



SHIFT

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PRESS RELEASE



BMW 3 Series Launched in Bangladesh

Executive motors Ltd, the sole importer & distributor of BMW vehicles in the country, launched the new BMW 3 series for the first time in Bangladesh on 4th December evening at Radisson Blu Water Garden hotel. The General Manager of Executive Motors Ltd., Mr. Dewan Muhammad Sajid Afzal unveiled the new BMW 3 series sedan.

The BMW 3 Series is one of the first cars in the modern sports sedan segment and has been an icon of the vehicle class for 40 years. The new 6th generation 3 Series comes with sharper design, even more advanced technology and cutting-edge engines ensure more attractive proposition than ever before.

All brand new BMW vehicles sold come with free maintenance, repair and change of wear & tear parts. Customers get free maintenance, repair work along with spare parts on the vehicle performed within 5 years of validity starting from the date of delivery or until 60,000 KM mileage is reached.

MYTH

Myth- Turbo timers: How important is it, really?



What does it do? As the name suggests, a turbo timer induces your snail to cool down after you drive your vehicle hard. It is imperative for the engine to run at idle speed for a small period of time, allowing the turbo intake and exhaust compressors to cool down.

Does your turbo go kaboom if there is no turbo timer? No. The whole point of the turbo timer is to "automatically" keep the engine running for a wee bit so that your engine internals and the turbo can catch a breath and cool down before shutting down. You can opt NOT to have a turbo timer and do the above manually. Even performance cars used in tracks sometimes do not have turbo timers 'cos you do not need them if you can run the engine at low RPMs for a little while or just sit in the cockpit for a minute before cutting the ignition. With an oil temperature gauge around, you'll notice the dramatic decrease of oil temperature in that short while which is actually helping to cool down the turbo. In reality, you would want your oil pump to keep circulating oil until it all cools down; hence keeping the motor running for that extra 30 or 60 seconds. However, if you are an impatient or a lazy person and regularly shut off the turbo vehicle as soon as you reach your destination without waiting out the cooling period, then yes, your turbo life will be shortened.

Do non-turbo cars require turbo timers? Erm, no. If you can get away by not having one in a turbo vehicle, why would you need one in a non-turbo car? But it is certainly wise to cool down your naturally aspirated high revving sports motor quickly before turning the ignition off. In case of superchargers, a cooling process is also not heavily required, that's because superchargers do not deal with exhaust gasses and spins relatively at lower speeds, hence heats up way less than a turbo. Win or fail? Besides leaving innocent by standing onlookers bewildered at a car shutting down "by itself", a turbo timer's function can be carried out by you, if you desire so. So save your Lancer EX the embarrassment of having a turbo timer. It's a different story if you have a 500 HP Evo though.

MAHUB HUSSAIN

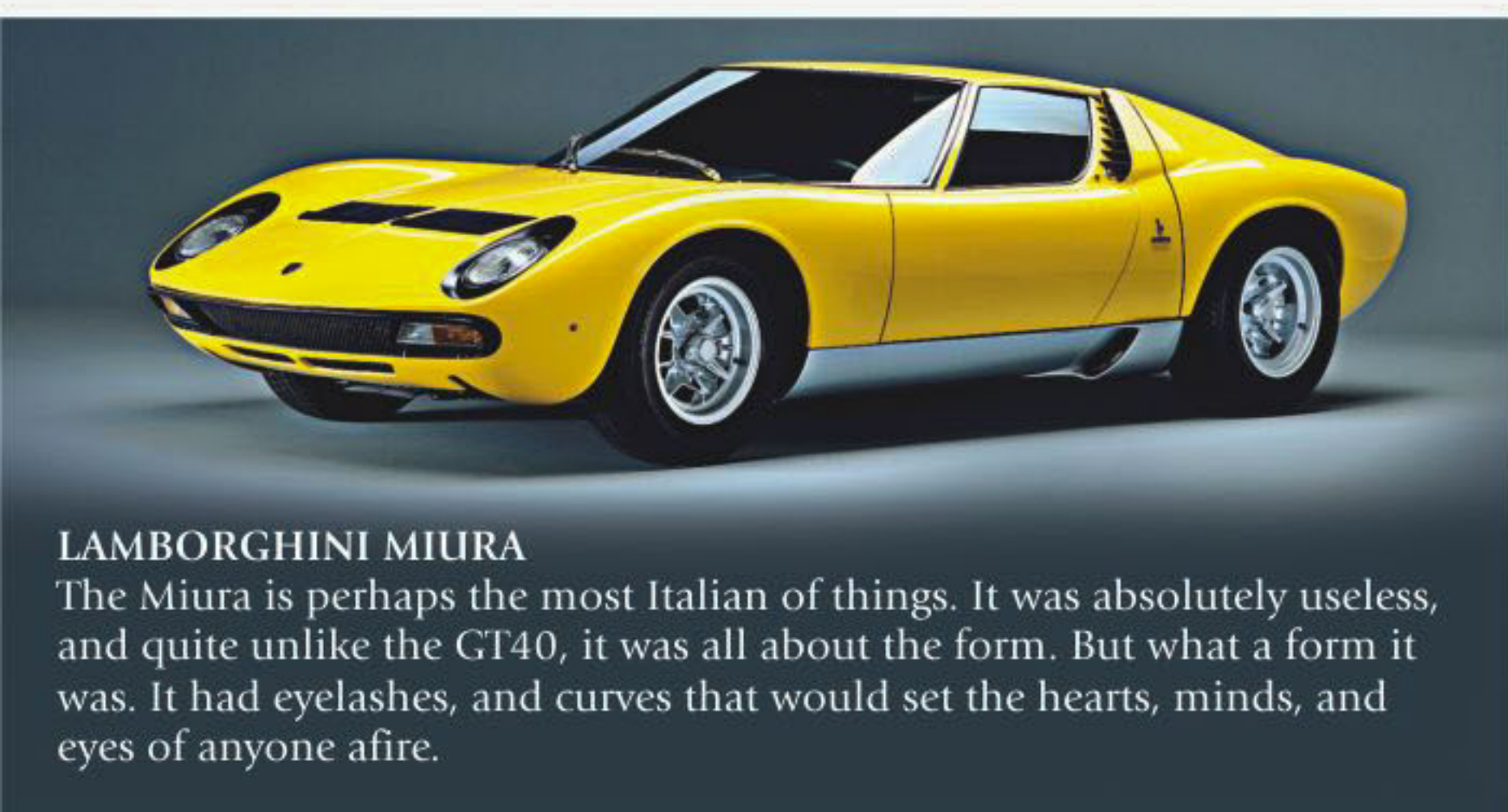
FORD GT40, GULF OIL COLOURS.
Can any other race-car be more iconic? Race-cars are purpose built, made for competition of who is the fastest, not who is the prettiest. The legendary Le Mans winning GT40 found beauty in its purposefulness, and nothing else is as pure.



THE ART OF THE AUTOMOBILE

Gearheads don't often consider cars they love to be the sum of their parts. They obsess over the finer details, a little crease here, a little dimple there. If car enthusiasts ever became art critiques though, they'd have a hard time justifying their love for abstract notions of metal and the way they are shaped. But worry not, we're here. We've boiled down a huge list of cars we consider to be rolling pieces of art, so you know what to use as reference. Enjoy.

SHAER REAZ



LAMBORGHINI MIURA

The Miura is perhaps the most Italian of things. It was absolutely useless, and quite unlike the GT40, it was all about the form. But what a form it was. It had eyelashes, and curves that would set the hearts, minds, and eyes of anyone afire.

CITROEN DS – LE DEESSE, LA REINE

Lovingly called "Le Desse" ("The Goddess") by the French, the DS has been and forever will be the ultimate form of artistic expression through automobiles. Pablo Neruda, poet, romantic and Nobel Prize winner, had one. An excerpt from his poem "The Queen" sums it up:



"I have named you queen. There are taller than you, taller. There are purer than you, purer. There are lovelier than you, lovelier. But you are the queen..."



CHRYSLER TURBINE

It had gas turbines for propulsion and sounded like a vacuum cleaner. Like most American things that dared to step out of the norm, it was a resounding flop. It looked utterly beautiful though, with turbine design elements, and with just 50 made, its rare enough to be called an art piece.



JAGUAR E-TYPE

It was an exercise in aerodynamic efficiency that lent the E-type a voluptuous figure that was earth shatteringly gorgeous. It was meant to be driven, and it was very much a driver's car, but that didn't stop people from treating it like a rolling piece of art.

PAGANI HUAYRA

A hypercar with many horsepower and an unpronounceable name. When you open up all the bits with hinges, you get a transformer. It has active aero and sounds like a hyperventilating teenage god. Every part of it is art. Pure art.



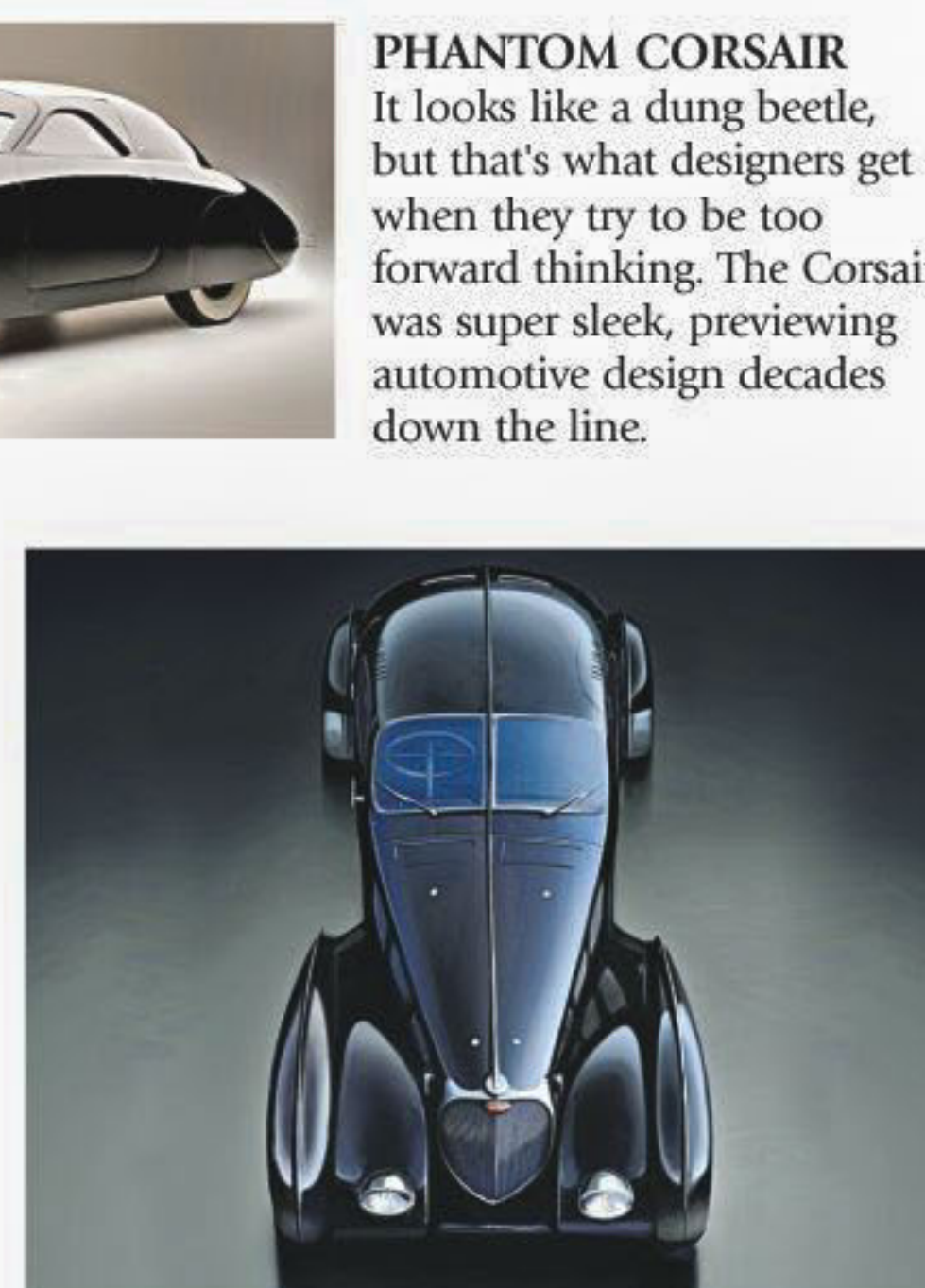
TALBOT-LAGO FIGONI-FALASCHI COUPE

Some say its droopy, some think it's the most beautiful of the 30's teardrop coupes. It was wonderfully aerodynamic and it was properly fast, too. If F. Scott Fitzgerald wrote *The Great Gatsby* after 1938, Jay Gatsby would've probably driven this.



BUGATTI TYPE 57SC ATLANTIC

The brainchild of master engineer Ettore Bugatti, the Atlantic was made completely out of magnesium, which meant the two halves of the body had to be riveted together with bolts. Its so art-deco, it was actually valued like a proper art-piece: last time one of the 3 remaining was sold, it fetched...THIRTY EIGHT MILLION DOLLARS.



PHANTOM CORSAIR

It looks like a dung beetle, but that's what designers get when they try to be too forward thinking. The Corsair was super sleek, previewing automotive design decades down the line.

FERRARI 330 P4
Monza winning extraordinaire and as revolutionary as the original Star Wars, the 330 P4 was a racing prototype that took aerodynamics way too seriously. What resulted was a raked back machine that looked better than any modern hypercar can ever look.



FERRARI 330 P4

Spyker drove themselves bankrupt building cars like the C8. From the steering to the gear linkage to the steering column, wheels, dials, dash – beautifully hand-crafted.