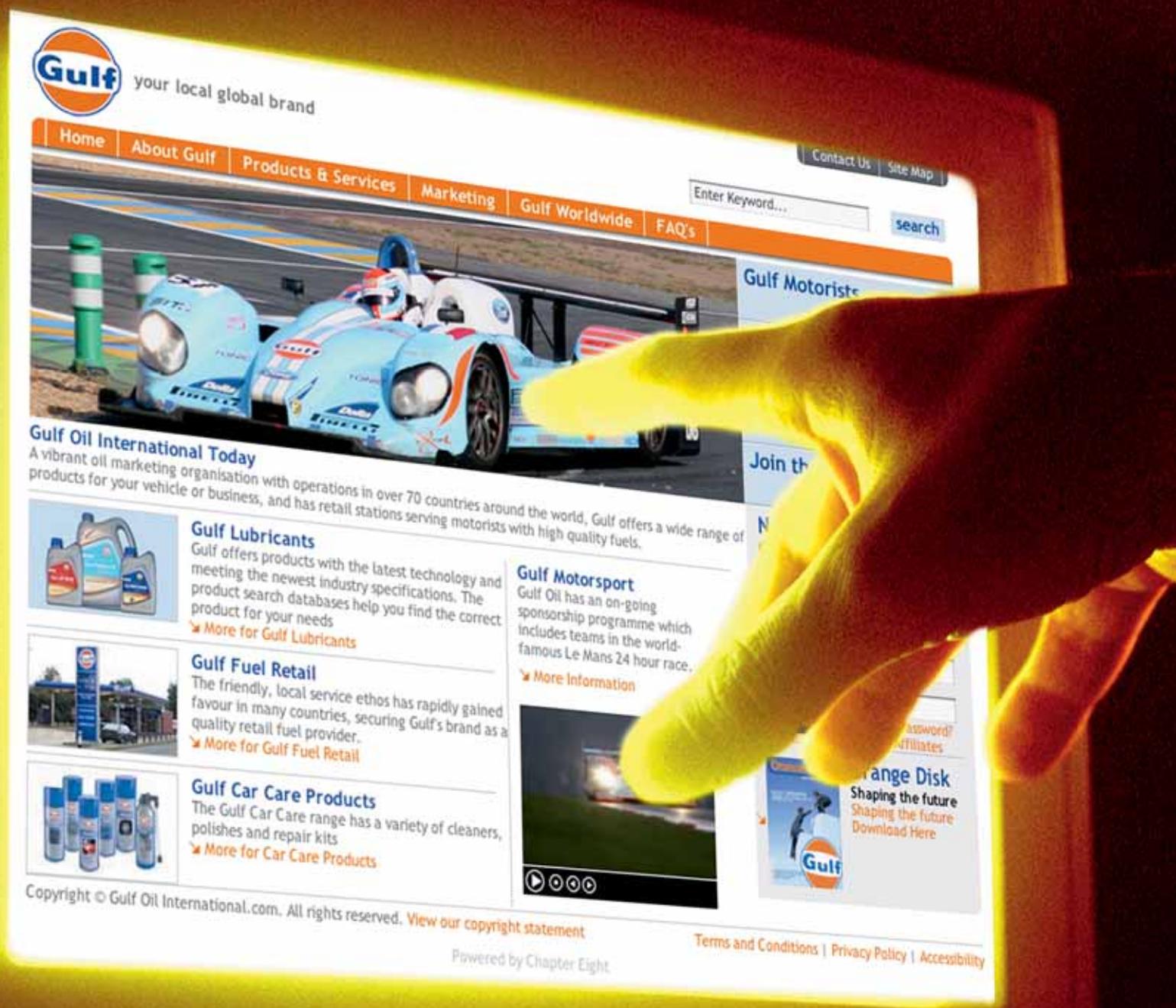


# Orange Disc Disc

your local global brand

ISSUE NO13 2006



**Gulf** your local global brand

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Enter Keyword...

### Gulf Motorists

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### Gulf Oil International Today

A vibrant oil marketing organisation with operations in over 70 countries around the world, Gulf offers a wide range of products for your vehicle or business, and has retail stations serving motorists with high quality fuels.

#### Gulf Lubricants

Gulf offers products with the latest technology and meeting the newest industry specifications. The product search databases help you find the correct product for your needs

[More for Gulf Lubricants](#)

#### Gulf Fuel Retail

The friendly, local service ethos has rapidly gained favour in many countries, securing Gulf's brand as a quality retail fuel provider.

[More for Gulf Fuel Retail](#)

#### Gulf Car Care Products

The Gulf Car Care range has a variety of cleaners, polishes and repair kits

[More for Car Care Products](#)

#### Gulf Motorsport

Gulf Oil has an on-going sponsorship programme which includes teams in the world-famous Le Mans 24 hour race.

[More Information](#)

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## GULF ON THE WEB

LISTENING, WORKING, GROWING IN CYBERSPACE

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**TECHNICAL FEATURE: BIO-FUELS** ■  
**GULF GLOBAL MOTORSPORT ROUND-UP** ■  
**GLOBAL ROUND-UP** ■



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Convention Report

FOREWORD



### Gulf Oil International Vice President of Operations, Dr Richard Pinchin, gives his insight on Gulf and the Internet

We are now all aware of the impact that new information technology is having on our everyday lives, both

personal and professional. The internet, once just a dream, is now as much a part of life as printed publications, letters and telegrams (or telexes) once used to be. Additionally:- the internet allows for the rapid publication and retrieval of information from all over the world.

With the increasing availability of high speed connections, such as ISDN and ADSL (broadband), more and more information is being transmitted via the web. From news services, e-mail, publications of the widest variety, on-line commercial transactions, even voice over internet protocol (threatening the traditional long-distance telephone industry), the web is nowadays not only present but is expanding into our lives at an amazing rate.

Although some companies rely entirely on the internet for their business (e.g. some on-line travel sites), Gulf continues to recognise that most of its customers expect a more personal and traditional service. Nonetheless, we have to be aware that, increasingly, our customers and partners around the world will seek information about Gulf and its products and services through the internet.

The advantages for our business are immense. Gulf is now operating across the world, in virtually every time zone. The business relies heavily on information which, combined with the skill and expertise of our staff, enables us to compete in the market and satisfy customers' needs. Thus, good knowledge management is essential to maintain a competitive edge. Current best practice uses one of the great features of the internet – the ability to publish information quickly and to read it almost instantaneously in any location. Information can be tailored to meet the needs of specific user groups and even be actively directed to individuals, as well as serving as a passive library of knowledge.

On the newly revised Gulf Oil International website we are employing this very feature.

There is a section where only staff in Gulf Affiliate Companies and Licensees can log in to access a wealth of company information. This will become the most up-to-date repository of the technical and marketing information which is required to operate business the 'Gulf way'.

Web presence is also an important aspect of brand presentation. In the oil marketing business, potential customers have few opportunities to see the brand: fuel retail sites are a very important example, followed by signage at workshops, advertising and labels on product packs. A well presented web site - and one which is easily found through the internet search engines - is another great way to present the brand and all the values Gulf stands for.

Furthermore, it is now regarded as Best Practice by multinational companies to present their brand on-line through the consistent use of the same 'look and feel' on all their websites and web pages. You can check how this works in reality if you survey the various country and business section pages of some of the world's major multinational companies, both in the oil industries and in other fields.

I hope that Gulf Oil websites will one day achieve a consistent global 'look and feel' through their visual design.

The newly revised Gulf International website, [www.gulfoilltd.com](http://www.gulfoilltd.com), has a number of features described in the feature section of this edition of Orange Disc. Many of these are new and we sincerely hope you will enjoy using the site.

**Dr Richard Pinchin,**  
**Vice President of Operations**  
**Gulf Oil International (UK) Ltd**

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Gary Barak  
Mark Field  
Alain Dujean  
Sanjay Hinduja  
Richard Hoare  
Richard Pinchin  
Aakash Andrews  
Jonathan Mudd  
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# GULF WORLDWIDE TO CONVENE IN MADRID

Madrid will now play host to the 2006 Gulf Convention in September. The event was originally scheduled to take place in Milan, alongside the Le Mans Series finale at Monza but the race was moved to the historic Jarama circuit in Spain, on the outskirts of Madrid. The logical move was, therefore, to relocate the Gulf Convention to the Spanish Capital.



Madrid is an exciting venue in which to bring the Gulf family together. With the choice of conference hotel – the centrally located Hi Tech President – those participating will now be able to enjoy the delights of staying in the bustling Spanish metropolis with its busy cafes, superb shops and restaurants, as well as still taking in all of the action and spectacle that the LMS race will provide.

For Gulf businesses – both new and well established – the Convention will provide an excellent opportunity to exchange ideas with their counterparts from around the world. This year the "working groups" session on the schedule has been introduced to create a forum for licensees

to discuss the challenges in their respective markets. The Convention will be a fantastic learning experience for all, as well as providing a unique social and motorsport occasion.

Gulf affiliates will also have the opportunity to see, first hand, the products of various merchandisers that Gulf Oil International currently has agreements with. These will be on display during the convention meetings.

Delegates will convene on Thursday 21st September and will attend the Conference for two days, before Sunday's activities at the Jarama circuit. There they will enjoy full VIP treatment at the Paul Belmondo Hospitality facility located within the race paddock itself and will watch the final LMS race of the season.

Demand for delegate places for the event has exceeded expectations and Gulf's 2006 Convention will see the Group's worldwide affiliates assembling for what promises to be the Gulf's most significant conference yet. Further details from Aakash Andrews : [aakash@gulfoilld.com](mailto:aakash@gulfoilld.com)

# BROCHURES FOR ALL!



The latest Gulf Corporate Brochure, which was launched earlier this year, has now been translated into several different language versions in order to reach a much wider range of stakeholders and interested parties around the world.

Hot on the heels of the original version in English, have come French, Spanish, Turkish, Arabic and Chinese versions. "We only produced the last Gulf Brochure in English and it is an exciting reflection of how far Gulf has progressed in the last four years that we needed to produce six different language editions of the new "Listening, Working, & Growing" brochure," enthused Gulf Oil International (UK) Ltd, Marketing Manager, Aakash Andrews.

For more information about the latest Gulf brochure contact Aakash Andrews: [aakash@gulfoilld.com](mailto:aakash@gulfoilld.com).



# GULF RALLIES TO A GOOD CAUSE



Gulf recently sponsored David Grunberg's Ginetta G10 on a pan-European charity car rally. The classic British 1960s sports racing machine was probably not ideally suited for the event, but historic racers are made of tough stuff! Therefore, despite the occasional unscheduled maintenance stop, David completed the 5000 kilometre event and raised a substantial amount of money for children's charities and hospitals in the process.

Further details from Aakash Andrews: [aakash@gulfoilld.com](mailto:aakash@gulfoilld.com)

David Grunberg's Gulf supported Ginetta at the Hungaroring F1 race circuit



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### IRAN



Alireza Amiri has recently been appointed as Managing Director and CEO of Gulf Oil Persia. Alireza has a Masters Degree in Industrial Management as well as a Bsc in

Electronic Engineering and comes to the company with a wealth of experience in the Automotive sector.

After ten years in the electronics industry in the USA, Alireza returned to Iran in 1992 where he held increasingly senior managerial positions at Iran Khodro Auto Manufacturing.

Orange Disc welcomes him to the Gulf family and wishes him every success.

Mr Amiri can be contacted at: a.amiri@gulfoil.co.ir

### BANGLADESH



Tarun Mitra Mazumder, has been appointed as C.E.O. of Gulf Oil Bangladesh Ltd., taking over the post from Mr. R.N.Zaidu. An Auto-

mobile Engineer by profession, for the first twenty years of his career Tarun worked within the automotive industry for Purolator India Ltd., Lucas-TVS and more latterly Gulf Oil Corp. Ltd. before joining Gulf Oil Bangladesh Ltd.

In 2003, he won GOCL's award for the best marketing employee. During his career with Gulf Oil Corp. Ltd. he was responsible for lubricants marketing in the Orissa region and was instrumental in increasing lubricant volumes, expanding the Gulf network and strengthening the Brand name in the region. Further information from Ramesh Rao: vramesh@gomel.ae

### CHINA



The new General Manager and CEO of Gulf Oil Yantai is TV Joseph. Joseph has been with Gulf for more than five years and has been in charge of the building of the new Gulf plant in China.

With a background in electronic engineering and marketing, Joseph joined Gulf in India as Deputy General Manager of Sales and Marketing. Prior to this he worked for sixteen years for the Blue Star Company in India where he ultimately headed up one of their regional operations.

In recent times his work for Gulf has taken Joseph to Indonesia as Marketing Advisor, helping to implement the joint venture there. After that, as General Manager for International Sales in the Asian region, he travelled extensively throughout Asia to promote Gulf business and appoint new distributors. We wish him every success in this latest challenge. joseph@gulfoilchina.com

### NETHERLANDS



Robert Kruijff has joined Gulf Oil Netherlands and takes control of Transnational Blenders.

Previously to this Robert had his own management consultancy business.

In 2005 Robert's company was invited by GON to look at aspects of their lubricants business and following this he was asked to become part of the management team.

He now oversees all aspects of the production plant in Dordrecht where Gulf lubricants are blended. Orange Disc wishes him much success in the future, as part of the GON team.

Robert can be contacted by e-mail : r.kruijff@gulf.nl

### COLOMBIA



Prolub SA, who distribute Gulf products in Colombia, have appointed Diego Valdivieso to the post of General Manager. Diego joins the Gulf family after a successful

career with a major national lubricant marketer in Colombia, Terpel, and therefore brings to the team a wealth of experience.

Orange Disc wishes him every success in implementing the ambitious programme that Prolub has set out for the Colombian market. Diego can be contacted by e-mail: dvaldivieso@equitel.com.co

### NETHERLANDS



Katalin Farkas has been appointed office manager for Gulf Oil Nederland (GON) in the company's blending plant in Dordrecht.

After an internship at Transnational Blenders, the blending plant for Gulf

in Dordrecht, from 2001-2002, Katalin's academic career saw her gaining a BA in Business Studies, a diploma in Marketing Communications and a further degree in Political Science and Economics.

With her experience in Lubricants, Katalin also held a part time job as a translator and interpreter in English, German and Hungarian in lubrication-related assignments.

After a year in sales for one of Hungary's largest publishers, Ringier Kiado Kft, Katalin joined GON in February of this year. Orange Disc offers her its very best wishes for the future.

Katalin Farkas: katalin@tnb.nl

## NEW DISTRIBUTOR: ITALY



Gulf business in Italy enters a new era as Monticelli - run by Sergio Loschi - has assigned the Gulf license to a new company called M&G Srl.

This Company is now the lubricants licensee in Italy and the production of Gulf products is being transferred to a new plant operated by Mexoil, which has a minority shareholding in M&G. The new face of Gulf lubricants in Italy will be Antonio Rollin who will manage the marketing of Gulf lubricants and the development of the Gulf Brand in the country.

Sergio Loschi will concentrate his Gulf interests on Gulf Car Care. Gulf Oil International has already visited and audited the Mexoil plant and several upgrades have now been implemented, one of which - the installation of a new filling line in readiness for blending Gulf products - is pictured here. Gulf looks forward to the lubricant products having a wider availability in Italy and a greater brand presence. For more information contact Antonio Rollin: a\_rollin@mexoil.it



## SUCCESSFUL EXHIBITION FOR GULF IN BRUSSELS

Spindletop NV, the Gulf licensee for fuels in Belgium, Luxembourg and France, recently participated in the "Service Station, Shop & Carwash 2006" exhibition in Brussels. This exhibition is the only business event in Belgium specifically aimed at the owners and operators of service stations.

A presence at this trade fair was considered very important as Spindletop seeks to further expand the current Gulf network of service stations and fuel distributors in Belgium. The Gulf stand reflected the values of the brand with high quality pictures of Gulf service stations as well as a new clothing line for Gulf employees. Bart-Willem ten Cate, managing director of Spindletop, evaluates the benefits of being at the show, "During the 3 days of the exhibition, we made numerous new contacts with service station owners and managed to enhance the profile of Gulf in the Belgian market". Over the coming months, Spindletop and its local partners will focus on following up the leads generated at this event. For more information contact Bart de Keuster: [b.dekeuster@sluijsgroep.be](mailto:b.dekeuster@sluijsgroep.be)

**BAYFORD & CO LTD VOTED AS ONE OF THE UK'S BEST COMPANIES**



Bayford & Co Ltd, Gulf's Retail Licensee in the UK, is celebrating success in the highly prestigious "Best 100 Companies to Work For" awards given each year by Britain's foremost National Sunday Newspaper, the Sunday Times. This annual survey rates each company according to various factors, the most significant being the opinions and satisfaction ratings submitted by the company's own employees.

This was the first time that the company had ever entered the competition, and so it was delighted to be rated as the 57th best Small to Medium sized company to work for, in

the whole of the UK.

Jonathan Turner, Managing Director, commented, "We are passionate about looking after our people, because in this business, it's the people who create the competitive advantage. This award is a tribute to everyone in the company, whether within our Gulf operations or another part of the business."

As part of a dynamic company, with ambitious growth plans and enthusiastic, happy employees, Gulf in the UK would seem to have a very positive future.

For further information contact Richard Owen-Hughes:

## ANNUAL DISTRIBUTOR CONFERENCES



The annual distributor conferences for the Western Region and Eastern Region of India were held in May 2006. The Western Region Annual Distributor Conference, held at Lonavala (Maharashtra) was attended by all the distributors of Gujarat, Maharashtra, Madhyapradesh and Chattisgarh whilst the Eastern Region Annual Distributor Conference at Puri (Orissa) attracted the distributors from West Bengal, Orissa, Bihar, Jharkhand and the North East States.

Awards for Best Distributor and other product categories were presented at both conferences for the 2005-06 financial year.

Further details from Bijoy Paul: [bpaul@gulfoil.co.in](mailto:bpaul@gulfoil.co.in)

## GULF'S LATEST DISTRIBUTORS IN INDONESIA

Gulf has appointed PT Duta Putra Sumatera as its distributor for automotive lubricants in North Sumatera (Medan and Aceh). The group has automobile dealerships and workshops, including Suzuki motorcycles and spare parts distribution, across Indonesia.



Gulf has also appointed PT Multi Sarana as its distributor for Industrial lubricants in North Sumatera.

For more information contact E.S Natarajan: [esn@gulfoillub.co.id](mailto:esn@gulfoillub.co.id)

## COMMERCIAL TRAINING COURSE IN DUBAI

Advanced Petroleum Services Limited – the Gulf distributors in Saudi Arabia – have always placed a strong emphasis on training and developing their staff and they recently sent all of their commercial staff to Dubai for a training course organized by one of their additive suppliers.

The purpose of the two-day course was to further educate, inform and develop the sales skills of APSL's commercial and industrial sales team. They all gained more knowledge about their

field and the course also clarified other, additive-related, topics.

This training course was followed by a leisure day at the world famous Dubai Desert Safari and was topped off with a lavish dinner cruise on a Dhow sailboat. The course has already paid dividends and the commercial team has delivered real performance breakthroughs over the last few months. More details from Sajid Saeed : [sajidsaeed@apsl-ksa.com](mailto:sajidsaeed@apsl-ksa.com)



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## GULF SET TO MAKE ITS MARK IN UGANDA WITH GAPCO

GAPCO Uganda Ltd introduced Gulf lubricants into the county towards the end of May this year, since when it has become a recognizable brand that is causing sleepless nights amongst other players in the market.

GAPCO initially introduced Gulf lubricants into the Ugandan market specifically for their fifty-seven service stations, which are spread strategically all over the country. GAPCO originally sold Mobil lubricants but these didn't fare well.

The major international oil companies and a host of cheap imported products – mostly from the Middle East – have made the Ugandan lubricant market overcrowded.

However, GAPCO has already tripled its lubricants sales volumes, compared to the previous products it sold, after just one month and this is expected to rise sharply during the first year.

In Uganda, lubricant purchase is very price sensitive with over 65% of customers preferring cheap products with little regard to their quality. GAPCO faces the twin battles of entering the market with a firm price policy as befits the Gulf brand position and also converting existing customers to buy Gulf. There has been some initial hesitance from these customers to switch to Gulf and this GAPCO thinks is because



its customers have simply become too comfortable with the known brands in the market. However, any new product range takes time to establish its credibility in customers' minds and GAPCO is confident that the Gulf lubricants will eventually reach that stage.

The above challenges have not deterred GAPCO Uganda from penetrating the market using a competitive pricing policy and building on the goodwill it has already established in the market.

Furthermore, as a brand name, Gulf has an intrinsic appeal for most motorists who instantly recognize the logo and seem to identify with it. Customers have therefore been enthused by Gulf's introduction and have proved only too willing to try the products.

For more details contact Julius Ngera: [gulfjulius@mail.gapcogroup.com](mailto:gulfjulius@mail.gapcogroup.com)

## GULF LUBRICANTS (UK) LTD: THE SKY'S THE LIMIT

Employing the very latest technologies in metalworking fluids and industrial lubricants, Gulf Lubricants (UK) Ltd has won contracts with a number of companies producing products that are exported around the world.

One such customer is SAS International, which manufactures a range of products, including ceiling panels used in several well-known international

airports. The process involves punching hundreds of holes into sheets of steel in a single pass through the press machine. Gulf Lubricants (UK) Ltd was able to provide a product that helped improve both quality of the finished article and productivity at the plant.

For further details contact Richard Owen-Hughes: [richardoh@bayford.co.uk](mailto:richardoh@bayford.co.uk)

## GULF IS THE UK'S FASTEST GROWING FORECOURT BRAND FOR THE THIRD YEAR RUNNING

It's official! the latest survey by Catalyst, the company responsible for producing the official statistics on the UK's forecourt market, shows that for a third year running, Gulf was the UK's fastest-growing forecourt brand.

Gulf Retail has gained a number of prestigious new sites in recent months. One such site is the 'Green Welly Stop' in the Scottish Highlands, a place well-known to lovers of the Great Outdoors who travel in that part of the world. As well as a thriving service station, the 'Green Welly', pictured here, offers a vast range of services to tourists and locals, including camping and walking equipment. It also boasts a Les Routiers award-winning cafe and one of the widest selections of Scottish whisky in the area!

For further details contact Richard Owen-Hughes: [richardoh@bayford.co.uk](mailto:richardoh@bayford.co.uk)



BUSINESS DEVELOPMENTS

## NEW CHINA PLANT ALMOST COMPLETE



As can be seen from the picture, Gulf Oil Yantai's (GOY) new plant is nearing completion and is very much on schedule.

Most of the civil works, structural construction, installation of the 8000 ton storage tanks, pipelines and electrical fittings are finished. The blending and filling machinery is on-site and will be set up next. Some final touches are required to complete the build, then the project moves into the exciting testing and commissioning phase.

The procedure to obtain the necessary government clearances to start production in the new plant is underway. If all goes well GOY will move its production to this

impressive new Gulf facility, as scheduled, in September.

For more information contact TV Joseph: [joseph@gulfoilchina.com](mailto:joseph@gulfoilchina.com)

Above: Main image; New GOY plant and storage tanks already look impressive. Inset; AP Hinduja visited the new plant in May and met with Wang Xiuchen – Standing Member of Yantai Committee of CPC and Chairman of the Administrative Committee of YEDA of China

## LA FLOTA FLIES IN COLOMBIA

The distribution of Gulf products in Colombia by Prolub S.A. is proceeding apace, with the brand establishing itself well, especially through the associated Gulf-loyalty scheme for Commercial Vehicles, "La Flota."

This initiative is operated by Equitel S.A., the major shareholder of Prolub and owner of the largest Cummins service network in Colombia. It is successfully aimed at Truck Owner/ Operators and offers them a unique package consisting of discounts, training and other benefits usually only available to larger, truck fleet operators – hence the name Le Flota – which literally means "Fleet". All of the La Flota outlets have exceeded the company's sales plans.

Prolub has already commenced local production of lubricants and the company structure itself has now evolved further with the recent appointment of Diego Valdivieso as General Manager. Omar Pedroza occupies the role of Commercial Manager and Giovanni Vanegas is the Technical Coordinator.

Further information from Diego Valdivieso: [dvaldivieso@equitel.com.co](mailto:dvaldivieso@equitel.com.co)



## GULF IN JAPAN STRENGTHENS NO.1 PRO BRAND



GOTCO, Gulf's licensee in Japan, is expanding the distribution channels for its "No. 1 Pro" Gulf brand to include auto repair/maintenance shops. It first introduced Gulf No. 1 Pro motor oil series into this arena in October 2005. Since then, this part-synthetic motor oil, available in 0W-20, 5W-30 and 5W-40, viscosity grades, has received fantastic market acceptance.

In April this year, GOTCO added high performance wind-screen wiper blades and oil filters to the Gulf No. 1 Pro Brand series. GOTCO is using this to differentiate its offer from the competition. They are aiming to make these products distinctive, seeking to manage the cost of goods, and to establish relationships with key customers – as can be seen from the pictured advertisement for the products that appeared in some of the Japanese car magazines.

For additional information please contact Mr S. Kuroda at GOTCO-Japan, Ltd : [kuroda@gotco.jp](mailto:kuroda@gotco.jp)

## LEO DETERMAN TAKES TO THE WATER



Gulf Oil Nederland BV has recently launched the latest of its fleet of tanker barges. The Leo Determan is named after GON's long serving Product Supervisor and takes the company's fleet of ships to 13.

The new barge is 36 meters long has a 300 horsepower engine. It will be used to deliver marine lubricants to ships in Rotterdam's busy Europort harbour, a few kilometres from the blending plant. A feature of the Leo Determan is its separate tanks, which allow it to transport different types of lubricants at one time, up to a maximum capacity of 270 cubic meters.

For more information contact Peter Kruijff: [p.kruijff@gulf.nl](mailto:p.kruijff@gulf.nl)



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# GULF MAKES CRICKET HISTORY IN SAUDI ARABIA

Orange Disc is proud to inform the Gulf Family that Gulf Oil and Gulf Express have created history in Saudi Arabia by sponsoring the first-ever official International Cricket event in the Kingdom - supervised by the International Cricket Council, ICC – which was held in Jeddah on May 26-27, 2006.

A series of One Day Internationals was organized between the Pakistan XI and the Asia XI (which included players from India, Sri Lanka and Bangladesh) and it would appear that Saudi Arabia has now got the cricketing “bug”.

A huge crowd came to watch this historic event and the stadium was sold out on both days. More than 25,000 people watched the match in the stadium whilst hundreds of ticket-less lovers of the game climbed trees and nearby buildings to view the action! This match attracted major media attention across the entire Middle East and, as proud sponsors of the event, Gulf Oil & Gulf Express enjoyed massive coverage during this event.

Further details from Sajid Saeed : [sajidsaeed@apsl-ksa.com](mailto:sajidsaeed@apsl-ksa.com)



# GULF SHOWS STRONGLY IN FINLAND

US-Parts Finn-AM Oy, the distributor of Gulf Lubricants in Finland, Latvia, Lithuania and Estonia, recently exhibited at the Helsinki Motor Show and American Car Show. US-Parts' Kari Martiala declared the presence at the show 'a success'. "We have had our stand here regularly every year and once again the Gulf brand has been promoted strongly."

The centerpiece of the stand was the Gulf liveried Ford GT, which is owned by US-Parts' MD Ilkka Ruoppa and which, shortly afterwards, he drove down to France to lead the Drivers' Parade at this year's Le Mans 24 Hours. For further details contact Kari Martiala : [kari.martiala@usparts.fi](mailto:kari.martiala@usparts.fi)

MARKETING

# GULF OIL INVADES THE PHILIPPINES LUBRICANTS MARKET



As part of its ongoing activities to develop Gulf Brand awareness and visibility, Gulf Oil Philippines conducted a 'Direct retailer contact programme' all over the Philippines. Here, teams of Gulf personnel visited various lubricant outlets "en masse" in their respective areas to raise awareness of the Brand and promote the use of Gulf products. The programme received overwhelming response.

As a further element of its regular activities, Gulf Oil Philippines is also conducting a similar programme but this time aimed directly at the end-user. This campaign is being undertaken at various Parking Lots, Garages and Malls throughout the country - as can be seen in the above photos.



For further details, please contact Mr. Joy Sarkar at [js@gulfoilphilippines.com](mailto:js@gulfoilphilippines.com).

# NEW GULF LOYALTY PROGRAMME FOR BELGIAN MOTORISTS



Belgium has traditionally been a cycling-mad country, with legendary champions like Eddy Merckx and Johan Museeuw. However the sport's popularity has recently increased further with Belgian Tom Boonen becoming World Champion in 2005. Therefore Spindletop NV who are responsible for retailing Gulf in Belgium, Luxembourg and France have set up a loyalty program around Tom Boonen's Quickstep cycling team.

After only two fuel purchases at a Gulf service station, customers earn the opportunity to purchase the official Quickstep shirt at a reduced price. A third visit enters them into a sweepstake for a VIP tour to the world famous "Paris-Roubaix" cycle race.

Former World Champion Johan Museeuw came to Spindletop NV's hometown of Bruges to introduce the new loyalty programme to the Gulf service station operators. To ensure maximum exposure, the programme was supported by an advertising campaign in local newspapers, as well as commercials on regional TV and radio.

Spindletop NV is confident that the current public interest for cycling provides a perfect opportunity to retain existing customers and attract new customers to their local Gulf service station, as well as raising the profile of Gulf in the region. For more information contact Phillippe Vanbiervliet: [p.vanbiervliet@sluijsgroep.be](mailto:p.vanbiervliet@sluijsgroep.be)

# HAPPY HOURS AT GULF EXPRESS



Saudi Arabia has no Bars, but its residents can still enjoy "Happy Hours" - thanks to Gulf Express!

The afternoon period has been somewhat of a lean time for Gulf Express as many motorists opt for a siesta in the hot climate. To tempt them away from slumber, and to use facilities to the maximum, Gulf Express now runs a "Happy Hours" promotion with special offers during the afternoon lull, as illustrated.

The marketing team at APSL - which distributes Gulf products in Saudi Arabia - is also in talks with a leading clothing company in the Kingdom to launch a joint promotion and share their customer databases for mutual benefits. This will help Gulf Express to expand its customer base. The promotion mechanism is now finalised and will launch shortly.

Further details from Sajid Saeed: [sajidsaeed@apsl-ksa.com](mailto:sajidsaeed@apsl-ksa.com)



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# GULF ON THE WEB: LISTENING, WORKING AND GROWING IN CYBERSPACE

**Aakash Andrews has been closely involved in the redevelopment of Gulf Oil International's website and here he gives an insight into why this process was necessary and what the new website will offer**



**A WEBSITE IS AN INCREASINGLY** important tool in the mechanics of furthering a brand. In 2006 Gulf Oil International (GOI) felt that the time was right to modernise and upgrade its on-line presence. The idea is to make the website a more useful, attractive and user-friendly information source as well as to appeal to and present relevant information for our main user groups – Motorists, Racing Enthusiasts, Affiliates and Gulf's Commercial Clients.

Another important consideration while upgrading the corporate website was to demonstrate online the strength of the brand and what it stands for. GOI views the process of re-designing its website as an exercise in affirming brand equity and identity among established and potential customers. Gulf's brand equity is strong in the minds of many around the world

but was absent in cyberspace, an increasingly common resource for information in the digital age.

This is especially true today because businesses around the world have been quick to adapt and recognize the power of the new cyber revolution. Cyberspace expedites communication from the most remote places on the globe. Gone are those halcyon days where competition was limited to a few companies in a few countries. Competition today knows no borders, largely because of the power of communication and Information Technology (IT). Business models in some industries have been revolutionized by the introduction of IT. Now the web is a powerful tool as a communication medium in many industry sectors and it will continue to grow in influence in the future. Any business that wishes to grow in the

21st century must embrace IT as a friendly aid to adapt to the demands of the new economy.

## THE HOMEPAGE AND BEYOND

A homepage is critical in forming a first impression when entering a website. The old adage 'first impressions are lasting impressions' is true, and GOI wanted to create a great first impression in the revised website. The homepage layout is also critical because it determines the appeal of the site (and by inference, of the company itself) in the mind of a visitor. The new design concept strives to achieve a balance between providing some information immediately and enticing the visitor to dig deeper with confidence that each 'click' of the mouse will reveal more and more interesting pages.

In an effort to attract younger

COVER FEATURE

audiences, the homepage also has many exciting motor sport images, a section especially for 'Gulf Racing Enthusiasts' and eventually video clips from races, under the section "Gulf Motorsport". These pages have a wealth of knowledge, from the history of Gulf's involvement in motor sport to the latest motor sport news.

On the homepage we also prominently display information about Gulf's strong lubricant brands, links to car care products and Gulf's fuel retail operations. Thus, the homepage has information that will appeal to all the different user groups. Therefore we hope that users would want to venture further through the various levels of the website.

There are numerous features on the website once a user accesses the site's sub levels. Some of the many features include our Corporate Brochure in different languages, editions of Orange Disc, a page on Gulf's corporate and social responsibility, and a history of Gulf. A new and improved pair of Product Information Databases can now be accessed, allowing customers to find the right product for their needs, supplemented by detailed product information.

### THE EXCLUSIVE 'EXTRANET' SECTION

In recognition of the prominent role that its affiliates play in the Gulf family, GOI decided to develop an exclusive section for affiliates. Access to this extranet section of our website, from the home page, requires a password. The extranet section includes items such as brand guidelines (logos, labels, packs etc), technical manuals, marketing information (calendars, posters, brochures, high resolution artwork etc) among many others. In essence, the extranet is a one-stop shop from where licensees can download information to aid operations (especially marketing operations) in their respective countries. There are many benefits to this, which reinforce and validate Gulf's motivation to harness the potential of the web. One such benefit is the amount of time saved between a request made for some material and

receipt. This can now be done virtually instantaneously, through downloads of the reference files, images and manuals.

GOI will also use the website to store all updates to the many types of support materials available. Thus, for example – each time a change is made to a technical document, such as the Product Portfolio, it will be implemented and published on-line.

Gulf affiliates can now use the corporate website as a reference tool and as a medium to promote some of their business operations online. We encourage regular contributions to the website and hope that increased participation of our affiliates on the new website will improve lines of communication within the Gulf community and serve as a central source through which information can be shared.

### INCORPORATING BEST PRACTICE ONLINE FOR THE GULF BRAND

One of GOI's growing concerns is that there is no uniform style to the on-line presentation of the Gulf operations worldwide. Websites very cost-effectively offer businesses one of the few opportunities for potential customers to see the brand. Many multinational companies recognize this and have implemented the same 'look and feel' web strategy on all their sites, both corporate and for local operations. This helps to build for them a stronger and consistent brand image. You can see examples of this on the Internet (e.g. BP-Castrol, Shell).

Now, with the launch of this new international website, we expect that many Gulf affiliates who do not yet have their own site will be stimulated to 'go live'. Similarly, when affiliates decide to renew their existing web presence, there is an opportunity to adopt the new style. As well as fostering brand consistency, there is a tremendous cost advantage, up to tens of thousands of dollars per site, in adopting the designs and content of the international site. Other similar-looking sites can link to each other, so that the

viewer can access different web pages without realizing he is seeing content from different sites. Much of the design work has been done – and can easily be replicated. The banner pictures and page content can easily be edited and translated to cater for each Gulf Affiliate's needs.

### CONCLUSION

In designing this new website, GOI wanted to place itself among its competitors as a force to be reckoned with. The message is that Gulf is not just any brand; but a brand that is fresh, dynamic and with a strong legacy of producing high quality products / services for its consumers. We also recognize that any good website will always be updated and improved and we will persevere to include more

**The new website has been designed, so that affiliates who use it as the template for their websites will find it very easy to edit and update**



features and content in the future. As always, GOI endeavors to work together with affiliates to achieve our shared goals and believes that this new website is the first step to establishing a robust online strategy to bolster the Gulf brand.

In a world that is increasingly competitive, we are confident that we are progressing towards achieving the goal of better brand positioning for the Gulf name in line with the technological advancements of the new millennium. For more information please contact Aakash Andrews [aakash@gulfoilltd.com](mailto:aakash@gulfoilltd.com)

The website can be found at [www.gulfoilltd.com](http://www.gulfoilltd.com)



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## GULF'S NEW PRODUCT RANGE (Part 2)

Gulf Oil International Vice President of Operations, Dr Richard Pinchin, offers the second part of his review of the latest developments in the Gulf product range

The product portfolio revitalisation project has pressed forward since the last issue of Orange Disc. The vast majority of Gulf's automotive oils have now been reviewed and the product information released to the marketers and the supply chain / blending plants around the Gulf group.

The new synthetic, semi-synthetic and mineral oil-based engine lubricants are already entering the market. The past few months have also seen the release of quite a few OEM approvals for the automotive oils. These do take time to obtain from the OEMs, who check many technical details, and we trust our customers around the world appreciate this stamp of quality conferred on the Gulf product range. Of course, the specification and OEM approval scene is constantly changing. This is largely a result of engineers and chemists finding new ways to reduce emissions, the main driving force of technology change today. Gulf Oil International is working hard to keep up to date with these changes, with the result that several new automotive products are in the pipeline.

The gear and automatic transmission oil range has also been released. There are a few

innovations to remark upon; notably the introduction of the very latest General Motors DEXRON® VI specification ATF and total drive line gear oils, suitable for synchromesh gear boxes as well as off-set hypoid differential final drive boxes.

Many people have asked why an API GL-5 (for the final drive) gear oil should not be used in a gearbox, where the "apparently lower" specification GL-4 products are recommended. The answer is: Under the more strenuous working conditions in the differential box, where there is considerable sliding contact under extreme pressure conditions, the high additive levels are needed to protect the gears. These are too high for the effective working of the synchromesh mechanisms in gearboxes, thus resulting in difficult gear changes.

However, for those users who seek product rationalisation, Gulf has very recently introduced the innovative Gulf Gear TDL, which is a single product designed for both applications - a true total driveline transmission oil.

The new Gulf product range also caters for the small engines used in transport. Engine oils are now available for both 2-stroke and 4-stroke motorcycle applications - again spanning synthetic/top performance to standard/more economical products. The 2-stroke engine oils also include the Gulf Green products, which are based on biodegradable formulations. In addition, there are now low smoke 2-T oils. Both of these are essential elements of Gulf's contribution to a cleaner environment.

Selected products from this group also carry the official approval of some of the most influential organisations in their sectors: the National Marine Manufacturers Association (NMMA) of the USA, and the Japanese Automotive Standards Organisation (JASO).

The Gulf Oil International technical team is now working on the industrial oils and grease portfolio. As can be imagined, this is more extensive than the automotive oils (there are 3 to 4 times as many products) and I will look at the progress in this area in the next issue of Orange Disc.

Richard Pinchin:  
r.pinchin@gulfoilltd.com



NEW PRODUCTS



## GULF SPONSORS ROMANIAN RALLY STARS

Silca Oil, Gulf distributors in Romania, have embarked on an ambitious motorsport programme for 2006 and are sponsoring two cars in this year's Romanian National Rally Championship.

Gulf branding appears on the front-running Mitsubishi Lancer EVO7 of Badea and Itu Sorin and the Volkswagen GTi of Cristian Lemnaru and Florin Pelmus.

"I am very happy and proud to team up with Silca Oil on this project to promote the Gulf Oil brand in Romania," enthused Sorin Badea, "Gulf is a universally known brand, having a long

and beautiful tradition in rally competitions all over the world. As a result, there is no reason why this famous lubricant brand should not also be promoted here in Romania."

The nine round series attracts upwards of forty entrants per event and has proved popular with crowds of almost 50,000 at events. The Romanian Championship started at the end of March in Brasov and concludes with the Deva rally in October.

For further details contact Gabriela Niculae : [gabriela@babel.ro](mailto:gabriela@babel.ro)

## ZOLLINGER CONTINUES ON HIS WINNING WAY



Having secured his second French Formula Ford crown in 2005, David Zollinger has progressed into sports car racing for 2006, once again with the backing of Gulf, through Michel Majot of Caroil SA, Gulf's lubricant distributors in Belgium, France and Luxembourg.

Driving the pretty Norma 2-litre sports car (pictured) in the French Sport Proto championship, David was immediately on the pace and has rarely finished off the podium throughout 2006. Surely this is a young man destined for top-level motorsport success in the future.

For more information contact David Zollinger: [david.zollinger@wanadoo.fr](mailto:david.zollinger@wanadoo.fr)

## GULF ON THE DIRT TRACK AGAIN IN INDIA

Gulf Oil Corporation Ltd are again supporting India's premier off-road motorbike series. The "GULF DIRT TRACK NATIONAL CHAMPIONSHIP - 2006" kicked off in Mangalore in April at the B.Yenapoya School grounds.



The event attracted 120 entries in total across the various classes of Indian and foreign bikes and was held under the aegis of organizing body, the FMSCI. Mr. Dayananda, Superintendent of Police - Mangalore graced the occasion and flagged off the event. Further details from Bijoy Paul: [bpaul@gulfoil.co.in](mailto:bpaul@gulfoil.co.in)

## GULF'S "SUPER WEEKEND" IN TURKEY



A new initiative from Delta Akaryakit - Gulf's Turkish Licensees - has made Gulf a major name in Turkish motorsports in 2006. The "Gulf Super Weekends," such as that recently held at the Istanbul Park circuit, give Turkish motor sports fans the chance to watch five major races in one weekend.

Headlining the Istanbul event was the Gulf Track Championship of Turkey - a seven round series with race cars from leading manufacturers such as Porsche, BMW and Opel. Alongside it were the Turkish F3 Championship, Caterham Cup, Seat Cup and Polo Ladies Cup - making it a strong and popular package, not least with Turkish Gulf dealers.

One of the key features at Istanbul was a link with BMW that Delta Akaryakit initiated which gave BMW owners the chance to experience the circuit first hand, sat alongside famous Turkish drivers in BMW Z4, M5 and M6 models. It then also gave them the opportunity to drive their own cars on the circuit.

The Gulf Super Weekends - organised jointly by the Turkish Motorsports Federation and Gulf - have proved popular with both the teams and the media. Extensive coverage on Turkish Sports programmes and a TV deal with CNN Turkey has ensured massive exposure for Gulf, whilst the website: [gulf.com.tr](http://gulf.com.tr) offers constantly updated race data and product information.

With Delta rapidly expanding the Gulf petrol and Lubricant network in Turkey, motor sport, as part of Delta's strong integrated marketing strategy, is proving to be a key factor in boosting awareness of Gulf brand and products.

For further information contact Banu Onur: [BONUR@deltapetrol.com](mailto:BONUR@deltapetrol.com)

## HODGEN IS THE FORMULA FOUR GULF!

Congratulations go to Chris Hodgen who has taken his two recent victories in the Formula Four series in the UK in the Gulf-sponsored Van Diemen FF2000 car. A maiden victory at the famous Donington Park track was followed two weeks later by a win at the fast and tricky Thruxton circuit.

Chris is pictured with his powder blue and orange Gulf Van Diemen, together with ten-month old son, Matthew, who is already shaping up well in the team's number two car! Further information from Chris Hodgen: [chris@absolutemedia.co.uk](mailto:chris@absolutemedia.co.uk)





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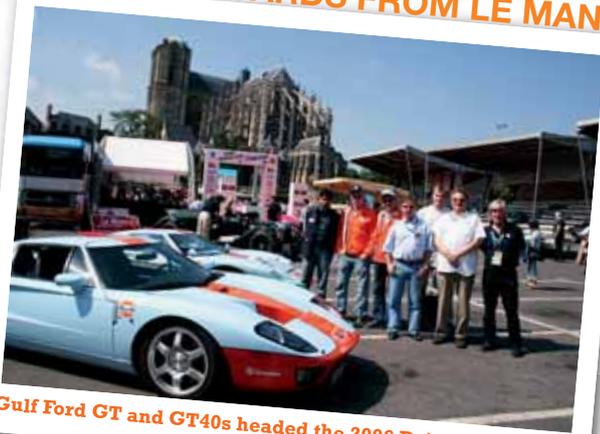
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## POSTCARDS FROM LE MANS

# LMS 2006 – TH



Gulf Ford GT and GT40s headed the 2006 Drivers' parade



Every vantage point on the parade route was taken



Race fans were desperate to get hold of Gulf memorabilia



Icepol Racing Porsche drivers, Hawaiian Tropic Girls and a local "Bishop" – a typical parade scene!



Left: Alain Dujean chats with racing legend, Sir Stirling Moss

Right: Gulf guests head for a bird's eye view of the Le Mans 24 Hour race

Gulf's second year back in top flight international motor sport has proved to be a roller-coaster ride, as far as results are concerned. However, the take-up by Gulf affiliates and licensees of the opportunities afforded by the Le Mans Series (LMS) programme and Le Mans 24 Hour race itself, has already noticeably increased over last year

Once again, the main thrust of Gulf's sportscar race programme has been with Paul Bemoando Racing, whose two Courage C65 prototypes are again competing in the LMP2 division, this year with Mecachrome-Ford V8 power and Pirelli tyres.

Paul Bemoando's sense of history remains as strong as ever and, this year, the colour scheme is reminiscent of the early Gulf-Ford GT40 powder blue and orange racing colours, which include the two white stripes down the centre of the cars. In addition to the Gulf branding, the PBR machines are also carrying branding from Delta Akaryakit, Gulf's Turkish licensee, through the season.

This year also sees a number of other LMS racers sporting Gulf branding. The Barazi-Epsilon Courage joins the PBR cars in the LMP2 category, whilst in LMP1, Gulf supports the Racing For Holland Dome though Gulf Oil Nederland. In LMGT2 the Icepol Racing Porsche 911 again runs in distinctive livery featuring strongly the Gulf brand. Like the Barazi-Epsilon team, their support from Gulf was arranged by Michel Majot of Carol SA, Gulf's Belgian lubricant distributor.

It was the Barazi-Epsilon Courage that kicked off the season in fine style for Gulf at the Istanbul round, taking the LMP2 category and finishing a superb second overall. Delta once again made capital use of the event, with advertising, promotions, hospitality for more than one hundred people, a host of Turkish media activity and a great presence at the race itself.

MOTORSPORT REVIEW

# THE SEASON SO FAR

From Istanbul the LMS circus moved on to Spa, where the Gulf cars fared less well, although the LMP2 cars finished in the points. The Icepol Racing Porsche, however, was blighted by punctures although it was able to gain massive TV coverage as it completed almost a full lap of Spa on three wheels after one parted company from the car shortly after a pitstop!

The third round of the series took place at the Nurburgring in Germany and here it was the Racing for Holland Dome that took the honours for Gulf, finishing a fine third overall and in LMP1.

The Barazi-Epsilon Courage finished in the points again but both PBR machines were forced to retire with engine problems.

Thus far, it hasn't been the season that PBR might have hoped for – or indeed expected – after category wins and podiums aplenty in 2005, however, the cars have regularly demonstrated their pace, but have yet to find the reliability to match this.

## Le Mans

On the track, this year's Le Mans followed a similar pattern to the LMS races. All of the Gulf-supported prototypes looked to have great race pace, and were challengers for category honours but fortune did not favour them, results-wise. The Icepol Racing Porsche appeared at Le Mans for the first time and achieved its aim of completing the 24 hours – resplendent in a special colour scheme for the event which paid homage to the Gulf-Porsche 917s of the early 1970s, which starred in the Steve McQueen "Le Mans" film.

Race-results apart, Le Mans was a great event for Gulf this year. Gulf's sponsorship of the drivers parade on the Friday before the race was watched by more than 120,000 spectators and millions more as the whole event was covered live on the Motors TV channel throughout Europe. At the circuit itself, Britain's racing legend, Sir Stirling Moss led the historic car parade in a Gulf GT40 and Gulf official merchandise proved astoundingly popular at the two Dakota shops at the circuit. It was also very gratifying to see Gulf affiliates travelling from as far as Finland, Belgium and Turkey to take part in the festival of motorsport that Le Mans has now become.



Barazi-Epsilon's other sponsor – Hawaiian Tropic – ensured the team attracted great media coverage!



Gulf Drivers' signatures were much in demand – Didier Andre autographs a Samba dancer



Racing for Holland Dome ran in distinctive Football World Cup paint scheme



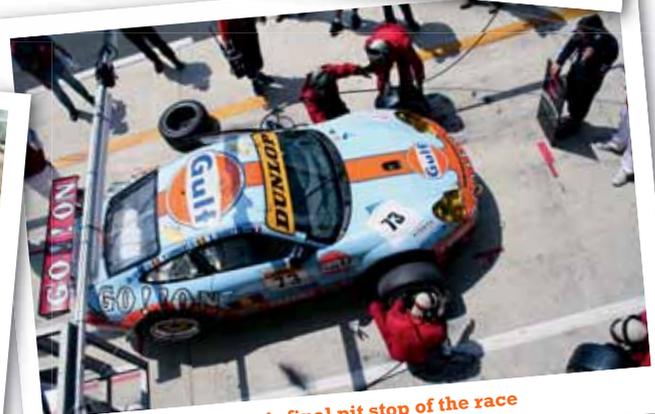
Paul Belmondo is presented with a Steve McQueen photo by Stefan Ruf of Dakota, Gulf's clothing licensees



Number 36 Gulf-Courage makes a night time pit stop



In the PBR hospitality area – Mustafa Asur (Delta), Alain Dujean (GOI), Aakash Andrews (GOI), Stefan Ruf (Dakota) and Kelvin Aldus (Delta)



Icepol Racing Porsche's final pit stop of the race



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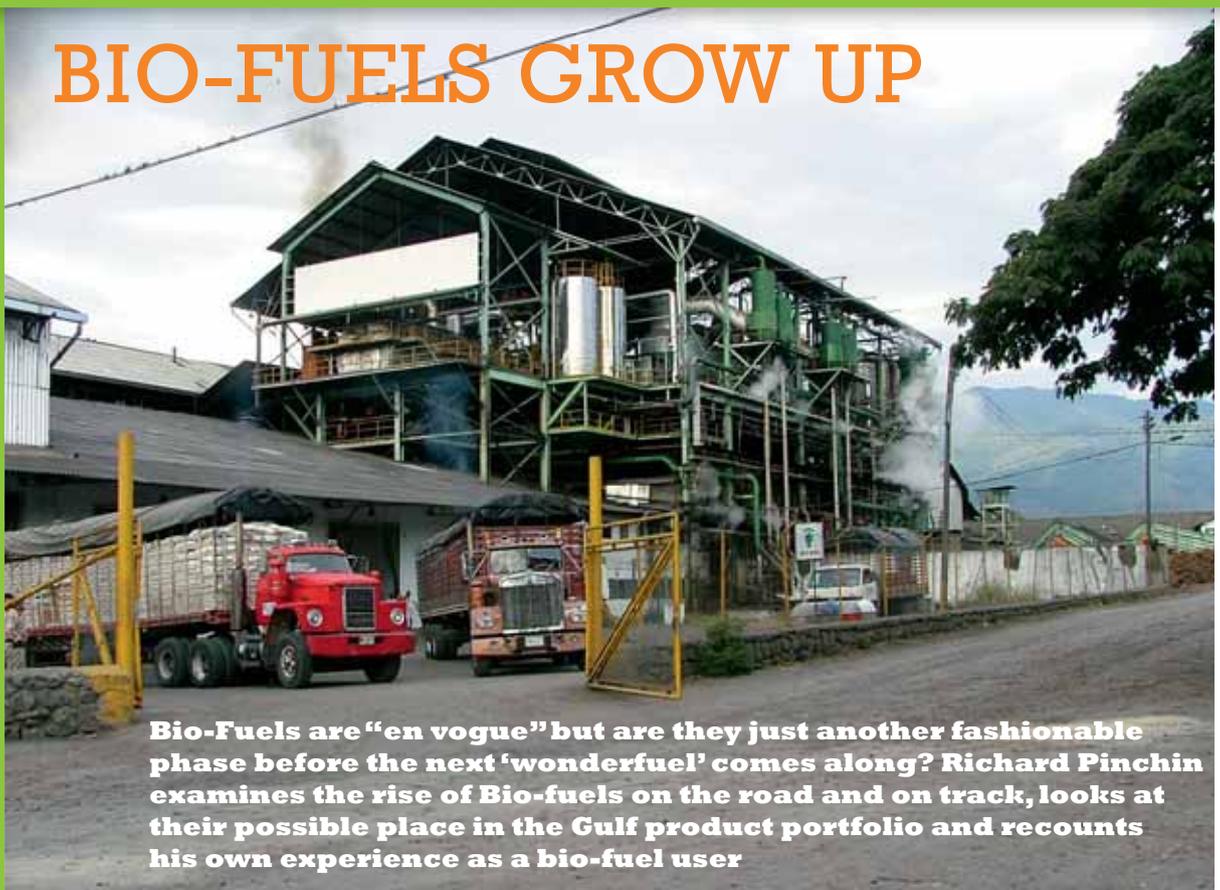
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TECHNICAL FEATURE – BIO FUELS

# BIO-FUELS GROW UP



**Bio-Fuels are “en vogue” but are they just another fashionable phase before the next ‘wonderfuel’ comes along? Richard Pinchin examines the rise of Bio-fuels on the road and on track, looks at their possible place in the Gulf product portfolio and recounts his own experience as a bio-fuel user**

**THE CONCEPT OF BIO-FUELS IS** not new, but for many years the cost of producing fuel “from the soil” was too great to justify any benefits that might have been gained.

Alcohols, along with several other oxygenates, have long been widely used around the world in gasoline blends, mainly to obtain that valuable octane boost. The alcohol comes from the petrochemical industry and, in some countries, from surpluses in the beverage industries.

Until recently, few countries have taken any significant steps to grow crops primarily to produce liquid bio-fuels – apart from Brazil which, reliant on imported fuel during the Middle East Oil Crises of the 70s, started a home grown Bio-fuel programme, mainly using sugar cane, to overcome this problem. The result is that today Brazilian fuel-alcohol accounts for almost half of its national fuel requirements for passenger cars.

On a global front, increasing concerns about the longevity of fossil fuels, the rising crude oil prices and the

environment, allied to more efficient bio-fuel production methods have made bio-fuels not only a viable proposition, but also an eco-friendly option.

For example, there is now significant alcohol production in the US’s mid-West corn belt, and other countries are catching up. The pressure to reduce greenhouse gas emissions is leading many governments, notably in Europe, to provide financial incentives for bio-fuels; both alcohol and bio-diesel derived from vegetable oils. (Note: a significant fraction, but by no means all, of the carbon dioxide emissions from bio-fuel is ‘balanced’ by the absorption of carbon dioxide by the plants which produced the bio-fuel). Thus Germany and France are leading the introduction of bio-diesel in Europe, but other countries are developing this business quickly.

It is also worth noting that car manufacturers are also investing heavily in alternative fuel technologies. Already Flex-Fuel cars, which can run on any mixture of gasoline and alcohol, are commercially available (popular in

Brazil and parts of the USA). Hybrid cars and Fuel Cell technology are both being developed, though these are not yet commercially competitive.

## **BIO-FUELS in GULF TODAY**

Several Gulf Companies are already involved with bio-fuels. We previously reported, in Orange Disc issue No 11, that bio-diesel (B5) is on sale in several Gulf retail stations in the UK. But, just like in Brazil, the economic factors are more important when it comes to actual use than any consideration of the environmental benefit. Thus, Bio-diesel sells well if its price is a few percent lower than that of normal ultra-low sulphur diesel.

The tax concession currently allowed in the UK is set at a level which makes only the most cost-efficient production of bio-diesel competitive. Gulf UK has elected to use only the very best quality rapeseed methyl ester in its bio-diesel, to steer clear of the problems which will surely arise from the use of low-grade bio-fuel such as poorly processed cooking oil, unprocessed

**“FOR 5 YEARS MY CAR WAS AN ALCOHOLIC” – Richard Pinchin’s Personal experience**



IN 1977, whilst working in Brazil I bought my first alcohol car, a General Motors Chevette, and my experience was typical of many. Once warmed up, the car drove very well indeed, the engine performance was outstanding, compared to the gasoline model.

However, there were several problems to handle, all of which have since been engineered out on modern cars. First, ethanol is a great fuel for power, but it is not as volatile as gasoline. So, on a cold morning the car was difficult to start. To overcome this, GM had fitted a small gasoline reservoir by the engine with an injector pump to squirt a dose of petrol into the carburettor. Usually this was enough to get the engine to fire up, but the first few minutes afterwards could be very rough going indeed, with a lot of un-burnt ethanol

dripping out of the exhaust pipe.

Furthermore, ethanol is quite a corrosive chemical, particularly to the aluminium-based alloys used in many car parts. The first component to break was the fuel gauge, as the float and levers inside the fuel tank rotted away. I also soon ended up with a twin-carb Chevette: one carburettor on the car, the other in my garage having the corrosion deposits cleaned out!

There were other dubious delights too. One of the by-products of combustion of ethanol is acetaldehyde. This is very sweet smelling and, together with fumes of un-burnt alcohol, could almost give you a ‘high’ when sitting in a traffic jam.

Overall, however, the experience of being an alcohol motorist was very positive, especially the performance coupled with the lower overall cost of motoring.

vegetable oil, and high percentages (even as much as 100%) of bio-fuel in the diesel blend. Similarly Gulf Oil Netherlands (GON) entered the bio-fuels retail market in 2006, with both bio-ethanol (as a 2% blend in gasoline) and bio-diesel (again, as 2% blend in diesel fuel). These fuels are not, as yet, overtly marketed as bio-fuels, but GON is gaining experience in the bio-fuels supply market in anticipation of an investment in a 250000 litre capacity bio-diesel processing plant.

Delta Petroleum, the Gulf Licensee in Turkey, has set out plans to invest in the construction of a large (27 kT/y)

bio-diesel processing plant. Here the raw material, mainly rapeseed oil supplemented with palm oil and recovered cooking oil, will be transesterified in a modern process-controlled chemical plant to produce very high-grade bio-diesel. As in the UK, taxation on bio-fuel has been adjusted to provide the right economic conditions for this operation and the



Photo Courtesy of Ford Europe

eventual sale of bio-diesel in the market. Bio-diesel (e.g. as B5) will be available to the consumers through Gulf Retail stations and the plant will also supply other fuel marketers.

**Main image: A large sugar cane and alcohol distillery**  
**Above left: Richard Pinchin visits a sugar cane refinery in Brazil. Left: Already, Ford has a flexi-fuel version of its best selling Focus model. Below left: Gulf-sponsored Courages will be running on a Bio-ethanol mix in the Le Mans Series in 2007**

**RACING ON ALCOHOL**



ALCOHOL'S HIGH OCTANE rating has long since been exploited by motor-sport enthusiasts around the world. Many races have been run using methanol or ethanol as the fuel – IndyCar racing in the USA being a prime example. The racing engines are designed and tuned to deliver a much higher power to weight ratio than is possible with gasoline.

Motor Sport's governing bodies have seen the benefits that greener fuels offer and are now actively pursuing the quest for alternatives to gasoline around the world.

Formula One is now openly and actively pursuing the use of bio-fuels in the coming years. Several National Touring Car Championships now allow bio-fuelled cars, but it is the organisers of the Le Mans 24 Hours and Le Mans Series that have really taken a lead, changing their regulations to encourage entrants powered by alternative fuels. Next year, therefore, the Gulf-sponsored Paul Belmondo Racing team will enter the Le Mans Series with a car running on E85. We wish them well in this venture.



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PARTNER PROFILES: UK & INDONESIA

## BREAKING NEW GROUND

Orange Disc profiles two of Gulf's fuel retailing licensees – Bayford in the UK and Sigma in Indonesia



**INDONESIA IS THE LATEST** country to have a Gulf retail presence. By comparison, the UK seems long-established however, it must be remembered that the current Gulf fuel station network is less than five years old.

Although Gulf had a strong network of petrol stations in the UK at one stage, it had been dormant as a brand in the country for several years so it was very much a case of starting from scratch that faced Bayford when they became licensees for Gulf at the

beginning of 2002.

Bayford had already been operating a successful fuel retail brand of its own - Thurst - with a network of fuel stations over much of England. Trading conditions were becoming increasingly difficult for smaller operators and independent fuel retailers which meant that the number of retail outlets in the UK had been in sharp decline for more than a decade - so much so that the market had shrunk from 20,000 outlets in 1990 to 13,000 in 2000. As the trend continued, Bayford came

to the conclusion that they needed a brand with public recognition, one which would excite dealers and give them something to unify around. They saw Gulf as the opportunity to trade with a major brand and to pull in independents – some who already ran with Bayford's brand, and others who were becoming increasingly disaffected by their treatment in the hands of the existing major brands.

The market situation in Indonesia was almost the direct opposite of that in the UK. There, the state-owned

### BAYFORD – LEADING THE WAY IN THE UK



Bayford & Co Ltd today is a successful multi-million pound business and one of the UK's largest independent fuel distributors. The company started out just after the First World War, as four survivors pooled their limited resources and opened a coal yard in Leeds. Bayford began selling oil in the early 1960s, supplying fuel to Yorkshire homes, factories and farms. The company now delivers fuel oil and lubricants throughout the North of England, with a network of nine local sales and distribution offices.

Bayford's first petrol filling station

opened in 1969, and for 30 years the company's Thrust brand was a common sight on Britain's roads. However, the petrol retailing market place became much more difficult in the 1990s. Many brands disappeared entirely including Gulf (which was then owned by Shell); Bayford innovated - adopting the globally recognised Gulf brand in 2002 and changing the business model by divesting itself of its company owned sites and building a nationwide network of independently-owned dealer sites.

Bayford and Co Ltd Managing Director, Jonathan Turner, sums up the company's history with Gulf and its plans for the future. "The Gulf network grew very rapidly in the early days as we took on a lot of relatively small dealer sites. Distribution costs are a huge factor for this business, so by reaching a critical mass of sites

quickly we were able to benefit from economies of scale in this area. More sites also meant greater brand visibility to the general public.

"The business is now established and so we are currently focussed on adding prestigious, higher volume sites and dealer groups to the network. This has benefits in terms of brand perception but also in terms of being able to deliver larger volumes of fuel with each drop. Gulf is the only consistently growing brand in the UK and we will continue to recruit new sites to the network in the coming years."



Pertamina company had enjoyed a monopoly in fuel retailing since 1971, until legislation in 2001 opened up the opportunity for other companies, both local and foreign, to enter the market. Sigma became the first Indonesian company to do so in 2002.

Indonesia is a country of some 240 million people with a current car parc of some 12 million vehicles. The number of vehicles and thus the fuel requirement of the nation is increasing rapidly. Currently, Pertamina operates some 3000 fuel stations. The other fuel retailers, Sigma, Petronas and Shell have some ten outlets between them and Total has also signalled its intention to enter the Indonesian market. By the end of 2006 Sigma expects to have 12 fuel stations in operation and plans rapid growth in the following five years.

By 2012, it is expected that Pertamina's competitors will be operating some 1500 fuel stations between them, with Gulf having more than 250 sites under Sigma's control.

In the UK, Bayford has already overseen the opening of around 200 Gulf sites – an achievement which is even more impressive in a market which, since Gulf returned in 2002, has now shrunk below 10,000 sites. Bayford has attracted a healthy number of independents – some of whom were operators of Bayford's own Thrust sites. They were quick to take advantage of Bayford's decision to divest itself of its company-owned sites in order to be able to devote itself to managing and growing the Gulf fuel retailing business in the UK. The result is that Gulf has been the fastest growing retail fuel brand in the

UK almost every year since Bayford took on the brand, which speaks volumes for both the brand presence and the way it is being handled.

Bayford is now implementing the next part of its strategy with Gulf. This is a two part growth programme geared towards attracting larger, well established sites to the Gulf brand whilst at the same time assisting those outlets who have already signed with Gulf to grow their businesses, increase their profits and realise their full potential. To help achieve this, Bayford created a range of added-value services.

The Gulf Retailer Services package includes a credit card processing service, free employment law, business support, a health & safety advice line, recommended business insurance deals, an independent financial consultancy, legal services, compliance services (ensuring dealer operations stay on the right side of the law), and an independent store consultancy which aims to help dealers make the most out of their convenience store. This new package is already paying dividends and Gulf stations are now springing up in some of the UK's most prestigious city locations.

In Indonesia, Gulf is a new brand in the market. Sigma has determined, therefore, to be aggressive in entering the market. With consumption growing fast and facing serious competition – much of it down to the fact the driving factor is price and Pertamina is always likely to be the price leader, Sigma has determined four key areas for establishing Gulf in the Indonesian market:

- **Exceptional technical back-up**
- **Providing Gulf customers with the best services**
- **Promotion of the Gulf brand**
- **Sales Promotion of Gulf products**

Sigma has already put a long-term marketing strategy in place which includes the development of a close relationship with the Indonesian Automotive Federation and a loyalty card scheme for staff of major companies in Jakarta.

Gulf was prominent at the recent Motor Show in Jakarta where Sigma was the only fuel provider to exhibit at the country's number one automotive expo and used the exhibition to give visitors the impression of the style and flair that Gulf's new service stations will offer as the network expands.

Currently, Bayford are in discussions with Sigma which envisages them assisting Gulf's Indonesian in a consultancy role, thus allowing them to benefit from the experience and expertise of Bayford's long history and operational set-up.

Sigma and Bayford: two companies in vastly differing markets on opposite sides of the world, sharing a communality under the Orange Disc of Gulf.

## SIGMA – GULF'S LATEST NATIONAL FUEL LICENSEE



around Jakarta. However in June 2006 they opted to sign up with Gulf instead.

Sigma has already performed the ground-breaking ceremonies on its first sites and its first three fuel stations,

PT. Sigma Rancang Perdana was established in 1995 with the objective of anticipating the opening up of fuel market in Indonesia and, in December 2002 became the first private company to be granted a permanent fuel license by the Indonesian Government.

The license covers production, storage, distribution and sales to the retail sector, industry, mining, marine and aviation. Leading up to this time Sigma had pro-

duced a pre-mixed 2-stroke Gasoline - Petro 2 T ( Octane 86 ) - to sell to low income sector vehicles such as Motorcycles and Bajaj. The base fuel for this, was supplied by the state-owned Pertamina and by BP.

After the granting of their licence in 2002, Sigma continued to cooperate with BP (Malaysia), exploring the development of the Indonesian market and targeting sixty or so potential sites in and

in Bintaro, Tende and Sentul are due to open in September.

As the first independent company in Indonesia to meet the WWFC fuel standard under the brand name, Super Petrol 95, Petrol and D – Xtra, Sigma, with its Gulf stations will now be able to meet the demands of more affluent vehicle owners for high quality fuel with low environmental impact.



# PAUL BELMONDO RACING



Photo: v-images.com/Fabre

**COURAGE-FORD C65**  
**NURBURGRING LMS 2006**