

Orange Disc

your local global brand

ISSUE No.22 2010

■ INTERNATIONAL CONVENTION PREVIEW

■ TECHNICAL: BLOW MOULDING

■ GULF OIL MARINE UPDATE

■ NEW GULF BLENDING PLANTS



**FINDING YOUR NICHE:
ORANGE AND BLUE SKY THINKING**

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FOREWORD

ONE GOAL, ONE BRAND, ONE VISION



On behalf of Gulf Oil Argentina, I am delighted to host this year's Gulf Oil International Convention '**One goal, one brand, one vision**'. We are very proud to welcome Gulf affiliates from around the world to our country and hope that they will enjoy the spectacular venue of the Iguazu Falls, as well as the chance to visit with our nation's capital city Buenos Aires (later in the event programme).

The business world is in many ways a different place since the last meeting held in Tours (France) in June 2008, where delegates left with a feeling of optimism for the future. This was only enhanced by the brand's success at the Le Mans 24 Hrs race (where the Gulf-sponsored car won the GT1 Category) and the extremely positive and productive convention that followed.

Then as we all know, the financial markets crashed, credit became hard to obtain and many companies struggled under the strain. Unfortunately Argentina was not immune to the global economic crisis; the change in the business environment impacted on an economic recovery that had been going on for five or six years. Businesses that were beginning to recover were plunged back into loss and the national economy took a turn for the worse.

Thankfully the entrepreneurial spirit that exists behind the Gulf brand is well suited to these challenges. The theme of this Orange Disc – '**Orange and Blue Sky Thinking**' – fits well with the flexible Gulf structure that exists and the creative blue sky thinking that this promotes. Over the space of the past 24 months, many of the majors have scaled down their operations in Argentina, which has led to increased opportunities for the Gulf brand. It seems that this is a pattern that has repeated across the world and has been taken advantage of by many of Gulf's local distributors.

However despite this dip, there was, and still is, a need for good quality lubricants. On a local strategic level, Gulf Oil Argentina has been able to diversify into other sectors, which have undoubtedly helped us to weather the economic storm. As well as the more traditional automotive lubricants market we have also targeted both the agricultural and industrial sectors - with a great degree of success. Our current focus is on crop spray oils where we have 34% of the market and are 1 of only 3 major players. There are good opportunities for expansion in this niche market. Strong growth is also predicted over the next few years in the automobile industry, so the challenge looks to be one of satisfying demand.

To manage this projected growth and increased demand, GOA is happy to announce that a new blending plant is currently being planned for Gulf in Argentina. The site will almost triple our capacity to 24000 MT a year and offer new facilities to broaden our products further. GOA also exports select products to some of the southern Latin American countries that border Argentina (Chile, Paraguay and Uruguay) and so the increased capacity should also benefit these markets. In line with this new plant the supporting infrastructure (such as the sales, marketing, technical and other departments) is also expected to grow to cope with this increase in business. So expansion is the name of the game for Gulf in Argentina over the next few years.

We are eagerly looking forward to welcoming our sister companies at the upcoming convention and are particularly interested in exchanging best practices, ideas and techniques that can benefit the Gulf brand across the world and grow it even further.

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GULF CONVENTION

BUENAS DIAS ARGENTINA!

As mentioned in the last issue of Orange Disc, the fifth Gulf Oil International Convention will take place from the 20th -24th October in Argentina. There are now fifty confirmed delegates for the event, making it the largest to date. The countries represented cover four continents, with delegates travelling from as far away as India and Dubai.

The Gulf network has continued to expand over the last two years and has reached the level where the majority of countries worldwide have a Gulf presence in one form or another. The initial location for the conference is the

Hotel Panoramic situated at the spectacular Iguazu Falls, on Argentina's border with Brazil. From there it will move on to the Argentine capital of Buenos Aires.

The theme for this year's convention is "One brand, one goal, one vision" and centres around the local global mantra of the Gulf brand and on everyone working towards the same goals and objectives.

The conference will give new Gulf distributors the opportunity to educate their fellow affiliates about their markets, operations and their vision for success with the Gulf brand. It will also see a number of working groups coming together to look at various aspects of the fuel and lubricants business mix

and exchange views & experiences.

Various Gulf partners and licensees will present to the conference, as will members of Gulf Oil International and some of their key partners. Delegates will also have the chance to make the most of being in such a spectacular location, before the convention moves on to the NH Tango Hotel in Buenos Aires for the final two days. Those attending will then get to experience some of the highlights of Argentina's capital city before the convention comes to a conclusion on October 24th.

A full report of this year's convention will feature in the next edition of Orange Disc.

For further details contact Sam Cork at GOI: sc@gulfoilltd.com



NEW DISTRIBUTORS: AZERBAIJAN ITB: IS THE BUSINESS FOR GULF IN AZERBAIJAN

In July, Gulf Oil International announced the appointment of Improtex Trucks and Buses (ITB) as the new Official Gulf distributors for lubricants in Azerbaijan.

Based near Baku, ITB are the foremost truck importers and distributors in Azerbaijan. The company already has an established aftersales network in place throughout the country, through which ITB will promote Gulf products to their existing clients and also seek to promote sales to other large national accounts.

The company was established in 2006 and is the official importer of MAN Nutzfahrzeuge trucks and NEOMAN Bus GmbH coaches. They are also exclusive dealers of Liebherr; authorised distributors for Bobcat diggers and also partners in Azerbaijan for the Terex Corporation.

The Gulf brand and its products will be handled by Mr George Shalikiani, Director of Aftersales for Improtex. Orange Disc is delighted to welcome Azerbaijan into the Gulf fold and wishes ITB every success and a long and fruitful association with Gulf.

More details can be obtained by contacting George Shalikiani: george.shalikiani@az.man-mn.com

NEW AFFILIATES: GREECE

GULF GOES GREEK

As Gulf's brand presence continues to grow in 2010, Gulf Oil International is extremely pleased to announce the appointment of Ganos Lubricants as the new Official Distributors for Gulf lubricants in Greece.

Owned and managed by brothers Konstantinos and Nick Ganos, Ganos Lubricants have more than 40 years experience in the lubricants business. They distribute their products throughout Greece from three warehouses: two in Thessaloniki and one in Athens. These service a customer base of auto repair shops, fuel stations, car dealers, construction companies, transport companies, and onboard motor and aviation service workshops.

Ganos Lubricants were official lubricants distributors for ConocoPhillips lubricants (Kendall & Phillips 66) for the past 19 years but decided to change to Gulf because of the extensive range of OEM approvals for the European market.

Orange Disc welcomes Ganos Lubricants into the global Gulf network and wishes them every success for the future.

For further details, please contact Konstantinos Ganos: kganos@otenet.gr

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MOTORSPORT



GULF – AMR PARTNERSHIP GROWS FURTHER IN 2011

Gulf Oil International are proud to announce that they will once again be partnering Aston Martin Racing for the 2011 season. In a tie-up that has been very successful for both brands Gulf have enjoyed the success that they have achieved over the past two years with both the GTI Category win in the 2008 Le Mans 24Hrs and the European Le Mans Series team and drivers victory in 2009. AMR has brought a new chapter to Gulf's long and renowned motorsport history and 2011 will now see the team strive once again for victory in a busy and ambitious programme.

To mark the new challenge Aston Martin Racing are producing a new prototype car, which will be competing in a series of "Blue Riband" endurance races including of course the headline Le Mans 24 Hours. The new car will be AMR's first open-top racer and unlike the past two years (where the chassis was produced by Lola), the whole of the car will be produced by Aston Martin Racing.

AMR have picked the cream of endurance races from around the world for their schedule and with a pledge that the rules

for next year will finally create a level playing field between the diesel and petrol engine cars, an outright win for both Gulf and Aston Martin Racing at the Le Mans 24 Hours looks a more achievable prospect than ever before.

The current provisional race programme runs as follows:

Sebring 12 Hours ALMS (USA)	March
Paul Ricard LMS (FR)	April
Long Beach ALMS (USA)	April
Spa LMS (B)	May
Le Mans 24 Hours (FR)	June
Silverstone LMS (GB)	September
Petit Le Mans ALMS (USA)	October
Asian LMS (J)	November

Orange Disc congratulates Gulf Oil International on extending what has been a very successful partnership over the past 2 years and wishes them luck for the following season.

Further details of all of the possible activities around Gulf's 2011 Endurance Racing programme can be obtained from Sam Cork at GOI: sc@gulfoiltd.com

GULF'S DR RAO IN DEMAND!



Gulf's International Technical Manager, Dr Y P Rao recently represented India as head of its National Delegation at the biennial ISO Technical committee (ISO TC 28) meeting on "Petroleum Products &

Petroleum Products & Lubricants and Test Methods'. They also gave Dr Rao the chance to interact/network with technical experts from oil companies like ExxonMobil, Shell, Total, Q8,

Lubricants" held in Porto, Portugal in May.

He also participated in ISO/TC 28/SC7 Liquid Bio-fuels and ISO/TC 28 Advisory Group meetings, which preceded the ISO TC 28 meeting.

These meetings provided an opportunity for Gulf to participate in technical debates that focus on the 'specifications of

and Petrobras as well as National Standards bodies from UK, Germany, France, Netherlands, Sweden, Portugal, Poland, Japan, South Korea, USA and Brazil.

In another key technical event in India, Dr Rao was also invited to be a speaker on the AdBlue® (AUS32) supply infrastructure panel discussion at the Diesel Emission Conference India 2010 held in New Delhi in September. Other speakers in the discussion included Valvoline, Cummins, APSRTC, ARAI and Yara.

These invitations and others that Orange Disc has reported on in the last few editions, are a measure of the progress that Gulf has made in recent years. They also demonstrate the respect with which Dr Rao is held among the wider petrochemical industry.

Further details from Dr Y P Rao: yp rao@gulfoil.co.in

MOTORSPORT

GULF TEAM FIRST SET FOR SUCCESS



Gulf Oil International is happy to announce a link up with GT3 Lamborghini race team 'Gulf Team First' for 2010 and 2011. The team owners are Roald Goethe (a successful businessman with a passion for Gulf cars; owning an enviable collection of original Gulf racing cars) and Fabien Giroix (who has 25 years plus experience in motorsport in everything from GT's to Formula 3000).

The team is based in Dubai but uses the former Formula 1 circuit in Magny Cours to carry out a rigorous series of tests. With the support of Gulf the team will also proudly display the iconic orange and blue livery and Gulf logo's on the magnificent Lamborghini LP560 Gallardos. The team have been

running in GT3 specification most of the year and in this configuration, the 5.2 litre, 6 speed semi-automatic racers put out more than 550BHP.

The philosophy of the team is to take "gentleman" drivers such as Roald and Jean Pierre-Valentini and pair them with professionals Fabien Giroix, Frédéric Fatien and French sportscar ace, Didier André.

One of the prime aims for 2010 being to give the less experienced drivers the chance to develop their skills. The team have already competed in French and Belgian GT endurance races (such as the 3 Hours of Ledenon and Dijon and the Six Hours of Magny Cours) and some of the FIA GT

events (including the famous Spa 24 Hours), before taking in the final Le Mans Series encounter at Silverstone.

The team looked competitive at national level from the outset finishing first and second in class at Ledenon. The plan for 2011 is even more ambitious as the team seeks to compete in the Le Mans Series and two 24 Hour races in Dubai and then the Le Mans 24 Hours itself.

Orange Disc wishes Gulf Team First all the best in achieving its ambitious goals.

More details from Fabien Giroix:

fabien.giroix@carat-invest.com

LE MANS CLASSIC



The 2010 Le Mans Classic took place in July this year and once again a number of Gulf cars and drivers provided the highlight of the event. The most notable inclusion of this range was undoubtedly Gulf greats from 1970s, Richard Attwood and Vern Schuppan back in a Porsche 917.

The driver of this mini version of the 1960s Le Mans Winning GT40 is most certainly a few years his junior but undoubtedly enjoyed the run out at Le Mans every bit as much as the sports car legends.

For further information visit:

www.lemansclassic.com

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INDIA

GULF'S DRIVE FOR CHANGE IN INDIA

The 9th running of Gulf's Foster a Child Rally took place earlier in the year in Mumbai. This annual event sees around 40 cars, usually driven by 'Husband and Wife teams', each carrying 2-3 children from selected local orphanages on a 40-50 km trip.

When the cars reached their destination, lunch and an exciting entertainment programme was laid on for the children's amusement. The day formed one of the main events in the Gulf Oil Corporation's social responsibility programme and Gulf hopes that this activity will make more people conscious of the plight of these children and work towards establishing a better future for them.

This year's event was flagged off by the Commissioner of Mumbai Police, Mr. D. Sivanandhan and Gulf Oil International UK's VP Alain Dujean and VP of Finance and Strategic Development, Camille Nehme, both of who thoroughly enjoyed the experience.

Pictured is Alain Dujean alongside the Gulf liveried Tata Nano car that then took part in a 7000 km marathon drive around India. The run, organised by leading Indian automobile web site Car Wale (www.carwale.com), saw India's new basic model car visiting 24 cities in 17 days.



The car's engine and gearbox were both lubricated with Gulf products and the epic run was the subject of intense promotion and reporting through the website, and other Indian electronic and print media. Gulf technical personnel monitored the condition of the car and its oil throughout the run, which served to successfully promote both the new Tata car and Gulf's range of PCMO products. Further details from Alok Mahajan:

alok.mahajan@gulfoil.co.in

SAUDI ARABIA

GULF GUESTS ENJOY THE ASTON MARTIN RACING EXPERIENCE



In February this year, Advanced Petroleum Services Limited (official Gulf lubricants distributors for Saudi Arabia), hosted a VIP event for 40 guests at one of Formula One's most exciting new tracks the YAS Marina circuit in Abu Dhabi.

Prior to the track day, guests were invited to a special evening pre-event dinner aboard a boat in Abu Dhabi's spectacular marina. The evening included a lavish meal and entertainment in the form of traditional belly dancers. After an overnight stay at the superb YAS Island Hotel (situated alongside the track with a direct link into the track), participants met up and were split into three groups, each tackling one of the main activities laid on for the day.

These activities consisted of:

- **Vehicle Dynamics session** – guests were given the opportunity to drive an Aston Martin V8 Vantage on a slalom-type handling course, under the expert tutelage of Aston Martin's driving instructors
- **Helicopter tour of YAS Island** – surveying the beautiful new Formula 1 track and surrounding marina
- **Track Driving sessions** – in Aston Martin road cars alongside an Aston Martin instructor offering direction on how to drive on the circuit and achieve the correct racing line
- **'Hot laps'** – a passenger car ride alongside works driver and GT1 Category winner at Le Mans, Darren Turner in a Gulf-liveried Aston Martin GT4 race car

Full hospitality was included throughout the event in the VIP suites at the track and driver interviews were conducted during the day. The feedback from the day was extremely positive, with many claiming that the event was 'one of the best things that they have ever done'. The event acted as an excellent way to demonstrate the strength of the Gulf brand to key business opportunities in the region.

Drive days can be arranged with Aston Martin Racing (subject to the race calendar), throughout the year and can be an excellent way to develop key business relationships in a relaxed environment which reinforces the brand.

For more details of AMR-related events contact Sam Cork at GOI: sc@gulfoiltd.com

INDIA

GULF OIL ANNUAL DISTRIBUTORS MEETING

Goa and Hyderabad (two of India's most exotic cities), were the setting for Gulf Oil Corporation Ltd's most recent Annual Distributor Conference. More than 200 distributors participated as the company launched its theme for this year – "AAG" (Achieving Accelerated Growth), reflecting the organisation's target for growth in the market place. The word

AAG also means 'fire' in Hindi, which symbolises the passion and the attitude required to achieve such growth. Awards for the best performing distributors in each region were announced and prizes were presented to those achievers during the Conference.

For further details contact Bijoy Paul: bpaul@gulfoil.co.in

INDONESIA

MOMENTOUS YEAR FOR GULF



PT. Gulf Oil lubricants Indonesia, achieved another major milestone for the Gulf brand in the country by winning the award for Indonesia's "Best Quality product of the year 2010" during the "International Business & Company Awards 2010".



This award, given by the International Entrepreneur Achievement Association, was presented by Mr. Heri Saputro, Director of Indonesian Institute of Strategic Studies in an elaborate ceremony held in July 2010 in Jakarta (pictured).

On a more personal note, Gulf also recognised 10 years of service by K G Ravi - the director in charge of Gulf's activities in Indonesia, with an award at a board meeting in Mumbai. The award was presented to him by the Chairman of Gulf Oil International Ltd, Sanjay Hinduja (inset picture).

Since then, KG Ravi has also been invited by the Dean of the ATMA JAYA University (one of Indonesia's largest), to lecture their final year 'Business Management' students on International Sales and Marketing. This was the first time the university had invited a representative of an oil company to deliver such a lecture and the three-hour speech was extremely well received. KG was also presented with a certificate in appreciation for his efforts.

For more information contact KG Ravi: kgravi@gulfoillub.co.id

TURKEY

GULF TARGETS TURKISH INDUSTRY THROUGH TRAINING



Delta Akaryakit, (official Gulf lubricants and fuels distributors for Turkey) and Armateks (their industrial distributor for the South East Anatolian region), have worked together to create a series of technical training courses for their key customers to help promote Gulf's industrial lubricants.

Matesa Tekstil Sanayi Ticaret A.S. (one of Europe's biggest

textile companies in knitting and weaving), is one of many companies who have successfully introduced Gulf into their lubrication systems. Matesa exports worldwide and recognizes the importance of quality in its products and having attended one of these courses has decided to adopt international quality standards for its production processes. After rigorous field testing Matesa, has now made Gulf synthetic lubricants its preferred choice, demonstrating the importance of these value-added initiatives.

Further details from Baha Sonmez: bsonmez@gulf.com.tr

PHILIPPINES



MAJOR MARKETING CAMPAIGN BRINGS RESULTS IN PHILIPPINES

Gulf is marching ahead with its mission to be one the most instantly recognised brands in the Philippines for the quality of its products and service. Mr. Joy Sarkar, Director and General Manager of Gulf Oil Philippines Inc (GOP) recently identified that although the Gulf Band is well known to Filipinos, they were unaware the availability of Gulf products in the country.

To address this, GOP embarked on a major marketing campaign, which included a nationwide billboards campaign, TV commercials, LED displays, retail outlet signage, sponsoring races, and advertising in the Philippines' best-read motoring titles (such as 'Inside Racing' and 'Chequered Flag').

As a result, not only has awareness for the Gulf brand increased dramatically but also GOP's market share to coincide with this. To further strengthen awareness among end-users, in June GOP launched their "If Lucky Ka... CASH MO, GETS MO" (I am cash - get me if you are lucky) promotion. Under this scheme, buyers of Gulf 1 litre & 4 litre packs can win instant cash rewards. From the outset, the promotion had an overwhelming response from the market with a constant increase in sales all the way through to September.

Further information from Joy Sarkar at: js@gulfoilphilippines.com

DUBAI

PUSHING THE MARKETING BOUNDARIES IN DUBAI

Cricket is the most popular sport in many countries worldwide and specifically in Asia. To reflect this interest in the spring of 2010, Gulf Oil Middle East Ltd (GOMEL) based in Dubai, looked to increase awareness for the Gulf brand using a high profile international



cricket match that took place in Dubai. The match, which took place in the Dubai's recently opened cricket stadium, was a final warm-up for the T20 World Cup and featured Pakistan and the eventual world champions, England. The match was broadcast all over the world to a large TV audience and GOMEL's 6 metre long Gulf branded advertising hoarding (pictured), was situated in the mid on/mid off part of the ground and featured regularly as batsmen struck shots to the boundary.

In another initiative GOMEL is also the title sponsor of the first Corporate Cricket League, taking place between the 1st and 15th October. The competition will have 48 company teams from the UAE (including several key customers) that includes 8 International players. The tournament is due to be televised on local channels and will include prominent Gulf branding throughout. An official GOMEL team will of course be taking part under the captaincy of Vijay Shankar and Orange Disc will report in later issues on its progress.

Further details from V Ramesh Rao: vramesh@gomel.ae

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JORDAN KODERMAC



The Al Khaleej Auto Trading Co (official fuels licensees in Jordan), are also focusing on increasing brand awareness by advertising at the 2011 Asia Cup football qualification match between Jordan and Singapore.

The match in Amman attracted great local interest and because of the pan-Asian nature of the competition received excellent exposure on TV. Gulf Oil Middle East Ltd's V Ramesh Rao reported that business colleagues from across Asia contacted him as a result of seeing the advertising and the response to the initiative within Jordan itself was also excellent with several new leads resulting from it.

For more details contact Suleiman Alzeud:
suleimanalzeud@ak.com.jo

TURKEY

SUMMER FUN IN TURKEY



Delta Akaryakit, (official licensees for Gulf fuels and lubricants in Turkey), recently sponsored the 'Hopa Beach Volley Tournament' in Artvin, which formed part of the 11th Hopa Culture-Art and Sea Festival.

The tournament took place over 5 days and attracted teams from Georgia and Azerbaijan as well as Turkey. A broad and enthusiastic audience watched the matches and it is hoped that through the sponsorship, of this increasingly popular sport, awareness for the brand will grow in both the Turkish

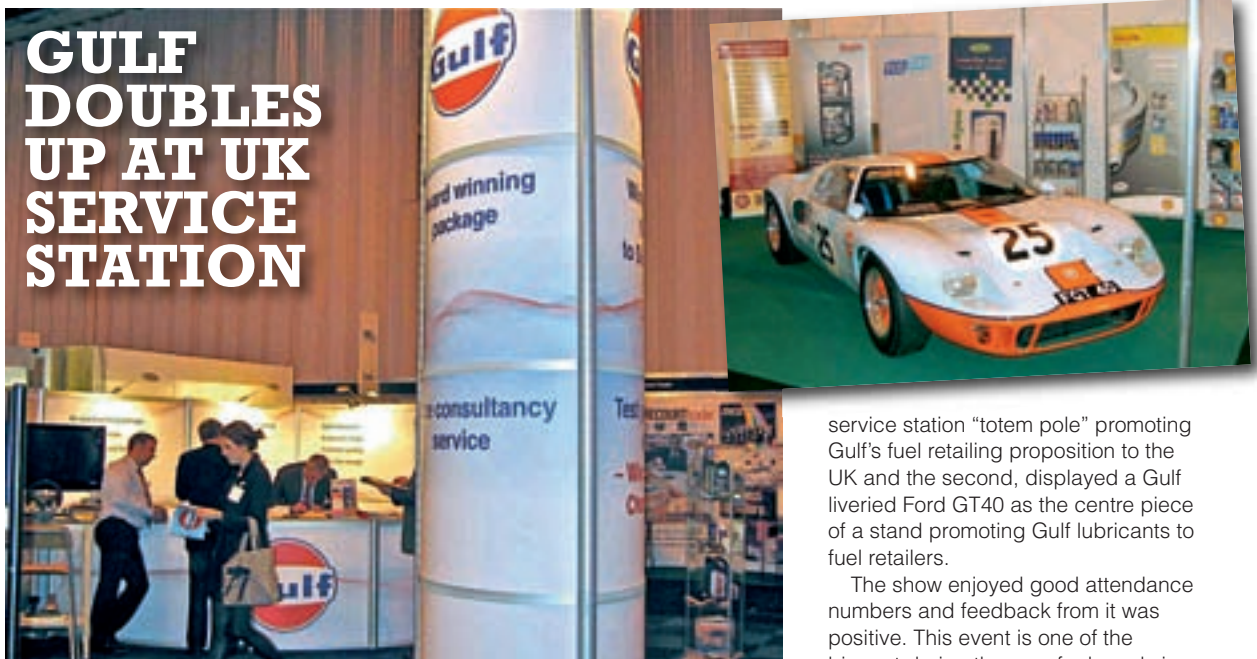
Black Sea region and surrounding areas.

With summer very much in mind, Delta also ran a baseball cap promotion in May and June linked to fuel purchases. The 'Hot weather' campaign was well received by customers, especially those working in the agriculture sector who work outdoors in the baking hot sun. In fact such was the popularity of the campaign that it has now become a regular feature across all of the summer months.

More information from Baha Sonmez:
bsonmez@gulf.com.tr

UNITED KINGDOM

GULF DOUBLES UP AT UK SERVICE STATION



service station "totem pole" promoting Gulf's fuel retailing proposition to the UK and the second, displayed a Gulf liveried Ford GT40 as the centre piece of a stand promoting Gulf lubricants to fuel retailers.

The show enjoyed good attendance numbers and feedback from it was positive. This event is one of the biggest during the year for brands in this market and so a strong presence is important.

For further details contact Keith Jewers:
keith.jewers@gulfoil.co.uk

DCC Energy (who became Gulf's official fuel and lubricants distributors for the UK late last year), enjoyed a strong presence at the International Forecourt and Fuel Equipment Show

at the National Exhibition Centre in Birmingham in spring this year.

There were two separate Gulf stands (both under the auspices of GB Oils), present at the show; one with a Gulf

MARKETING



SWEDEN

CAMARO'S SUCCESS ENHANCES GULF BUSINESS IN SWEDEN



consecutive years in the '90s. Half a season into his return to Camaros, he leads the series, together with his rookie teammate Alexander Graaf.

Media coverage and public interest in the fabulous Gulf Camaro has been tremendous and of the 37 Camaros competing, no car has attracted as

Hansen Racing, the official Gulf lubricants distributor for Sweden, has been importing American car parts since 1966. With a network of 400 – 500 customers and distributors selling American car parts, it is therefore logical for them to focus on supplying Gulf products to these American cars. Together with Mekonomen, one of Sweden's mayor DIY chains, Hansen Racing is the lead sponsor of Sweden's new 'Camaro Cup' for the latest, 5th generation Camaro.

In addition, Hansen Racing is sponsoring the Camaro of Tomas Engström. Engström (shown above) is one of Sweden's leading racers having been the champion in the Camaro Cup for five

much coverage as the #17 Gulf car.

The car is also run on Gulf products, using Gulf Max Plus 20W-50, Gulf Competition 75W-90 LS and Gulf Competition Brake Fluid RF1000, together with all the Gulf Multi Care products.

To further market Gulf and leverage their sponsorship to the maximum, Hansen Racing has brought out a dedicated leaflet for Gulf Competition oils and a "Gulf... for US Cars" brochure, which highlights a selection of oils suitable for American-made cars.

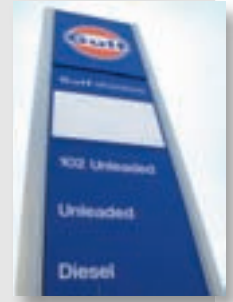
For more information visit www.gulfoil.se or contact Martin Steinkamp: martin.steinkamp@gulfoil.se



UNITED KINGDOM

GULF IS THE OFFICIAL FUEL OF SILVERSTONE

GB Oils (official fuels and lubricants distributors in the UK), are proud to announce that the famous 'Orange Disc' is now a permanent fixture at the UK's most famous track, the Silverstone circuit (home of the British F1 and Motorbike Grand Prix). Since the middle of the year, Gulf has had the contract to supply and run the fuel station located inside Silverstone circuit.



There has been a service station at the "Home of Motor Racing" going back many decades, allowing racers and VIP's alike, to fill their race cars up with fuel and lubricants. For a long while the site had been the domain of Elf but GB Oils have now taken over this high profile site and the Gulf totem pole is now clearly visible to all, from teams and competitors to spectators alike.

With Silverstone now assured as the venue for the British F1 Grand Prix until 2017 and a combined attendance of more than 400,000 (for both Formula 1 and Moto GP events alone), this new retail site will undoubtedly help to further raise the profile of the Gulf brand amongst British Motorsport enthusiasts.

Further information from Keith Jewers: keith.jewers@gulfoil.co.uk



DENMARK

VAST BUSINESS POTENTIAL FOR GULF IN DANISH TERRITORIES

The Danish market for Gulf is one of the most geographically spread territories in the network because it also includes some further afield regions over and above just the Danish mainland. Nordic Lube A/S, the official Gulf lubricants distributors in Denmark report that their portfolio of customers includes some located in the capital of Greenland Nuuk and others in the Faroe Islands.

Nordic Lube is currently looking to tie up supply deals with the main power stations in the Faroes as well as a similar deal with the most northerly Power Supply plant in Greenland Qaanaaq / Thule Air base. The Gulf brand is no stranger to the supply of power station lubricants with various power plants in Asia and South and Central America, already purchasing these products through local distributors.

Further details on these Danish business developments are available from Erik Jensen: ej@nordiclube.com



NETHERLANDS

GULF CHALLENGER GOES INTO SERVICE



Pictured above is Gulf Oil Nederland (GON)'s latest vessel – the impressive 'Gulf Challenger'. The new tanker barge entered service this year and will work primarily supplying bunkers in Amsterdam IJmuiden, Beverwijk and Velsen.

The 'Gulf Challenger' can transport Fuel (Marine Gas Oils) and Lubricants and is one of the larger ships in GON's fleet at 78 metres

in length. It has a capacity of around 800m³ of MGO and 360m³ of lubricants giving it a total of 1160mt.

The Gulf Challenger brings GON's fleet up to 19. Four are transport barges, two are dedicated Lubricants barges and the remainder are MGO barges.

Further details from Rob van den Bosch: r.vandenbosch@gulf.nl



RUSSIA

NEW PARTNER FOR EOC IN ROSTOV-ON-DON

Since the beginning of European Oil Company's (EOC) official Gulf lubricants agreement for Russia back in 2009 they have been working closely with the 'South Oil Company JSC' (SOC) in the region of Rostov-on-Don. SOC is an extremely dynamic company and their collaboration has been very successful for the Gulf brand to date.

EOC assisted SOC in their initial development and the two companies have been working enthusiastically together to grow business locally. Their first joint marketing initiative was an

outdoor billboard advertising campaign in the heart of Rostov-on-Don - on the city's main street and on a site close to Rostov's central market (pictured). The activity helped to strengthen Gulf brand awareness locally and to drive up business in the area.

Orange Disc joins EOC in wishing the South Oil Company prosperity and many years of successful building of the Gulf brand in Rostov-on-Don.

For more details contact Lena Yakovleva lyakovleva@gulfoil.ru

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GULF LAUNCHES IN LIMA

Above: At the launch are (L-R) Alfredo Franco Ruza and Ceruti (Altamura managers SAC) and Roger Lescano (General Manager Lubricants Isopetrol Peru SAC)

In May this year, Gulf's official lubricants distributor in Peru, Isopetrol Lubricants SAC and its strategic regional distributor partner, SAC Altamura, staged a launch event for Gulf branded lubricants in the Lima region. More than 600 guests from the lubricant industry attended the event at the Costa Verde restaurant.

The launch was described by attendees as 'spectacular' with a professional host, cabaret and orchestra and was packed full of surprises, which included the appearance of Raul Orlandini and his Gulf-sponsored race car.

In other news and continuing their drive to reinforce the quality image of the Gulf brand, Isopetrol have also agreed to sponsor one of Peru's best supported football teams, Alianza Lima. The sponsorship will see the Gulf logo appearing on Alianza Lima's shorts, in addition to Gulf advertising billboards that will be placed around the stadium to further reinforce the brand.

More details from Juan Pablo Valdiviezo: jvaldiviezo@isopetrol.com.pe

BELGIUM RETAIL



FUEL RETAILING CONTINUES TO EXPAND IN BELGIUM

GULF-Demarol België N.V. (official Gulf fuel retail licensee in Belgium), has continued to implement its expansion programme of new service stations across the country. Over the course of the year they hope to open more than six new service stations in the country. Recent openings include stations in Erpe-Mere near to the town of Aalst in Gent, Zwevezele, (located near the picturesque city of Bruges) and Lo-Renige (located near the busy English Channel port of Calais).

There is a very special GULF station at Herbestal near the German border. The site is powered by solar panels and water from the car wash is cleaned on site, therefore making it "Carbon-neutral", a real first for Gulf in Belgium.

Further details from Sven Van den Branden: sven@demarol.be

TURKEY



NEW OUTBOARD RANGE MAKES A SPLASH!

Gulf's new range of outboard motor lubricants has made a very noticeable appearance in the marinas and on the sand of Turkey's western coast. The Gulf colours were flying high in Turkey's sun bathed tourist hot spots, through a joint initiative between Delta Akaryakit, the official Gulf lubricants and fuels licensee for Turkey and their sub-distributor or the Aegean region, AS Ticaret.

Thanks to the attractive product range and undeniable quality, as well as Gulf branded beach flags (pictured), the lubricants have gained rapid acceptance from marine service centres and end-users alike. First year sales are already above expectations and the potential for next year's summer season looks extremely promising.

More information from Baha Sonmez: bsonmez@gulf.com.tr

BUSINESS DEVELOPMENTS



NETHERLANDS

NEW LUBRICANTS PRODUCT GUIDE

Gulf Oil Netherlands (GON) recently produced a new Gulf Lubricants Product Guide. The excellent 44 page publication details Passenger Car Motor Oils; Heavy Duty Diesel Engine Oils; Automotive Gear and Transmission Oils; Brake/Clutch Fluids Coolant & Anti Freeze; 2 & 4 stroke Small Engine Oils; Agricultural Oils; Inland Marine Oils; Industrial Oils and Greases.

The product guide also includes a 'Recommendation Chart' which details various manufacturer approvals, as well a brief history of the brand and its achievements. All in all it is an invaluable reference guide and a useful sales and marketing tool.

For further details in first instance contact Paul Stannard at GOI:

ps@gulfoilltd.com

 CZECH REPUBLIC

FIRST GULF STATIONS OPEN IN THE CZECH REPUBLIC



After a very successful entry into the service station market in the Slovak Republic, Oil Trading Corporation (OTC), Gulf's official fuel and lubricants licensees in Slovakia and the Czech Republic, have now launched their first filling stations in the Czech Republic.

These first three stations are located in the cities of Albrechtice, Frycovice and Palkovice in the Severomoravsky region. Entry into this region marks a very exciting first step for OTC and the Gulf brand, given the broader business prospects and opportunities that the Czech market offers.

These first service stations are the springboard from which OTC will look to increase the number of Gulf stations in both regions simultaneously. At the same time it is also another important route to market for Gulf lubricants offering a complete Gulf proposition.

For more information contact Ladislav Lopatka:
Lopatka@Gulfoil.sk

 NORWAY

GULF TARGETS FRANCHISED DEALERSHIPS IN NORWAY

Despite the lack of car manufacturing present in Norway (hence no possible OE business) Gulf is starting to make inroads with franchised dealerships in Norway through official lubricants distributor Auto Grip AS.

This supply has tended to be the preserve of Castrol and Norwegian national oil company Statoil but Egil Stenshagen, Managing Director at Auto Grip AS, has been able to buck this trend by securing Gulf as the first choice oil of Norway's biggest Honda and Hyundai dealers.

Egil Stenshagen himself owns a number of franchised dealerships including BMW, Volvo, Land Rover, Honda, Nissan, Peugeot and Mercedes who will also be replacing the current supplier with Gulf products.

In other news, Auto Grip has also introduced Gulf lubricants into their tyre and wheel wholesale & distribution business. Customers include car dealerships and the hope is that with local distribution, competitive prices and quality products, Gulf will make further inroads in this sector.

Further details from Trond Bull Enger: trond@bullenger.no

 TRINIDAD & TOBAGO



Pictured here is part of the first delivery of product to Lange Trinidad Ltd, Gulf Oil Panama's new sub-distributor for Gulf lubricants in Trinidad and Tobago. Orange Disc will feature the company in more detail in the next edition.

For further information in the meanwhile, visit www.langetrinidad.com or contact Orlando De Vicente: odevicente@gulfoilpanama.net

 INDIA

FIRST FOR GULF IN NAMAKKAL

Earlier in the year, Gulf Oil Corporation Ltd (GOCL) opened its new lubricant dispensing facility at the Namakkal Truck & Lorry Owners Association's new outlet (NTLOA). The new facility at the NTLOA outlet is the first of its kind and the latest in oil dispensing units have been fitted for the convenience of customers.

The outlet stocks and sells various Gulf products and was inaugurated by Mr. K. Nallathambi, NTLOA President, and Mr. V.M. Hombali, Special Director (Customer Care), Ashok Leyland Ltd., in the presence of Mr. Ravi Chawla, GOCL Managing Director (Lube Business) and other key officers of the association.

GOCL hopes that this outlet is the first of many to open up across India.

Further information from Alok Mahajan: alok.mahajan@gulfoil.co.in



 TURKEY

BUYING GULF BRINGS BANKING BENEFITS IN TURKEY



Delta Akaryakit (Gulf's official distributor for lubricants and fuels in Turkey) continues to work closely with many of the major banks in Turkey, in order to provide its customers with added value.

Last year it reached an agreement with 'Turkiye Is Bank' on its 'Maximum' credit card, which gives customers the chance to earn bonuses on purchases. Recently Delta teamed up with Ziraat Bank (a major player in Turkey's agricultural sector), for the 'Basakkart' (a Ziraat Bank credit card). With this new credit card customers can buy fuel and lubricants from Gulf fuel stations with six months interest-free credit.

The campaign mainly targets local factories and agriculture businesses of whom credit is a necessity to run their business.

For more information contact Baha Sonmez: bsonmez@gulf.com.tr

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FINDING YOUR NICHE ORANGE

The Gulf brand and its operations span the world but you may ask yourself what makes it stand out from the competition? What is its USP (Unique Selling Proposition)? In which niche markets has it found success?

There are two elements that come into play here; the positioning and value of the brand and the structure of the business. Gulf's USP primarily is the brand itself – its reputation and consistency over the last 100 years. The brand is supported and promoted through a strong company structure, which focuses on that of official local licensees. Unlike most of the major oil brands Gulf focuses on only two business activities; the first in the supply and marketing of fuel and lubricants (its core market) and the other promoting a lifestyle brand developed through its association with endurance motor racing. It is true that many other oil brands focus on motorsport and produce related merchandise but with the adoption of the famous light blue and orange livery Gulf has created an identity within endurance racing that evokes emotions of inspiration and courage as opposed to simply paid advertising.

In addition to this brand strength the current corporate structure creates a unique opportunity for entrepreneurial businesses to exploit the benefits of a global brand, yet retain the operational flexibility of smaller companies.

'Gulf: Your Local & Global Brand'

'Your local global brand' is the strap-line that Gulf uses to communicate the brand across the world. It stands not only for the global and yet local coverage that the brand has but also of the mechanics of the business, where local needs are at the heart of global decisions. In many countries across the world the brand is managed by licensee's who operate the brand locally on a franchise basis. In most of the other industry majors, distributors and sub-distributors are dictated to in terms of what products they sell and what communications they will portray from a remote global headquarters often located many miles away. The licensee structure that Gulf employs in many markets across the world is different; it allows the brand to be flexible and dynamic, calling on local companies who know the local market to grow the business and the brand in the right way. There are strict rules as to the representation of the brand identity, the respecting of contractual conditions and that local licensees must work within the extensive global product portfolio.

However the basis here is one of a flexible partnership. This flexibility and non-restrictive formula allows local companies to segment their market and develop a strategy that targets the most profitable business for them often through success in a niche market segment.

Below are some examples of how local official distributors have used blue sky thinking to analyse their local market to develop a powerful competitive proposition and to thus be successful in a niche market in which they can thrive and develop their business:

European Distributors

GB Oils, official lubricants and fuels distributors for the Gulf brand, (www.gulfoil.co.uk) have taken off where their predecessors Bayford began, using the Gulf brand to establish a presence in two niche markets. An example of this is 'Gulf Aviation' a sub-division of the GB Oils set up to manage the supply of aviation fuel to the UK market. This market has historically been closed to new entrants, due to strong supply relationships within the industry but the growth of regional air traffic and the drive for lower operational costs has increased the use of non-hub airports. Supply to such airports is not a priority for the oil majors and so Gulf has been able to move in and become the first new brand to enter the market in 20 years. Since the division began nine months ago they



AND BLUE SKY THINKING

now supply 8 sites across the UK including Coventry, Oxford Airport's and Kent International Airport.

In addition to this activity, back in 2009 Gulf Oil UK (the previous UK licensee's of the Brand, in conjunction with Gulf Oil International, released a range of lubricants that utilizes cutting edge synthetic lubricants technology that focused on the high demands of car engines used in motorsport; itself a niche market in many countries.

Since its launch in June last year the 'Gulf Competition' range has already attracted orders from Gulf distributors in Canada, Sweden, Slovakia and the Middle East and the range has also grown to include a selection of specialist racing gear oils. This range fits in perfectly with the Gulf brand and its motorsport pedigree and is currently being tested with the Aston Martin Racing team to run for the whole of the 2011 season.

In the Nordic region official Gulf licensees; Hansen Racing (Sweden – lubricants): www.gulfoil.se, US Parts Finn-AM OY (Finland – lubricants and fuels): www.usparts.fi, both specialise in another niche market, that of supplying spare parts for imported US classic cars, which are popular in this region. The Gulf brand (due to its historical basis in the USA) fits perfectly with this business and the flexible nature of the Gulf proposition has also allowed these licensees to target other niche markets specific to this region such as small boats and snowmobiles (brochure pictured above).



Middle East

As well as a products offering, it is also possible to dominate a niche market through service provision. A niche is not restricted to finding a particular set of customers / companies it can also be finding solution to a problem in and existing market. This is exactly what Advanced Petroleum Services Limited (APSL): www.apsl-ksa.com have achieved in Saudi Arabia, through their chain of oil changing sites named 'Gulf Express' (pictured below). These new sites offered customers a location which not only delivers a premium service for their car but also included a pleasant waiting area fully air conditioned with internet terminals and a coffee machine. In fact the attraction is so great that these sites have now become a social meeting place, where having oil changed is almost a secondary thought. In Saudi Arabia prior to the introduction of these facilities drivers would have to change their oil at a backstreet garage in unpleasant surroundings. These new sites have not only improved the service ten-fold they have changed the habits of a nation.

Gulf Oil Corporation Limited (GOCL) in India: www.gulfoilindia.com has identified a different niche, by developing a commercial partnership with automotive company Ashok Leyland that covers many aspects of the business. Ashok Leyland (AL) is one of the leading commercial vehicle manufacturers in India, supplying transport for many industries, including public buses and the national rail network amongst others. Given the link between GOCL's range of products and AL's business streams they have formulated an agreement that includes preferred supplier status for all of their vehicles and the development of new technologies and product testing. This strategic partnership is a win-win situation for both companies and strengthens both brands in their respective industries.



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FINDING YOUR NICHE ORANGE AND BLUE SKY THINKING

South America

In Ecuador the country is undergoing economic and socio development increasing the need for energy to drive its expansion. However many of the oil and gas reserves that exist in the country are in the hard to reach mountain ranges and in the Amazonian rain forest. To support the extraction process, extensive pipelines and pumping stations use power plants, which run on heavy duty diesel engines (pictured below) consuming a large volume of lubricant. Official lubricants licensee Lubriska SA: www.lubriska.com, has looked to take advantage of this opportunity by using standard GOI products backed up with a high level of service specifically for power plants that are located in remote places. This flexibility and high level of value added service is something that sets them apart from other players in the market.



However Lubriska SA is not the only distributor in South America who have realised the potential of focusing on a niche range

of products. Gulf Oil Argentina: www.gulfoil.com.ar run by Emilio Alvarez Canedo has also targeted the business towards specialist niche products where investment in technologies is required; that of crop spray oils. Under the brand name GulfFruit Emilio has developed a business by using blue sky thinking to highlight a profitable niche market that exists in the market. The high level of investment and technical know-how required to flourish in this niche market provides barriers to entry and ensure that prices remain at a consistent level.

Emilio is looking to develop the range further to include other similar crop spraying lubricants and push home this advantage that he enjoys. Pictured top right is a barrel being filled with product at Argentina's blending plant in Lomas del Mirador.



Justifying the business model

Due to the flexible nature of the Gulf business and the recognition that local distributors know best how to build their business, the brand has formed a reputation of being a global brand with a local / personal service. The Gulf brand has acted as the carrier for this open way of developing business and has led to the brand staying fresh and innovative. This proposition has been very attractive to many local companies and is why the brand continues to expand and move in new directions, taking advantage of markets that are often highly profitable but for some reason or another do not fit in with the other major oil brands strategy. This does not however mean that Gulf Oil International will invest in any new product range without understanding the wider implications. Therefore any new product requests have to be submitted in the form of a business case that justifies the development required. This procedure also acts as an extra filter to ensure that the business plan is properly considered and is profitable for all parties. Gulf's official distributors worldwide have adopted this entrepreneurial mindset (we have our own new term for this – orange and blue sky thinking) and whilst they have been successful in building their business locally they have also ensured that the Gulf brand and its proposition remains desirable to companies and consumers alike.

A niche market (as defined by Wikipedia as) 'a subset of the market on which a specific product is focusing; therefore the market niche defines the specific product features aimed at satisfying specific market needs, as well as the price range, production quality and the demographics that is intended to impact.'

Blue sky thinking (as defined by Wiktionary as) 'open-minded thinking – (i.e. as wide and clear as the blue sky)

Orange & Blue sky thinking – the opportunity to employ open-minded thinking due to the flexible nature of the Gulf proposition

HOW BLOW-MOULDED PLASTIC LUBRICANTS BOTTLES ARE MADE

Have you ever thought how plastic bottles used for household liquids (such as detergents etc.) and lubricants (such as Gulf Formula G, pictured) are made? The process is known as blow-moulding, and although simple in concept there are many details which have been considered and engineering solutions have been found.

The ideal plastic bottle for holding liquids must be air-tight and strong enough to avoid splitting when cartons of bottles are stacked up, sometimes 7 cartons high. The bottle has to have smooth and even surfaces, which can be directly printed, or onto which a label can be applied. To reduce costs but also to be environmentally friendly, the less plastic that can be used the better.

Blow-Moulding, the most commonly used manufacturing process, is well named. The bottle shape is created by blowing plastic into a mould. Sounds easy? Well, not quite; and this is how it is done.

First of all a metal mould is made to the exact shape of the outside of a bottle. The mould is in two halves and is machined very accurately. The quality of the surface finish will be reflected in the quality and smoothness of the outside of the bottle. The mould sections, when held together, have an internal cavity with the exact shape of the finished plastic bottle. The mould's two metal sections also have internal passageways for coolant to pass through.

In the blow-moulding machine, the two halves of the mould are brought together around a tube of soft, hot plastic. This tube has been made by mixing together 'virgin' natural (or colourless) plastic granules (typically high density polyethylene) and some pigmented granules for colouring. The granules are fed into the extruder machine where they are heated and mixed until they melt. The resultant evenly coloured plastic "melt" is then extruded at around 200°C under pressure through a circular nozzle. The result is a tube of soft plastic that hangs down from the nozzle (see illustration). Through another adjacent nozzle colourless plastic is extruded into the side of the tube to create a clear sight-bar. The extruder nozzles have quite intricate adjustable profiles so that the thickness of the tube walls varies as it is formed. For instance, to get more material in the corners of the bottle the nozzle gap is opened wider than for the bottle's side.

Then the two halves of the mould are clamped firmly (for example a 5 litre mould is closed with 10 tons of pressure) around this tube of soft plastic. Compressed air (approximately 10 bar) is then passed through the neck of the bottle forcing the soft plastic tube evenly against the sides of the mould. The plastic is then cooled through a few seconds contact with the metal mould until it has 'set' and no longer exhibits 'plastic flow' properties.

The mould is opened and the bottle appears. There are usually small pieces of plastic to be trimmed off, especially around the top of the bottle neck, bottom and in the handle. This has to be cut accurately so that the flat rim will make a good air-tight seal with the bottle closure. Then



the bottle is subjected to a pressure test with compressed air to detect possible leaks (pictured). If the bottle cannot hold the pressure, it is rejected!



The design of the bottle itself is important, not only to hold the right amount of liquid and be presentable and attractive but also to withstand the vertical weight loading. Thus bottles are made with ridges and indentations to give structural strength without adding weight. Designs are then tested thoroughly before the final mould is put into the production process.

Unfortunately, plastic bottles used for oil are not easily recycled. The plastic used is in itself 100% recyclable but the bottle always has oil residues inside and thus they have to be washed before the plastic can be re-processed. Collection of empty bottles is also a problem. The economic drivers are not yet convincing for collection, transport, to keep them separate from other waste, washing and then finally re-using the plastic.

More environmentally friendly packaging is under development but the type of material used has to be compatible with oil.

“The design of the bottle itself is important, not only to hold the right amount of liquid and be presentable and attractive but also to withstand the vertical weight loading”

So tin plate, even glass have been used before plastic became the most preferred material. However, paper-plastic laminated boxes and oil-in-a-bag (plastic bag) are examples in the market today, but often do not satisfy the demands.

Gulf Oil companies use a unique design for the small plastic packs. This design has been optimised to give excellent physical strength for the minimum amount of plastic used. Once the packs are filled in the blending plants, they are closed with a screw cap. Usually an aluminium foil is heat-sealed on top the top of the bottle, underneath the cap, and this not only helps seal the bottle but also serves as an anti-tamper device. The Gulf packs are then labelled, front and back, so that customers can identify the product and access vital data about the product, its use and other information on Gulf.

After retail petrol station branding and advertising, most customers and end users of oils only see the oil marketer's brand on packed products, such as lubricants. It is therefore one of the very few tangible interfaces Gulf, as an oil marketer, has with its customer base. Always on the lookout for improvements, the 20 litre 'jerry can' plastic container which has found great popularity in Europe has recently been upgraded with the addition of the Gulf Logo embossed in the container's wall (pictured above). This, together with Gulf's unique design for the small bottles of oil, is made within the physical constraints of the pack volume and desired mechanical strength. At the same time we have sought to reduce the amount of plastic used in each pack to a minimum. No doubt as customers become ever more receptive to novel and more environmentally friendly packaging, Gulf will develop different materials to replace the ubiquitous plastic bottles. For more information contact Dr Richard Pinchin: rp@gulfoilltd.com





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GULF EXPANDS ITS



UAE – Al Daheera purchase complements existing facilities in the Middle East

Gulf Oil Middle East Limited (GOMEL), under the management of Mr V. Ramesh Rao, is proud to announce the acquisition of an additional blending plant, close to its existing facility in the United Arab Emirates. The Al Daheera Lubricating Oil factory is in the Jebel Ali Free Zone and covers an area of just over 4 Acres.

Al Daheera has a storage capacity of 7200 MT, a blending capacity of 2000 kl per month and has two pipelines (one piggable) connected directly to the Jebel Ali free port, just 0.5 km away from the present plant.

In collaboration with one of the leaders in the industry, GOMEL plans to use this opportunity to commence the world supply of Naphthenic transformer oil. It also plans to put a specialty grease manufacturing plant in this facility, as well as a blow-moulding unit to allow Gulf to produce its packaging in-

house. In addition GOMEL intends to build extra storage tanks on the site, to help manage the flow of product in and out of the terminal.

This acquisition is a fundamental element in GOMEL's current programme of expansion at the existing Jebel Ali blending plant (above and left). This includes new blending lines, filling lines and increased automation. The combination of the two plants in UAE will give GOMEL one of the largest lubricating oil blending facilities in the GCC Area.

These enhanced facilities will manufacture top quality products and will be geared to provide even better service for the customers of the Gulf

Oil International Group. This acquisition further reflects the expansion plans for Gulf Oil International and the Gulf brand.

For more information contact V.Ramesh Rao: vramesh@gomel.ae



BLENDING PLANTS: UAE

SUPPLY CAPABILITIES

New state-of-the-art blending facility in Saudi Arabia marks another step forward for Gulf in the Middle East



The second new blending plant for Gulf in the Middle East falls under the auspices of Advanced Petroleum Services Limited (the joint venture in Saudi Arabia between Gulf and the Dabbagh Group).

The new facility (located in Jeddah), is truly state-of-the-art and features a fully automated continuous Metered Blending System from ABB (ASEA Brown Boveri), which has a capacity of 80m³ per hour. It features two fully automated high-speed filling lines for 1 litre and 4/5 litre packages, with in-line labeling. In addition, the facility offers a high speed drum filling line, which can simultaneously fill four drums. There are two high capacity grease manufacturing operations, which work in tandem with downstream filling facilities for drums and small packs of all types. All in all, this translates to a capacity of roughly 250,000 MT per annum – based on the plant working a single 12 hour working shift.

The Jeddah plant will produce a wide range of lubricants and greases, including synthetic products. It is situated right next to the Aramco Luberef base oil refinery and has a pipeline connection to the refinery. The location of the blending plant and the various different features it offers will bring tremendous operational benefits: All Gulf and Petromin's products will be made at one facility instead of the current three different locations.

The high level of automation will also help improve quality and will result in a rationalisation of logistics. A good example of this is the new unified palletising system that will provide improved operational benefits and speed of production.

Other plans include integrating the blending planning and



control processes with the Enterprise Resource Planning system. This will then seamlessly merge the new plant's manufacturing operation with the other IT systems in the company.

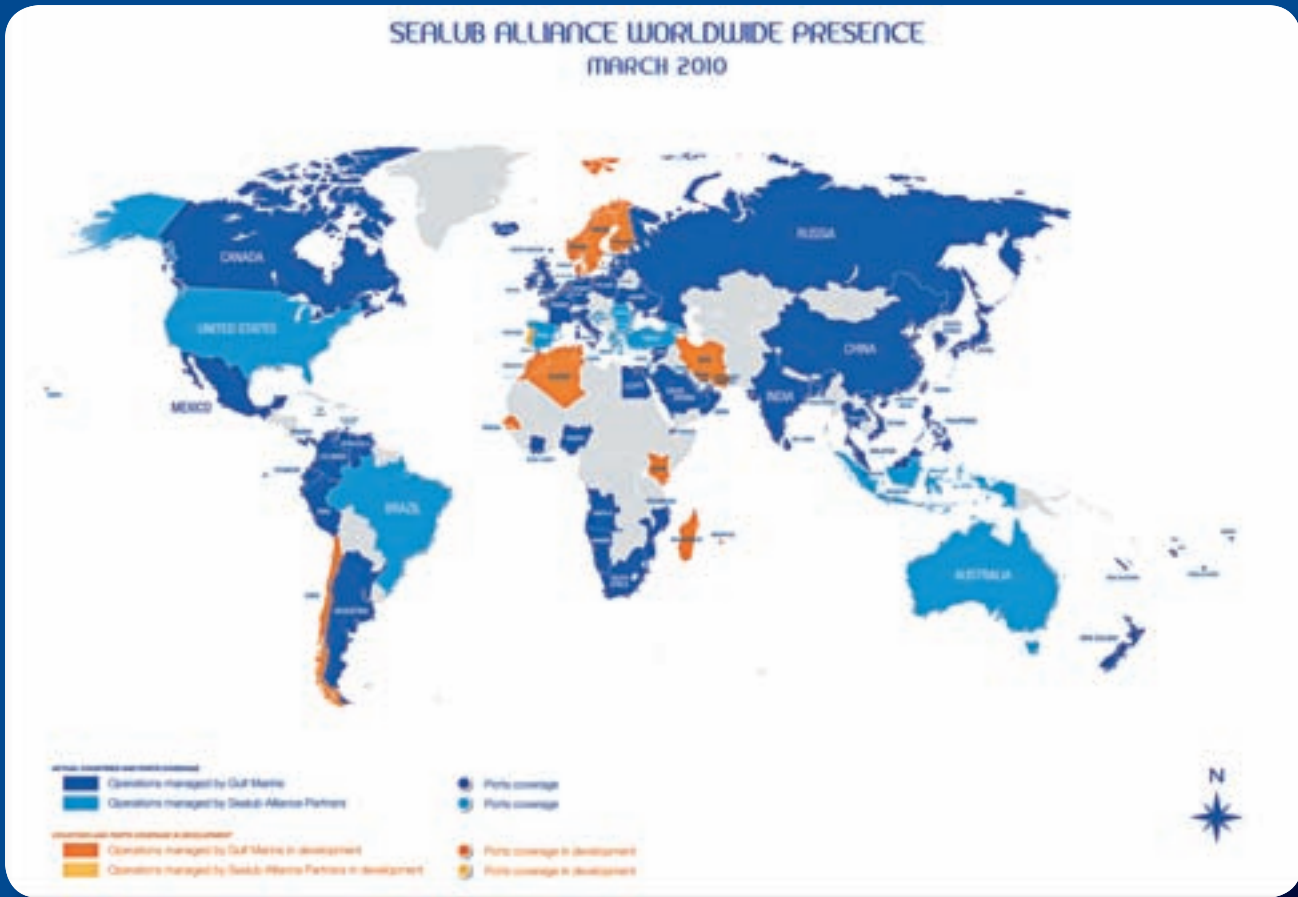
Work is continuing at pace to commission the plant and make it fully operational. The company expects to have everything in place by the end of the year.

For more information contact Sajid Saeed:
sajid@petromin.com

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FULL STEAM AHEAD FOR GULF OIL MARINE

In the two years since its launch, Gulf Oil Marine has made considerable inroads in its market. Orange Disc looks at the development of the company and its plans for the future



Today, Hong Kong based Gulf Oil Marine (GOM), stands as the 6th largest player in the worldwide marine lubricants industry. Together with its Sealub Alliance partners, it boasts the first global supply network that is independent from the Oil Majors. GOM & its partners today serve their clients in more than 850 ports in 75 countries.

Consistent high quality customer service is provided by Gulf Oil Marine teams, committed distributors and Sealub Alliance partners who combine their knowledge, material and technical capabilities with a capital-efficient business model. The Sealub Alliance network was designed to offer extensive coverage of the ports of call, for most vessels' major trading routes, so as to be able to meet shipping companies' requirements quickly and efficiently. It is important to note that month after month, the number of ports served by GOM has increased steadily to provide a first-class level of service.

Gulf Oil Marine's offer relies on three main points:

- **A comprehensive network of ports** - to match the needs of all the segments of the market (Containerships, tankers, bulkers, general cargos, other specific purpose ships)
- **A comprehensive range of products** - with good technical performance, most of which are OEM approved
- **A first-class level of customer service** - able to coordinate deliveries and propose alternate solutions whenever needed, while always focusing on the smooth operation of clients' ships.

Within 2 years of its set-up, GOM achieved remarkable success in mature and emerging markets, serving both reference clients of the Shipping Industry (like Anglo Eastern, Wallem Ship management, D'Amico tankers and STX) and medium size specialized fleets of bulkers or product tankers.

Gulf Oil Marine's offer quickly came on par with that of its competitors, but GOM's USP (Unique Selling Proposition) was the offer of a high level of customer service through a dedicated approach to the shipping industry. This approach led to the company rapidly becoming one of the major suppliers in the market, a status it still maintains today. GOM also enjoys strong partnerships with many of the shipping industry's major suppliers in countries across the world (such as The Netherlands, S. Korea and Singapore). This wide geographical spread also affords GOM the ability to co-operate efficiently with the supplier OEMs ensuring that its range of products is among the best in the market.

Product development is also at the forefront of GOM's expanding portfolio. GOM is producing products that produce less ash and are looking at lower viscosity cylinder oils that will actively reduce pollution and improve heat exchange and combustion. It also follows that the more efficient the product, the less that is needed and the greater the saving for the client. It might appear at first sight that this is an effort that ultimately shoots its self in the foot. However, relationships in the shipping industry are built on trust, business sense and product development that focuses on the needs of the customer. These can truly set you apart from the competition.

GULF OIL MARINE UPDATE

MARINE WITH A NEW CAPTAIN AT THE HELM

COMMUNICATING GULF OIL MARINE

The company's marketing and communication activity is very much Business to Business focused, through campaigns that directly target its clients. High quality and informative marketing materials are also produced through a comprehensive range of product & service brochures and a dedicated customer website. GOM also focuses on a select number of events, targeting key, high value shipping exhibitions and fairs (such as the SMM held in Hamburg every September (pictured) and the 'Seatrade Middle East' event, held in Dubai this October). These events not only offer the opportunity to meet large numbers of the right prospects and clients face to face, but also position the company among the big players in the market.

A small amount of advertising is also carried out but the focus is on targeted activity that reaches the decision makers of the market, rather than mass-market exposure.

Selective publications are used, often in combination with editorial input for maximum impact. However a preferred method is through combining an event (such as a prize ceremony, trade event or conference) with advertising in the event guide or by sponsorship of the event or one of its elements. This approach ensures that the maximum benefit is achieved from an event, which attracts the right target market.



KEITH MULLIN



In July this year Gulf Oil Marine appointed Keith Mullin to the position of CEO. Keith has extensive experience of the global oil & gas and shipping industries and has been appointed by Gulf Oil Marine's board of directors to lead the company forward in its next phase of development.

Keith has spent most of his 20+ year career in a range of management, operational and sales & marketing positions. Immediately prior to his appointment as CEO of Gulf Oil Marine, Keith was in charge of Strategic Partnerships in Asia-Pacific and Africa for a major oil company. Preceding this

role (from 2003 to 2007), he was working for another major oil brand as the Asia-Pacific Marine Lubricants Sales Director, responsible for driving the company's sales and business development in more than 20 countries.

Keith also served for four years as a General Director, where he developed the manufacturing operations, supply & logistics and sales & marketing activities across Russia and neighboring countries.

However Keith also has the benefit of more hands on experience having earlier in his career held the position of a seagoing Engineering Officer with Cunard Shipping. No doubt that Keith's personal experience as a marine engineer, marine lubes business development manager, strategic partnering manager and company director will surely help him to guide Gulf Oil Marine in its next steps.

Another tool used productively by GOM, is that of organizing regular technical seminars for its clients and stakeholders. This activity is an excellent way to build close one-to-one relationships with decision makers in the industry, gain feedback on the company's service and keep them up to date with the most recent developments in products, regulations and trends in the industry.

FORWARD WITH OPTIMISM

Looking to the future, GOM plans to maintain its outstanding quality of service, together with the vital cost effectiveness that currently exists, whilst ensuring that its basic proposition grows even further. Its strategy will focus on expansion by strengthening the position GOM has in emerging shipping markets. This should allow GOM to benefit from the highest shipping traffic growth rates and use its key differentiating advantages in secondary ports to match the needs of services from up-and-coming companies. Gulf Oil Marine and the Sealub Alliance has come a long way in a short space of time, but the dedicated team of professionals which now exists is focused on growing the proposition into something even stronger.

Further information from Christophe de Chanterac: christophe.dechanterac@gulf-marine.com or visit the [website: www.gulf-marine.com](http://www.gulf-marine.com)



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GULF: AT THE FORFRONT OF IRAQ'S GLOBAL RE-EMERGENCE

In the last Orange Disc we reported the exciting news that Z Energy SAL had become Gulf's official fuel and lubricants licensee for Iraq. We now look deeper into this bold move that potentially puts Gulf in a pioneering position for the future

Z Energy is a fast growing energy company, which is active across the Middle East with a specific focus on Iraq in the fields of oil derivative supplies to the government and energy asset management.

In the 1990's Gulf was one of the leading lubricants brands in Iraq but over the years its position has declined, owing to the many sanctions imposed under the chaotic conditions that ensued within the country.

Under the leadership of the Managing Director, Dafer Alazri, Z Energy aims to re-establish the Gulf brand name in Iraq and position the brand as a major force in the country's fuel and lubricants retailing business. Over the course of the next two years Z Energy will strive to become one of the countries top three in terms of sales.

In the next year Z Energy intends to roll-out a network of Gulf branded fuel stations that would be the first in Iraq that are independent of the 450 or so state controlled sites.

Z Energy plans to offer a value added-service that will distinguish its offering from the existing state-controlled suppliers. It will introduce modern, state-of-the-art concepts and designs to enhance the retailing experience and meet the growing demands of the motoring population. These will encompass fuel vending, vehicle maintenance and car servicing, shopping, toilets and entertainment facilities and services.

The potential for growth of the brand in Iraq is huge. The chart below shows comparisons between Iraq and other Western European/Middle Eastern countries to illustrate the scope that the country has for development in the retail fuel sector.

As one might imagine given the political and structural turmoil, there are many hurdles and challenges to overcome in Z Energy's ambitious plans. Not least of these is the quality of fuels that are currently imported by SOMO (Iraq's State Oil Marketing Organisation). The quality of gasoline, is generally not up to the standards that Z Energy feel acceptable for a Gulf fuel station. Although technically a 92 Ron grade, the current liberal specs allow for inexpensive octane-boosting compounds and streams to be blended in, some of which are highly toxic.

To overcome these impediments Z Energy is working with the relevant Government Ministry and SOMO to help provide them with improved quality gasoline, at prices onpar with their current import levels and to introduce this fuel as early as October this year.

In effect, Z Energy will be looking to raise the bar for gasoline quality in Iraq to international standards under the Gulf brand and enhance the whole service station experience, while maintaining the existing fuel prices at the pump. This is deemed critical at the outset to encourage consumers and ensure success of this proposition.

Plot sizes of the stations will obviously vary but the typical Gulf station will be around 5000m2 in size. Negotiations are also underway to integrate a fuel station into a 35000m2 multi-purpose complex being planned in the capital Baghdad, which will serve as Gulf's flagship site in the country.

Dafer Alazri is confident that Z Energy will succeed in driving the Gulf brand into a leading position in Iraq and Orange Disc wishes him and his team every success in their endeavours.

Further information from: info@z-energy.com

PARTNER FEATURE: IRAQ

SELECTIVE WORLDWIDE GASSTATION STATISTICS						
(Figures where applicable for 2007, 2008 and 2009)						
	area/m2	population	no of cars	no of stations	heads/station	*cars/station
USA	3679291	304,059,274	136,000,000	121,446	2,504	1,120
France	640,053	64,057,792	31,443,000	12,699	5,044	2,476
Italy	301,230	58,126,512	36,105,183	9,062	4,414	3,984
Ireland	70,290	4,203,200	1,882,903	1,092	3,949	1,724
Turkey	780,580	73,914,280	6,472,196	12,129	6,099	533
Egypt	9,250	796,740	443,517	265	3,007	1,674
Jordan	91,971	6,342,948	859,700	384	16,518	2,239
Saudi Arabia	10,452	4,017,095	1,250,000	2,500	1,607	300
Spain	184,050	40,176,485	1,600,000	1,600	12,612	1,000
Iraq	434,934	25,000,000	3,500,000	490	55,506	2,778

* A High Head Station count indicates too few gas stations for the state population
 * A low cars/station count indicates too many gas stations per cars on the road
 * Iraq has both a high count for heads/station and cars/station indicating continued demand for more cars and stations

 BELGIUM & FRANCE



2010: THE BUSIEST SEASON YET?

Caroil SA, the official Gulf lubricants distributors in Belgium, France and Luxembourg, have embarked on perhaps its biggest motorsport programme to date, supporting four high profile enterprises for the 2010 season.

The Gulf liveried DBRS9 Aston Martin of Eddy Renard and Belgian GT Champion Tim Verbergt, is tackling the competitive Belgian Belcar series and selected rounds of the FIA GT Championship, with the support of Aston Martin Brussels. There has also been a second Gulf DBRS9, which took part in the 2010 Spa 24 Hours further increasing the exposure enjoyed for the Gulf brand in endurance motorsport.

In addition to this activity, two Gulf-supported Subaru Impreza WRX's, taking part in the 2010 French Rally championship, driven by Alain Lefrancois and Jean-Pierre Carlu, demonstrating that Gulf belongs not only on the track.

In addition to this on two wheels, Caroil has continued into its third year of partnership with Ducati Chambourcy in the World Endurance and French Hypermotard Motorcycle racing. The programme has grown year on year and has led to a commercial partnership with Michelin for joint sales of motorcycle products.

Caroil has also been notable for the appearance of a second Gulf liveried team in this year's Le Mans Series (LMS), with its support of the Applewood racing Formula Le Mans (FLM) car, which includes in its driver line-up Gulf stalwart, David Zollinger. The team has been successful from the start of the season, regularly being the fastest car in the category. With the added challenge of being incorporated into the LMS races themselves the car exceeded all expectations by winning in the FLM category at the '8hrs du Castellet' at the Paul Ricard circuit in March this year.

Further information can be had from Michel Majot: direction@gulfoil.be

 DENMARK

NIEL'S ON WHEELS

Nordic Lube A/S, official Gulf lubricants distributors in Denmark, continued their support for rising race ace Niels Vestergaard for 2010 and he has rewarded them with strong finishes throughout the season so far. Vestergaard currently lies second in the Benelux Formula Ford Grand Prix, the hotly contested series that that will determine the best racer in this important single seater formula throughout Belgium, Holland and the Netherlands.

Orange Disc wishes him luck with the final stages of the season and hopes that he will be able to secure another victory for the Gulf brand in motorsport.

Further details from Erik Jensen: ej@nordiclube.com

 JAPAN

GULF'S PRANCING HORSEPOWER IN JAPAN



Sponsorship and technical support of sports car racing has long been a formula used by GOTCO-Japan (the official lubricants licensee for Japan), for marketing and promotional activities. Super GT is the top flight sports car racing championship in the country and this year, GOTCO has been supporting the Ferrari 430 GTC of the (Le Mans Prototype) LMP Motorsport team, driven by Yamagishi and Koizumi.

Technical support from GOTCO for the GT-300 category car comes by way of Gulf's high quality engine and transmission lubricants.

For more details please contact Mr Shigeru Matsuda: matsuda@gotco.jp

 UNITED KINGDOM



AD-VANTAGE FOR GULF IN THE UK

Gulf has expanded its partnership with Aston Martin Racing (AMR) in the UK to be the primary sponsor, in its debut season, of the Aston Martin racing series for its Vantage GT4 models known as 'The British GT4 Challenge Cup 2010'

The series has attracted a steadily increasing number of competitors over the course of the season. The format of each race is that of a mini-endurance event lasting around an hour and a half, with a compulsory driver change and refuelling stop. The racing has often been extremely close. At the round in Silverstone, AMR ran a celebrity car that featured a team of AMR Chairman, David Richards with internationally acclaimed actor, Rowan Atkinson (inset). Rowan is most well known for the loveable character "Mr Bean" with his pea-green Mini as opposed to an Aston Martin sports car.

The Gulf branding on the competing cars was extremely strong (pictured) and the series has received good press coverage over the course of the season.

Further information from Keith Jewers: keith.jewers@gulfoil.co.uk

 CANADA

MULTIPLE SUCCESSES FOR GULF IN CANADA

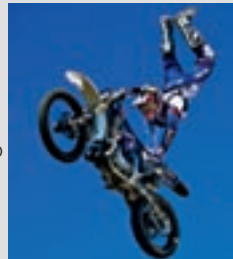
Teklub Distribution Inc, the official licensees for Gulf lubricants in Canada, have been very successful with the Gulf brand and have actively increased their exposure in the country through their 2010 motorsport programme.

In the Canadian Touring Car Championship, Gulf-sponsored cars have taken several race wins. Current Canadian Touring Car Champion, Nick Wittmer in his Honda Civic Si, came first and then second at the Toronto IndyCar support rounds in his search for a repeat title, meanwhile Mathieu Audette's regular podium finishes, mean that he is also in the hunt for the crown.

Teklub's first partnership was with Canadian Rally Champion Pat Richard, who recently won the 2010 North American Rallye of the Baie Des Chaleurs, in

New Richmond, Quebec in his Subaru Impreza WRX STi 2010. He did this despite rolling the car on the final special stage! Richard is now well in contention for the title currently lying in 2nd place in the series.

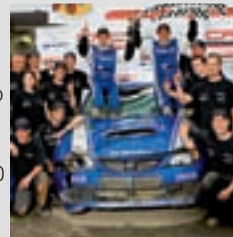
The Gulf brand can also be found on two wheels in the country, through one



of world's most renowned Freestyle Motocross riders, Ben Milot. On July 1st at Montreal's Canada Day, Milot, who has competed with much success at world level, demonstrated his skills in front of a huge holiday crowd.

Teklub's communication strategy is to invest in figures who are iconic, therefore targeting Canadian enthusiasts and so far sales volumes suggest that this has been a good investment.

For further detail contact Alain Faleix: afaleix@teklub.ca



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GULF AND AMR'S GREAT RUN CONTINUES



This year's Gulf Oil International motorsport programme again sees the Gulf brand team up with the successful Aston Martin Racing Team (AMR) for a selection of the world's best known endurance races

2010 is the third year of the partnership and after the success of the previous two years, it looked to pick up from where 2009 left off. The official unveiling of the driver line up for 2010 came at an AMR partners meeting in February at the Crans Montana ski resort in Switzerland (pictured). Returning for 2010 was 2009 LMS Drivers Champion Stefan Mücke, together with 2009 regulars Darren Turner and Harold Primat. In addition were the talents of young British driver Chris Buncombe and the experienced Indycar race winner and Mexican motorsport hero, Adrian Fernandez.

In a change from last year's programme, this year saw the team competing in selected rounds of the American Le Mans Series, kicking off with the classic 12 Hours of Sebring in Florida. The 007 numbered car ran a faultless race and came home as first petrol engine car in third overall, an excellent podium start to the season for Gulf.

The first race of the season was the European Le Mans Series race 'The 8 Hours of Castellet' at the Paul Ricard circuit (a track that the team have tested at for the last three years). Much to the delight of the crowd, Stefan Mücke in the 009 numbered car overtook both the Audi and Peugeot diesels at the start of the race and held the lead until they were gradually reeled in moments before the first pit stop. A couple of punctures slowed the blue and orange machine over the course of the race but otherwise it ran superbly, coming home a fine second overall and ahead of the Peugeot car.

Only a week later but six thousand miles away in the Toyota Grand Prix of Long Beach, the second American LMS race attended by Aston Martin Racing marked the third outing for the team. Again the beautiful Gulf-sponsored car played a starring role in what became one of the closest ALMS finishes of all time.

The 007 numbered car only missing out on victory by 0.353 of a second but completing a hat trick of podium finishes for the season so far.

Next the focus shifted to the headline event, the 78th Le Mans 24 Hours. Two Gulf cars competed in the great race, with former Gulf LMP2 driver Juan Barazi making his debut for AMR in the 009 numbered car, joined by British endurance "young gun" Sam Hancock. The race was almost a repeat of 2009, in that the Gulf liveried prototypes were again the fastest of the petrol engine cars throughout the week and a second consecutive Le Mans fourth placed finish was comfortably on the cards. However as is often the case in motorsport, fate struck in the cruellest way as 009's engine blew and the car was forced to retire inside the final hour. This left the 007 numbered car, which had come back from earlier problems, to finish in a strong sixth place.

The 2010 programme concludes with the final round of the Le Mans Series at Silverstone on the weekend of the 11th / 12th of September. The race represents a home meeting for the team and all will be hoping for a good showing from the two AMR cars entered.

Gulf Oil International Brand and Marketing Manager, Sam Cork sums up the year so far and looks forward to 2011. "The season so far has been another successful one for Gulf both on and off track. Our partners, Aston Martin Racing have delivered another run of fine results in a programme that has been highly ambitious. With the Gulf-AMR partnership now confirmed into next year and a pledge from the ACO of a level playing field between Diesel and Petrol cars, combined with a newly developed open-top car for next year, 2011 could potentially be the most successful season yet for Gulf."

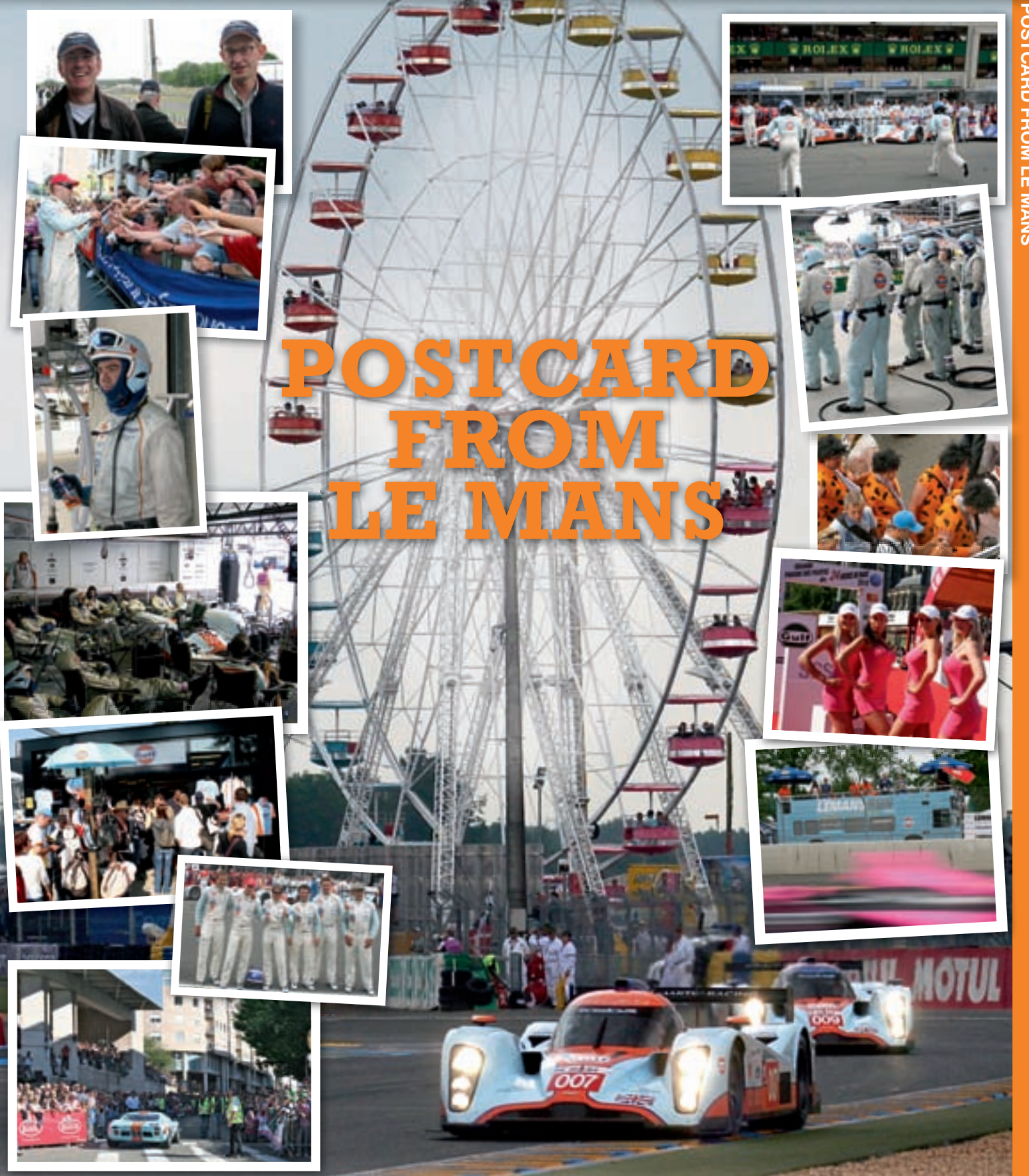
For further details of how to participate in the 2010 Gulf motorsport programme contact Sam Cork: sc@gulfoilltd.com

GULF IN ENDURANCE RACING 2010



Above: Adrian Fernandez and Harold Primat on the podium for Gulf and AMR at Long Beach. Left above: Drivers relax in Crans Montana: L-R Adrian Fernández, Chris Buncombe, Harold Primat, Darren Turner, Stefan Mücke. Left: Sebring action. Below: Stefan Mücke heads the factory Audi at start of Paul Ricard 8 Hours

POSTCARD FROM LE MANS



Clockwise from bottom: GT40 leads off the Drivers Parade in front on 200,000 people; AMR drivers line up before the start; Dakota Gulf shop was constantly busy; Mechanics relax between pit stops; Gulf MultiAuto Glass Cleaner in hand, an AMR mechanic awaits the car coming into the pits; Stefan Mucke delights the fans with autographs at the Drivers Parade; Gulf UK competition winners enjoy VIP hospitality access; AMR drivers help “re-create” the classic Le Mans running start; Pit crew lines up for the next stop; Fred Flintstones dressed in Orange and Blue for pit walkabout; Drivers Parade sponsorship; The Le Mans Run Gulf-liveried double decker bus found a trackside vantage point. **Main pic:** 007 leads 009 onto the start-finish straight as spectators on the landmark Big Wheel look on

Gulf’s increasing presence at Le Mans is something that we have reported on several times in the course of 23 editions and again this year blue and orange was prominent everywhere. From the Gulf sponsorship of the Friday night Drivers Parade in Le Mans city centre, through to the hoards of people around Le Mans sporting Gulf colours, the Orange Disc was constantly in view. Here is a selection of images from this year’s week long festival of speed...

1860 ——— 1916 ——— 1969 ——— 2010 ———



150
YEARS

PIONEERING SWISS WATCHMAKING
FOR 150 YEARS

- 1860 Edouard Heuer founded his workshop in the Swiss Jura.
- 1916 First mechanical stopwatch accurate to 1/100th of a second.
- 1969 First automatic chronograph.
- 2010 TAG Heuer Grand CARRERA Calibre 17 RS.



TAGHeuer
SWISS AVANT-GARDE SINCE 1860