L L A U C B A N V A U X H A L L U I P E  
 O J Z Y Y D G N O T K B M B A G Z S N B M O P M U J  
 T B T S H O P Q G R I I B J T G S B F Z T A I F P B  
 A M D U Y Y Q Z J P U V O E M O R A F L A J A H S H  
 I W Q X C U U Q O D F Y R K N S M O S W R Y S O A F  
 Z G J E U C H N A R O O G R E E O S M Y W Z T R N F  
 F Z P L X K O I D J R W H O O A R G M L H O O E I A  
 P Y R H V R H E O A D J I H R T R B A A S T N L K G  
 R F T J A A O U Y T I G N V T Y I C X F L N M M M M  
 H A C J T L L T E E C O I T I F S Z D U J A A I H A  
 P L U S Q O K Q X Z H A T I C A L V A Z D S R A A Z  
 Q K U G G P V O L K S W A G E N H N V V T S T D O D  
 K D T R A S O N O T T R Y Y O Q E J R S J I I B D A  
 Z U P M P J I E V V G H U Q K R S G H F C N N L J R

Alfa Romeo  
 Aston Martin  
 Audi  
 Bentley  
 BMW  
 Buick  
 Cadillac  
 Chevrolet  
 Citroen  
 Daewoo  
 Daihatsu

Daimler  
 Datsun  
 Dodge  
 Ferrari  
 Fiat  
 Ford  
 Honda  
 Honda  
 Hummer  
 Hyundai  
 Isuzu

Jaguar  
 KIA  
 Lamborghini  
 Land Rover  
 Lexus  
 Lotus  
 Maserati  
 Mazda  
 Mercedes Benz  
 Mitsubishi  
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 Renault  
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 Skoda  
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Subaru  
 Suzuki  
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 Triumph  
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