



# Orange Disc

Issue No2 2002

- 
- GULF GLOBAL NEWS
  - CHINA IN FOCUS
  - GULF FEVER!
  - TECHNOLOGY INSIGHT
  - GULF CORPORATE NEWS

## GULF TECHNOLOGY

BUILDING FOUNDATIONS FOR THE FUTURE



## FOREWORD

**WELL, HERE IT IS**, the Second Issue of Orange Disc...

The road to launching or re-launching a publication is invariably much longer and more tortuous than it would appear at the outset. Orange Disc has proved to be no exception! The editorial team, however, were justifiably proud of the first issue and delighted with the response that it received from all over Gulf's global network.

The general first impression has been one of "So this is what it's all about... it's much more than we expected... a real magazine. What can we do to help in future issues?"

The answer to that question is simple and falls into two main areas.

Firstly we want your continued feedback on what we can do to make Orange Disc better, more useful to your business and more relevant to your needs.

Secondly we will always rely on you for your input into the publication as, no matter how much material we generate centrally, a critical function of the magazine is to keep everyone informed of the latest news, developments and initiatives in every market. Our feedback shows us that not only is this informative, but that by illustrating useful initiatives, products or

business solutions, one Gulf business can really help another.

This is what being part of a family is all about.

There were one or two whispered comments we received along the lines of, "Well, it's a really good first issue, but I don't expect we'll see another." If you are reading this you will realise those fears were groundless. Gulf Oil International sees Orange Disc as a vital part of building its global vision. It is a long-term project and one that we are sure will both grow and grow stronger.

I hope that this second Orange Disc will prove to be even more interesting and useful than the first. One of the things that never ceases to astonish me is the loyalty that the Gulf logo has generated over more than a century. Our "Gulf Fever" article in this edition is testimony to this and has proved a fascinating piece to put together. Hopefully, Orange Disc will help inspire the same sort of loyalty in future.

If that is the case then the whole of the editorial team and I will have succeeded in our aim.

Good reading and good business.

**Simon Maurice  
EDITOR**

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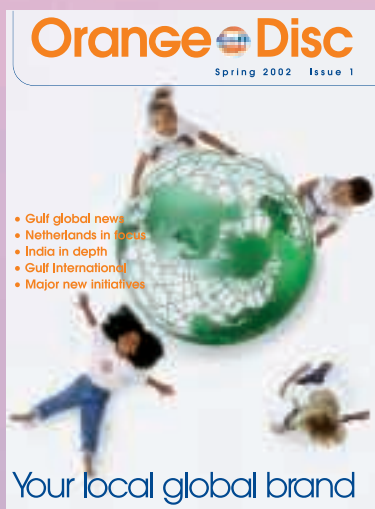
An in-depth look at Ashok Leyland, one of India's leading manufacturers of commercial vehicles.

## ORANGE DISC ADVERTISEMENTS

**WE ARE DELIGHTED** to announce that Orange Disc, from this issue forward, will be available as an advertising medium. We would like, therefore, to offer our congratulations to Amas Bank (Switzerland) Ltd – Gulf Oil International's banking partner – on becoming the inaugural advertiser by taking the back page of this issue to promote its excellent range of services.

The number of advertisements will be strictly limited and will be allocated on a first-come, first-served basis.

Orange Disc commercial manager, Gary Barak is the contact point for all future advertisement enquiries, "There were a number of requests from companies asking about the possibility of advertising in Orange Disc – which given the



influential global audience it reaches is hardly surprising," comments Gary. "The decision was therefore taken to make a limited amount of space available in each issue of the magazine for advertising."

"To ensure the quality of the publication does not suffer, in any way, as a result," continues Gary, "Orange Disc will only consider full colour, full page or double page advertisements. The cost of a single page is £1650 or of the Outside back Cover is £1850 (plus VAT where applicable), which we think offers extremely good value for such a publication and we are happy

to talk about rates for anyone wishing to take a series."

Further information can be obtained from Gary on +44 1344 844779 or e-mail: [gary@chicanemarketing.co.uk](mailto:gary@chicanemarketing.co.uk)

## Orange Disc

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# GULF MARKETING

## GULF CORPORATE

### www.gulfoilltd.com: YOUR NEW WEBSITE. MAKE IT WORK FOR YOU



**ORANGE DISC** is pleased to report that [www.gulfoilltd.com](http://www.gulfoilltd.com) became fully functional in early July. The new website is one of the key elements in Gulf's marketing strategy and should prove not only an incredibly useful source of information and communication, but ultimately a time and cost saving device for all Gulf entities.

Gulf International Brand Manager, Priyansha Raina has been responsible for the development of the website and explains its many facets, "The website will be a key tool for the effective distribution of Gulf's technical and marketing data. As it provides ready access to information on all

aspects of business for Gulf affiliates the world over, it will offer instant help to anyone in the organisation on key areas of their business, saving them time and expense that might otherwise be incurred."

One obvious example of this is that it will offer a complete Gulf corporate style guide, with templates for ready implementation and any new Visual Standards material will be added as soon as it is issued. It will also provide a consistency of Gulf information to the entities and ultimately the end users.

The website will naturally and constantly evolve. In this way it will become a library resource for Gulf, worldwide. As it stands, the website already carries a wealth of current corporate information as well as a sizeable history section.

Priyansha Raina is well aware that making the website work to its full potential is a two-way process, "We will shortly be adding OATS, merchandise and hyperlinks to other websites to the site but everyone's input will be vital for the growth of this project. We can only be successful if we work as a team and work towards a common vision"

Operations Vice President, Denis Meunier is in no doubt as to the global significance of the website to Gulf, "It is one of the cornerstones in the process of federating all the Gulf entities around the world".

Orange Disc strongly recommends a visit to [www.gulfoilltd.com](http://www.gulfoilltd.com) at the earliest opportunity!

## COMPETITION RESULT FROM ISSUE ONE

**ORANGE DISC** would like to take this opportunity to thank everyone who, by way of feedback from issue one, entered the competition on the back page.

The response was very encouraging and the prize draw has now taken place. Celia Alcolea from TotalFinaElf in Spain is the fortunate recipient of the superb Scalextric Le Mans Set and we wish her many happy days of racing in the months ahead.

Likewise, our congratulations go to Marieke van den Berg of Gulf Oil Netherland B.V. and MM Panchal of Elecon in India who also have Scalextric sets that will shortly be winging their way to them. Orange Disc has "track tested" one of the latest Scalextric sets and therefore we speak from experience in saying that they are truly excellent fun.

The Gulf model race cars have been won by Paul Turner, D.Bose, Ed de Beuijn, Carmen Molina and L A Sundaram. These too will shortly be dispatched and our thanks and congratulations go to you also.

### THIS ISSUE'S COMPETITION

This time round we have three easy questions and the answers can all be found in the magazine. We have some excellent collector's items of Gulf memorabilia up for grabs, including three Steve McQueen Gulf Le Mans Film posters.

**Q1: When did Gulf first start up operations in Panama?**

**Q2: What is the name of Steve McQueen's character in the film, Le Mans?**

**Q3: What was the name of Gulf's first high volume oil well, which started up in 1901?**

Either write the answers on a sheet of paper and fax them to the Gulf Orange Disc editorial department on +44 1344 844886 or e-mail them directly to the editor: [simon@chicanemarketing.co.uk](mailto:simon@chicanemarketing.co.uk)

**GOOD LUCK!**

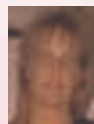
## APPOINTMENTS

Gulf welcomes the following new faces into its global family:



### GULF INTERNATIONAL

**Denis Meunier** has joined Gulf Oil International to take up the post of Vice President, Operations



### NETHERLANDS

Gulf Oil Nederland B.V. has appointed **Ursula van den Hoek** as Technical Support Lubricant Specialist

## IN THE NEXT Orange Disc



## GULF'S YEAR IN FOCUS

- RETAILING THE GULF BRAND
- BELGIUM MAKE HISTORY
- NEW GULF AFFILIATES AROUND THE WORLD
- SPAIN & PORTUGAL PROFILE
- GULF GLOBAL ROUND-UP

Tuscany, Italy

[www.gulfoilltd.com](http://www.gulfoilltd.com)



ORANGE DISC 03



## EUROPE



UNITED KINGDOM

# GULF BRINGS RACE FUELS TO UK

### GULF'S RETAIL OPERATION

in the UK aims to add commercial glory to the long and enviable track record that the Gulf name has in motor sport. The familiar powder blue and orange colours have become synonymous with racing success, the world over, since the company's early roots in the sport, as long ago as 1938 with the Gulf Miller four wheel drive cars at Indianapolis. The winning continued, through the heady days of the 60's and 70's and the all conquering Ford GT40 and Porsche cars, all the way through to last year's successful European Le Mans Audi R8.



Using the heat of competition to develop and test the company's products has always helped maintain Gulf's position as a world leader in lubricants and race fuel products. Working closely with Petrochem Carless, the Gulf Hiperflo range of race fuel is now available in the UK.

Gulf Hiperflo offers the quality and performance to meet the high demands of motor sport competition in all its various forms. The gulf racing products vary from a range for Formula 3, Formula 3000, rally cars, touring cars, GT cars and sports cars, to product for motorcycles, karts, powerboats, speedway, classic bikes and cars, truck racing jet skis and snowmobiles!

The shop window for this new range is the newly-established distribution centre at Rockingham Motorspeedway. This prestigious race circuit in Northamptonshire boasts the UK's first Indy-style Oval and it stages the British round of the Cart Champcar World series as well as British Superbikes, Touring Cars and ASCAR – the UK's answer to the fantastically successful NASCAR series.

All products can be collected directly from the circuit or bulk orders can be made via the website. The full product range is listed on [www.gulftracefuels.com](http://www.gulftracefuels.com) along with the lubricants and various complimentary links.



BELGIUM

## MAJOR BELGIAN EXPANSION FOR GULF



**S.A. Spindletop N.V.**, who hold the Gulf petrol station franchise in Belgium, are in the middle of an ambitious programme of expansion in their local and surrounding markets. A complete refurbishment of their 10 million litre fuel terminal, north of Bruges and a significant increase in the storage capacity of their River Scheldt terminal from 10 to 16 million litres are currently underway, with completion of the work due later this year.

This will give the company two significant terminals in Belgium which, together with right-of-way agreements with several other Belgian terminals, will be necessary to service an expanding network of Gulf Fuel Stations in the region.

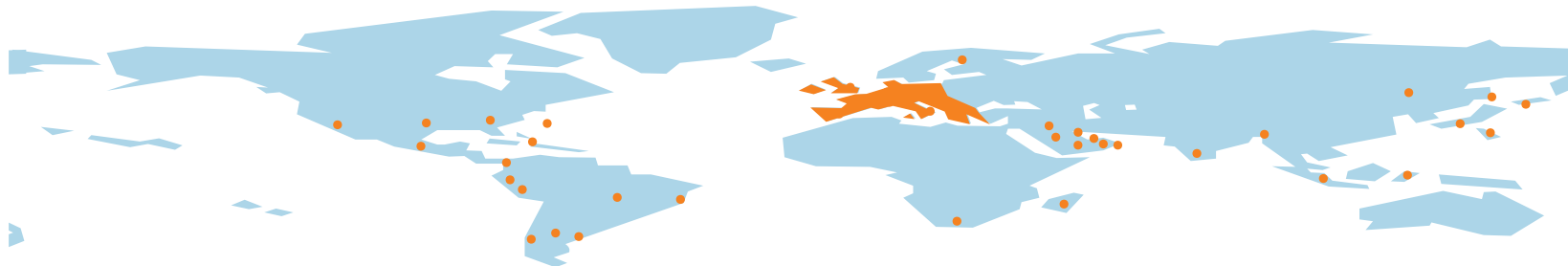
Interest in the Gulf brand has been very strong from the outset. Despite a fiercely competitive market and strong environmental constraints, the Orange Disc has made its

appearance in more than thirty outlets in less than two years with a potential doubling of this number targeted for the near future.

S.A. Spindletop N.V., also hope to be able to announce a European first for Gulf in the near future. Watch this space...

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[www.gulfoilltd.com](http://www.gulfoilltd.com)



**SPAIN & PORTUGAL**

## www.gulf.es: SPAIN ON LINE



**SAEL, THE DIVISION** of TotalFinaElf which is responsible for Gulf in Spain and Portugal, has recently launched a new corporate website as part of its planned marketing strategy.

The website provides customers with information about all aspects of Gulf products and services in Spain. There is a constantly updated catalogue and the large range of services the company offers for each sector of the various markets the company operates in is open to view.

A corporate overview is also provided, included amongst which is a history of the Gulf brand and its markets.

SAEL's knowledge of their local market should also help strengthen brand loyalty yet further. The Spanish are keen travellers and the new website offers a very neat feature - a Gulf Travel section that helps motorists to plan their trips around Spain courtesy of the brand. This is a logical follow up to the successful Free Touring Guide promotion that was offered with Gulf Oil over the Easter period.



**FINLAND**

## GULF FLIES IN FINLAND!



**SCANDINAVIA IS VERY** much a target market for Gulf expansion in Europe and the latest recruit into the Gulf family is US-Parts OY who commenced operations with the Gulf brand in Finland this February.

In the six months since Gulf came on stream in Finland the main effort has been to ensure that a ready market is built up for Gulf's new product range. The Gulf brand is still enthusiastically received - despite not having had a major presence in this part of Europe for many years - and the brand recall is exceptionally strong amongst the 40+ age group.

The management team are, therefore, very upbeat about Gulf's future prospects in the country.

Gulf in Finland have been active in rebuilding brand identity, with retailers being kitted out in specially produced t-shirts, polo shirts and sports caps - all in the famous Orange and Blue Gulf colours - whilst workshops who take on Gulf Lubricants are given Gulf overalls for their mechanics.

The Finns are famed the world over for their motor sports prowess, having produced numerous World Rally Legends and more recently Formula One World Champions. Gulf's colours are already being carried on both race and rally cars. The Gulf supported Mitsubishi EVO driven by Ari Vihavainen and Harri Kaapro is currently challenging for overall honours in the Finnish Rally Championship, whilst Gulf also sponsor Finland's Historic Race Championship and the company's own 1970 5.7 litre Chevrolet Camaro is one of the stars of the series.

The Finns traditionally break for summer, but Gulf Finland is planning a major advertising campaign to launch Gulf's latest packaging when business resumes in earnest in the Autumn.



**NETHERLANDS**

## NETHERLANDS MOVES SET TO BENEFIT GULF DISTRIBUTORS WORLDWIDE



**GULF OIL NEDERLAND b.v.** is moving its operational base from its original site - next to the company's offices in Den Helder - to Dordrecht. Gulf has bought the former ICPA blending plant which will undergo a complete renovation. Nearby they will build a new 3000 square meter warehouse which will have dedicated external storage tanks - as opposed to the 5000 square meter, former fish factory building, which has served as the storage warehouse since 1996.

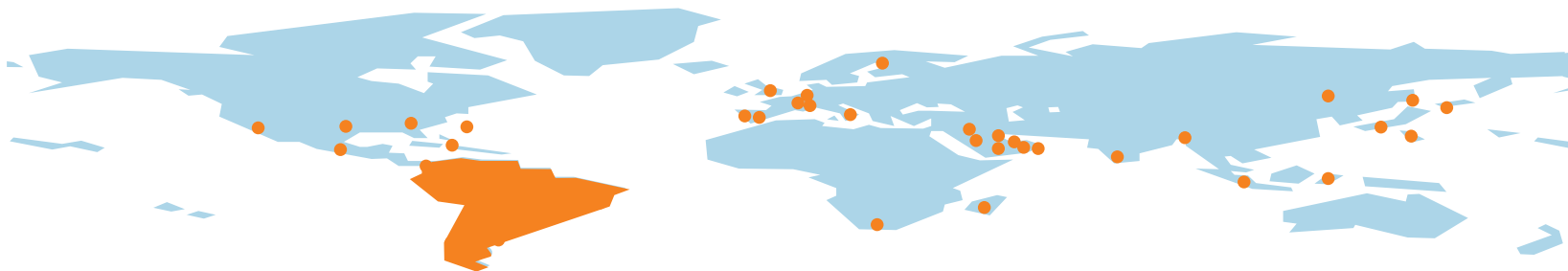
Apart from the obvious benefits of having the blending plant and storage facility close to each other the new sites in Dordrecht offer an export distribution gateway to other Gulf entities as Dordrecht is situated in the Rotterdam "Europort" harbor area. This key distribution hub offers container freighting all over the world and, with its ability to produce Gulf lubricants in the new "china" packs with labels in 7 different languages, Gulf Oil Nederland b.v. hopes to be able to service Gulf needs on a truly international basis.

[www.gulfoilltd.com](http://www.gulfoilltd.com)



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Spain



## SOUTH AMERICA



### GULF SUBJECT TO RAMPANT INFLATION IN PARAGUAY



**GULF IN PARAGUAY HAS** embarked on a diverse programme of sales and marketing activities throughout the course of 2002.

Perhaps the most noticeable of all of these is arguably the largest can of Gulf Oil ever seen! Gulf in Paraguay commissioned an unmissable 20 ft high inflatable, which has been used outside various Gulf customer's businesses and is a real traffic stopper wherever it appears.

The company is also running an advertising campaign on the back of buses as well as providing new point of sale displays. A specially commissioned range of Gulf apparel for both retail and service customers has been produced and this ranges from shirts and trousers through to eye-catching blouson jackets.

Through initiatives like these Gulf in Paraguay has been able to win over customers from other well-established brands.

Further details can be obtained from Lic. Alejandro Bellón. Contact tel: +595 21 510 480, fax: +595 21 510 949.



- Gulf Colours continue to fly high in the Argentinian TC PISTA Touring car series with driver Jose Ignacio Savino leading the championship. The Gulf-supported team are looking to send Savino over to Europe in 2003 to compete in F3 or F3000. Any interested parties in Gulf with suitable connections are welcome to contact the Orange Disc editorial team.



### CHILE IS HOT ON GULF'S NEW PACKAGING

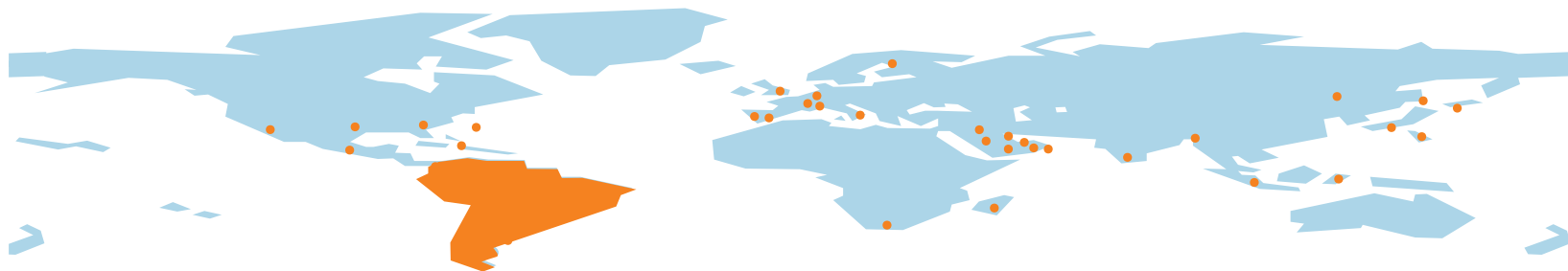
**CHILE HAS BEEN** quick to take on board the new Gulf packaging and is using it as the basis for a push in its local market.

The new packs of Max A 10W-40 & 20W-50 and Multi G were launched into the Santiago Metropolitan area, which is local to Gulf's Chilean headquarters, in late July with roll out to the rest of the country completed by early August.

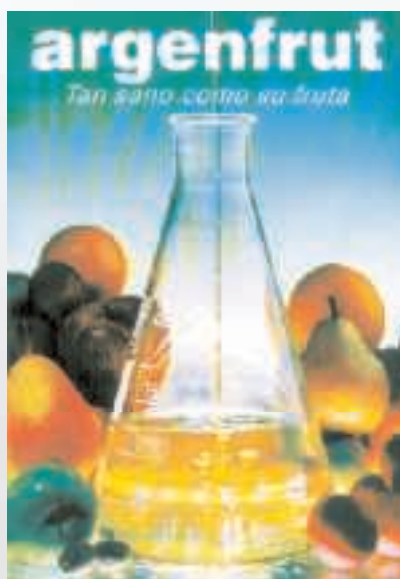
The introduction of the new packs was linked in with a banner promotion in the main outlets as well as a nation-wide Oil Change Card campaign.



- Gulf Oil Argentina will be exhibiting at the country's most important Automotive Trade show, Automechanika Argentina in November. The company will showcase its different ranges and sees it as a major opportunity to further develop its business.



## ARGENFRUT SET TO BECOME A GLOBAL GULF LINE



**ONE OF THE MOST** successful lines that Gulf Argentina SA runs is its range of Argenfrut Spray Oils.

Argenfrut is a range of sprayed oils which are used with great success to control insects on fruit trees of all kinds. The advantage they have over other pesticides is that they are non-toxic and do not penetrate the tree or the fruit. Argenfrut works by covering the insects in a very thin film of oil, which causes them to asphyxiate. In this way the fruit is in no way exposed to any toxic substance and fruit growers can be certain of healthy harvests.

Timing is very important in the process and different Argenfrut products are designed for application at the appropriate time of the year for particular fruits. Argenfrut RI, for instance, is designed for Apples, Pears, Plums, Peaches etc and is applied in winter. Argenfrut RV is designed for summer application with citrus fruits such as

Orange, Lemon and Tangerine, whereas Argenfrut L-ALFA is designed for small plantations needing both summer and winter applications.

A new product, Argenfrut RP is currently under development for use in Springtime when trees are at their flowering stage.

Gulf Argentina's General Manager, Emilio Canedo is certain that the Argenfrut range is now strong enough to go global. "We have marketed Argenfrut throughout South America for 10 years with increasing success. Argenfrut has a great advantage for export markets because most do not allow the use of toxic agrochemicals any more. We are now, therefore looking to introduce Argenfrut to the rest of the Gulf global family and are already working on the introduction of our Argenfrut Spray Oils in Europe."

Further information on Argenfrut can be obtained from Emilio Canedo by e-mail on: [goa@gulfoil.com.ar](mailto:goa@gulfoil.com.ar)



## PANAMA THE CENTRE OF RENEWED GULF EXPANSION IN CENTRAL AND SOUTH AMERICA

**GULF HAS A** history in Panama that stretches back to 1958 and throughout the period of its initial operations, it serviced the needs of neighbouring South American countries. In 1991, after a period of some 8 years without a Panamanian base (although still with a Gulf presence through various lubricant distributors) Gulf re-established its own operation in the country.

The nature of Gulf's business in Panama has altered considerably over 44 years – although awareness of the brand remains high and its reputation for quality and service is still second to none. Gulf fuel stations were sold off in 1983 and the company no longer blends oil locally (instead it imports its lubricants, usually from the USA) however the country has once again regained its position as the hub of activity for Gulf in the region.

Panama is now the centre of Gulf oil sales for all of the Central American countries, the Caribbean and some South American states – some twelve countries in total. This number is set to rise rapidly, however, in the near future as contracts are currently in negotiation for distributors in another seven countries. With this intense activity the future for Gulf in Panama now looks set to continue for many years to come.



## GULF ON THE RISE IN PERU

**SERVICE AND AVAILABILITY** are the keys to developing the business in Peru where Gulf has managed to achieve a notably widespread distribution – despite the short period of time for which the operation has been active and the relatively small network of distributors.

As can be seen in the photo, Gulf distributors will go to great lengths to make sure the product is available, even in the hardest-to-reach areas of Peru. The breadth of Gulf's availability has won the brand



many new customers and fans in the country and this has helped further raise Gulf's profile, which the Peruvians report as being already remarkably strong.

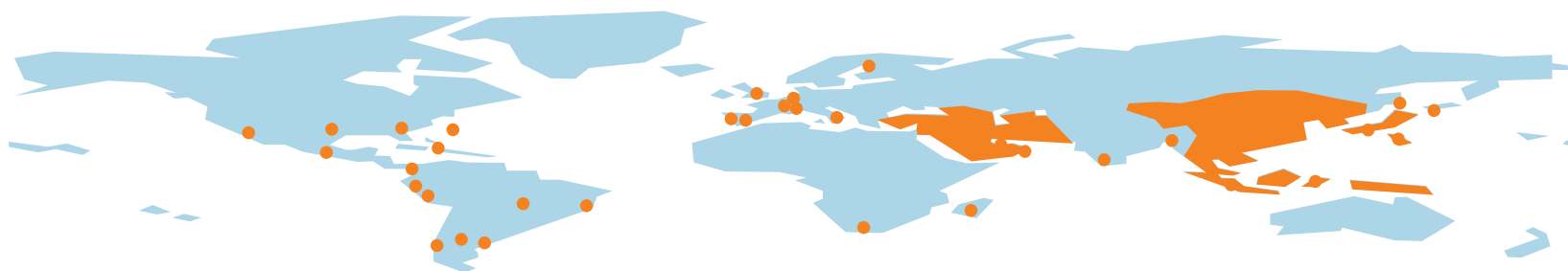
Having achieved the current levels of business with such a modest network, Peru is optimistic of more success in the medium to long term as the network expands and the Gulf brand becomes even better known. Further information can be had from SR. Jose Ignacio Lores. Fax: +511 442 9935

Sugarloaf mountain, Rio, Brazil

[www.gulfoiltd.com](http://www.gulfoiltd.com)



ORANGE DISC 07



## MIDDLE EAST | FAR EAST | SOUTH ASIA



### SAUDI ARABIA

#### SAUDIS SEEK SUCCESS THROUGH EXTRA SPECIAL SERVICE



**APSL, WHOSE** revolutionary Gulf Express lubrication centres we reported on in issue one of Orange Disc, are putting two further innovative Gulf initiatives into practice in Saudi Arabia.

Firstly, they are targeting existing and potential commercial customers with a program of on-site training which is designed to help customers lower their operating costs, service their customers better and increase their profitability in lubricant-related areas. By getting all of the decision makers and influencers together for the programme they aim to demonstrate the benefits of retailing Gulf lubricants and also be able to handle any

potential purchasing objections on the spot. The initial results of the programme are encouraging.

APSL's second initiative is aimed at the next step of the purchasing chain. They have added a new dimension to the relationship between Gulf Oil and its end-user customers with the opening of their Gulf Customer Care Centre. The GCCC is a customer centre with countrywide access by toll-free phone, fax, and e-mail. It handles all queries regarding supplies of lubricants, quality and performance of products, application and proper usage, accounts related questions, and direct access to the Gulf Commercial Manager, if necessary.

By offering personalised attention to Gulf customers' needs and a guaranteed satisfactory resolution of their problems, APSL are looking to achieve their target of being the best lubricant service provider in the kingdom within two years.



### JAPAN

#### JAPANESE NEVER TYRE OF NEW PROMOTIONS



**GOTCO, THE JAPANESE** Gulf Oil Distributor has again come up with a novel promotion – this time in conjunction with tyre manufacturer, Goodyear, who were launching their new sports REVSPEC tyre.

The two companies offered one lucky customer the opportunity of winning a very special Toyota sports car. The Formula 1 inspired MR-S has a mid-engined layout, featuring a sequential gearbox and, as can be seen from the publicity poster, came fully resplendent in Gulf's famous racing livery.

The car starred in the poster advertising campaign and at the Tokyo Auto Salon before ultimately being given away. According to our Japanese sources, it can regularly be spotted being driven by its new owner through the Tokyo environs.



### CHINA

#### THE LONG AND WINDING ROAD...

**GULF OIL YANTAI** are sponsoring two cars on the forthcoming China to Lyon rally. The marathon event will take the two Gulf supported vehicles from Guangzhou, where they will have a Mayoral send-off, through Russia, Poland, Germany, Belgium and Luxembourg to France, some thirty five days later.

After a joint welcoming ceremony by French and Chinese officials the cars will then make the return journey via Italy, and Hong Kong. Orange Disc would like to join Gulf Oil Yantai in wishing Mr Jing and his team the best of luck on the event.



### KOREA

#### KOREANS SEEK IDEAS INTERCHANGE

**MR S.K. YU**, President of Chunmi Trading – who distribute Gulf Lubricants in Korea – has been extremely active over the summer in building relations with other Gulf affiliates around the world. A European Tour saw him visiting Gulf operations in various countries including the Netherlands and Italy. He also visited Gulf International Head Offices in London where he met up with the director, Mr Sanjay Hinduja.

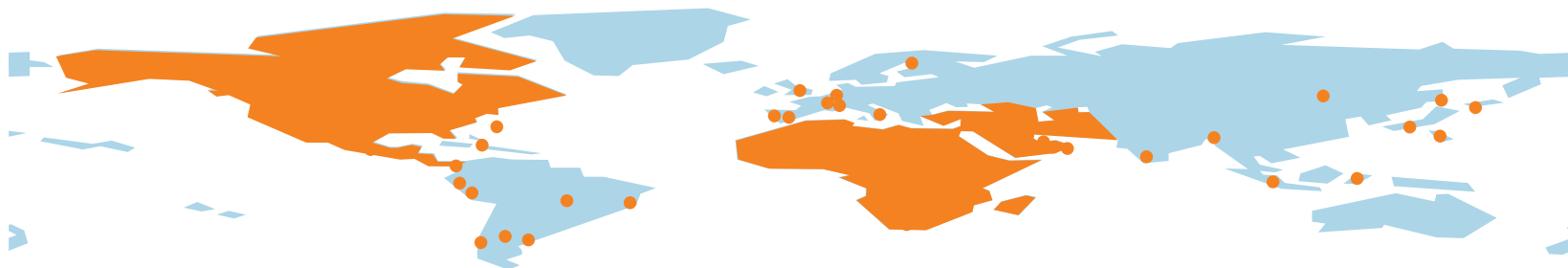
Mr Yu's initiative is aimed at exchanging ideas and information with other Gulf affiliates – a process of dialogue that has already been ongoing between himself and his counterpart in Japan. As Orange Disc closed for press Mr Yu was about to embark on a visit

to Gulf Oil's Bangladeshi operation.

In the meanwhile, Gulf sales in Korea have been making steady progress – with a special focus being directed towards Greases, Hydraulic Oil and Marine Engine Oil. The Koreans feel the latter category offers huge potential, however it is proving to be difficult to make the sort of inroads they are looking for, especially in the larger ship sector where international links seem to be paramount.

Ever on the look-out for new market opportunities for Gulf in Korea, Chunmi are currently researching the potential and technical requirements of lubricants for the Metal Working Industry. Orange Disc looks forward to reporting their progress in future issues.





## NORTH AMERICA | AFRICA



### USA GULF MOVE INTO THE FAST LANE...



Gulf USA's John Cerveny tries out Bob Gregory's dragster

**GULF AND MOTORSPORT** has been a combination that has stirred emotions and created huge brand awareness over the last thirty five years and now, in the USA, the Gulf Lubricants Co has just announced its return to racing, with its sponsorship of Bob Gregory's Drag Race Team.

The sport of drag racing has become huge, a billion dollar circus, in recent years in the USA – second only to NASCAR in popularity amongst motor sports. The NHRA and IHRA series, in which Gregory's Gulf Team are competing have a massive fan base and the initial reaction from the fans to the return of the famous Gulf Orange Disc has been instant and very favourable. Bob

Gregory explains; "The interest in the car was just exceptional, from race fans and officials alike. People approach the car with great memories of the Gulf brand, and immediately get behind us, so it's great to be a part of the Gulf Lubricants comeback."

As winner of the 1997 mid-Western and the 1998 IHRA Winter Nationals hot rod championships, Bob Gregory has a great history in the sport but his ties to Gulf are even longer running. The Texas native attended the University of Texas, Austin ('81), on a four year Gulf Oil Foundation scholarship. After graduation he went on to work for Gulf, serving as a process engineer in Port Arthur, Texas, and then as manager of planning and economics in San Juan, Puerto Rico.

Bill Franklin, general manager, Gulf Lubricants Co is delighted with the new sponsorship initiative, "What better way to let people know the Gulf brand is back than with a return to auto racing."



### MADAGASCAR SMALL IS BEAUTIFUL IN MADAGASCAR



**GALANA, ONE OF** Gulf's partners in Africa, has been riding out an economic storm in the country for the last few months. The concentration, therefore, has been on maintaining its service station network and lubricant business in the economic downturn rather than attempting any ambitious expansion plans.

African Regional Manager, Steven Floyd recently visited the country and was able to help out in several areas. During his visit one particular idea that emerged was the introduction of a 1-litre can to meet the demands of the local population for cheaper lubrication solutions. Low monthly salary levels meant that many potential customers were unable to afford the larger standard packages but the new smaller packages are allowing Gulf to establish a client base, which will hopefully grow as the economy develops.

Galana reports that the Madagascan economy has now rallied and, with more innovative sales and marketing initiatives like the illustrated example as well as a renewed development programme, it remains upbeat about future prospects for expanded Gulf business in the country.



### USA ARG ACHIEVE AN ISO LANDMARK IN AMERICA

**ORANGE DISC** offers its warmest congratulations to the American Refining Group Inc. (ARG) the Master Distributors of Gulf Lubricants in the North East of America since 1999, who recently became the first recipients of ISO 9002 certification in America for an Oil Refinery.

This is a laudable enough achievement in its own right, but it is especially noteworthy as ARG's Bradford, PA refinery – the facility concerned – is the oldest, continuously operating, oil refinery in the world.

Dick Gladly, Director of Sales and Marketing for Gulf® Lubricants explains, "Due to the consistency of the feedstock, the quality process can be traced from the wellhead to many of our finished products providing Gulf® distributors with quality lubricants at a value price point."

In fact the Bradford PA refinery has been in operation since 1881 and throughout that time has refined 100% Pennsylvania Grade Crude Oil and today is the only refiner capable of making that claim, something of which ARG is justly proud. The Pennsylvania Grade Crude Oil is unique amongst crudes and has inherent qualities which have made it a choice commodity since its discovery in 1859.

Despite its incredible history, the Bradford PA refinery is a truly modern facility stretching over 2 miles and it includes its own fully automated state-of-the-art packaging facility.

ARG manufactures and distributes an extensive line of quality Gulf® Lubricants to 96 Gulf® distributors within an 11 state area in the northeastern part of the U.S. including New York, New Jersey, Ohio, Pennsylvania and the New England states.



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ORANGE DISC 09

Mojave desert, Western USA

## TECHNICAL PROFILE



**A MAJOR REASON** for the success of Gulf Oil must be its International Product Technology and Services Group. It brings together the past and the future of the brand, being based at the Harmarville Research Center, Pittsburgh, birthplace of Gulf. Here Charlie Sheppard co-ordinates all the company's technical activities from OEM correspondence to additive co-ordination.

Backing Harmarville are the product testing operations in India and the Middle East. The former, the Silvassa laboratory, where 60 people work in three shifts, is where blends are fine-tuned. Silvassa also carries out testing for transportation – in other words the strength of the packed products in transit, whether by road, rail or sea – as well as developing new packaging, gear and hydraulic oil rigs. The facility also has a major role to play in R & D on special products like cutting oils, brake fluids, coolants and transformer oils.

Gulf Oil, in addition, calls upon assistance from outside for specialised engine and rig testing from preferred additive suppliers such as Lubrizol, the subject of our profile in the first edition of Orange Disc, and Oronite. Results from these,

# INVESTING IN GULF'S FUTURE

Orange Disc looks at the vital role that Gulf's International Product Technology and Services Group plays within the organisation



Clockwise from top left: The Silvassa centre offers technical advice on a range of different lubricant related topics. Silvassa carries out R & D for transportation & packaging. A host of lubricant products undergo assessment. Testing and development of filling systems is also carried out at Sivassa

from various independent laboratories, and from the vehicle manufacturers – such as Mercedes-Benz – enable car makers to officially endorse Gulf branded products with confidence.

Gulf research and development is naturally a continuous process. The aim is for the brand to reclaim its reputation of being one of the leading pioneers in the lubrication business. Past successes include the first synthetic molecule and the first HPDE oil can. Excitingly, Gulf is now on the brink of another break-through in biodegradable lubricant technology. It is too early to be able to give any details, but watch this space...

Gulf is also carrying out basic research into the further development of raw materials, which are currently sourced from outside agencies. This, it is hoped, will increase the brand's competitive edge in the market and will also add further Unique Selling Points to the range.

Additional work is carried out in developing automated systems for companies aspiring to achieve ISO and QS standards. A Gulf team constantly advises other lube oil plants – including some competitors – on ways to streamline their operations, carry out studies to improve both organisational flow and cost control. Gulf is also able to advise outside companies on the establishment of production facilities, whether these be blending, filling, moulding or drum making.

The International Product Technology and Services Group has a literature section, also based in India, which continuously publishes and updates the group's technical material.



Included are the OEM database, competitive equivalent charts, lubricant application guide and GOLDS, the Gulf Oil Lubricants Data System. A local co-ordinator ensures that relevant technical data is also made available to Gulf's European Technology Group.

Gulf Oil firmly believes in automation and the computerisation of its database. Within a year, GOLDS will contain all the formulations, specifications, component details, raw material specifications, OEM approvals and the basics of the Gulf Component Change System (GCCS). This will then be updated with a sophisticated search system that will allow end-users to feed in a particular application or competitor's product or specification to find the appropriate Gulf recommended line.

Specialised programs will include LISAM, the base for all the safety and environmental aspects of Gulf, which will be controlled by the European Technology Group and which will give on-line information on all the company's products. OATS will be another dedicated programme for OEM information on Gulf products. This user-friendly search program will eliminate the need for the e-mails and faxes currently used to find a specific product for an OEM. The program automatically gives OEM or application based recommendations that can then be directly e-mailed to a customer. Other programmes will include a computerised lubricant application guide which will eliminate the need to carry bulky books and files to customers and also competitive activity and equivalency chart information, a database which runs to over 7,000 pages and which will soon be available on-line.

Gulf Oil has come a long way since the world's first high volume oil well, the Lucas Gusher, roared into action in 1901 putting Gulf to the forefront of what was to become the global oil industry. Its research and development operations have, in the years since, helped it to remain there. The work being carried out at Silvassa and Harmarville will ensure that this technology-led position will continue. ●



### THE GROUP'S MISSION

The Gulf Oil International Product Technology and Services Group was set up to provide its operating companies and their customers with the most value-added-benefit products. This is being done without harming the environment, by obeying all local and international regulatory guidelines and by accepting local cultures and values.

#### THE GROUP IS RESPONSIBLE FOR:

- Developing products in tune with the changing technical requirements of various markets
- Developing, testing and fine-tuning formulations for the above products, with locally available raw materials
- Developing and maintaining user applications and technical databases to support various Gulf Oil products
- Forecasting future technical trends and designing products for those markets



**"GULF OIL HAS COME A LONG WAY SINCE THE WORLD'S FIRST HIGH VOLUME OIL WELL, THE LUCAS GUSHER, ROARED INTO ACTION IN 1901"**



# GULF FEVER!

The Gulf influence has been wide and varied. Main image: Countless models of Gulf sponsored racing cars have been produced – this is Luis de la Presa's impressive collection. Right: There are hundreds of Gulf aficionados around the world with serious collections – many of those shown here belong to members of the USA's excellent Gulf Oil Historical Society

**A GLANCE AT** the leading on-line auction site, e-bay, on just one day, reveals 192 entries under the heading 'Gulf Oil'. Top of the list is an early, one-gallon Gulf oil can that has reached a bid of US\$76.00 from a starting price of US\$9.00. Other items include everything from Gulf road maps to tie clasps, Gulf ink blotters to a child's paper rocket toy. Five bids have put the price of the latter up to US\$8.01.

What other lubricant company could generate such enthusiasm? Collectors of Gulf memorabilia exist throughout the world, linked by a brand that has bred excitement for just over a century. This is surely 'Gulf fever'.

Some of the most dedicated Gulf aficionados belong to the Gulf Oil Historical Society. Such an organisation would be impressive enough were it an affiliate of Gulf. However, it is nothing such; GOHS is a completely independent band founded in 1998 by three American Gulf petroliana collectors, Bob Beck of Pennsylvania, Buzz Houston from Kansas and the late Kermit Doucet of Louisiana. Signage, oil cans, point of sale material, even gas pumps, there is nothing associated with Gulf that its members will not accumulate. Buzz even

owns a 1919 Oldsmobile Tanker in orange Gulf livery. Several other members also have Gulf vehicles although only Buzz's is of National Championship standard. At time of writing Buzz was favourite to take the 'best of show' award at a meeting in Wichita, Kansas.

Bob says that some of the members specialise in specific periods of time such as the World War 2 era. Bob himself has thousands of old Gulf forms such as stock option plan forms and healthcare paperwork. Wendall Bolin

from Tennessee stocks his collection as if it were a regular gas station. At least five of the members have the original May/June 1933 edition of Orange Disc. A number of the members' collections are illustrated on GOHS's lively web site: [www.gulphistory.org](http://www.gulphistory.org)

The association, which now has around 160 members in North America, Scandinavia and the UK, publishes a quarterly newsletter, as well as regular 'updates'. There is an annual meeting





as well. The fourth such event takes place late this September, a three day extravaganza in Houston, Texas. Swap meets and plenty of sightseeing is being promised as well as, according to Bob, "a bunch of good ole' Texas Bar-B-Que." Could there be a better location for a bunch of oil company enthusiasts? The same state last year saw the 100th anniversary celebrations of the Lucas Gusher at Beaumont. Former US President George Bush was the featured speaker and GOHS was there too with a 20'x30' tent crammed full with Gulf 'goodies'. You can be sure that Buzz Houston had his tanker there. However, it is not such visually impressive items that get the GOHS crowd going. The presence of a "great" Red Top 25lb grease can also make Beaumont headlines.

### "GULF AT LE MANS: THE MAKING OF A MOTOR-SPORT LEGEND"

The purists will tell you that Jo Siffert, Brian Redman, Mike Hailwood, David Hobbs, Pedro Rodriguez and Leo Kinnunen drove Gulf Porsche 917s during the 1970 Le Mans 24-hours. The rest of the world is more likely to say that one of the drivers was Michael Delaney and it was he who took part in a fantastic last lap scrap with one of the Ferrari 512s. There never was a "Michael Delaney", but actor Steve McQueen brought the excitement of the Gulf liveried race cars to a wide audience with his film 'Le Mans'.

The fiction of the film's closing laps was based on the reality of the previous year's race where the Ford GT40 of Jackie Ickx and Jackie Oliver won that by a mere two seconds after 24 hours of racing. It was one of the greatest races of all time.

The most obvious connection between these real and imaginary "Boy's Own" stories is that both cars were in the striking powder blue and orange livery of Gulf (the then Gulf service station colours of dark blue and orange were thought not 'exciting' enough). The arrival of the Gulf brand in motor racing heralded another round of 'Gulf fever' as motor sports aficionados followed the blue and orange cars throughout the world. A chance association between Gulf's then executive vice-president Grady Davis and John Wyer, one of the greatest team managers in motor sport history led to a partnership that dominated one of the most exciting eras in sports car racing.



Gulf Porsche 917 : an instant racing legend



### THE PORSCHE 917 DRIVEN BY ACTOR STEVE McQUEEN IN THE FILM 'LE MANS' WAS SOLD AT AUCTION FOR OVER \$1.2 MILLION

### GULF ADDICTS: A WORLDWIDE PHENOMENON



Jonas Brañes: Gulf fever in Peru

In every market that Gulf has been active in, the brand has inspired a devotion in some people that transcends all normal boundaries. The Spanish are renowned for their passion and Gulf is no exception. Many have maintained strong links with the brand for more than 50 years now. Sons have inherited their father's passion for the Orange Disc and in at least one instance, they now both sell Gulf products.

The De Ramon family has sold Gulf products in the Valencia zone for SAEL for 73 years, and during that time, has assembled a huge collection of Gulf memorabilia which includes Orange Disc magazines, posters, pictures and a host of different Gulf-branded clothes. Domingo Gil, former motorbike racer and the man now responsible for Gulf in Tarragona, has collected Gulf race cars for 15 years.

In Barcelona, Luis de la Presa has designed a website which is totally dedicated to his passion for Gulf, with all the historical results of Gulf Racing Teams, and pictures of the exact replicas of Gulf race cars in miniature. This information can now be read from all over the world on the following site: <http://www.arrakis.es/~Luis.delapresa>

Gulf seems to engender a loyalty that few if any other brands can match and seemingly it doesn't diminish over the years. If anything, it grows stronger. Jonas Brañes was the Peruvian Gulf distributor from 1955-1971 and he has collected many examples of Gulf packaging from that time. With the re-emergence of Gulf in Peru, Jonas was recently appointed as Gulf distributor for Central Peru, almost half a century after he first started selling Gulf product.

Over the last 30 years there has risen a new generation of enthusiasts for the brand. As our separate story relates, the Gulf name became synonymous with sports car racing. There were times when Gulf backed cars were truly dominant. At a race in 1969, the McLaren 'Can-Am' sports car team produced a live tortoise bedecked with Gulf decals, such was their confidence. A Michael Turner painting of that year shows Bruce McLaren at Michigan Speedway, Gulf decals to the fore. It is a great painting that any Gulf motor sports enthusiast would love to have on his or her wall.

These, in the main, are a new breed of Gulf fanatics. However, Bob Beck, through being located near the old research centre in Harmarville, Pennsylvania, has a specific interest in that operation, which includes much

Gulf motorsports memorabilia. As well as parts from the late 1950s and early 1960s Corvette programme, he has Grady Davis's shop coat. Former executive vice-president Davis was the man who forged the partnership with John Wyer that led to the great Gulf Ford GT40 and Porsche 917 victories of the late 1960s and early 1970s.

The most expensive item of Gulf memorabilia comes from the racing programme. Last year the Porsche 917 driven by actor Steve McQueen in the film 'Le Mans' was sold at auction for over \$1.2 million. "Sadly," reflects Bob, "it was not purchased by a member!"

Racing will always generate excitement. However, it takes an oil with a special kind of charisma – Gulf oil – to gain such a dedicated band such as the members of the GOHS. As the song says, "you give me fever" – Gulf fever. ●

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ORANGE DISC 13

# CHINA: A PROMISING FUTURE FOR GULF

Orange Disc profiles Gulf Oil Yantai and discovers how it is going about realising the potential that the Chinese market offers

**CHINA HAS BEEN** described as the next economic super power. It has been said that by 2020 it will be the world's largest economy. Vast improvements in its infrastructure have greatly increased the potential for the automotive industry and foreign investment has poured in. The 1990s were a time of rapid change and mid way through the decade Gulf decided to invest in the region itself, in the beautiful coastal city of Yantai, once one of the four major ports of the Tang Dynasty.

The Chinese describe Gulf Oil (Yantai) Co Ltd as a child of the marriage of Gulf Oil Company and the Yantai Chemical Industry. This joint venture was formally registered at the end of 1995 with an investment of US\$6 million. Gulf holds 80 per cent of the company's assets. Gulf Oil (Yantai)'s first general manager D.Anupkumar described the beginnings as a modest start but pointed out, telling that "the market of China in the future will be very big."

The Development Zone of Yantai was seen as a particularly favourable region with convenient transportation by air, land and sea. Gulf decided upon the area after two years of investigation and research into the Chinese market, which, it felt, offered huge market potential to any internationally orientated company. Initially, the company intended servicing the local Shandong Province market expanding throughout the whole of China during the subsequent five years.

Now Gulf Oil (Yantai) is thriving and, as current managing director Dr. Gigene Wong points out, is delivering "promised results with a better bottom line for its half year results" This is seen as the result of efforts made by "every employee of the company." In expressing gratitude to the workforce, the firm organised a trip to Beijing, about 200 miles north west of Yantai, on Labour Day, an event that was described as "a memorial and the most historic visit that Gulf Oil Yantai" had ever made. Visits took place to the Great Wall, Imperial Palace and the Thirteen Tomb. "This activity brought our employee relationship closer together and hence they are now very committed to bring more success to the company," says Dr. Gigene Wong.

The managing director also came to the attention of the media herself when she recently saved the life of a local by giving blood, an act seen as unusual for a foreigner. Another act of altruism concerned Hao Jian Wei who became Gulf's distributor in central China in 1997. He made personal donations to help the homeless and disabled following the recent, major flood in his region.

Another Chinese Gulf distributor in the news is Zhou Jun Zhong, the main distributor in the southern region. A traditional Chinese businessman, Mr Zhou has now topped the company's Chinese sales figures for a fourth year. He has been very active in bringing new business to the company and "believes in working with a good business partner."

The year has also seen the formation of Gulf Oil (Yantai)'s own soccer team, an event that has followed in the wake of World Cup fever. The team is doing its best to reach city standard by playing friendly matches with neighbouring companies. The plan is to reach national level by representing Yantai within the next four years. Obviously, Gulf Oil (Yantai) is forging ahead in more ways than one.



Clockwise from top left. The philanthropic Mr. Hao Jian Wei has been building an increasingly successful business since 1997. Group picture of Gulf staff taken at the Great Wall of China, Beijing. Mr. Zhou (first from the right) and his family participating in Gulf Oil's Guangzhou conference. Managing Director, Dr. Gigene Wong giving blood to help save local lives. World Cup fever! – Gulf Oil Yantai shows its support for the Chinese team with a squad of its own



# ASHOK LEYLAND

Orange Disc profiles one of India's commercial vehicle giants

**WITH A CURRENT** market share of around 35% in the medium and heavy duty segment of the vibrant Indian Commercial Vehicle (CV) market, as well as being one of the country's leading manufacturers of stationary diesel engines for industrial and marine applications, Ashok Leyland is a key partner for Gulf.

The company has its origins over half a century ago as an assembler of Austin cars from the UK. In 1987, the Hinduja Group, in joint venture with Fiat subsidiary, Iveco SpA Italy, acquired the majority shareholding in Ashok Leyland. It was the beginning of a new chapter in the company's history.

Long before this, Ashok Leyland had progressed from being a car assembler to a major manufacturer of commercial vehicles. The company has always focussed strongly on being a technology leader, so as to build and maintain a competitive advantage. Ashok Leyland has long been a pioneer in India of product that is specifically designed to cope with the arduous operating conditions encountered there. Examples of Ashok Leyland product initiatives range from multi-axled trucks and vehicles with full air-brakes through to rear-engined, double decker and articulated buses.

To keep pace with global technological developments and offer superior vehicles Ashok Leyland has collaborated with world-renowned manufacturers such as Hino Motors, Ltd., Japan for diesel engines, ZF, Germany for gearboxes, Meritor and Dana for axles and Iveco SpA, Italy over a range of commercial vehicles. Ashok Leyland now offers vehicles from 7.5T GVW to 125T GCW, all of which have a strong reputation for performance and reliability in the toughest of terrains.

Ashok Leyland is India's second largest manufacturer of CVs and diesel engines with a production capacity of 50,000 vehicles a year. Manufacturing takes place at six plants in Ennore and Hosur (Tamil Nadu), Alwar (Rajasthan), Bhandarda (Maharashtra) and Hyderabad (Andhra Pradesh). The Hosur II plant, where the Cargo series is made, is said

to be the most modern factory of its type in India. All the manufacturing units now have ISO 14001 certification for Environmental Management System, the Ennore plant having, in January 2001, been the first Indian CV factory to receive this coveted award. QS 9000 and ISO 9001 were achieved at Ashok Leyland during the 1990s.

The company is also a major supplier of Public Service Vehicles and specialist vehicles for the armed forces. No fewer than eight out of every ten Metro state buses in India are made by the company. That means around 60 million passengers are carried by Ashok Leyland buses every day – more than the whole of Indian Railways.


In July the company announced that it had almost trebled its gross profit for the first quarter of the current fiscal year. Net profit was reported at Rs 97.47 million.

Ashok Leyland's strong tradition of technological leadership is evident in the close ties it has had with Gulf for a considerable time. The company's technical strengths can also be illustrated in its forward looking policy regarding emissions. Even before regulations were introduced, Ashok Leyland had been addressing the twin concerns of fuel-efficiency and emissions. In 1997 it launched India's first Compressed Natural Gas (CNG) bus and now supplies such vehicles to Mumbai's BEST and the Delhi Transport Corporation. Earlier this year it unveiled the country's first hybrid electric bus.

**Main: Ashok Leyland can now boast some of the most modern vehicle manufacturing facilities in India. Below: Teamwork is vital as these engine assembly workers demonstrate.**





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