

BY MOHAMED R. SHETA, JAN LOECHER, AL-HUSSEIN EL-SHENNAWI AND KARIM SHETA

Although the Egyptian car market (120,000 new cars annually) is very small compared to other European car markets like Germany, for example (4,000,000 new cars per year), we find that Cairo is still hosting two major car shows every year, the Formula Al-Ahram Motorshow (in December) and the AutoMech Akhbar El Yom Motor Show (in June). In a few days the AutoMech Akhbar El Yom 2007 will open its door to show the latest car models arriving to Egypt this summer. We from Daily Star Egypt and Auto Arabia Magazine decided to show you not only the latest models being displayed at AutoMech Motor Show before it opens to the public, but we will also show you the latest car models which will arrive to Egypt later this Summer.

AUDI



R8

According to the AutoMech organizers we will enjoy the beautiful design of the new Porsche Carrera-night mare from Audi, the new Audi R8 sports car. Powered by a 4.2-litre V8 engine the Audi R8 develops 420 horsepower (Porsche Carrera 4S: 355 hp) and some promising 430 Newton-Meter (Porsche Carrera 4S: 400 Nm). The Audi R8 accelerates from 0-100 km/h in 4.6 sec, reaches a top speed of 301 km/h (Porsche Carrera 4S: 288 km/h) and is price-tagged at

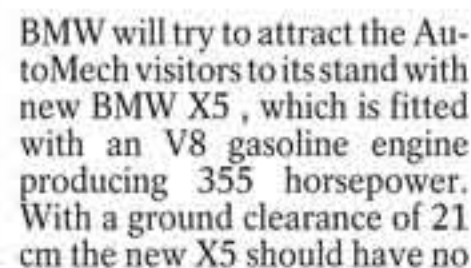
BMW



Q7 V12 TDI

81,400 Euros (Porsche Carrera: 97,000 Euros). Audi will also reveal the new Audi Q7 SUV to the Egyptian public, but unfortunately not the Q7 with the new V12 TDI diesel engine, which produces almost 1000 Nm. Alongside the AUDI stand you will find the Volkswagen stand which will among others host the VW Touran Cross and the current VW Golf (V). After only 5 years of production the successor of the current Golf, the Golf VI, will be arriving to the showrooms worldwide next year 2008

BMW



BMW X5

BMW will try to attract the AutoMech visitors to its stand with new BMW X5, which is fitted with an V8 gasoline engine producing 355 horsepower. With a ground clearance of 21 cm the new X5 should have no problems during desert excursions around Sakkara or even in severe off-road areas like Sinai or the Western Desert. It's a pity that BMW in Egypt is not assembling the BMW X5 4.4 instead of the BMW X3 3.0, which recently was outperformed by the locally-assembled Nissan X-Trail 2.5 (first place) in the SUV comparison test alongside with the Jeep Cherokee 2007 (third place) published in AUTO ARABIA magazine. The X5 trunk can take up to 620 liters of luggage space and is playing in the same league like the Porsche Cayenne.

CHEVROLET



OPTRA

The Chevrolet Optra will also be part of the General Motors stand, especially after the huge success among the Egyptian police fleet which recently updated and upgraded its fleet with imported Chevrolet Optra models instead of locally assembled ones. General Motors Egypt and Mansour Chevrolet, which is owned by the family of Egyptian Minister of Transportation Mohamed Mansour, became very active recently in terms of marketing

HONDA



CIVIC R-TYPE

The new Honda Civic which made its official Egyptian debut just a few weeks ago, will surely be one of the high-lights at AutoMech, especially as the Civic model is very popular among young buyers. The eighth generation of the Honda Civic is available as a 4-door sedan as well as a 2-door hatchback version. Top-of-the-line is

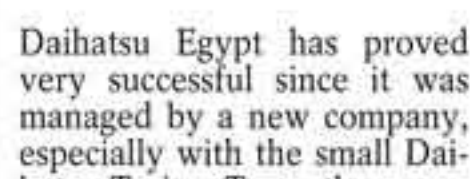
DAIHATSU



TREVIS

Daihatsu Egypt has proved very successful since it was managed by a new company, especially with the small Daihatsu Terios. Two other newcomers to the Daihatsu brand are the nostalgic-looking Daihatsu Trevis, which reminds you instantly with the MINI Cooper, and the trendy convertible Daihatsu Copen. The

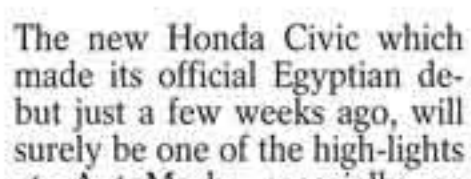
FORD



FOCUS CC

Ford Egypt is trying to catch the attention of the motor show visitors with some extravagant models like the Lincoln Navigator and the Ford F150 truck, which became very popular recently in Egypt after a lot of customers discovered the low tax & customs duties on pick-up

SKODA



OCTAVIA SCOUT

Skoda Egypt will show the well-known model range in Egypt, the Octavia A5 and A4, the Roomster and the old Fabia. Unfortunately neither the new Fabia nor the new Skoda Octavia Scout will be shown at AutoMech. The Skoda Octavia Scout is a modified version, having a 4 cm higher ground clearance, different bumpers, en-

NISSAN



TIIDA

Nissan Egypt will be putting the Nissan Pathfinder alongside the Nissan Tiida and the locally assembled Nissan X-Trail and Nissan Sunny. The Nissan X-Trail, which is equipped with a 2.5 litre engine, has recently won the SUV comparison test between the BMW X3, Jeep Cherokee and the X-Trail which was conducted and published by the pan-Arabic car magazine AUTO ARABIA.

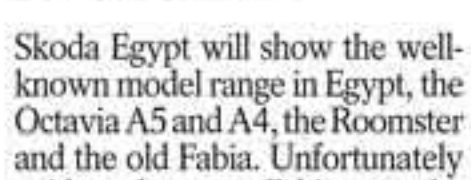
SUZUKI



SWIFT SPORT

The Suzuki Vitara and the Suzuki Swift will be the main actors at the Suzuki stand this year. The Suzuki Swift already proved to be one of the best compact cars in Egypt, when it won recently the comparison test against the Mini One. Also the Suzuki Swift Sport was able to outperform the Mini Cooper S in another comparison test.

PORSCHE



CAYMAN S

Porsche Egypt (SMG) will finally introduce the Porsche Cayman to the Egyptian public. The Cayman S is equipped with 17-inch alloy wheels and a 2.7-litre engine (295 hp), reaches 0-100 km/h in 6.1 and keeps on

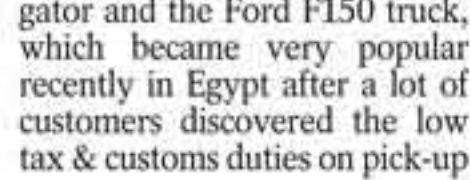
TOYOTA



TOYOTA AURIS

The Toyota stand will be as always one of the most visited stands at AutoMech, due to Toyota's immense popularity among Egyptian consumers. With more than 20,000 units sold in 2006 Toyota is the market leader in terms of selling imported cars in Egypt. Toyota will show among others the Corolla, Avenis, Prado, Hi-Lux, RAV 4 and the Yaris. Besides the already existing success in Egypt Toyota will reach even much better market shares when the Toyota

SEAT



SEAT LEON

Although the SEAT mother-company was sponsoring one of Shakeras tours this year, we will probably not see her signing any cars at the SEAT stand in AutoMech this year. Nevertheless we will still find some interesting SEAT models worth paying a visit to the SEAT stand, like the SEAT Leon.

FIAT



FIAT GRAND PUNTO

The mother-company of Ferrari, namely FIAT, will be showing some more modest vehicles on its stand like the FIAT Grand Punto. For the first time after decades FIAT is reviving its iconic Abarth brand which was highlighting the special editions of the Fiat 128 Abarth and Fiat Ritmo Abarth in the early eighties. The hottest

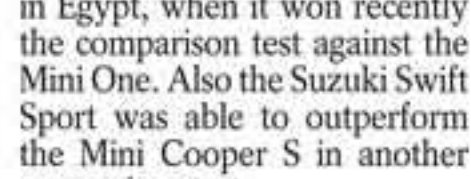
KIA



KIA CEED

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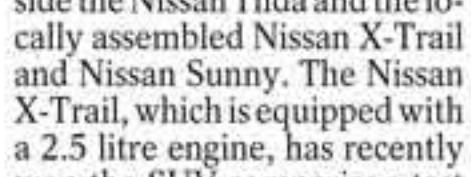
HYUNDAI



HYUNDAI NEW COUPE

While the mother-company Ghabbour group is busy preparing its IPO for entering the Egyptian stock market we found the passenger car division Hyundai Egypt busy trying to sell as many different models as possible in the relatively small Egyptian market. Besides the Hyundai Accent, New Accent, Elantra, Sonata, Tuscon, and Santa Fe we noticed that also the Hyundai Coupe is selling very well in Egypt. While the old Hyundai Coupe was priced at

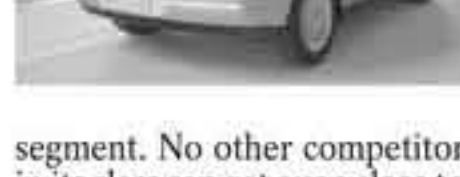
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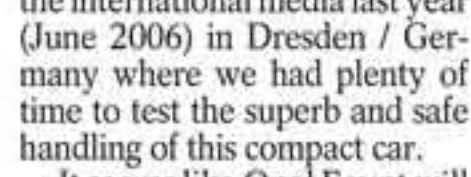
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RAID 4X4 EGYPT: 3000 KM THROUGH UNTOUCHED DESERT DUNES

At a recent press conference and group meeting held at the Solimaneya Resort the first details and route of the 3000 km long 'Raid 4x4 Egypt' were released by raid organizer Hisham Nessim, a veteran desert explorer. The raid will start in Taba, passing through Sharm El Sheikh, Hurghada, El Wadi El Gedid, Siwa, Bahariya

Oasis, Fayoum and then arriving at Cairo. The raid will be divided to three stages, each stage one week and taking place mid October 2007. Part of the participant fees will be donated to children hospitals and orphan homes in the cities through which the raid will go through. For more info click www.Raid4x4Egypt.com or

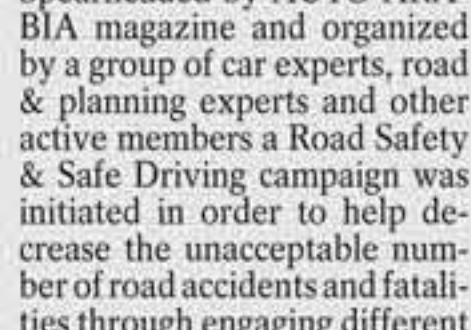
www.AutoArabia.org/raid or send your inquiry or comment to Raid4x4Egypt@AutoArabia.org

ROAD SAFETY & SAFE DRIVING CAMPAIGN ON OTV AND NILE CHANNEL

After the dramatic increase in accidents numbers in the recent months on Egyptian

roads which was accompanied by a shocking number of fatalities and injured people, it was

only a matter of time until a Road Safety & Safe Driving campaign would be initiated. Spearheaded by AUTO ARABIA magazine and organized by a group of car experts, road & planning experts and other active members a Road Safety & Safe Driving campaign was initiated in order to help decrease the unacceptable number of road accidents and fatalities through engaging different



If you have any comments, suggestions or any other inquiries regarding the Daily Star Egypt & Auto Arabia supplement then please send an email to DailyStarEgypt@AutoArabia.org or a fax to +202-3470841

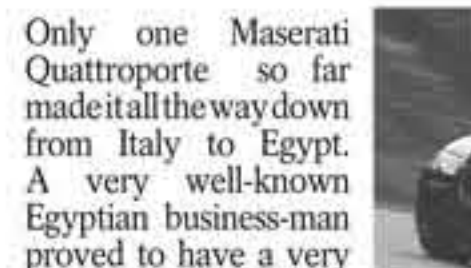
MASERATI



MASERATI QUATTROPORTE

Only one Maserati Quattroporte so far made it all the way down from Italy to Egypt. A very well-known Egyptian business-man proved to have a very classy and stylish taste when he decided to own this piece-of-art automobile. Maserati's tradition with four-door sport cars started in 1963 with the Quattroporte. Since then all Maserati 4-door sedans have a Ferrari engine beneath the hood. Even the Italian president's official car is a Quattroporte. Since January 2007 the Quattroporte can be ordered with a 6-speed automatic transmission, which together with the 4.2-litre V8 engine (400 hp / 450 Nm) provides you with a smooth but also very quick ride. Top-speed is 275 km/h, 0-100km/h is reached in 6.3 seconds. The Quattroporte can also be ordered as Sport GT or

MASERATI



MASERATI QUATTROPORTE

Executive GT version. The GT-version has gear-pedals at the steering-wheel and comes with 20-inch alloy wheels. Another Maserati-beauty is the Maserati GranSport Spyder, which we tested a few weeks ago on the Hockenheim Race Circuit in Germany. The 4.2-litre V8 engine produces 400 hp and 450 Nm enabling the Spyder to reach a top-speed of 285 and a 0-100km/h acceleration in 4.95 seconds. With 400 hp you can easily do controlled drifts anywhere and anytime you like. Che Bella Macchina!

FERRARI



FERRARI F430 SPIDER

A few days ago Ferrari and their Egyptian importer MTI celebrated Ferrari's 60th anniversary relay on the streets of Cairo. The anniversary relay fleet in Cairo was supposed to include the beautiful Ferrari 599 GTB, the F 430 Spi-

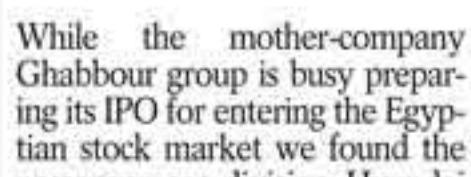
FERRARI



FERRARI 599 GTB

der, the 612 Scaglietti as well as other current Ferrari models. Mr. Khaled Mahmoud, Chairman of MTI Automotive and Mr. Marco Cavagna, Ferrari Middle East and Africa Regional Sales Manager, welcomed five Ferrari owners and the press during this 2-days event on two separate occasions. A red Ferrari F430 Spider will be the eye-catcher at the Ferrari stand at AutoMech Motor Show.

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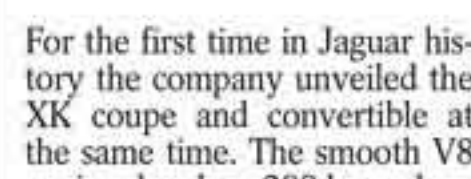
JAGUAR



XK CONVERTIBLE

For the first time in Jaguar history the company unveiled the XK coupe and convertible at the same time. The smooth V8 engine develops 298 hp and accelerates the 4,8 m long and 1,89 m wide car from 0-100 km/h in only 6.2 sec, reaching a top-speed of 250 km/h. The British cat comes standard with an electronic stability program (TRAC DSC), adaptive suspension system (CATS) and

JAGUAR



XK CONVERTIBLE

the world-first pedestrian protection hood (PPBS). The Jaguar XK is price-tagged at app. 65,500 Euros. The competitors of the XK are the Mercedes SL 350 (app. 66,000 Euros) and the BMW 650i (app. 66,400 Euros).

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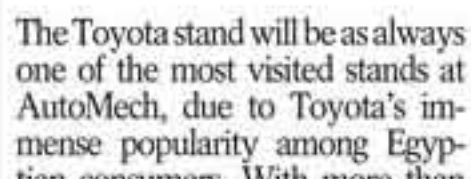
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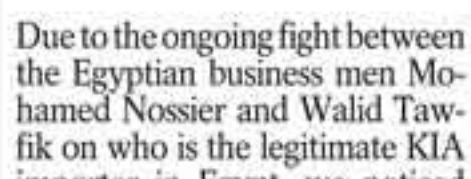
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TOYOTA AURIS

Auris, the successor of the Corolla, will go on sale in Egypt. The Auris already proved himself as the new leader in its segment when he won a comparison test against eight other competitors in a German car magazine, including the Volkswagen Golf, which only came second in this comparison test.

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KIA CEED

and 150,000 km warranty for the engine for less than 13,000 Euro (price in Germany). The price in Egypt will be app. 130,000 LE. The KIA Ceed comes with three gasoline engines: 1.4 litre (109 hp), 1.6 litre (122 hp) and 2.0 litre (143hp). Available are also two diesel engines: 1.6 litre (115 hp) and 2.0 litre (140hp).

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FIAT GRAND PUNTO

version of the FIAT Grand Punto Abarth will be equipped with a 1.4-litre four-cylinder turbo engine producing some amazing 180hp and 230 Nm.

ESPERANZA, BRILLIANCE, CHERY

Although I'm not a real fan of Chinese cars I noticed Esperanza, Brilliance and Chery became quite popular in Egypt

displaying its 4-doors sedan Galena, which is sold in Europe under the name Brilliance BS6. Though the Brilliance BS6 launch in Germany was delayed due to poor results in the Euro-NCAP crash test, it seems like this unhappy crash result did not hinder buyers in Egypt to opt for the locally assembled Brilliance Galena / BS6 which is price-tagged at around 160,000 LE.

Caddy Life and a design silhouette which reminds you of the Skoda Roomster. Chery will also display the A11, the A15 and the QQ at AutoMech.

According to Hassan Abu El Fotouh, Managing Director of Abu El Fotouh Daewoo group, the pioneer of the Egyptian Automotive Assembling industry, the Esperanza A620 is not only market leader in the 2000 cc-segment but also tripled the unit numbers of this segment in 2006. Price-tagged at around 80,000 LE the Esperanza became the 'Egyptian Dream' for the upper-Middle Class.

In China Chery celebrated the production of the 800,000th Chery car on the 2nd of March 2007. At AutoMech Chery will unveil the brand new Chery A18, a new Minivan-like passenger car with sliding doors like the Volkswagen

Automotive experts are asking why buy a Mercedes E-Class or even S-Class if you can get a similar design, the same options and even better technology in the new Mercedes C-Class. The C220 CDI is equipped with a 2.2-litre diesel engine, produc-

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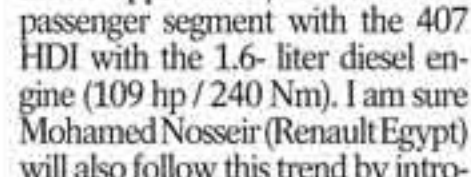
I would have expected VW, BMW, Audi or Mercedes to start the diesel trend in Egypt. But no, it was Aziz Abaza (Peugeot Egypt) who started this amazing (and from me much appreciated) trend in the passenger segment with the 407 HDI with the 1.6-liter diesel engine (109 hp / 240 Nm). I am sure Mohamed Nossier (Renault Egypt) will also follow this trend by introducing the Renault Megane with the new 1.5-litre diesel engine (106hp / 240 Nm) very soon.

DIESEL-POWER



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