

AUTOWHEELS

Ride-on tyre protection system demonstrate safety attributes

"WE don't make tyres. We just make them run better."

Those words, took the centre stage, recently, in Lagos, as the representatives of

Ride-on tyre protection system formerly demonstrated various attributes behind its

technology. Country representative, Mr. Kayode Thomas, who is also

the country manager of Ride-on tyre protection system, said that the product had established itself as a market leader and pioneer for safety.

"As the market leader, we are able to offer our customer more than what the average company can offer. We do not just sell sealant, we provide real added value," said Kayode Thomas.

"It is our hope at ride-on that it will not take a horrific incident for us to realise how critical our tyres are to our safety on roads. It is with this in

mind that we have commissioned our various radio commercials throughout this festive period and we will be at the Lagos end of the Lagos - Ibadan Expressway throughout this season, offering Ride-on to motorists."

Commercial High Speed Formula (CHS), according to the company, is a revolutionary gel that helps balance tyres and turn them into self-sealing tyres using fibers that is "six times stronger than steel."

"Less flexing, bounce and fatigue equals longer tyre life-up to 25 per cent or more."

"The CHS formula is designed for use in cars, vans, medium and heavy trucks, tractors, trailers, buses, roll-offs street sweepers, tankers, trucks or any commercial vehicle that travels at speed in excess of 30 mph," the firm added.

Nissan family proposes seven-seater *Forum*

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Inc.

"It offers a sophisticated space for adults and an engaging space for children - allowing both groups to enjoy themselves in their own individualistic ways while being connected in one vehicle. Like every Nissan, this dramatic FORUM concept combines passionate design and an abundance of advanced, user-friendly technology."

"The FORUM conceptual and design teams took care to consider the needs of both male and female drivers. Traditional minivans are often perceived as the 'Mom's car' - but FORUM is designed to be gender neutral. The reality is that both Moms and Dads want style, performance and driving pleasure in their vehicles, whether transporting kids or not."

Research shows that the primary driver of family vehicles often changes depending on the day of the week and family schedules. During the week, FORUM's primary driver might be a mom, picking up the kids at school, dropping them off at practices or lessons - so we've incorporated advanced communications systems such as rear seat camera monitoring cameras and audio controls.

"Sometimes being a mom is just about managing the chaos, but moms also deserve some personal space of their own. FORUM is designed to give moms a balance between needs and the kids," said Nguyen.

"During weekends, a dad might become the primary driver, taking over FORUM for errands, longer trips or recreational drives - so FORUM is designed with responsive power and handling, and more aggressive, performance-car styling than traditional family vehicles. FORUM also offers the exceptional flexibility required to haul large objects."

"We also know that with traditional minivans, both moms and dads sometimes feel like they are sitting in a kids' playroom - losing their identities in the vehicle," continued Nguyen. "FORUM lets kids be kids and grown-ups be grown-ups, with the adults firmly in charge."

Ultimately, FORUM is conceived as a place to share - a destination in itself, as well as enjoyable transportation to other venues.

"There are many occasions during a week when, with a family's busy schedule, the vehicle is the only

place where everyone is together - so we've incorporated features and technology to enhance this precious 'quality time,' said Nguyen.

Though respecting the basic layout of a "one box" design, FORUM concept adds a higher level of dramatic styling through its wide stance, high belt-line, wide-open visibility and an aggressive front-end appearance.

FORUM's design innovations include wide-opening front doors and no B-pillars - creating

exceptional access to the second and third row seats. FORUM's front doors open 90 degrees, which combined with the long sliding side doors, create wide openings for easy entry and exit of all three rows.

"We were able to engineer the lack of B-pillars through use of extra-thick reinforced roof and floor frames - putting the structural integrity of the vehicle where it needs it most to help maintain structural integrity for this concept," said Bruce Campbell, vice president, Design, NDA.

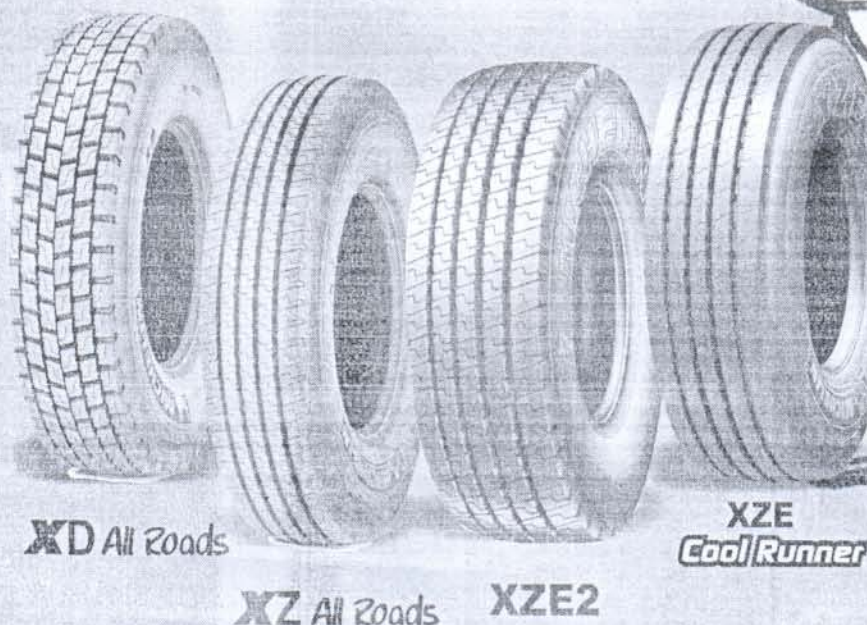
"Not only does this greatly enhance the ease of getting in and out of the rear seats, it allows us to utilize the second row seat as a sort of 'bleacher' - adding a new dimension to watching sports, picnicking or other outdoor family activities."

Another exterior innovation is FORUM's trackless sliding side door design, which offers a clean, uninterrupted, non-traditional profile. A special patented hinge system makes the trackless door possible.

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