

# SHIFT

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**THE ALL-NEW BMW X1.**  
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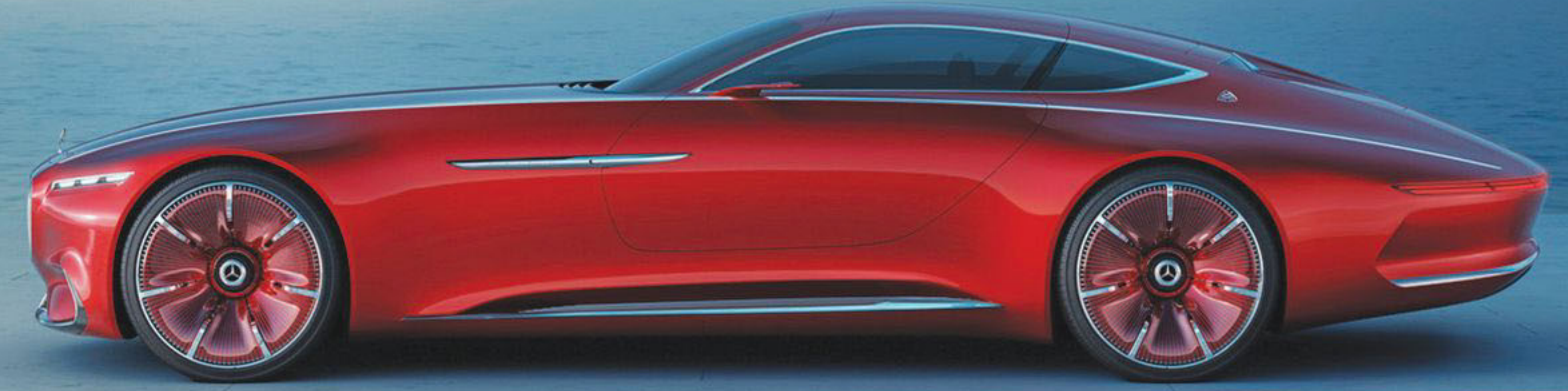
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## THE BEST OF PEBBLE BEACH

While auctions in Bangladesh consist of seized Audi R8s and a lot of legal hassle, in sunny California, the Monterey Car Show, popularly known as Pebble Beach, attracts some of the best classic cars in the world, some put on auction at astronomical prices. Manufacturers treat it as an opportunity to display their most exclusive concepts.



## THE CONCEPTS



### Vision Mercedes-Maybach-6

The Mercedes-Maybach-6 is supposed to invoke memories of the pre-war curvy and lengthy beauties built by Mercedes and Maybach both. Measuring over six metres in length, the 6 is designed as an electric car, which, according to the Mercedes PR machine, combines the past beauty and future thinking of the brand. That it does, perfectly. If the 6 doesn't invoke images of Audrey Hepburns exiting it in an evening gown at an elegant art-deco dinner party, nothing else will.

## THE PRODUCTION CARS



### Lamborghini Centenario Roadster

The Centenario will have 40 units in total - 20 coupes, 20 roadsters. The open top Centenario made an appearance at the famous Pebble Beach Concours, (formally known as the Monterey Car Show), and even though it was unveiled just a week ago, it's already sold out. At \$2,230,000. Each. Yikes.

## THE RETRO VIBES



### BMW 2002 Hommage "Turbomeister"

BMW's 2002 Hommage is a cool little thing and is retro design at its best, on its own, but since BMW was the featured manufacturer at Pebble Beach this year, they decided to go a step further. Inspired by the Jaegermeister livery that wrapped one of the most famous BMW racecars of all time - the "Turbomeister".



### Ford GT Heritage Edition

The No. 2 Ford GT40, in iconic black-gold-white livery, led the trio of Fords across the line at Le Mans in 1966. Now, with the 2017 GT, Ford decided to bring along a GT clad in those iconic colours and that iconic number. It looks mean and ready to race, and our fingers are crossed hoping it will have a retro livery in Le Mans as well.



### Acura Precision Concept

Showcasing the new design direction for Honda's North American luxury arm, Acura, the Precision concept is a medley of jagged edges and flame surfacing.



### Infiniti Q80 Inspiration

The Q80 follows a line of Infiniti's flowy designs for luxury sedans, and this one hints at a possible re-think of their flagship model.



### Cadillac Escala Concept

The Escala finally moves Cadillac out of the "folded paper" school of design with some much needed curves and blended edges. The interior is high-tech and Cadillac seems to be learning a thing or two from their European counterparts. Will it translate to better sales?

## THE AUCTION HEROES



### 1955 Jaguar D-type

This particular D-type won the 24 hours of Le Mans in 1956, driven by Ecurie Ecosse. The legendary Jag sold for \$21,780,000, making it the most expensive car sold at the auction at Pebble Beach this year, as well as the most expensive British car auctioned.



### 1962 Shelby 260 Cobra

The deep blue Cobra 260 is the first Cobra ever built by Shelby, and Carol Shelby's demise in 2012 has made the price of this first edition skyrocket. It went all the way up to \$13,750,000, making it the most expensive American car to be auctioned, ever.

## THE BEST OF SHOW



### 1936 Lancia Astura Pininfarina

The Best of Show award at the 2016 Pebble Beach Concours d'Elegance went to Richard Mattei, a first-time participant in the Concours, for his 1936 Lancia Astura Pininfarina Cabriolet. There are bespoke touches on the outside, while on the inside, parts of the cabin are finished in a magnificent basket weave, with wood-grain faces for the instrumentation.



## THE AUCTION ZERO

### 1980 MG MGB MKIV Roadster

This MG MGB is proof that not every classic out there is worth something. MGB's typically fetch a decent price at auctions if kept in pristine, original condition, but this particular unit was far from that. It sold for \$5,225, the lowest price fetched at the auction this year. The second lowest auction value went to a 1969 MG MGB GT Coupe.



## 20 YEARS OF MAXXIS TYRES IN BANGLADESH

MAXXIS tyres hit 20 years in Bangladesh. It is also a leader in passenger car radial tyre segment in the country. This is a big feat, considering Swan International, authorized importer of MAXXIS tyres do not have retail stores, but rely on a wide and trust worthy network of country wide dealers.

On 30th July Swan International conducted a dealer conference in the capital's International Convention City Bashundhara, ICCB (Hall 2). It was a platform to appreciate the effort of the dealers and encourage them to continue their extensive support. Managing Director Amzad Khan addressed that their dealers are like family members of Swan International, and are their main strength behind the success.

summed that they are in a relentless quest to ensure quotations which match customers' affordability with zero compromise in quality.

In the recent years, Swan International has worked hard to create a strong brand image in the industry. Considering tyre condition is directly related to safety, and the nonchalant approach to tyres of most consumers, Swan International has opted for a campaign angle that is meant to change the perception of consumers in paying attention to tyre conditions, stated Mehjabin Badhon, Brand Manager of the company. Hence, the tagline of MAXXIS brand, "Take care of your tyres, drive safe."

Currently, the company is importing three tyre brands consisting of MAXXIS, CST and PRESA.

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