

Orange Disc

Spring 2002 Issue 1

- Gulf global news
- Netherlands in focus
- India in depth
- Gulf International
- Major new initiatives



Your local global brand



FOREWORD

Welcome to this, the first issue of the new Orange Disc, Gulf Oil's quarterly publication. The Orange Disc magazine was an intrinsic part of Gulf culture for more than fifty years and was respected throughout the industry. It is therefore a real pleasure to be involved in the re-birth of this famous name.

Orange Disc is part of the new dynamic face of Gulf and, in keeping with the company's long tradition of communication, it will have an important place in our future development.

Orange Disc will strengthen our links with each other as members of the Gulf Global Family. It will also be a shop window for all that is best about Gulf throughout the world – both as a brand and as an organisation. – showcasing our global partners and their business successes.

Through Orange Disc everyone involved in Gulf's business will get to know each other better, which, for a company that has been going for over 100 years, might be said to have been a long time in coming!

Gulf's excellence and innovation in both product and technology goes back more than a century. Now, with the help of our partners in over 100 countries, we can justifiably claim to be a truly global organisation.

We share the same values and common goals – a commitment to service and to increasing customer satisfaction, a comprehensive product range and a high quality of product. All these come together in our new corporate message. From now on, for our customers Gulf will be "Your Local Global Brand." We are big

enough to be a world force in the industry yet we will still offer the individual service of a small independent.

The famous Gulf brand now embodies a new dynamism through which we will enhance our position in this challenging market. Underpinning all this are the people in the company, who are dedicated to this famous and emotive brand.

Through the power of the Gulf brand and the expertise we have in the company, we also see Gulf service stations forming an ever-growing part of the business – competing more strongly than ever before with those of other major companies.

Orange Disc is just one further example of our commitment to our partners and customers. I would like to thank so many people for participating in this first issue. Ultimately Orange Disc is there to serve, but it will always rely upon input from everyone in the Gulf organisation to make it of maximum value.

If this first issue is a sign of things to come, I am certain that Orange Disc will not only bring people together into a truly global Gulf family but will help everyone participating to grow their business.

This is ultimately what we are all working towards.

Alain Dujean
Vice President-International
Gulf Oil International

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EUROPE ROUND-UP

SPAIN & PORTUGAL



New era for GULF in Spain & Portugal



Late last year, SAEL (Sociedad Anónima Española de Lubrificantes) the owner of the Gulf brand for Spain and Portugal and subsidiary of TotalFinaElf celebrated Gulf's Centenary at the Spanish Gulf National Convention in Madrid.

The convention was remarkably well attended with more than 120 delegates assembling for the 30th running of the event. In the course of the two day event TotalFinaElf's top European management profiled their future plans for the future development of the Gulf brand in the Iberian Peninsula.

The strategic plans showed Gulf to be in an exceptional position in the lubricant markets with the possibility to further develop sales in the large Spanish automotive market. Portugal too was presented as a key development area for 2002.

The conference also gave Gulf delegates the chance to share experiences and swap notes. The

upbeat atmosphere of the whole event was further enhanced by the surprise arrival of Spanish Rally Star, Chus Puras, who Gulf-sponsored Toyota Corolla WRC was the car to beat in last year's fiercely contested Spanish Rally Championship.



The convention provided an exceptional opportunity to improve the links between the sales force and the management and the event was rounded off in style with a Gala dinner which offered not only a superb social atmosphere but also a splendid selection of local delicacies – both edible and drinkable.

UNITED KINGDOM



Rockingham in the Isle



Gulf UK is breaking new ground with the launch of its racing fuels operation in Great Britain. Gulf racing fuel is available direct from the UK headquarters in Wetherby but the company has also secured the retail fuel rights for Britain's first superspeedway racing track.

Rockingham opened last year and was instantly hailed as the best race track in the UK. In the autumn, the 200mph circuit will play host to a round of the ultra prestigious CART Champcar World Series. The Gulf Service Station at Rockingham supplies race fuel, standard pump fuel and lubricants.

The famous Gulf racing livery is also being carried this year in the UK by sports car racer Chris Cooper who attracted a great deal of press interest as his Caterham Championship contender was unveiled alongside the legendary Gulf Porsche 917.

More details of this new Gulf UK initiative can be found at www.gulfracingfuel.co.uk

The GULF Point Network expands



The Gulf Point concept for Independent Garages is finding favour amongst Spain's independent garage owners.

SAEL, who control Gulf activity in Spain, launched the idea in 2000 in order to assist independent garage owners in key areas. The Gulf Point package allows the garages to run their business freely but gives them help with such specifics as business management practice, accountancy, training, marketing, branding and workshop outfitting.

In less than two years from its launch SAEL has developed a network of some 47 outlets Gulf Point outlets and that number looks set to rise yet further.



ORANGE DISC 03

NORTH & CENTRAL AMERICA ROUND-UP



Gulf Lubricant Co is Go!

2002 is set to be a new landmark year for the Gulf brand in the USA, with the launch late last year of the Gulf Lubricant Company by Chevron-Texaco. Gulf Lubricants products are now being made available to customers in the central U.S., with the company set to expand its delivery capabilities across the country in 2002.

The company will manufacture a wide range of lubricants, engine oils and greases which will be marketed direct to lubricant customers via several convenient access options – the Internet, a toll-free number, or fax.. The aim of this futuristic strategy is to offer both enhanced customer service and the most competitive prices.



“The Gulf brand has represented service and quality for 100 years and is still incredibly popular,” said Bill Franklin, general manager of Gulf Lubricants Co. “We believe the combination of quality products backed by the Gulf brand, and the opportunity to deal direct with the manufacturer will be a compelling offer for price sensitive customers.”

The company’s Web site, allows customers to research product details information about delivery options and obtain comprehensive background information 24 hours per day. In addition, the company will offer a clear and open pricing policy with guaranteed freight quotes at the time of ordering. The site is well worth a visit: www.gulflubes.com.



Past, Present and Future...



J & J Lubricantes S.A de C.V. have rekindled the Gulf flame in a part of the world that is arguably the most historic from Gulf’s perspective – Mexico – for it was in the Gulf of Mexico that the company began more than a century ago and from where, of course, it derives its name.

This sense of history is not lost on J & J Lubricantes, however, their sights are firmly set on re-establishing the Gulf brand in today’s Mexico and growing that business in the future.

The man charged with flying the Gulf flag is Javier Gonzalez. Having spent a year putting the organisation in place for Gulf’s return to Mexico he is upbeat about the prospects there, “We are confident that Gulf products will get their market share and that Gulf will become one of Mexico’s leading brands.”



Gulf on the ball in Texas

The recently formed Gulf Lubricant Company wasted no time in getting its marketing projects off the ground. One of its first initiatives was to put the Gulf name to one of the most prestigious honours in Texas high school football, Dave Campbell’s Texas Football’s Player of the Year Awards.

The scheme, now in its fourth decade, embraces many of the key elements of Gulf’s own ethos as Gulf Lubricant Company’s sales & marketing manager, John Cerveny points out, “Texas high school football embodies and rewards the bedrock American values of dedication, teamwork and community spirit that are critical for teenagers to learn and carry throughout their lives.”

Gulf also sponsors the Player of the Week Award, which rewards the school that produces the player concerned. More details of this Gulf initiative can be found by visiting: www.texasfootball.com.

SOUTH AMERICA ROUND-UP

ARGENTINA 

Gulf on track to success in Argentina



Motorsport is proving to be a winning business formula for Gulf in Argentina. Gulf Oil Argentina SA is extremely active in the country's leading racing championships – the Turismo Carretera and the TC Pista.

Both series run together at the same meetings and, as well as attracting average crowds of more than 30,000, the racing is also broadcast live on national TV where it attracts audiences of 3 million viewers.

Luis Belloso, a Gulf distributor in Argentina, also runs the Belloso Competición Team in the Turismo Carretera series and Gulf's participation in the series has helped the brand become one of the top lubricants with Argentinian race preparation companies. The performance of

Gulf lubricants on track have also created major business opportunities with some of Argentina's most prominent passenger transport operators.

Gulf is also sponsoring rising Argentinian race ace, José Ignacio Savino, in the TC Pista series. The 20 year old, who finished 3rd in the Formula Renault series in 2001 with Gulf support, opened his 2002 campaign in the best possible way with a superb win at the José Luis Di Palma race circuit in Buenos Aires.

BRAZIL 

A year of real progress

Gulf has made real strides in the year since it returned to the Brazilian market with the formation of GULF LUBRIFICANTES BRASIL S.A.. The company's activities are widespread and include lubricant oil blending, bottling and distribution; the production of lubricants, greases, hydraulic fluids and other oil derivatives.

Gulf Brazil is also involved in the marketing of discoloring clay for mineral and vegetable oil, the production and distribution of oil solvent and general chemicals as well as the import and export of related products.

Gulf's recently appointed General Manager for Brazil, Nilson Moraes, is optimistic about the company's prospects, "Widespread national coverage has already been achieved and Gulf's reputation for quality, as well as for environmental care, has already won us third party business. The future is challenging, but potentially very bright."



Gulf's Brazil Plant

CHILE 

New facilities strengthen Gulf position in Chile

Gulf Oil Chilena Ltda is set to benefit from the recent opening of a new Luboil Blending Plant and a state-of-the-art Laboratory. These are the first visible results of a major investment programme which will ensure that the company is able to meet the highest present and future quality standards for Automotive and Industrial Lubricants. The constant drive for high levels of service and technical support – which Gulf strives to deliver across the globe – is further aided by the company's distribution hub in Concepción, some 500 kms south of Santiago.



Main location photo: Manu National Park, Peru. Charles Coates



MIDDLE EAST & AFRICA ROUND-UP

SAUDI ARABIA



Gulf Express set to change the motoring habits of the nation

APSL, a joint venture between the well known and respected Dabbagh Group of Saudi Arabia and Gulf Oil International, have recently launched a bold new initiative to take Gulf closer to the retail customer. Gulf Express is a chain of modern convenient, service oriented oil change outlets, which has recently been introduced to Saudi Arabia and which look set to change motoring habits in Saudi Arabia.

Customers are able to relax and enjoy a coffee or browse the web while their car gets a comprehensive oil change and essential fluid check up. Gulf Express is a new concept in Saudi Arabia and is already setting new standards for service. A joint venture between APSL and NAFT, the leading fuel network of the Kingdom, Gulf Express is all set to expand its network over the next 3 years.

The driving force behind developing the Gulf Express concept is APSL General Manager, Mr. Waheed Ahmed Shaikh. He describes Gulf Express as the "future of retail business in Saudi Arabia. It is a modern concept for an evolving customer base. An idea whose time has come. Whoever moves first will have a significant advantage in developing customer



loyalty and goodwill for their brand."

Customers already seem to rate the Gulf Express highly and will go to extraordinary lengths to get the sort of service on offer. One recently made the 100km journey from Mecca specially for an oil change at a Gulf Express outlet. Afterwards he commented, "As I like to take care of my car, I took my friend's recommendation to drive to Gulf Express. I will recommend you to all my friends".

Gulf Oil is one of the prominent names in Saudi, having maintained a strong local and regional presence over the past few decades. APSL are a growing player in the country, with a large variety of grades of oil to cater to almost all of the lubrication requirements of modern machinery and equipment and with a strong focus on quality products and customer service.

MADAGASCAR



Major Investment Programme Strengthens Gulf Position



Gulf's partners in Africa, Galana, have recently made major investment in Madagascar, aimed at growing and establishing a strong Gulf brand in this recently privatised market area. A concerted programme of service station refurbishment, as well as the construction of new petrol stations in key locations as part of Gulf's global franchising initiative is now underway. Gulf Oil International has been directly involved in assisting with facility specifications, signage, components and with the coaching of marketing best-practices.

A new technical service for lubricants has been established. Gulf engineers will both advise and train in product use – with a full range of lubricants now on sale nationwide – and the service is also equipped to test used oil and study the nation's lubricant usage.

This activity has been backed up with new marketing initiatives both at point of sale and off-site. Included in the promotional campaign are outdoor poster advertisements as well as community projects and the sponsorship of the local Rugby League. Gulf is also popular and this year will see the Madagascans competing for the Gulf Golf Trophy.

In the Madagascan market, only a few years after its establishment there, Gulf is already recognised as one of the leading fuel and lubricant brands.

SOUTH EAST ASIA & FAR EAST ROUND-UP

JAPAN



Japanese Truck-fest for GOTCO

GOTCO-Japan, Gulf distributor in Japan, is always innovative when it comes to marketing and promotional ideas. True to form, the company unveiled its latest project in front of 250,000 visitors at the "Tokyo Auto Salon with Auto Asia" in January. The famous powder blue and orange colours were resplendent on a race-prepared "chop-truck" – literally a cut down version of a full sized truck – which the company runs in conjunction with leading Japanese aero parts manufacturers, DAMD.



The following month the Gulf Wagon R Ram Chop (to give the fabulous little racer its full title) entered the Fuji 6 Hours Endurance Race along with more than one hundred other cars. Despite only having a 660cc engine the Gulf machine still rates an impressive 130bhp with a top speed of 180kph.

The conditions at the Fuji speedway made for real endurance racing, with the team's three drivers encountering everything from rain at the start to actual snow for the second half of the race. This GOTCO initiative continues throughout the year and the Gulf Wagon R Ram Chop is due back at the Fuji circuit in August for the Fuji 1000kms race, by which time, hopefully the snow will have cleared.

PHILIPPINES



Gulf's Double First in the Philippines

Gulf Oil Philippines are celebrating two notable achievements both in their home country and also within Gulf organisation.

By becoming the first oil company in the Philippines to gain the 2000 standard ISO 9001 certification they also become the first within Gulf worldwide to achieve this business quality standard.

Gulf Oil Philippines have also become the first Gulf company and again the only oil company in the Philippines to gain ISO 4000 Environmental Standards Certification.

This is not the first time that Gulf Oil Philippines have been trailblazers in this respect and congratulations are due to Mr Varadarajan, Marlene Carrera, Gerry Soriano, Cezar Herrera, Dennis Estanislao and their team, for setting new standards in business.

CHINA



New Year festivities in China



Dr Gigene Wong (left), Managing Director of Gulf Oil Yantai



Zhou Ju Zhong (centre) is Gulf Oil China's Guan Gdong distributor

Gulf Oil Yantai heralded in 2002 with a conference and seminar in Guangzhou. The events were extremely well attended, drawing in Gulf distributors from all over the Southern China region, some 250 in total, as well as attracting a number of key Chinese media.

Chinese Lunar New Year's Eve saw the company's annual Dinner Dance. Amongst the Guests of Honour for the evening were various government dignitaries, including VIP from the Investment Division, Quality Inspection Division and Police Force. The highlight of the evening was a lucky draw with the top prize being won by Dr Gigene, Managing Director of Gulf Oil Yantai. This was seen as being extremely auspicious and the local Chinese firmly believe that it will herald a year of good luck for both them and the company.

The party ended, in traditional Chinese style, with a firework spectacular.

SOUTH ASIA & FAR EAST ROUND-UP



Gulf and its customers; working "for each other"

Gulf Oil
announces the
beginning of a
new relationship
with its Retailers.

**EK DUJE
KE LIYE!**

The special reward programme for Gulf Oil Retailers

Buy and earn points
Meet your targets - add bonus points
Win fabulous prizes and...
An opportunity to enter Gulf Privileged Retailers' Club

How to enter in this programme:
Fill the enrolment form, sign up understanding for complying with the terms & conditions and fulfil the minimum eligibility criteria

So Hurry up! Ask for an ENROLMENT FORM from your authorized dealer today.

GULF OIL India Ltd.
Your Local Global Brand

100 YEARS 1911-2011

The second quarter of the year sees Gulf India running a major new two part marketing campaign to increase Gulf's market penetration in the automotive retail lubricant business.

The first part of the scheme targets the trade : dealers, mechanics and retailers under the banner "Ek duje ke liye" - "For each other" – which demonstrates the many benefits of using Gulf products and which was rolled out in April.

The second part of the campaign is designed to heighten brand awareness and is aimed at the end user. A series of extremely cost effective activities, which include Gulf murals on buildings all over the country, are being launched in April and May. These compliment the trade campaign, targetting India's drivers, 2T owners and car owners to create long term customer pull.-through of the Gulf brand.

BRIEFS CHINA

- Gulf Oil Yantai launched a new range of car care products in May. The company also recently received its ISO 9001 certification.

- Gulf Oil Yantai has gained its first vital OEM approval in China. Leading commercial vehicle manufacturer, the China Heavy Duty Truck Group has approved a range of product including SDMO 15W40 and MGPL 80W90.

- Reduction in China's control on its automotive industry following its entry into the World Trade Organisation looks set to offer up new opportunities for Gulf in lubricants in all areas.



Koreans see specialisation as the way forward

The Chunmi Trading Co Ltd, Gulf licensees in Korea, are focussing strongly on the marketing of Special Lubricants in their efforts to develop and strengthen their business. The Korean market has been notably affected by the downturn in the economy. In addition, an overcrowded lubricant sector has meant that generally, margins are heavily squeezed but ongoing research into the local market has highlighted a potentially bright future in the

Marine lubricants sector. This has been backed up by quality and technology research.

The Chunmi Trading Co. Ltd, established a dedicated operation for Gulf lubricants a year ago and this has already worked actively to enhance and enlarge the Gulf reputation in Korea. The company is now hard at work developing a full strategy to make the most of what it sees as a major opportunity.



ROUND-UP

Appointments

Orange Disc is pleased to announce the following Gulf appointments:

Argentina

Emilio Canedo takes up the post of General Manager, Gulf Oil Argentina.

Brasil

Gulf Oil Brasil has appointed Nilson Moraes as General Manager and Alessandre Leal Da Silva as Sales Manager.



Chile

Gulf Oil Chile has appointed Alfredo Bascunan (far left) as its General Manager while Francisco Ramirez Pinochet (left) takes up the post of Marketing Manager.



Gulf Oil International

Camille Nehme has been appointed as Chief Financial Officer of Gulf Oil International, London

Welcome Finland

In accordance with the company's strategy to introduce the Gulf brand into new markets, Gulf Oil International is extremely pleased to announce that it has recently appointed a new distributor, US-Parts, who will market Gulf Lubricants and associated products for the Finnish and Estonian markets.

Orange Disc wishes both Ikka Ruoppa, Managing Director & Kari Martia, of US Parts every success in this new venture.

Orange Disc

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In the next Orange Disc Gulf Fever!



MEMORIES... MEMORABILIA... MERCHANDISE!

The Gulf name continues to inspire. Why Gulf is amongst the most collectible brands

ROUND-UP

Including the latest from Belgium, Dubai, Bangladesh and Jordan

GULF TECHNICAL:

We visit Gulf's Silvassa plant for an in-depth look at this important production and research facility

ASHOK-LEYLAND:

Customer and partner

PROFILE:

How Gulf is overcoming the stormy economic climate in South America

Look out for all this and much more in the summer 2002 edition of Orange Disc





NETHERLANDS

Orange Disc takes an in-depth look at Gulf Oliehandel Nederland to discover how they have grown their business and tackled the major oil companies in Holland



Gulf Oliehandel Nederland is a lean operation with low overheads – a fact that has enabled it to compete successfully as what sales manager Pieter Kruijff calls “a full down stream oil company” and to achieve an overall market share in the Netherlands of 10 per cent. It is the only such operation in the country with its own logistics system. The market is tough here but, as Pieter states, “the Gulf image has given us more power to compete with the majors.”

That is important, as the major oil companies have proved uncooperative since Gulf first entered the country. The majors have tended to ask too much money for their products and have refused to co-operate in exchange deals. This means that Gulf has to import products or buy product from traders rather than direct from refineries.

The margins in the country are also being squeezed thanks to a new company, Tango, which has recently entered the market. Tango operates totally self-service stations with payment by a pin number or credit card. This means that there are no personnel on site at all as the stations are connected by a video system to a central base in Rotterdam. This has enabled Tango to offer discounts of 0.07 Euros per litre.

Gulf Nederland’s commitment to growth can be seen in the fact that it has ordered four new inland 2,100m3 tankers for the transportation of gasoil, automotive ultra

IN FOCUS



low sulphur diesel, gasoline and natural gas condensate. These tankers will all be of type C, suitable for chemicals and double hulled which bodes well for the future as within a year tankers for products with more than 10 per cent benzene will have to meet this standard.

The company is also expanding its retail network at a rate of a station a month at home and, last July, moved into Germany where it now operates 22 stations. Currently only five of these have been rebranded as Gulf, but Thomassen, the specialist company responsible for the rebranding is changing this at a rate of one a week. Thomassen is working at full capacity, which means that Gulf Nederland has to make difficult decisions regarding how fast it expands, not only in its own country but also in Belgium, France and Germany.

The Gulf presence in Holland grew out of the merger of two family-owned companies, Miedema Holding, a retail operation which sold under the Demarol brand and Kruijff Bunker Service an industrial specialist which used the brand KBS. Kruijff Bunker Services had a history that dated back to 1871 when it was founded by Pieter Kruijff's great great grandfather. Miedema Holding was a younger company, having been founded in 1961 by the father of Arie Miedema, the present retail director of Gulf Nederland.

The company also has shares in Transnational Blenders, a lube oil blending plant; in Drievorm, an LPG company and in MAIN, a company that collects marine waste oil and chemicals and supplies vessels in Dutch harbours with electricity and drinking water. In the retail sector it has shares in Caroil, the Gulf licensee for Belgium and France and in Oil Trading Deutschland, the expanding Gulf licensee for Germany, which currently operates 22 service stations.

Gulf Nederland now operates some 130 service stations from its Harderwijk head office. It also supplies commercial fleet owners with ULSD, using 13 tankers each with a capacity of 48,000 litres, tankers that work 24 hours a day for five days a week. A further 17 tankers, with capacities ranging from 15,000 to 48,000 litres supply diesel to the industrial, agricultural, construction, transport, military and other markets. The company also has two trucks for lubricants, one for bulk and the other for packed products.

Gulf Nederland has bunker facilities in each of Holland's harbours. Using a fleet of 11 bunker barges it is able to supply gasoline and lubricants to the seagoing vessels visiting these ports. The company operates several storage



The Gulf loyalty card (left) has proved successful. Gulf Nederland currently operates more than 130 service stations (far left, top). The Gulf stand at the recent TankStation Total Expo (far left, bottom)

THOMASSEN IS WORKING AT FULL CAPACITY, WHICH MEANS THAT GULF NEDERLAND HAS TO MAKE DIFFICULT DECISIONS REGARDING HOW FAST IT EXPANDS

facilities throughout the Netherlands. Those in the harbours supply the bunker barges; those in Amsterdam and Nigtevecht are used to supply gasoil, gasoline and ULSD for the commercial fleet sector.

Gulf Oil Nederland is very active in its marketing. It recently took stand space at the TankStationTotal exhibition, a show for service station owners and dealers. In the shape of a circle, the stand featured Gulf on one side and sister company, Drievorm on the other.

The company has also targeted the farming community with a series of advertisements in the agricultural media giving prices for gasoil. In addition it operates a loyalty programme for retail customers, which Pieter Kruijff states "would be nice to expand all over Europe."

There is real pride in being part of the Gulf "family". "We hope and trust," says Pieter, "that Gulf will expand its global operations yet further. For us it is important there will be more Gulf companies operating in the marine business in the world's big harbours, and more Gulf petrol stations in Europe." ●





GULF OIL'S BRAVE NEW WORLD

"Your Local Global Brand" epitomises Gulf's vision for its future. Orange Disc explains why these four words are so much more than just a catchy slogan...

your local global brand

The new corporate brochure (right) portrays the dynamic company that is the 21st century Gulf and launches the firm's new strategy

There is now a strong sense of the future at Gulf. The re-launch of Gulf Orange Disc is just one indication of the common vision that the company now has for the brand throughout the world. With a 100-year history, the Gulf name has a tremendous pedigree. However, it has to be confessed that in recent years there has been no real sense of a common Gulf brand, something which was

perhaps inevitable as Gulf entities around the world focussed on building the brand individually in their local markets.

The company realised that this state of affairs could not continue if Gulf was to have any real future. A need had arisen to create a new focus for the brand. Intense activity at the highest levels in Gulf resulted in the creation of a common corporate

strategy and a new vision for Gulf's future. It is this vision which will now help to assure the future of Gulf throughout the world.

Gulf's entities differ in structure: some are wholly owned, some joint ventures and some licensees. Any new strategy must take into account this fact. In the last six to eight months the company has, therefore, embarked on a process that will enable it to

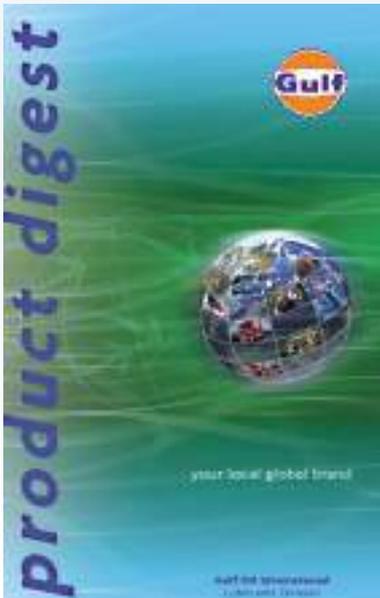


Gulf's new labelling will offer Gulf distributors and customers world-wide unity and will come to symbolise a guarantee of quality and service

communicate its vision to all of its entities around the world and to show why it is so vitally important to have a unified brand.

The company has revised its entire product range and has taken advantage of this opportunity not only to address technical issues but also to strengthen the Gulf brand. In order to achieve this, a number of marketing projects have been launched that will globally unify the Gulf brand. The first of these has been the labelling of the packaging.

INTENSE ACTIVITY AT THE HIGHEST LEVELS IN GULF RESULTED IN THE CREATION OF A COMMON CORPORATE STRATEGY AND A NEW VISION FOR GULF'S FUTURE



A huge amount of painstaking work has gone into the new Gulf Product Digest which will be available both in electronic and printed formats

With the exception of the Gulf logo, there have been hardly any common features to the packaging in the recent past. The introduction of the new labelling now brings vital visual standardisation to Gulf products, world-wide. "This has been a huge operation, as we have had to take into consideration local tastes at the same time as creating a global identity," says, Gulf International Vice President, Alain Dujean. A newly created strap line sums this up succinctly – Your local global brand. "This crystallises what we really believe the brand to be."

Gulf has always been marketed as a community brand. The whole experience has been of a one-to-one feeling. The main advantage of this has been that Gulf has been perceived to be a huge company but one which is customised to individual customer's advantage. People who worked with Gulf as much as 20 years ago continue to regard themselves as part of Gulf and are likely to still own company memorabilia. "They still like to talk about Gulf, it is part of their lives. They feel passionately about

the brand," says Gulf Brand Manager, Priyansha Raina.

"The new strategy – which will initially take the form of a three-year plan – is based on the brand being this friendly, community-driven lubricants manufacturer with technologically advanced products." This position now has to be part of every marketing strategy, with brand values that all the Gulf companies around the world will use. "We want to build a corporate brand which will eventually impact upon all our activities around the world."

The labels, which were launched during April, are just one early manifestation of this. The next phase is the launch of a product digest – in the form of both a 196-page document and a CD-ROM – which bears no resemblance to any previous literature.

The Gulf web site will be another important tool. As with packaging the



Orange Disc revives a famous name and provides vital communication as well as a sense of community for both Gulf affiliates and customers alike

Gulf web sites around the world are very varied. Soon Gulf will not only have a strong, common-image on the Internet but will also be able to offer its partners dynamic interaction with the company and increased service, which will include significant business and merchandising opportunities.

Orange Disc is also very important to the future. "We want this is to be used as a tool to convey our strategy not only to our affiliates but to our consumers as well," says Gulf Oil CEO, Ajay Hinduja. Thus, what you see here is another example of Gulf's commitment to the future – a commitment that seeks to assure both the prosperity of Gulf's individual partners and the ongoing emergence of the Gulf brand as a major force in the global lubricant market and in fuel retailing. ●



The new Gulf website will launch during the second quarter of 2002 and will provide instant access to the most up to date information about the company, its products and its technical service and support

INDIA IN DEPTH PROFILE

India is undergoing change and development throughout the automotive sector. Orange Disc discovers how Gulf India is changing to meet the new demands of the market and assure sustained growth and continued success

India is becoming an important market for the automotive sector. The leading car makers look on the country as a potentially attractive market. Locally owned vehicle manufacturers also account for seven of the world's top 40 such companies. Lubricant suppliers see it as important to build brand strategy by allying with these VMs, Gulf Oil India's associations with Ashok Leyland, Mahindra & Mahindra and Ford Tractors being examples of this.

The automotive aftermarket is also in state of flux, thanks to the changing face of the country's car parc. With modern vehicles appearing on the market, motorists are more likely to take their car to a franchise dealer for servicing. However, around 90 per cent of repairs and servicing is still carried out by the roadside. Lubricants are sold either at the petrol pumps or through retail outlets, with the former accounting for 70 per cent of sales. Diesel lubricants enjoy 70 per cent of what is a US \$1.2 billion market. Competition is said to be severe, but Gulf continues to gain market share to beyond the 5% it already has.

Gulf Oil India was formed in 1993 when the country's regulated market was liberalised. Operations started in the country's west zone as a joint venture with a distribution network of around 500 dealers and 54 stockists. Today, the company is publically listed and boasts a distribution network of 85 depots, over 1,200 dealers and 18,000 retail outlets and a market share of over five per cent, making it one of the major players. It is now looking to increase sales by setting up franchisee shops. Over 120 of these Gulf Shoppes are already in existence.

A recent scheme to boost sales has been Ek Dujhe ke Liye. Based on purchasing targets assigned, this enables retailers to obtain either free gifts or Gulf Silver, Gold and Platinum cards, which entitle the company to discounts on Gulf products.

Products are blended and filled in an ISO 9002 certified, computerised facility in Silvassa, north of Mumbai – the city where the company has its headquarters. The plant has an annual capacity of 75,000 tonnes and a fully equipped laboratory.

Gulf Oil India is now undergoing a period of restructuring with a three-year brand building programme currently underway. In February, it was decided to merge the company with IDL Industries Limited. IDL is a leader in the chemical industry and has recently commenced large-scale mining services. This move will consolidate the newly formed company Gulf Oil Corporation Limited in the chemical sector and will further strengthen the Gulf brand in the Indian market. ●



The TAASE Automotive Expo (right) is another visible sign of the increasing importance with which Automotive manufacturers regard the Indian market



GULF OIL INDIA IS NOW UNDERGOING A PERIOD OF RESTRUCTURING WITH A THREE-YEAR BRAND BUILDING PROGRAMME CURRENTLY UNDERWAY

LUBRIZOL

“We believe the Gulf brand has a great reputation around the world. Our aim is to assist Gulf to add and derive value from that brand.” So says Colin Chapman, General Manager Worldwide Sales for the Lubrizol Corporation and the man who oversees his company’s relationship with Gulf.

For many years, indeed long before the present shareholders even took control of Gulf, Lubrizol has been a major supplier to the company. “We have a good relationship,” says Chapman. “We have worked well together developing high performance lubricants to ensure the success of Gulf’s business all around the World”

With 29 plants in 15 countries around the world, Lubrizol is able to interface with Gulf at any of its locations.

Lubrizol not only manufactures the chemicals, which are blended with base oil to make performance oils, it works closely with its customers “in the development of new products which meet their performance targets.”

Although Lubrizol’s products are now to be found in a variety of markets including coatings and inks, synthetic compressor lubricants and metalworking fluids, its origins are to be found in the automotive industry, which remains its core business through customers such as Gulf.

The company was founded in Cleveland, USA in 1928 to develop a graphite oil product known as Lubri-Graph, which was designed to eliminate the squeak caused by the leaf springs then found on cars. The product came with a 10-gallon pressurised drum dispenser that made it easy to apply. Although the company has come a long way since those days it is still headquartered in Ohio. It has also grown from its six founders to a 4,000-strong operation and a turnover of \$1.8 billion.

Over the years Lubrizol has become known as a leading supplier of speciality chemicals for transportation and industry. However, it believes that its continuing success depends on repositioning itself in the market place.

In order to achieve this it has identified seven technology destinations for its business. Some are still at the research stage – Lubrizol has research centres in the USA, UK and Japan – others, says the company, “are evolving beyond their historical limits.” It continues to work on the development of innovative products, working in areas such as advanced fluid systems and fluid containment management, including filtration, remediation and emission control. An example of recent development is PuriNOx™ low-emission fuel technology, a performance system that combines additives, diesel fuel and water to provide what it describes as a “unique” clean air solution.

Lubrizol now looks to the future, a new logo – a blue-green sphere – symbolising its vision. ●

LUBRIZOL HAS BEEN A KEY SUPPLIER TO GULF FOR MANY YEARS. THE RELATIONSHIP HAS BLOSSOMED INTO A LASTING AND ONGOING COMMITMENT BY BOTH COMPANIES TO DEVELOP INNOVATIVE PRODUCTS TOGETHER





Be a winner!

On behalf of everyone at Gulf International we hope you've enjoyed reading this, the first issue of the new Orange Disc.

It is vitally important to us that you find Orange Disc not only interesting but also a useful part of our service to you and ultimately to your business.

To help ensure this happens we're asking for your feedback.

It won't take long and everyone who takes the few minutes necessary to answer our five simple questions below will be entered into a draw to win any one of a host of fun prizes:

To celebrate Gulf's upcoming link with the world famous model car racing company Scalextric we've got three Scalextric sets, including one of the excellent Le Mans sets worth more than \$150 to give away, courtesy of our friends at Hornby, who manufacture Scalextric.

In addition to the Scalextric sets, we also have five limited edition Gulf model race cars to give away.

To qualify simply fill answer the following five questions:

- 1 Please rate how interesting you found this first issue of Orange Disc on a scale of 1-10 (with 10 being the most interesting and 1 being the least)
- 2 How did you find the mixture of contents in Orange Disc – would you like to see
 - a) More news and less feature material
 - b) Less News and more feature material
 - c) The balance staying the same in future issues
- 3 Please rate the presentation of the magazine on a scale of 1-10 (again with 10 being excellent and 1 being poor)
- 4 Lastly, what else would you like to see in future issues of Orange Disc?

Now simply fax the page to our editorial offices on +44 1344 844886 or e-mail your answers to Orange Disc's Editor Simon Maurice at the following e-mail address : simon@chicanemarketing.co.uk

Thanks for your help.

Good luck and good business!