

Orange Disc

your local global brand

ISSUE No10 2005



PROTECTING THE GULF BRAND

SAFEGUARDING GULF BUSINESS WORLDWIDE

- TECHNICAL FOCUS – GREASE
- GLOBAL ROUND-UP
- GULF RETURNS TO INTERNATIONAL MOTORSPORT

FOREWORD – ALAIN DUJEAN



In September of last year Gulf entities from all over the world gathered in Nice on France's famous Cote d'Azur for the 2004 Gulf Convention. The holding of a Convention was important for many reasons. The strongest reason was that it was the first such gathering for several years, during which time many of the faces

and companies involved with the brand had changed. This meant that there was a need for Gulf people around the world to get to know each other in the most real sense of the word. Putting names to faces and seeing the presentations of how Gulf is actually represented around the globe brought incredible team spirit to all who were fortunate enough to be present.

Additionally, during the period since the last convention, Gulf itself and the way it dealt with the brand had also evolved substantially. Many of the points that were raised at the conference provoked intense and honest discussion. Few more so than the question of motorsport sponsorship.

It needs little restating that Gulf's history in motorsport is a long and famous one. The impact of Gulf's presence at Le Mans and in the World Sportscars Series from the late 1960's onwards is still noticeable, even today. With Gulf's last major involvement being four years ago with the Johansson Audi there was a concerted feeling that the brand needed something major on the international stage to use as an up to date promotional tool.

With the launch of the very exciting 2005 Le Mans Endurance Series and Le Mans 24 Hours programme in association with Paul Belmondo Racing I hope everyone will now feel that their voices have not only been heard, but also acknowledged and a positive response provided. Here is something that should give Gulf a focal point in top-level motor sport, and it's a programme that is planned to continue for several years to come.

It was decided at the Convention that the best results for all would be obtained if we at GOI could aim to maximise local sponsorship through the participation of licensees in order to maximise the benefits not only to those licensees for their local businesses but also by constructive added value from GOI itself, thus taking the project to be a valuable asset and tool for the brand all over the world – and here we have a prime example of this in action. Our sincere thanks, even at this very early stage therefore, must go to Michel Majot in Belgium and the team in Gulf Oil Nederland whose concerted efforts allowed this programme to come into being. Michel has long believed in the commercial benefits of motor sport and his work at setting up what initially was going to be a local sponsorship should now be fruitful for all.

As everyone in motor sport sponsorship will tell you. Putting your name on the car is only a small part of what is necessary – it is how you use your presence that really makes a successful motor sport programme. I would urge everyone in Gulf, therefore, to take every advantage of the many opportunities that this exciting programme offers so that this proves to be the case. GOI is backing up the programme with numerous ideas for Gulf entities everywhere to participate in these advantages. We will be delighted to hear from anyone interested in pursuing them or even in suggesting their own ideas to exploit the 2005 motor sport programme to the maximum.

I wish everyone success with this new chapter of Gulf in Motor Sport. Let's make it a winning year – both on track and in our businesses.

Alain Dujean



MOTOR SPORT

- **How to make Motorsport Sponsorship pay off.**
- **The 2005 season so far.**
- **Gulf's return to the legendary Le Mans 24 Hour Race.**
- **Partner profile: Gulf's growing business in the United Kingdom plus an in-depth look at one of Gulf's newest entities.**
- **And of course, all the latest news, products, marketing and business developments from around the world of Gulf.**

Orange Disc

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INTERNATIONAL TALKING POINT PAUL BELMONDO

Paul Belmondo Racing is carrying the Gulf Colours in the LMS series and, in this International Talking Point, team leader, Paul Belmondo offers his thoughts to Orange Disc about this and about taking Gulf back to Le Mans



Paul Belmondo (with microphone) with Jean-Paul Belmondo (on left) and Johnny Hallyday (2nd left) at the launch

When I think about Gulf, there are two things that spring to mind. I am conscious of its racing history – Jacky Ickx with the GT40 from Ford and the 917 from Porsche and more recently the Gulf-McLarens and the Audi A8 of a few years ago. Gulf and its cars are just something that's an incredible part of motor racing history. Then the film Le Mans is something I naturally remember – Steve McQueen is a real hero of mine. There are some who will say that it's not the greatest movie ever made but I really like it because its so evocative of the race.

The Le Mans 24 Hours is, I think, the most famous race in the world. If, for example, you were to go somewhere in the south of the United States, I'm not sure that someone would be able to tell you anything about Formula One. If, however, you say "I'm doing the Le Mans 24 Hours" then people will have heard of the race – that's what it means. Also, I think it's one of the few, if not the only race, where it's not actually the drivers who won that you remember – it's the cars that become famous.

Everyone at Paul Belmondo Racing is thrilled that we are going to be the latest chapter in Gulf's long and famous motor sport history. When we made the deal with Ford to run with them for this year, it quickly became known that it was going to be billed as "Ford returns to Le Mans". We were talking about it at the team and we all thought that it would be superb if we had Gulf as well. If we could once more run these famous colours - it would be a great

image. So naturally we are all delighted to be able to bring Gulf and Ford back together in racing again at Le Mans.

Our aims for this season are fairly simple, we would like to win the LMP2 category in both the championship and at the Le Mans 24 Hours – which in many ways we are regarding as the most important objective. This is going to be very tough, however, because there are a lot of good cars and good drivers. At Le Mans, for instance, there are 19 LMP2 cars entered – that's more than the LMP1 class (which is traditionally the strongest) and in fact more than any other category, so it's going to make things interesting. But the good thing is that we have two cars, so we can have one really quick car and one which takes it more steadily.

The team values its sponsors very highly and we have, over the years, been able to establish very good relations with them. As well as Ford, we are able to bring some other high quality brands together with Gulf – such as X-Box, Michelin, the Alliance Group and Leclerc. If this year goes well, we will be looking to follow Courage into the LMP1 category in the near future.

I don't expect to see the Gulf colours on the overall podium at Le Mans this year. But to be honest, with the LMP1 cars really having to fight hard amongst themselves this year, it will be a hard race for them and some will break. Add to that the weather – if it rains, for example – and with Le Mans you just never know....

NEW APPOINTMENTS

GULF OIL INTERNATIONAL

We are pleased to announce the following new appointments in Gulf Oil International U.K. limited



Mary Paton, joined the company in early March in the role of Accountant, taking over from Richard Mashood.

Mary joins with many years of Finance experience gained in the oil and computing industries, working with several blue chip companies including Schlumberger, Shell

UK Oil and Sun Microsystems. Mary's interests outside of work centre around family, motoring and flying plus enjoying eating out. In her new position, Mary will be responsible for the day to day running of the Financial Accounts.
mp@gulfoilltd.com



Gulf Oil International has a new Vice President Operations, Richard Pinchin, who joined in mid-March 2005 taking over the role from Leo Budd.

Richard has great experience in oil marketing and technical functions gained with the Shell Group. He holds a doctorate in chemistry from Nottingham University in the UK and spent 7 years in the Federal University of Brasil teaching, researching and leading a team investigating new methods to control insect-borne tropical diseases. As a consultant to the World Health Organisation, he published over 50 papers and contributed to a book on this topic.

In 1981 he joined Shell Brasil to work on biomass fuels, which then led into work formulating new lubricants. He has since worked for Shell in London, S.Africa and China, in technical service management and in product, brand and market management for the lubricants business.

Since leaving Shell he has provided technical and marketing consultancy services to the United Nations Environmental Programme and to a multinational chemical company. He brings a wealth of relevant experience in lubricant portfolio management to GOI and is keenly looking forward to meeting and assisting Gulf people around the world. r.pinchin@gulfoilltd.com.

Orange Disc offers both Mary and Richard its very best wishes in their roles at Gulf.

CHINA



Orange Disc is very pleased that Mr. Sim Keng Lim has joined Gulf Oil (Yantai) Ltd. as CEO.

Having commenced his career in 1969 as a Marketing Assistant with NP King Ltd Mr Sim has enjoyed a successful

career, rising through the ranks with renowned companies such as SKF, Berger Paints & Castrol, during which time he worked in sales, marketing strategy, management and directorship roles.

He has widely travelled and Mr Sim has also lectured in Business Management, holding a Diploma in Management Studies from the University of Chicago, USA and a Masters Degree in International Marketing from University of Strathclyde, UK.

Mr Sim's background will provide him with the necessary tools to accomplish his new role leading a strong team in Gulf Oil Yantai and growing Gulf's business there. Under his leadership the new plant should be completed early 2006. Orange Disc wishes Mr. Sim every success in his new role. sim@gulfoilchina.com

INDIA

GULF PARTICIPATES IN THE INDIA – ASEAN CAR RALLY

GULF OIL CORPORATION LTD sponsored Mr. Shurab Kumar's participation in the INDIA – ASEAN Car Rally – as well as providing all necessary lubricants for his Tata Safari. The rally was flagged off by the Prime Minister of India, Dr. Manmohan Singh in late November and was the first ever such event, passing



Mr. Shurab's Gulf Sponsored Tata Safari

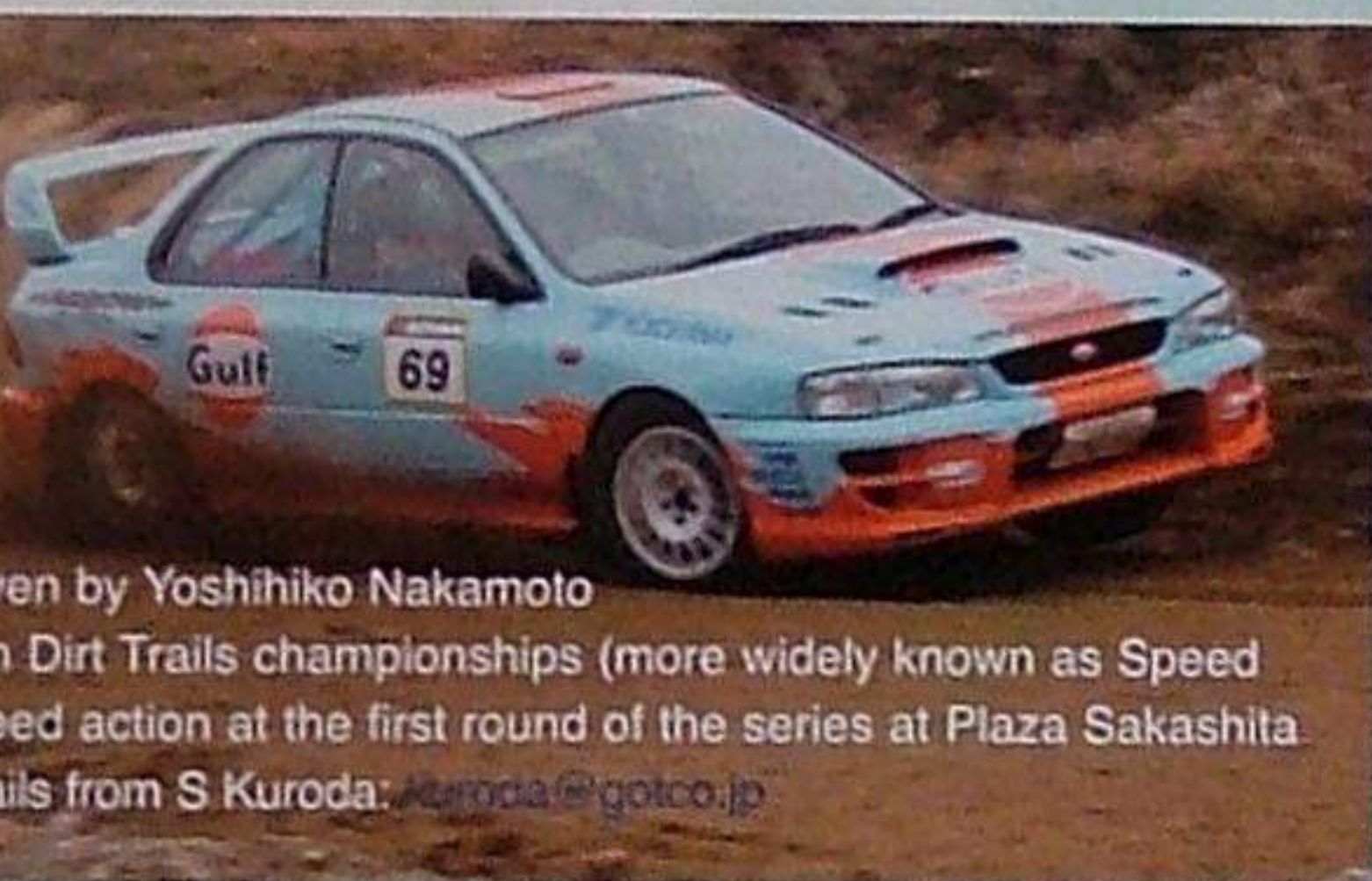
through India, Myanmar, Thailand, Laos, Vietnam, Cambodia, Malaysia, Singapore and Indonesia as a goodwill event rather than a competitive rally.

The rally was covered extensively by global media and gave GULF high visibility along the entire 9 country route. For further details e-mail Jimmy Bhada: jimmy@gulfoil.co.in

JAPAN

Gotco, the Japanese Gulf distributors have a long motorsport tradition – which continues in 2005.

Pictured here is the "Gulf Kit Impreza" driven by Yoshihiko Nakamoto in this years All-Japan Dirt Trails championships (more widely known as Speed Hillclimbs) in high speed action at the first round of the series at Plaza Sakashita in March. Further details from S Kuroda: kuroda@gotco.jp



ARGENTINA

EARLY MOTORSPORT SUCCESS FOR GULF IN 2005

The new year got off to a successful start on the race track for Gulf in Argentina. Javier Romera, who is now in his third year with Gulf in Argentina's prestigious Turismo Nacional series got off to a flying start with a hard fought second place in the first race of the 2005 championship. This season he is campaigning a Ford Focus in Class 3 of the series and the former class 2 champion looks to be a genuine contender for further honours as the year progresses. Further details: goa@gulfoil.com.ar

NETHERLANDS

GULF AND QUOTE JOIN FORCES AGAIN

In the last Orange Disc we reported on Gulf Oil Nederland's sponsorship of the Quote Challenge. The two companies have once again joined forces to participate in Holland's biggest car event.

Every two years the RAI in Amsterdam organise AUTORAi. All of the car marques are present with their latest models and new technology. Over its 10 days, 550,000 people visited this event and Gulf had a 220m2 stand to promote the brand, which was staffed by six promotion girls and two salesmen.



The girls were selling tank passes and the salesman spoke with potential new customers. The girls sold more than 1,500 passes and the event resulted in extremely good publicity for Gulf. Further details from Pieter Kruijff: p.kruijff@gulf.nl

ARGENTINA

Ponete la camiseta de

...con la compra de GULFTec el mejor lubricante de tecnología sintética.

Comprando un bidón de 4 litros de GULFTec, te llevas 1 camiseta Gulf.

Lubricantes de calidad mundial desde 1901

Univis 247 (011) 4269-2000 / Línea de Atención al Cliente 011 4269-2000 / E-mail: ventas@gulfoil.com.ar / www.gulfoil.com.ar

Gulf Oil Argentina recently launched a new promotion and advertising campaign for GULFTec synthetic lubricant, which offers a free Gulf tee shirt with every four litre can purchase. Further details: goa@gulfoil.com.ar

BELGIUM

GULF ENSURES ITS CUSTOMERS AREN'T LEFT IN THE COLD

In Belgium, oil is still a very popular source for heating houses and industrial buildings but as a result, the market is extremely competitive. To position the Gulf brand better among its

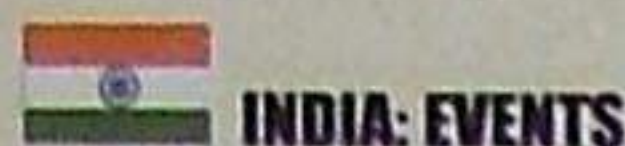


customers and potential users, Spindletop NV (Gulf licensee for fuel sales and service stations development in Belgium, Luxembourg and France) and its partner Kortrijks Petroleumbedrijf (who are responsible for retailing Gulf in Southwest Belgium) decided to develop a winter sales campaign.

The main aim was to attract publicity just before the start of the heating oil season kicked off and to achieve this Kortrijks Petroleumbedrijf designed an attractive Christmas card which featured the slogan: "We won't leave you standing in the cold (but we will send you to the North Pole)". The card functioned as a reminder for customers and inside they could also enter a competition to win a dream trip to Lapland, which included a snow scooter safari, husky sledge ride and a visit to Santa Claus' hometown.

The Christmas card was posted to its large customer base as well as distributed in local Gulf service stations. By doing this, Kortrijks Petroleumbedrijf reached its existing database and potential customers at the same time. In addition, the spectacular competition guaranteed Gulf extended exposure of the brand in the heating market, with boosted sales and a reinforced brand image.

The promotion also gained extended exposure for Gulf, as the lucky winners' experiences received widespread coverage in the local newspapers when they returned from their superb trip to Lapland. Further information from Daniel Gyselinck: dangys@gulf.be



INDIA: EVENTS

SILVASSA HOSTS GULF'S LUBRICANT BUSINESS ENTERPRISE PROGRAMME



The 2nd Lubricant Business Enterprise programme was held at Silvassa on 13th & 14th December 2004. A total of 44 participants from countries as far apart as Turkey, China, Pakistan, UK, India, Philippines, and Argentina participated in the programme which lived up to the expectations of those attending. Intensive training was provided in the areas of sales & marketing, product technology and technical services as well as in the business of Lubricants. The programme included a guided plant visit to provide first hand information and knowledge of Gulf's operations in the facility. For further details contact Sebin Jose: sebin@gulfoil.co.in



UK

KEEPING THE WHEELS TURNING – VICKY COOK



In every successful business, there are usually many unsung heroes. Based at Bowcliffe Hall in Yorkshire, Vicky Cook provides the rest of the Gulf Retail team with vital support to keep operations going smoothly. Vicky is part of the team which handles all the day-to-day contact with the Gulf sites, and is involved in handling orders, transportation issues, pricing queries and of course, speaking to customers.

"I have worked for Bayford, Gulf Retail's 'parent', for more than 5 years" says Vicky. "I've been able to watch Gulf from the days when the brand first returned to the UK and I love being a part of it. We're a close team of people, and we work well together. I enjoy the fact that from my position, I can see the process through from start to finish." Vicky says the best part of the job is "the customer contact, and knowing we've done a good job".

Liz Slater, Gulf Retail Sales Director commented, "What Vicky does is really important to this business, and she is part of the reason that Gulf Retail is growing as well as it is." Orange Disc wishes her many more happy years working with Gulf. More details from Richard Owen-Hughes: richardoh@bayford.co.uk



ARGENTINA

GULF AT AUTOMECHANIKA SOUTH AMERICA



Gulf Oil Argentina (GOA) took the opportunity to showcase the Gulf brand at Automechanika South America – the continent's most prestigious automotive trade fair, which took place at 2004 year's end. The expo was a truly international event, as is the case with every Automechanika-titled exhibition and it covered all aspects of the automotive industry, from design to maintenance and recycling in its more than 3000 square metres of exhibitor space.

GOA were amongst almost four hundred automotive exhibitors taking part in the event. The bright design, combined with the variety of Gulf product on display and the enthusiastic Gulf staff ensured that the stand was busy, with many undoubtedly drawn to it by the presence of a Gulf liveried single-seater race car. Automechanika SA attracted more than 27,000 visitors, many of whom undoubtedly left with Gulf-branded bags full of information about the brand and its products. Further information from: goa@gulfoil.com.ar



PHILIPPINES

TRAINING HELPS GULF STRENGTHEN ITS POSITION



One of the key factors in Gulf maintaining its position against the majors in the Philippines – particularly in the Industrial Sector – has been its technical services. Pictured is one of the training sessions, taken here, by Philippines MD Mr R Varadarajan. Topics include: product selection advice, standardisation, effective storing and handling, Training of technicians, competitive pricing and regular meetings to review the Lubrication operation. For further details contact Mr Varadarajan: rvngulf@info.com.ph



JAPAN

MIDORI KATO CELEBRATES 35 YEARS WITH GULF IN JAPAN

Pictured with Gotco MD S Kuroda is Ms. Midori Kato who we believe to be Gulf's longest serving employee. Midori joined Gulf in Japan on January 1, 1970, exactly – predating Mr Kuroda by a year and therefore she recently celebrated her 35th year of service with Gulf. S Kuroda



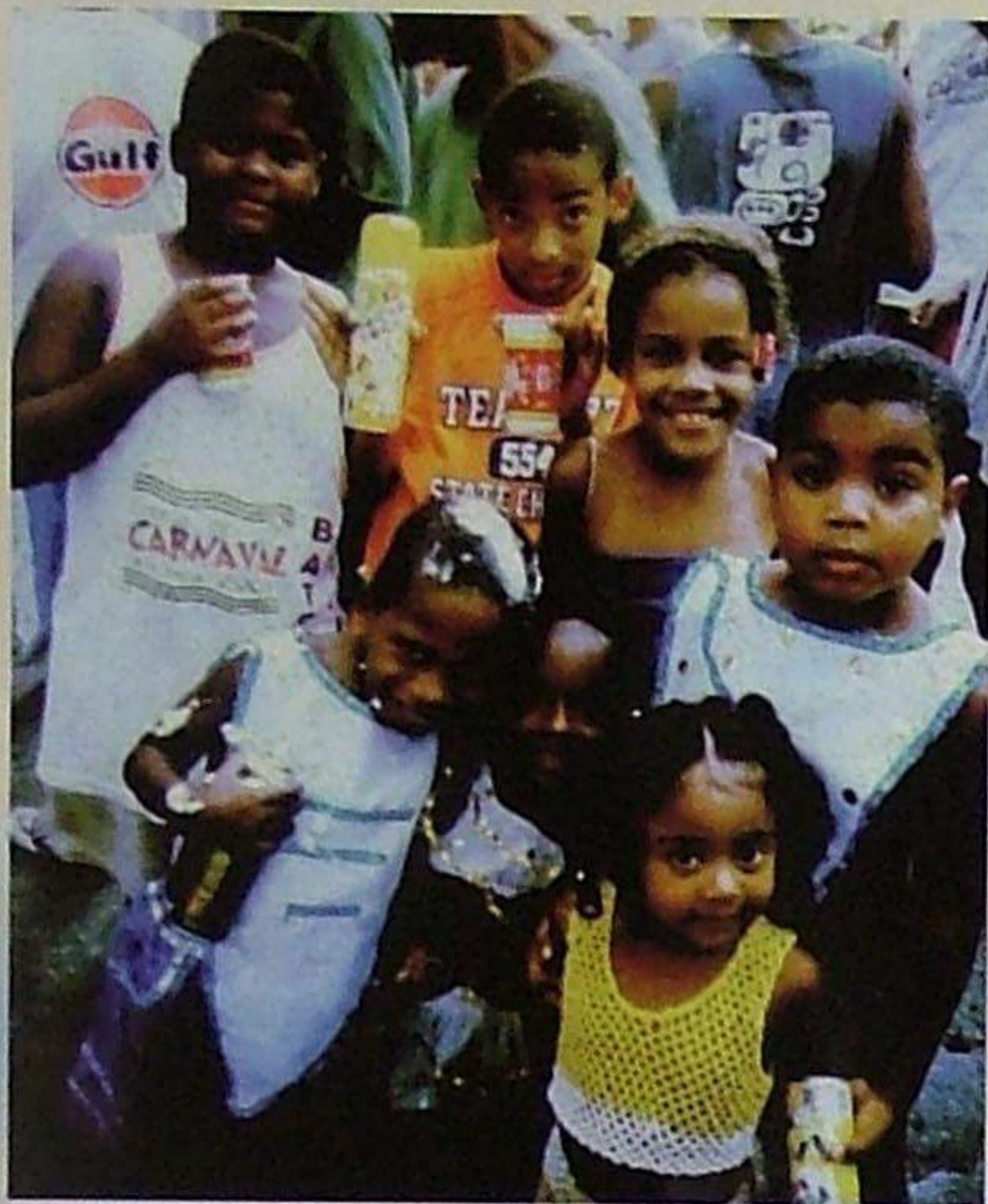
wanted her efforts to be recognised more widely through Orange Disc and he says of her, "She has in every way showed herself to be efficient and useful. She is what we call a ready worker, always willing work for us and sparing no efforts. She has proven an invaluable help to anyone and we have been fortunate enough to secure her services."

"Without dedicated people like her," adds the Gotco MD "We would not have been able to survive for such a lengthy period of time. Both of us are proud and honoured to have been one of the GOI family members and look forward to working with all of you as long as we can." Orange Disc echoes these heartfelt sentiments and offers her our warmest congratulations. Further details from S Kuroda kuroda@gotco.jp



BRAZIL

GULF'S CARNIVAL AID



In keeping with Gulf's ethos of being active in its social responsibilities, Gulf in Brazil promoted several initiatives during Brazil's famous Carnival. These included the donation of toys to street children and the sponsorship of samba groups from one of the less fortunate local areas known in Brazil as "favelas".
More information from jp.prates@gulfbrasil.com.br



TURKEY

DELTA PETROLEUM ESTABLISHES COLLECTION OF GULF MEMORABILIA

Delta Petroleum, in parallel with growing the Gulf brand in Turkey, has also begun collecting Gulf memorabilia associated with the brand's century long history. The



collection, which currently consists of over 60 items, includes many interesting features as well as old photographs, billboard advertisements, wall posters and plaques from the '50s and '60s. These were designed to communicate to dealers and consumers alike the proud history of the brand and its long-term association with innovation, quality and teaching.

Delta Petroleum will continue to build this collection and plans eventually to create a Gulf Oil museum in Turkey. As such they would be pleased to hear from anyone with a Gulf association – past or present – who might be interested donating any material they have to the collection.

Please contact Banu Onur: BONUR@deltapetrol.com

www.gulfoilltd.com



INDIA

GULF CELEBRATES IN INDIA

Team Gulf in India welcomed the New Year with resounding celebrations throughout the country. At Mumbai, the new year was welcomed with a party at a five star hotel with the cutting of a grand New Year cake by N. C. Sekharan – Head of Lubes SBU along with his spouse. This was followed by party games, dancing, cocktails and a sumptuous dinner.



The 4th December saw the Gulf Picnic for employees and their families. Everyone packed their bags, boarded hired buses and proceeded to Nishiland Water Park for a grand picnic and a fun filled day of food, sports and water activities.

Meanwhile, Republic Day was celebrated on 26th January and this saw Gulf employees gathering at the offices to hoist the flag, sing the national anthem and honour the nation with full colours and flowers. All were treated to a gala breakfast and the children particularly enjoyed the opportunity of meeting their friends and celebrating together once more.

More information from Sebin Jose: sebin@gulfoil.co.in



CHINA

GULF OIL USHERS IN THE YEAR OF THE ROOSTER IN CHINA

February 9th saw the start of The Chinese Year of the Rooster; the 10th animal in the Chinese Lunar Calendar. This is a period of giving and Gulf Oil China awarded each employee with a shopping voucher, cartons of beer, milk and dried meats plus a bottle of cooking oil – all of which are necessities for celebrating the New Year.



'Ta Chier' or Big Sister who has kept the Plant and Office clean for the last 9 years

K L Sim, MD Gulf Oil China handed the voucher to each of the staff and thanked them for their hard work and contributions in yet another successful year for the Company. Further details: klimsim@singnet.com.sg



INDIA

"BE AHEAD. ALWAYS" WITH GULF OIL



Tejas Karkharnis the son of Mr. Suhas Karkharnis who is Senior Executive in Credit & Commercial at Gulf Oil Corporation. Ltd. is a strong believer in Gulf's punch lines "POWER TO MOVE" and "BE AHEAD. ALWAYS". Tejas is sponsored by GOCL, and has now won a Silver Medal creating a new National Record of 14,745 seconds for a 110 mtr hurdles in the recent 17th Inter Zonal Junior National Athletic Championship.

With the morale boost and blessings of Team Gulf, he is now targeting participation in international competitions. We wish him the very best of luck.

Further details from Jimmy Bhada: jimmy@gulfoil.co.in



ORANGE DISC 07



SICAM AND GULF – RUNNING TOGETHER



One of the Joint Gulf/SICAM advertising posters

Galana, the sole Distributor of Gulf in Madagascar, has for the fourth consecutive year successfully renewed its partnership with the SICAM Group who are the sole agents for Peugeot, Mitsubishi, Suzuki, Hyundai, Honda, BMW and Yamaha in the country. As well as being Madagascar's number one car dealer group, they also represent Hertz – one of the most prominent players in the car rental industry.

SICAM has locations in the 5 biggest cities in the country with a network of its own highly professional workshops, spare parts and accessories shops. For every new vehicle sold, SICAM offers two years' free after-sales warranty on servicing which is performed by its technical team.

The exclusive use of Gulf lubricants by the SICAM Group throughout their workshops, sales points and other activities is an excellent marketing focal point as it enables Galana to promote Gulf

products to a widespread market area both in terms of customer category and region.

The partnership aims to combine the fame and performance of Gulf lubricants with the reputation and experience of the SICAM Group in the Indian Ocean region. In order to give SICAM's customers a complete brand experience and to reinforce the strategic alliance with their partner, Galana has installed dedicated servicing equipment at its own cost in SICAM's workshops.

The marketing team also seized the opportunity to do something broader in terms of communication by promoting the fact that they are not just selling cans of oil, but a shared experience. The partnership will promote both brands together, with an especially strong use of billboard advertising.

For further information contact Pierre Charles Delort:
PierreCharles.DELORT@galana.com



GULF SMOOTHES THE MOVEMENT OF COAL IN CHINA

There are 815 Power Plants in China generating 25MW of power, almost three quarters of which use coal as their primary fuel. China's coal production exceeded 1.9 billion tons in 2004, a 15 per cent increase year-on-year. One of the key coal producing areas is the Shanxi province which produces one third of China's total requirement.

Gulf has established a presence in Shanxi working through a distributor with an excellent network of contacts. GULF is now a household name here to the people who transport coal to the many locations throughout China. It is a common sight to see trailers pulling 100 tons of coal for up to 1200km per trip. These trucks work very hard pulling the heavy loads over long distances to travel under different climatic conditions and it's vitally important, therefore, to use good lubricants. Gulf has developed a good market for lubes ranging from Super Duty CF to Super Diesel Plus CF-4, dependant on the age of the trucks. For more information contact KL Sim : sim@gulfoilchina.com



THREE BUSINESSES ARE NEW CONVERTS TO GULF IN HOLLAND

Gulf Oil Nederland B.V. has recently signed three significant new retail business contracts in the Netherlands. Firstly, Gulf took on Miss Jose Hoogenkamp's retailing business, after they had been experiencing difficulties with one of the major petrol companies. With the help of Tomassen, the first station had been rebranded within ten days of signing and as a result Miss Jose Hoogenkamp is very happy to be working with Gulf and expects to see resultant growth in the volume of fuels sold.

Also signing with Gulf are C.A.V. Wieringermeer, who again were working with a major which was exhibiting little interest in the company because of the relatively small nature of their business. Gulf has drawn up some good development plans for this station, which will commence shortly.

Blokzijl is the third Gulf convert. In the past they were able to use price to promote their station, but now it is also very important to show your customers that your station is of high quality both in branding and in product terms. Orange Disc welcomes all three into the Gulf Family. Further details from Pieter Kruijff: p.kruijff@gulf.nl



NEW GULF TRUCKS AND TRAILERS IN HOLLAND AND GERMANY

Gulf Oil Nederland B.V. handles its own logistics, working with its own trucks, ships and depots. With the latest expansion of 100 additional petrol stations more



One of the new Gulf Trailers

trucks and trailers were needed. 5 new DAF trucks and 4 new trailers have been bought, each with a capacity of 47.000 liters.

Gulf Oil Nederland B.V. also organizes logistics for Oil Trading Deutschland. O.T.D. has 22 petrol stations in the eastern part of Germany. Because of the costs involved it is more effective to use trucks than to invest in a local depot. Therefore two brand new trailers have been purchased which are of extra lightweight construction and can handle 37.000 liters. Further details from Pieter Kruijff: p.kruijff@gulf.nl



GULF EXPORTS BASE OILS TO BANGLADESH

In 2004, for the first time, Gulf Oil Corporation Ltd exported 3000 MT of various base oil products to Bangladesh. The VICTORIA 1 sailed from JNPT (Mumbai) port for Chittagong making GULF the first of the private sector lubricant companies to export base oils from India to Bangladesh. Further details from Jimmy Bhada: jimmy@gulfoil.co.in

GULF LINKS UP WITH GRACO INC.

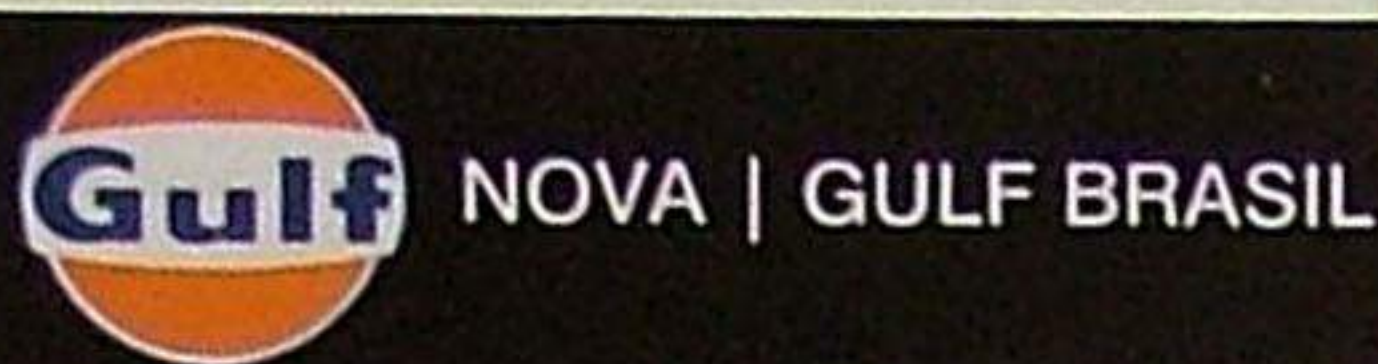
Gulf Oil Corporation Ltd. (GOCL) has tied-up with American company GRACO Incorporated for the distribution and marketing of their lubrication systems in India. GOCL will market the lubrication systems to modern auto workshops, vehicle manufacturers, engineering industries and OEMs, etc.

GOCL will undertake the design of the systems to customers' specific requirements, with the help of technical input from GRACO Inc.. GOCL's exclusive tie-up with GRACO will further enhance its range of activities and should help it to consolidate its position in the Indian market. For more information contact Jimmy Bhada: jimmy@gulfoil.co.in



BRAZIL

GULF MAKING STRIDES ON BRAND REPOSITIONING IN BRAZIL



tem o prazer de convidar para a GULF NIGHT no



Rio Rock & Blues Club
Rua Professor Ferreira da Rosa, 180
Fone: 21 8132-8583
www.riorockbluesclub.com.br

Novapar – the Gulf Licensee in Brazil – continues to make progress with its repositioning of the Gulf brand in the Brazilian market, amidst the reorganisation that is occurring in the sector throughout the country. After a serious period of proliferation of poor players in the market, encouraged by weak regulation, the Brazilian government joined with the main industry players and the enforcement entities to fiercely combat product adulteration and tax evasion. NOVAPAR actively participated in this process and it is in this reinvigorated environment that Gulf's new presence in Brazil will now be built.

Novapar's structure sees it divided into two main arms. NOVALUB has been blending Gulf products from a new out-sourced, controlled plant since October 2004 – on an experimental basis – and since January 2005 has used it regularly. A structure of regional distributors is being organised, which is initially focusing on the South-Eastern Region of the country where 60% of the GDP is located.

NOVACOM has started contracting

independent service stations at retail and offers a package of very attractive features, apart from the Gulf branding and visual identification. This package includes fuel supply contracts at competitive prices, business diagnostics and regular assistance as well as financing schemes for renovation or construction of the sites etc. A pilot plan for the new retailing model will centre around 15 service stations in the state of Espírito Santo. The first new Gulf station of this modern era should be inaugurated in May 2005.

May 16 will see "Gulf Night" at the traditional "Rio Rock & Blues Club," in the presence of VIP guests, specialised press and oil sector executives. This marks the official re-launching of the Gulf brand in Brazil and June will see a massive marketing campaign to announce the return of the Orange Disc to the ranks of Brazil's fuel retailers.

Orange Disc will report on both of these in the next issue of the magazine.

For further details contact Jean-Paul Prates: jp.prates@gulfbrasil.com.br



INDONESIA

GULF GETS DEVELOPMENT APPROVAL FOR NEW PLANT

PT GULF OIL Lubricants Indonesia has received approval for both a permanent business licence and for expansion & investment projects. The latter is a manufacturing licence and amounts to Gulf being given the go-ahead for its planned Indonesian plant. As the submission for the licenses was only submitted in mid January, Gulf is amongst the quickest companies to get such approval. Further information from Denis Meunier: meunierden@gulfoillub.co.id



UK

NEW GULF TANKERS IN UK



We reported in Orange Disc 9, the arrival of a new Gulf tanker, boosting the profile of the Gulf brand in the UK. That tanker was produced for Gulf in France by Magyar, and the picture, complete with very French chateau, shows the tank before it was delivered to its new owners! This was joined by another new vehicle in February 2005, this one produced in the UK by RTN/Lakeland 2000. Both tankers are operated for Gulf Retail by Suttons, one of the UK's leading bulk liquid distribution companies.

The arrival of these new vehicles has been welcomed by Gulf Retail staff and Gulf forecourt owners alike. More information from Richard Owen-Hughes: richardoh@bayford.co.uk



TURKEY

FIRST GULF DEALER CONVENTION AND TRAINING SEMINARS IN TURKEY

In order to be more effective and aggressive, Delta Akaryakit, the Gulf distributors in Turkey, have divided the country into geographical regions, and Gulf is now represented by at least one dealer in 85% of all regions nation-wide. Moreover, by late Spring, every region in Turkey should have a Gulf Lubricants dealer. Since 90% of all lubricants business is handled by dealers, their selection is of utmost importance. Delta believes these should go beyond being simply "dealers" in the conventional sense, and should act more as "business partners".



With Gulf now marketed across Turkey an intensive series of Dealer Meetings was recently held at Istanbul's Divan City Hotel, with dealers participating from all the different regions. In addition to providing detailed information about Gulf and its product range, issues in connection with the lubricant's sector, marketing strategies, establishment of the brand and action plans, were discussed. The dealers participating made significant progress indicating that a bright future is in store for Gulf products in Turkey.

Speeches and presentations by Gulf executives provided Gulf's "dealer-partners" with important insights into products and marketing strategy. Moreover, dealer-partners' needs and the challenges facing them were discussed at length. Possible solutions were developed with great emphasis placed on the policies necessary to ensure that targets are met and to guarantee that the Gulf logo represents the highest levels of quality and service.

Consequently Gulf dealer-partners' motivation has increased. They are building the team-spirit they will need to achieve their goals and grow the Gulf Lubricants brand in Turkey. In the future, Delta will increasingly hold such dealer-partner events throughout the country, to cover a growing range of subjects. Further details from Banu Onur: BONUR@deltapetrol.com

PROTECTING THE BRAND



The Gulf Trademark is a valuable part of Gulf's offer to its distributors and customers alike. It is, like most major brands, something that is a target for unscrupulous usage and therefore something that needs active protection. Gulf Oil International's General Counsel, Richard Hoare, right, explains the importance of protecting the brand and what can be - and is being - done to ensure the brand is not devalued



Glorious Gulf. A trademark to die for!

The Gulf trademark has existed in its current format for over 50 years and we have no plans to change it. With a history spanning more than a century, it remains one of the most easily recognised trademarks anywhere in the world. The brand recognition that it brings is extraordinary. The brand power the trademark exerts is strong enough to act as a magnet for those who seek to expand and grow their business where they feel that the extra ingredient they require to achieve their goals is the backing of a truly international brand. Frequently the wish of those who seek the brand is to step up their image from domestic to international. It's a big step to achieve and it takes those who are fortunate to join into the major league.

Gulf has grown and is growing today based on what it is; a lubricant company that has managed to align itself internationally and yet retains the adaptability to fit in with local environments. Of the three segments of Gulf trademark use that exist today, Gulf Oil International, Total in Spain and Portugal, and Chevron in the USA, the common link is the trademark. None of the entities have shown any interest at all in changing the trademark. This is counter to the trend that many major lubricant companies have followed in spending large sums of money to recreate their identity to, as they see it, modernise their appeal.

At the same time as we expand the network of official brand usage – and thus the strength and attraction of the brand itself – we have to be vigilant against those who want to jump on to the bandwagon and profit themselves, without recognising the rights and investment that has been made into Gulf. There are constant examples of traders seeking to pass themselves off as "official", thus misleading the customers and potentially selling products that are counterfeit, unlicensed or unauthorised. This happens all over the world and for Gulf Oil International it is a constant battle that is fought both to maintain the brand's integrity and to ensure that quality of products is paramount.

Whilst the unlicensed operations themselves are, in general, small scale the effects that a bad product may have can act with a ripple effect, reaching further and further across borders and boundaries. It is the name "Gulf" that people will remember, not that it was Gulf Oil (Nowhere) Limited that sold the product. The customer will not enquire into the background and ownership of the trader from whom they purchased. They will have seen the Gulf logo on the product and that will be all they need never to buy Gulf again and to tell all their acquaintances of their misfortune.

To counteract the menace of these cowboys, who are only interested in a quick profit for themselves and have no care for the damage they may cause, Gulf Oil International has had to introduce increasingly strict controls for brand usage, brand identity and brand management. Today any person who seeks to use the Gulf brand, in whatever sphere of activity it operates, has to enter into a formal agreement with Gulf Oil International. Whilst lubricants are the main business, whether it be navigation systems in cars, clothes or model cars, all are

now being brought under control and monitored. We operate a commercial watch throughout the world for products that bear the Gulf brand and, wherever we find them, we trace the manufacturer to check the suitability of the product to sit alongside the internationally recognised lubricants products. We operate a world wide watch service on all registrations of trademark designs that use the word Gulf or could be thought to be confusing (intentionally or otherwise) with the traditional Gulf trademark. Any that we believe even come close to causing us a problem are dealt with and either withdrawn by agreement, negotiated into an acceptable format or contested through the legal system. It's a long and expensive process but it is a task that Gulf Oil International understands it has to take on and fight in every corner of the world.

Gulf Oil International has current registrations for the Gulf trademarks in over 100 countries of the world. There are currently oppositions, legal cases and disputes pending in over twenty countries numbering more than one hundred cases in total. Some take only a few weeks to be dealt with. Others take many years. For each case it is necessary to

instruct a lawyer in the respective country and to have a working file for Gulf. For each case a different set of statistics and facts also has to be gathered. It is a large – but very vital – workload.

All aspects of international registration of rights are investigated and appraised. In the past this was handled in each individual country. Now, however, with the EU, there is a centralised registry that gives protection throughout the EU for one registration and, under the Madrid

protocol, we are able to use the mechanism established to register once and gain protection in the 60 countries who have so far signed up to adhere to the protocol.

Where there may have been no controls in the past, now strict monitoring is operating. In all aspects of Gulf operations the message has gone out to watch out for any examples of brand use or misuse. We receive a constant trickle of reports and examples from distributors and licensees throughout the world where they have seen the logo displayed and where they feel the brand is being challenged. These reports are added to those we receive from more formal channels and they end up on the desk of the legal department. Many times the reports are just the beginning of the chain of investigation, as we have to trace the journey of the product or item from where it was found back to the original manufacturer. It is almost impossible to police the whole world but wherever we can, with the valuable aid of the worldwide Gulf network, this is the task that is undertaken.

The policing that we carry out can lead to benefits for both Gulf and those who wish to use the brand. We, at Gulf, get to know them and their products and they in turn get to be introduced to the Gulf Oil International Group; and let's face it, who is more likely to be a good customer for products bearing the Gulf logo than those who are actively involved in – and centre their entire attention on – selling Gulf products themselves. ●

For further information contact Richard Hoare:
richard@gulfoilltd.com

“It's a long and expensive process but it is a task that Gulf Oil International understands it has to take on and fight in every corner of the world”

GREASE IS THE WORD

Graham Gow of Axel Christiernsson International now examines the trends in Grease Products for Orange Disc

History

Some 70% of the lubricating greases manufactured and used within our industrialised world are based on lithium technology, invented and patented by Clarence Earle in the early 1940's. These products have, of course, been adapted and improved since then but a great deal of the so-called "development" has focussed on the addition of a wide variety of different chemical additives to compensate for the poor performance of the base product (i.e. different soaps as thickeners).

There have been significant steps forward on a smaller scale or in limited regions and markets but the terrible truth is that the great majority of lubricating greases used today are based on a patent that was filed almost sixty years ago. On the other hand, this provides a certain degree of security in that most of the present-day conventional universal greases are based on a well known, well tried product with a long history of successful application.

For a number of reasons – better products, more effective systems, better maintenance routines, smaller machine elements, environmental concern etc – the consumption of lubricating grease has stagnated in both Europe and North America. This, combined with the fact that grease is definitely not a significant volume product for the major oil companies (3% of lubricants on average), has meant that the resources available for research and development and, in many cases even production, have been cut back continuously beginning sometime in the 1960s.

In a recent interview in the Lubes'n'Greases magazine, the current President of the NLGI, Gian Fagan of the Bel-Ray Co states very clearly that "The major oil companies' research funding in grease has dwindled in the past years. They're not spending money on the next-generation greases. Chevron and Shell, independently, developed polyurea greases some 40 years ago. Even sulphonate complex grease is old news now". Because of the consolidation of the market, he also points out that "Today's smaller number of very large companies are going after the big-volume and commodity grease business and are less interested in the small volume speciality business, creating opportunities for the smaller grease manufacturers."

In the 1970s and 1980s the trend was towards producing THE GREASE, i.e. one product that could cover as wide as possible a range of applications, temperatures and surroundings. This resulted in the development of super multi-purpose, wide-temperature range greases and there was no limit to the superlatives used in marketing and promotion. Technically speaking, this was an advantage, for the number of greases used could be reduced and the risk of choosing the wrong product minimised. Economically

speaking however, this proved to be a trap as this multi-purpose "universal" grease was quite simply too expensive for the simpler run-of-the-mill applications. And with the exponential development of state-of-the-art manufacturing techniques, the product just wasn't good enough to solve the real problems and challenges of modern lubrication.

Today's Picture and Future Trends

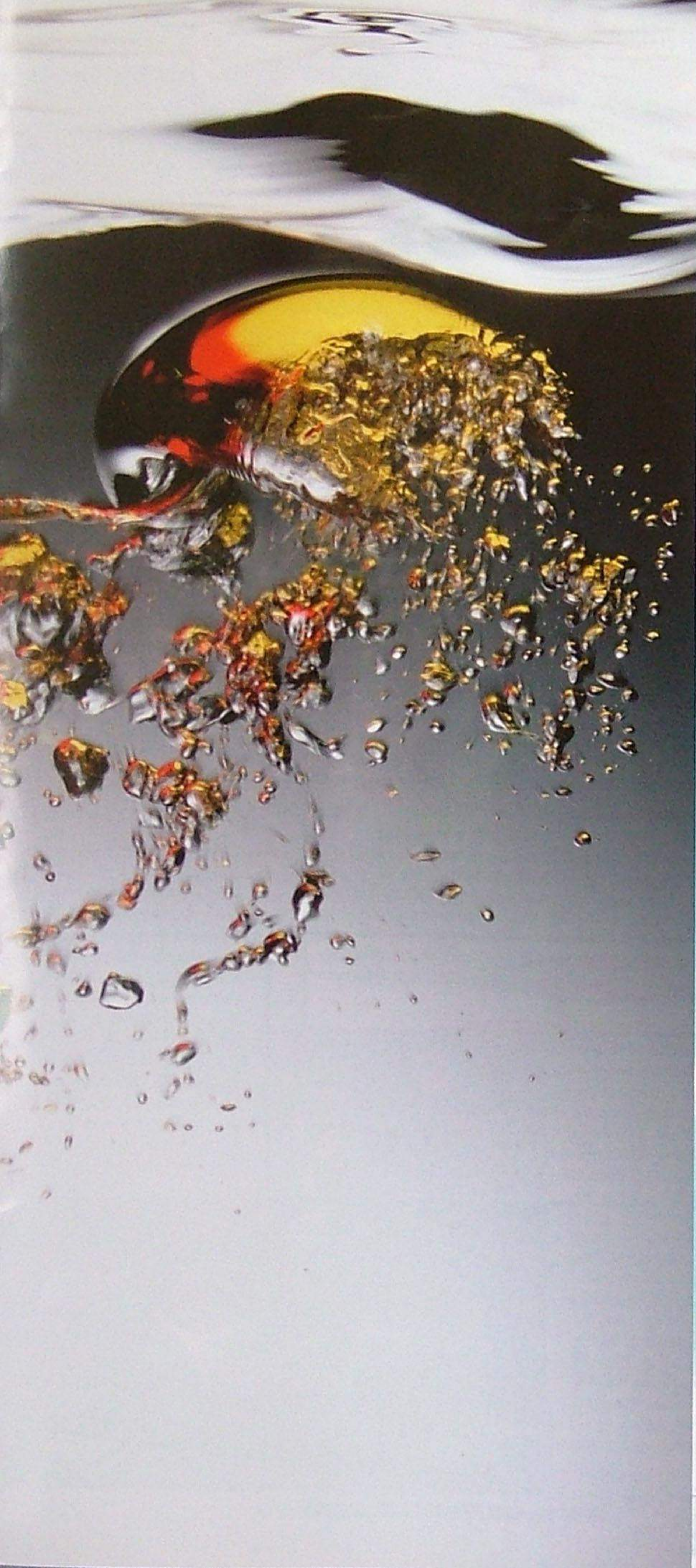
In his "Mapping the Future marketplace", Philip Kotler forecasts that "high income customers will demand high quality products and personalised service. At the opposite end, will be people who just want basic, no-frills products and services at the lowest possible price". So there is no middle option. In the lubricating grease market, this trend is becoming more and more obvious. For the commodity MP/EP grease market, the economics are the dominant decision parameter and grease makers need to design products, processes and logistics to meet this ever sharpening climate. Here, there is a basic technology with many well known products and brands, on which our industry relies and these will maintain and perhaps even strengthen their positions in an ever globalising market.

At the other end, the high-tech OEMs are putting ever-increasing demands on both functionality and the service life of lubricants. Relubrication can cost much more than the choice of more expensive but more efficient grease. These products should, in theory, last longer than the components in which they are expected to perform. Another factor influencing the choice of more advanced lubricating greases and which has become a major driver in the development process is the environment, both in terms of the working environment (surroundings, health issues etc.) and the natural environment (loss lubrication, ecotoxicology).

These issues affect even the manufacturing processes used to produce lubricating greases in that the regulatory bodies no longer allow the release of many different types of chemical components into the surrounding air and waterways. Furthermore, investments in equipment to prevent such contamination result in higher running costs for the producer. This has led to the use of chemical intermediates for the production of aluminium complex greases where no isopropyl alcohol is generated during the process and the introduction of the concept of using an "instant" polyurea powder instead of having to handle toxic iso-cyanates and aromatic amines.

For the large volume of present-day grease – the lithium greases – additive technology has been at the heart of the development process. Lead has been replaced by many different combinations of chemical substances. Very few additive companies specialise in





grease and the grease maker is often referred to the gear oil range. So, the trend here has been towards sulphur-phosphorous technologies, often in combination with zinc. Zinc, however, has also become a hot issue and there are of course new zinc-free greases to meet this demand. A recent trend has been the introduction of bismuth as a viable alternative to the old leaded products. Bismuth is, admittedly, a heavy metal but has been shown to lack the toxic properties of its previous counterpart. New improved lubricating greases containing: ash-free additives, the combination of lithium and calcium soaps to improve water resistance, the incorporation of functional polymers into the thickener matrix to improve spray-off properties and many more customer specific solutions, have been offered.

In an attempt to raise the upper temperature limit for lubricating greases, the development of so-called

“Today’s very large companies are going after the big-volume and commodity grease business and are less interested in the small volume speciality business, creating opportunities for the smaller grease manufacturers”

complex greases has resulted in a new generation of multi-purpose products. The market share for this type of product has risen dramatically, especially in the United States and Europe is not far behind. In many cases however, the higher temperature performance has been achieved at the cost of a deteriorated lubricating ability at more normal temperatures and this has resulted in problems with “dry running” under ambient conditions. A clear increase in the use of lithium complex products has been seen at the expense of more conventional lithium products. Other solutions have been introduced but they have not really shown any significant market development over the past five to ten years. Aluminium and calcium complexes, calcium sulphonate complexes, and even polyureas have all taken a small market share but quickly flattened out at low percentages of the total market.

In the pipeline are products containing functional soaps, nano particles (nested spheres) and lyotropic liquid crystals. In scientific terms, the trend is moving from know-how to know why as we begin to understand more about the actual mechanisms involved in grease lubrication.

For further information on greases please contact: Richard Pinchin; r.pinchin@gulfoi!ltd.com

FEATURE – GULF'S RACING RETURN

GULF RACES BACK TO LE MANS



Alain Dujean with Karim Ojeh and one of the Gulf sponsored Courages at the star-studded launch in Paris

Gulf returns to International motor sport in 2005 with top European team – Paul Belmondo Racing – for one of the world's top sports car race championships, the Le Mans Endurance Series and the Le Mans 24 Hours itself. Orange Disc previews the season and the opportunities it affords Gulf and its partners.

The 2005 Racing programme came to Gulf International after Gulf's Lubricant distributor in Belgium, Luxembourg and France and long time advocate of the benefits of motor sport sponsorship, Michel Majot, had come together with Paul Belmondo Racing to look at a programme for the LMES and Le Mans 24 Hours with the team. In keeping with Gulf Oil International's policy to maximise local initiatives which have potential benefits to a much wider Gulf audience, the programme with Paul Belmondo Racing had obvious merits on a much broader basis and now has the full backing of Gulf Oil International.

LMES – THE LE MANS ENDURANCE SERIES

The concept of the Le Mans Endurance Series, according to its organisers, the Automobile Club De L'Ouest (ACO) is to combine "Team spirit together with long distance performance, as embodied by the Le Mans 24 Hours." The ACO, who of course also organise the Le Mans 24 hours itself, aim to offer all of the elements of the world's most famous sports car race over a full season, giving Le Mans competitors the chance to race their cars all year, whilst keeping the costs in check.

The races all follow the classic format for endurance sports car events being 1000kms long. The tracks selected for the events feature some of Europe's most historic circuits – Spa in Belgium, Italy's Monza, Silverstone in the heart of England and the famous Nürburgring together with Formula One's newest track at Istanbul in Turkey.

LE MANS 24 HOURS

Many events profess to being "The World's Greatest Race" – but few can have a better claim to the title than the legendary Le Mans 24 Hours. The "Vingt-Quatre Heures du Mans" holds a special place in the hearts of all motor sport enthusiasts and a particularly special place for Gulf, which over the course of a decade – from the mid 1960s to mid 1970s – almost became synonymous with the great race.

Today's cars may not be able to match the 400+ kph speeds of the Gulf-Porsches of the 1970s, due to the addition of two chicanes on the famous Mulsanne



GULF'S 2005 RACING PROGRAMME

Spa Francorchamps 1000kms (LMES Round 1) - Belgium – April 16-17
Le Mans Pre-Qualifying weekend – France – June 4-5
Le Mans 24 Hours – France – June 18-19
Monza 1000kms (LMES Round 2) – Italy – July 9-10
Silverstone 1000Kms (LMES Round 3) – Great Britain - August 12-13
Nurburgring 1000kms (LMES Round 5) – Germany - September 3-4
Istanbul 1000kms (LMES Round 5) – Turkey – November 12-13 (TBA)



Straight, but as a challenge Le Mans remains totally unique. Over its near 14 kilometres lap it offers everything – short straights, long straights, slow, medium, fast and ultra fast corners as well as hard braked-for chicanes. Tough enough going for a sprint, but over twenty four hours....that's something else completely.

Indeed, with the entry list being heavily over-subscribed and the numbers culled to just fifty cars for the race, even making the start is an achievement.

THE TEAM

Paul Belmondo Racing (PBR) came into being for the 1999 season and is owned jointly between former F1 GP driver, Paul Belmondo and Industrialist/Racer Claude-Yves Gosselin.

PBR has acquired the reputation of being one of the most professional sports car racing teams in the business and, unsurprisingly therefore, can boast a record of Championship Success as well as both Class and Outright Race victories.

Last year the team expanded for the first time, from only running GT cars – having successfully campaigned Porsches, Ferraris and Chrysler Vipers – to also running Sports Prototypes and this year will see a second season with the French Courage C65 Chassis, powered by Ford engines. Four drivers are currently confirmed for the two cars – Paul Belmondo and Didier Andre in one car and Claud-Yves Gosselin and Karim Ojeh in the other.

The cars look broadly similar to the Audi R8 that Gulf-Sponsored in 2001 but are contesting the lightweight LMP2 category which, for this season, appears to be the most keenly contested of all of the sports prototype categories – especially at Le Mans itself, where no less than fifteen are entered.

Paul Belmondo Racing also has two cars in the GT category for the LMES series – the now familiar Chrysler Viper GTS, with their mighty 8 litre V10 engines. The Vipers will be crewed by teams of "Gentleman-racers" who are competing mainly for the sheer enjoyment of racing, but who are nonetheless likely to be both reliable and competitive in the category, in cars PBR know extremely well.

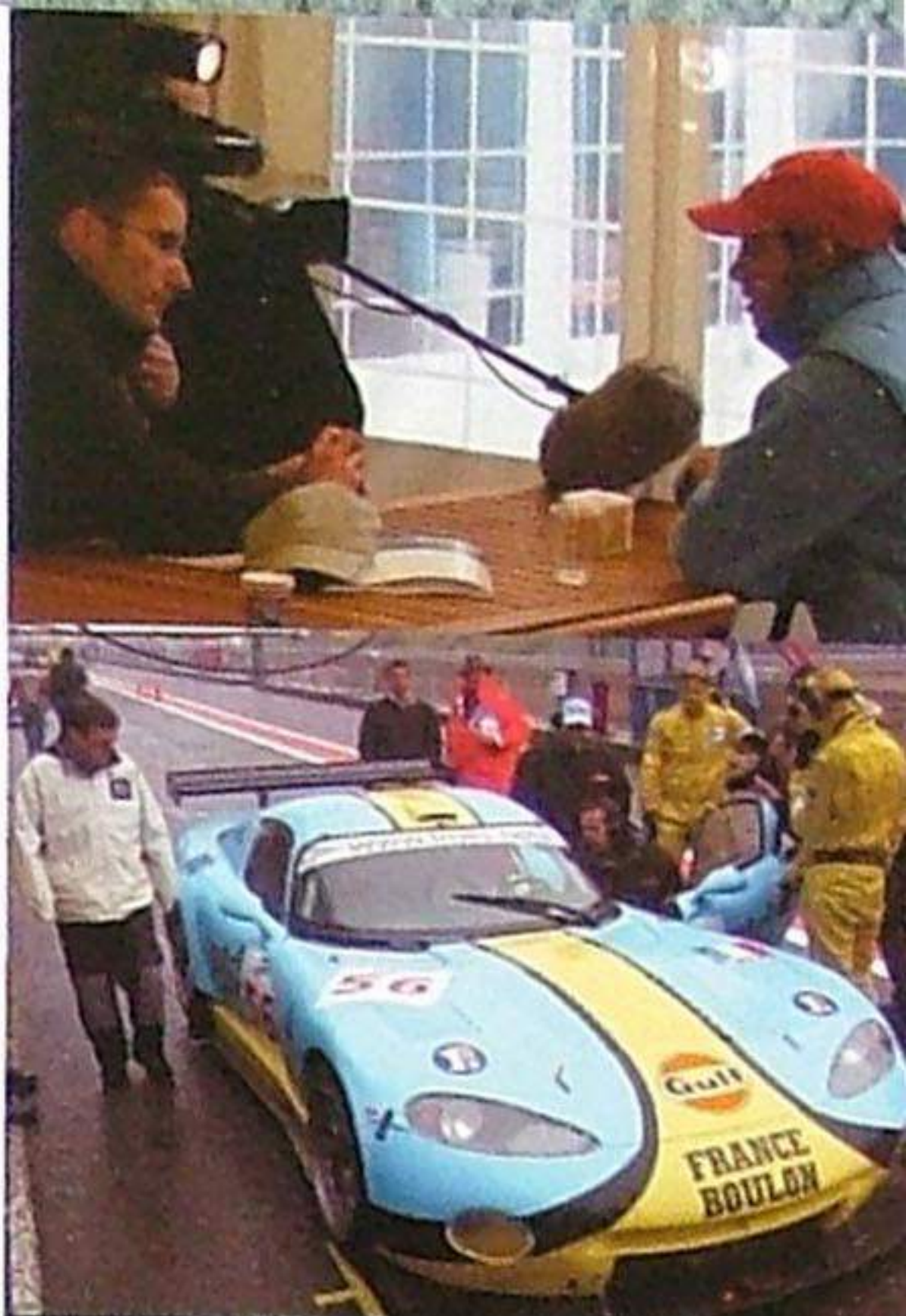
The Courage C65 is a different prospect altogether, with its 500+ bhp Ford engine and F1 derived chassis technology and offer a

really serious threat for honours in LMP2 and even, in some of the races, for overall podium honours.

Belmondo is delighted to have secured Gulf-backing for the cars as he will be the first official Gulf-Ford to have competed at Le Mans for three decades. He is conscious of the history of success that Gulf and Ford have at Le Mans and very proud to be taking both companies back to Le Mans together, to renew one of the most successful partnerships in long distance sports car racing.

THE BUSINESS OPPORTUNITIES

Paul Belmondo Racing has its own, purpose-built facility in Caen, France and the team boasts not only a first rate racecar preparation workshop but also the support necessary to ensure that its commercial partners can maximise their involvement. Along with the immaculate transporters which advertise their partners brands wherever they go, the PBR travelling "roadshow" boasts with a bespoke F1-Style mobile hospitality set-up which can cater for up to 200 guests with its own chefs, catering staff, offices and media facilities. PBR has acquired the reputation of being one of THE places to be in the sports car paddock.



Gulf's return to top flight racing has already attracted huge media interest in both the Team and the Cars; The France Boulon Chrysler Viper shown here

This year, Gulf entities around the world can take the opportunity of participating in the PBR's programme of events. These comprise VIP hospitality opportunities at the various race meetings for customers, staff and media. PBR are one of the most commercially – aware racing teams around and have been very successful at creating business opportunities for their sponsoring partners, something which again should help benefit Gulf entities as well as justify the investment in the racing programme.

Despite the fact that there are only half a dozen races in the programme, and they are all Europe-based, the programme offers many avenues for every Gulf entity world-wide to benefit from the Brand's involvement.

Television coverage of the LMES series and especially the Le Mans 24 Hours, is truly world-wide, with many of the races receiving not only cable and satellite TV coverage but also live terrestrial broadcasts.

The Team announced its 2005 programme and its new sponsors in a star-studded launch party in March at one of Paris' most exclusive night clubs. This was followed by a successful – if somewhat limited by adverse weather – multi-day test session at Magny Cours as the cars prepared for the thousands of kilometres of racing that they will undertake this season.

It was a very promising start to what should be a new and exciting chapter in Gulf's famous motor sport tradition – one that Orange Disc will be featuring in more detail in the coming issues.

For more information on the Gulf Racing programme contact Priyansha Raina: pr@gulfoilltd.com or Simon Maurice: simon@chicanemarketing.co.uk.

SIGN UP FOR FREE GULF RACING UPDATES!



Gulf Oil International is providing an update service for anyone wanting to receive information about the 2005 Gulf racing programme which can be obtained simply by registering interest in the 2005 programme at media@chicanemarketing.co.uk and leaving contact details. This is provided free of charge and copies of the 2005 Gulf Racing Media Pack CD are also available through this channel or through GOI in London



Above: Michel Majot, the motive force behind bringing Gulf's 2005 programme into being and Gulf International Brand Manager, Priyansha Raina in the team garage at Spa. Left: The Courage C65 in action during testing at Magny Cours



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