

# Orange Disc

your local global brand

ISSUE No.24 2011

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- GULF GLOBAL NEWS ROUND UP
- FUTURE BUSINESS TRENDS
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## FOREWORD

# GULF WILL REMAIN STRONG WITH ITS LOCAL/GLOBAL PERSPECTIVE



**"One brand, one goal, one vision"** was the theme of Gulf's recent convention in Argentina. It was our best ever. The spirit that prevailed was very encouraging and has been key to anchoring Gulf values and businesses in this difficult and challenging environment.

I believe that the crisis is still not over and even if the growth seems to be more solid in the emergent countries (although even in China they could be faced with an overheating economy problems of high inflation, social issues), the globalisation of credit and a still erratic consumption trend in many parts of the world, will undoubtedly have an impact in the road to recovery.

*So we must be vigilant*

In our industry, restructuring will open new opportunities for all of us, but only the strongest, with everyone working together, will remain. Like 'a tree', Gulf is an asset that needs the long-view; slow and steady, resilient and enduring through all seasons. In fact, at times it might appear that it is doing nothing at all, just standing around, but come back in a few years and you will see huge progress. Gulf like the tree has been going and will still be going strong long after retirement age.

In 2010 Gulf was able to consolidate current partnerships and new plant projects were launched with Gulf Oil Middle East Lubricants (In Dubai), Gulf Oil Argentina (In Argentina) and Petromin (in Saudi Arabia) and are due for completion in 2011. In addition, there are also new projects in Peru with Isopetrol and in Columbia with Equitel.

*Volumes have grown and in most cases we ended 2010 better than we started*

Our partnership with Aston Martin Racing continues with success and this year will see not only a new and exciting car to challenge for honours, but also the Aston Martin Racing team running on lubricants from the Gulf Competition range.

The most important element in for 2011 (alongside the constant drive for quality of product and service) is the quality of our worldwide teams. Wherever I travelled in 2010 to meet local Gulf businesses, I've been impressed by the dedication, commitment and professionalism of each and every person.

Once again it seems base oil and additives prices will have an adverse impact on margins and consumption is not growing fast enough to compensate. Standing firm in conventional markets but still to try and find appropriate local niches, as we realised during the convention, is very important.

*Anticipating the kinks in the road ahead – as much as we all can – will be very important*

In the 2010 editions of Orange Disc we announced new distributors in Azerbaijan, Greece, Iraq and Ukraine. In this edition we are proud to welcome new Gulf distributors in Austria, Bulgaria, Germany, New Zealand, Trinidad and Tobago and a new agreement in Denmark. This is largest ever number of new distributors in one Orange Disc and illustrates the continuing appeal of the Gulf brand, the strengthening of Gulf's product range and the attractiveness of Gulf's overall offer. Gulf still allows entrepreneurial companies the opportunity to use their local market knowledge to build their businesses, while reaping the benefits of a global brand and organisation.

The Gulf Oil International team will do its best to support all Gulf businesses as much as we can, providing that we all respect each other and we value everyone's input and effort.

*We must remain strong Locally – but always with a Global perspective*

Thank you to all for their contribution and loyalty during 2010 and wishing you all a prosperous 2011.

**Alain Dujean**  
**Gulf Oil International (UK) Ltd.**  
**Vice President International**

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## MOTORSPORT

# ASTON MARTIN RACING IN SEARCH OF GLORY IN 2011 WITH GULF COMPETITION

2011 has all the makings of the most exciting season of racing yet, for Gulf and Aston Martin Racing.

Work continues apace on Aston Martin's new Le Mans challenger and by the time Orange Disc is published, the car should be launched and in its test and development phase. One thing that is new for this year is that Aston Martin Racing will be running with Gulf lubricant products for the whole of the 2011 season and consequently the team now officially endorses Gulf lubricant products.

"After a long and rigorous period of testing (in 2010)," Gulf's Brand Manager, Sam Cork, "the 'Gulf Competition' product range will be used by the team for the whole season, meaning that whenever you see an Aston Martin Racing works team car competing you will know that it is running with Gulf lubricants. That makes this year's racing programme even more exciting and meaningful for us."

With the amendments to the car regulations at Le Mans this year, Aston Martin remains confident of being even more competitive against the diesel factory race teams of Audi and Peugeot in its pursuit of the outright title.

The open-topped prototype has been built around a new engine, from the ground up, and one of the features of the car will be the distinctive centre fin (that F1 cars have run for a while) introduced to enhance the cars' stability.

The driver line-up is yet to be confirmed, but it will be a mixture of familiar faces and some new ones.

"This year's race programme is certainly a challenging one and unsurprisingly, therefore, response from Gulf affiliates around the world has been really strong," continues Sam Cork. "The demand for places from people wanting to participate at Le Mans has already exceeded anything we have yet experienced and the prospect of being in the hunt for honours at the world's greatest endurance race, as in 2008, is a truly mouth-watering one."

With the new development of the car, the change in the rules and Aston Martin Racing's endorsement of the Gulf Competition range, this season should be the best for the Gulf brand yet.



Gulf and Aston Martin last tasted Le Mans glory with a GT1 win in 2008

## PROVISIONAL RACE CALENDAR 2011



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

Further details from Sam Cork at GOI: [sc@gulfoilltd.com](mailto:sc@gulfoilltd.com)

## DAKOTA

# DAKOTA OPENS NEW FRANKFURT STORE

In November, Dakota, official licensee for Gulf branded retro clothing and accessories, opened their third Grand Prix Originals Store in Germany.

The new shop will be located in Frankfurt's Klassikstadt (a historical motor centre), following the success of their previous shops in similar complexes. The Klassikstadt-store is a "Lounge" where, as an enthusiast of classic racing, you can not only find the right lifestyle and race gear, but also enjoy the period films of many a racing legend.

The new store is more than 100 square metres in size and offers an innovative mix of lifestyle items from Dakota's Drive and Lifestyle collections to the famous range of Gulf branded products. The 60's style Gulf Porsche 917 ball chair (pictured) was one of the highlights. On its opening weekend, more than 15,000 people visited the site with more expected in the coming year.

More information about the site and the new store can be found at [www.klassikstadt.de](http://www.klassikstadt.de) or by contacting Marco Ruf at Dakota: [marco.ruf@dakota.de](mailto:marco.ruf@dakota.de)



## BREAKING NEWS



# GULF STARS AT RETROMOBILE

As *Orange Disc* closed for press, *Retromobile*, one of the world's leading Classic Car shows, opened its doors to the public. One of the main themed features of this year's show was the sensational display of original Gulf racing cars of the ROFGO Collection (above). A full report of the show will appear in the next edition of *Orange Disc*. For more information in the meanwhile contact Sam Cork: [sc@gulfoilltd.com](mailto:sc@gulfoilltd.com)

### DISTRIBUTOR NEWS: NEW ZEALAND



Gulf Oil International started 2011 by announcing the appointment of CRT Co-operative as the Gulf official distributor for lubricants in New Zealand.

CRT is a New Zealand farmer owned co-operative of 25,000 members with an annual revenue in excess of NZ\$800 Million. They operate in three main product areas – Farm Supplies, Fuel Distribution (in which they are the largest independent force in NZ) and a charge card operation – CRT Card. Under these general activity headings they are also involved in stock feed manufacturing, seed distribution, finance, real estate and livestock trading.

CRT has developed a successful business selling other major lube brands via their retail stores. The company, however, was looking for an opportunity to become an importer and master distributor for a brand that has international recognition and that is not currently represented in New Zealand, for which of course Gulf is eminently suitable.

Please join *Orange Disc* in wishing CEO Brent Esler (pictured, back row, fourth from left, with the Gulf Oil International team) and his team at CRT every success with this new venture as they seek to establish the Gulf brand in NZ as a major competitor for the established brands in the country.

For more details contact Brent Esler: [brent.esler@crt.co.nz](mailto:brent.esler@crt.co.nz)

### DISTRIBUTOR NEWS: DEMARK

## DANISH DISTRIBUTOR DEVELOPMENT

DCC Energi Danmark A/S became the new Gulf official distributor for lubricants in Denmark at the beginning of 2011. DCC bought out previous distributor, Nordic Lube A/S. Erik Jensen, owner of Nordic Lube A/S, will continue to work with the Gulf brand at DCC.

DCC Energi Danmark, is owned by DCC Energy Ireland (current official licensees for Gulf in the UK) and recently took over the fuels business for a major oil brand in August 2009. They have more than 40,000 customers with a yearly sale of 260.000 m<sup>3</sup> on all types of fuels and employ 60 staff. Their customer base is wide ranging covering all types of industry, construction, workshops, marine as well as private households.

Becoming the official Gulf lubricant distributor in Denmark will have strong impact on DCC's business strategy to become the preferred "complete line oil supplier." It will allow them to better meet customer needs and expectations as well as helping to increase customer loyalty.

Further details from Erik Jensen: [ej@dccenergi.dk](mailto:ej@dccenergi.dk)

### DISTRIBUTOR NEWS: GERMANY

## OTD EXTENDS GULF PARTNERSHIP

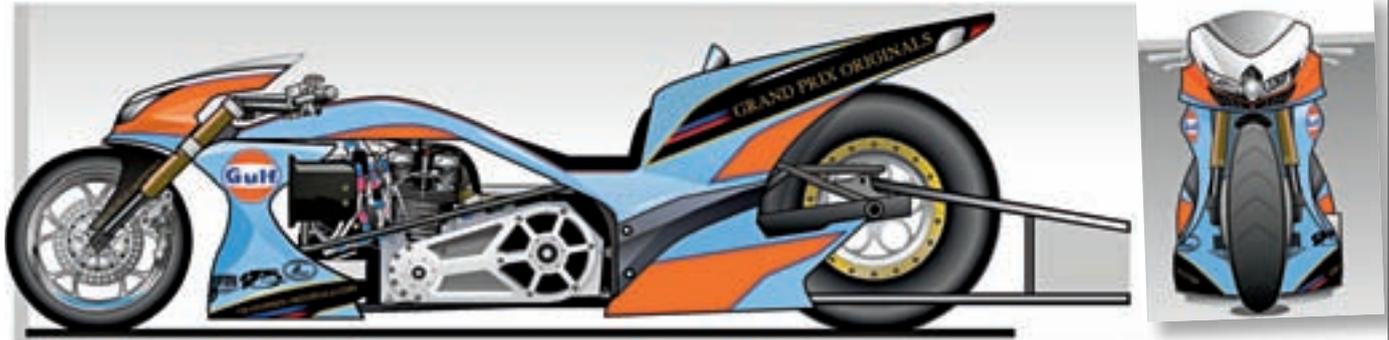
Gulf Oil International is extremely pleased to announce the appointment of Oil Trading Deutschland GmbH (OTD) as the new Gulf official lubricants distributors for Germany.

OTD have been official Gulf retail licensees in Germany since 2001. This agreement is a welcome addition to Gulf's growing network of official distributors and *Orange Disc* looks forward to the further development of the Gulf brand in Germany.

For further information contact Katrin Sühning: [k.suehring@gulf-otd.de](mailto:k.suehring@gulf-otd.de)

## MOTORSPORT

## KING TO RIDE WITH GULF!



Gulf affiliates from around the world have signed up to be part of an exciting new motorsport sponsorship initiative, which takes the brand into the high octane world of motorcycle drag racing.

The Gulf racing livery will now adorn a 1000+bhp Drag racing bike for the 2011 season, attempting to take this year's FIA Top Fuel Bike championship honours. The project has been driven by official Gulf clothing licensees, Dakota and the blue & orange bike will also feature their branding.

Leading bike drag racing exponents, King Racing, who are based in Hertfordshire, UK, will prepare and run the bike and the paint job is being carried out by the same artist responsible for the vehicle livery of F1 World Champions, Red Bull.

A top fuel drag bike makes an F1 car look positively pedestrian in terms of acceleration making 100mph/160kph in 1.1seconds. By the end of a run down the drag strip they can often reach more than 230mph/370kph! Gulf products will be used in the bike and there will surely be few tougher tests for the range than this incredible machine.

The bike is due to test in the Spring, with its first event being the opening round of the European Championship in Kunmadaras Hungary.

The other races are:

27-30	May	<b>Santa Pod</b>	<b>UK</b>
09-12	June	<b>Tierp</b>	<b>Sweden</b>
30/June-03	July	<b>Alastaro</b>	<b>Finland</b>
28-31	July	<b>Mantorp Park</b>	<b>Sweden</b>
04-07	Aug	<b>Gardermoen</b>	<b>Norway</b>
11-14	Aug	<b>Hockenheim</b>	<b>Germany</b>
08-11	Sept	<b>Santa Pod</b>	<b>UK</b>

Dakota is producing a range of branded merchandise specifically related to the drag programme. There will also be opportunities for hospitality, expo attendance and a host of other marketing activities to leverage this high-profile activity. Orange Disc will offer updates on this exciting sponsorship as the season progresses.

For more details contact Marco Ruf: [marco.ruf@dakota.de](mailto:marco.ruf@dakota.de)

## DISTRIBUTOR NEWS: BULGARIA

Gulf Oil International is extremely pleased to welcome OTO TOP Ltd as the new official distributor for Gulf lubricants in Bulgaria.

OTO TOP was one of the first companies to operate in the Bulgarian lubricants distribution market and was a distributor of another major for almost 16 years. During this period they proved to be reliable partners, developing a wide network of sub-distributors and delivered consistently high sales in the country. This performance was also achieved through supplying wholesales chains such as Carrefour, Metro and Kaufland.

With changes in their original major's distributor policy, OTO TOP took advantage of the opportunity to strengthen its position and move to a comparable alternative brand in Gulf.

Over the years under the guidance of General Manager Mrs Antonia Staneva OTO TOP has developed its business into a successful and well run company. They offer real added-value to all of their clients through education, technical knowledge, enhanced brand awareness and support.

Orange Disc wishes Mrs Staneva and OTO TOP every success for the future with the Gulf brand in Bulgaria.

For further details contact Antonia Staneva:  
[astaneva@ototopbg.com](mailto:astaneva@ototopbg.com)

## DISTRIBUTOR NEWS: CARIBBEAN

In October, Gulf Oil International announced that Lange Trinidad Ltd, had become the latest addition to the ever growing network of Gulf official distributors.



Lange Trinidad is now the official lubricant distributor for Gulf across several of the Caribbean nations, becoming responsible for the Gulf brand in Antigua and Barbuda, Bahamas, Barbados, Curacao and Bonaire, Dominica, Grenada, Jamaica, St. Lucia, St Maarten, St. Vincent and Trinidad & Tobago. The company's head office and main warehouse is located in Lange Park Industrial Estate, Chaguanas, Trinidad & Tobago.

Lange has been a stalwart of the automotive industry since 1957 and has become renowned for stocking high quality brand name products combined with an excellent after care service. Lange is proud to be one of the first companies in Trinidad and Tobago to earn official SME (Small and Medium Sized Enterprises Quality and Environmental Management System) 2000 certification, which it was awarded back in 2003. Pictured above is Director, Christopher Skinner (left) and his father John (centre).

Orange Disc is delighted to welcome Lange to the Gulf family and looks forward to reporting on its progress developing the Gulf name in this beautiful part of the world.

For further details contact Christopher Skinner:  
[cskinner@langetrinidad.com](mailto:cskinner@langetrinidad.com)

## DISTRIBUTOR NEWS: AUSTRIA

Gulf Oil International is very pleased to announce that Eurol Lubricants has become the latest addition to the ever-growing network of Gulf official distributors in Europe.

Eurol was founded in 1988, but the company's historical roots actually go all the way back to 1780, when "Mayer" – the original company – was formed to manufacture greases for axles. The business has around 60 employees and specialises in the production of lubricating oils, greases, windscreen cleaner, radiator coolant as well as being a fuel wholesaler. It currently has a turnover of around 120 million Marks.

The company decided that in order to service a growing number of requests for lubricants with OEM approvals, a suitable brand was required and so the Gulf brand was identified as a perfect fit.

We wish Eurol every success in developing the Gulf brand in Austria.

Further information from Mr Ernst Metzl, General Manager:  
[e.metzl@eurol.at](mailto:e.metzl@eurol.at)

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UNITED KINGDOM

# GULF CONTINUES TO EXPAND ITS UK FUEL NETWORK



specialist racing lubricant range, Gulf Competition in many regions.

Amongst the most recent Gulf converts were Oliver and Peter Plaskitt (above) who looked to renovate North Road Garage near Shipton. Peter is regularly seen in design shows on BBC Television and has been integral in making the formerly run-down garage one of the focal points of the community.

The duo have already turned the business around, with fuel sales up by 35% and ever increasing sales in the shop. This comes as no surprise to Keith Jewers: "Ambitious dealers like Oliver and Peter recognise that we offer a strong and credible platform from which to build a profitable business."

Further details from Keith Jewers: [keith.jewers@gulfoil.co.uk](mailto:keith.jewers@gulfoil.co.uk)

In the second half of 2010 Gulf Retail converted more than 70 new stations to the brand, once again establishing Gulf as the fastest growing forecourt brand in Britain.

The brand has enjoyed a long term commitment to the UK and continues to offer a strong benefits package as Keith Jewers, Director, Gulf Retail, explains. "With so many oil companies looking for an exit strategy, Gulf is bucking the trend and expanding.

Many new retailers have been drawn in by the strength of the brand from all over the British Isles; we recently welcomed people to the Gulf brand from as far afield as the Outer Hebrides and the tip of Cornwall"

Gulf Retail recently provided the UK with another first, a pump and wet stock management service that could save an operator up to £10,000. In 2010 Gulf Retail also launched a new premium fuel, Endurance, to the forecourt and grew the

CHINA

# GULF IMPRESSES CHINA REGIONAL GOVERNMENT



2010 has proved to be a significant year for Gulf Oil Yantai (GOY), most notably in its relations with the Government of the YEDA (Yantai Economic Development Authority) region, where the company is based.

The YEDA government invited GOY to its annual Spring Festival Gala Dinner (pictured). During the event TV Joseph, Managing Director of GOY, had the opportunity to meet and interact with the Mayor and Vice-Mayor of Yantai, the Chairman of YEDA and other dignitaries as well as Yantai's business leaders.

In addition to this special invitation, later in the year GOY received the "Good Corporate Citizen" award from the YEDA government. The award was based on eight criteria including Growth, Energy Saving and Emission Reduction, Organisation and Leadership. In addition to a citation plaque, GOY was also given a Chevrolet Epica car as a prize (left).

The award was presented to TV Joseph, at the annual meeting of the YEDA Government and marks a significant step in building relations with key decision makers in the region.

More details from TV Joseph: [joseph@gulfoilchina.com](mailto:joseph@gulfoilchina.com)

TURKEY

# GULF MAKES BIG IMPACT WITH LEADING SOFT DRINK BRAND

Delta Akaryakit, the official licensee for Gulf fuels and lubricants in Turkey, has been carrying out a number of campaigns throughout the year in cooperation with a global drinks brand (pictured). Motorists were given a free one litre bottle when buying 75 litres of fuel or more at Gulf stations.

The campaign ran between during August and September thereby helping customers combat the effects of a particularly hot summer in Turkey with a cooling drink. Unsurprisingly, the campaigns proved to be very successful.

Further details from Baha Sonmez: [bsonmez@gulf.com.tr](mailto:bsonmez@gulf.com.tr)



BUSINESS DEVELOPMENTS



INDIA

## GOCL EXPANDS GULF PRODUCT PORTFOLIO



Gulf Oil Corporation Ltd in India, recently selected the following products from the Gulf Oil International portfolio for launch into the Indian market. These are targeted to cater for various segments in the Passenger Car and Tractor markets.

The first new product (left) is Gulf UTTF (Universal Tractor Transmission Fluid), a multi-purpose fluid for Tractors & Construction Equipment that are fitted with a common oil reservoir that serves the final

transmission, hydraulic system and wet brakes.

Gulf UTTF is specially formulated with robust anti-wear and extreme pressure additives, ensuring optimised clutch performance, exceptional wet braking, with anti-squawk and chatter suppression. The fluid also has an enhanced load carrying capacity and excellent water tolerance & seal compatibility.



It has a high viscosity index and high shear stability, which provides consistent performance and excellent fluidity for good response and effective lubrication at low ambient temperatures. Its extreme pressure properties inhibit wear and tear and thereby extend equipment life and reduce maintenance costs.

The second new product (right) is Gulf ATF DX II, an Automatic Transmission & Power Steering Fluid that has been designed for use in transmissions and power steering for a wide range of vehicles. It exceeds the performance requirements for General Motors DEXRON® IID, Z1 & V1 and has ZF TE-ML 02F and 04D approvals.

The product's enhanced wear protection and superior thermo-oxidative stability provide extended equipment and fluid life. It also comes with unique frictional properties and improved seal compatibilities. These guarantee an excellent driving experience together with smooth performance.

These new products are available to other affiliates.

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



CANADA

## MOTORSPORT HELPS GULF BRAND SALES IN CANADA

The Gulf brand is now making strong inroads with performance car enthusiasts in Canada's Quebec, Ontario and British Columbia provinces, thanks to the involvement that Canadian Gulf distributors, Teklub (featured in Le Garagiste, right) have developed in national motorsport. Gulf supplied cars have won several Canadian national Championships in 2010 (see Motorsport Round Up story).

However the Gulf motorsport programme has reached beyond the pure motorsport enthusiasts. The rally-bred Subarus and Mitsubishis are the safest cars on icy roads and both brands have an important market share in the country, selling 28 000 and 60 000 cars, respectively each year. For almost two years, Gulf Formula G has been the preferred synthetic oil for 21 of the 26 Subaru dealerships in Quebec and, since last August, Gulf Ultrasynth has proved a real hit in the Mitsubishi dealers' network. Twelve dealerships are now selling Gulf Ultrasynth, not only for the sporty Evo but across all of the Mitsubishi model range.

For more details contact Sylvie Gaudet at Teklub: [sgaudet@teklub.ca](mailto:sgaudet@teklub.ca)



CZECH REPUBLIC

## GULF RETAIL GROWS IN CZECH REPUBLIC

Oil Trading Corporation (OTC), Gulf's Official fuel and lubricants licensees in Slovakia and the Czech Republic, opened their first service stations in the Czech Republic last year and they continue to expand the network.

Amongst the batch of Gulf fuel stations that have been opened since the last Orange Disc was published, is this site in Horni Lodenic.

More details from Ladislav Lopatka: [lopatka@gulfoil.sk](mailto:lopatka@gulfoil.sk)



TURKEY

## GULF BUCKS THE TREND TO BOOST TURKISH NETWORK

It has been a challenging time in Turkey but despite this, Delta Akaryakit, the official licensee for Gulf fuels and lubricants in Turkey, ended 2010 with major successes.

In September 2010 the country's Competition Board installed a new regulation that has caused a radical change in the Turkish fuel market. The regulation stipulated that agreements between distributors and dealers that were over 5 years in length are against competition law. Before this date contracts were typically 15 years in length and so the market, which was previously based on investments has now mutated into an industry based on short-term prices and credit competitiveness.

Against this turbulent backdrop it is a credit to Delta Akaryakit that they have not only managed to keep their network in tact but actually add 21 new contracts with high profile dealers at prime locations. All were previously with other major fuel station brands. Delta Akaryakit has also now managed to penetrate into Turkey's major cities, such as Izmir and the capital, Istanbul.

"Gulf's 'your local global brand' slogan is the source of our recent successes," explains Delta Akaryakit marketing manager, Baha Sonmez. "We always keep this slogan in our minds and with the power of the Gulf brand and Delta Akaryakit's local expertise, we have built a very strong and robust network in Turkey."

Further details from Baha Sonmez: [bsonmez@gulf.com.tr](mailto:bsonmez@gulf.com.tr)



BELGIUM

## GULF FUEL NETWORK CONTINUES TO EXPAND



Demarol Belgie NV, managers of the official Gulf fuel retail licensees for Belgium, Spindletop NV, continue to expand the brand's service station presence across the country.

The latest Gulf fuel station (pictured),

formerly another oil major's site, was opened in January of this year in Grembergen in the North West of the country and this brings the total number of Gulf stations operated by Demarol in Belgium to almost 50.

With further new signings looking imminent, the company is looking to take that number closer to 60 stations by the end of 2011.

For more information on Gulf's constantly expanding network in Belgium please contact, Sven Van den Branden: [sven@demarol.be](mailto:sven@demarol.be)

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 **UNITED KINGDOM**



## AN EYE CATCHING STAND FOR THE IFFE

The International Forecourt and Fuel Equipment Show (IFFE) takes place at the UK's National Exhibition Centre in Birmingham in the Spring and no other event in the UK attracts forecourt operators in such large numbers. Gulf Retail are exhibiting at the UK's premier forecourt show with one simple aim; to attract more independent dealers to the Gulf brand.

"Our involvement in 2011," explains Keith Jewers, Director, Gulf Retail, "includes an eye catching stand with hard hitting messages. It is a worthwhile investment to demonstrate the strength and depth of the brand package we offer and our commitment to the independent sector, now and in the future."

"Gulf is currently the fastest growing fuel brand in the UK and we intend to keep it that way," Keith continues. "With many oil companies reducing their dealer networks, IFFE is an ideal platform to let people know that Gulf means business, now and in the long term."

Further details from Keith Jewers: [keith.jewers@gulfoil.co.uk](mailto:keith.jewers@gulfoil.co.uk)

 **INDIA**

## KING OF THE ROAD – INDIA'S BIGGEST EVER GULF PROMOTION

2010 saw the biggest consumer promotion in Gulf Oil Corporation Ltd, India's history: Gulf King of the Road.

The scheme targeted consumers in various sectors with selected Gulf products and packs coming with the guarantee of a prize. These ranged from cash prizes, t-shirts, wrist watches and Reebok gift vouchers through to iPods, mobile phones, laptops, LCD TVs, and even 4-stroke motor bikes – a pool of more than 2 million prizes in all.

A combination of different media activities were undertaken to ensure high levels of consumer awareness, including banners, posters and a dedicated TV campaign.

To further enhance the visibility of Gulf products under this huge promotion, a Display Contest was run across 2000 retail outlets in 35 major Indian towns. Gulf supplied point-of-sale material such as banners, posters, danglers and cutouts to drive the campaign locally.

As an incentive, prizes were awarded to retailers who used the material best and who gave maximum shelf space to Gulf products. Around 500 outlets were awarded prizes for their efforts.

The scheme was a resounding success with consumer and industry alike, and was the talk of the relevant trade channels throughout India.

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

 **JAPAN**

## GOTCO 2011 CALENDAR



GOTCO (Gulf Oil Trading Company), Gulf's official lubricants distributor in Japan, recently published its 2011 Calendar.

The latest in a long line of excellent and practical calendars again features the Gulf-sponsored Aston Martin Racing endurance race cars, together with cars from some of the local motor sports events and activities that GOTCO uses to promote brand and product awareness throughout Japan.

For further details contact Mr Shigeru Matsuda: [matsuda@gotco.jp](mailto:matsuda@gotco.jp)

 **PERU**

## PERU DUO DO IT FOR GULF ON THE DAKAR



Isopetrol Lubricants SAC, who are Gulf's official lubricants distributors in Peru, sponsored the "Team Peru Dakar" entry for the world's toughest rally, the legendary Dakar, which this year, took place in Argentina and Chile.

Car 363, the Toyota FJ Cruiser of Fernando Ferrand Malatesta and Fernando Ferrand Del Busto, acquitted itself admirably, coming intact through the two week, 9500km route – more than 5,500kms of which is flat-out motoring in thirteen special stages. To finish is a massive achievement in its own right, but to come home 38th overall out of an entry of more than 120 cars is excellent.

More information from Roger Lescano: [rlescano@isopetrol.com.pe](mailto:rlescano@isopetrol.com.pe)

VENEZUELA

# GULF SHOWING THE WAY IN VENEZUELA



Gulf's presence at the events was extremely strong and was further enhanced by creative usage of Gulf's Blue and Orange colours.

ICECA, Gulf lubricants licensee for Venezuela, invested intensively in marketing the brand over the course of 2010, with participation in a variety of different shows and Expos. These have helped the company to reinforce Gulf brand awareness throughout the South American country.

Examples of these shows are the "Venezuela Off Road Festival", in March; "Motor Fest" in April-May 2010; "Grand Slam" Fishing Tournament in October and the "Salon Nautico" in November.

"The Gulf brand has been consistently increasing its market share, due to this titanic effort to support its network of distributors", states Luis Baumeister, Managing Director of the company.

As can be seen from the photos the Gulf presence has been very strong each time and Luis has even created an impressive video of the activities at the 'Salon Nautico' marine expo, which is available on YouTube.

Further details from Luis Baumeister: [luis.baumeister@gulfoilvenezuela.com](mailto:luis.baumeister@gulfoilvenezuela.com)

HONDURAS

# FORTY TEAMS, ONE LOGO



As with many countries across the world, football is the number one sport in Honduras. Diessa, the sub-distributor for GOPSA (Gulf Oil Panama Societe Anonyme) in Honduras, tapped into the nation's passion for the 'beautiful game' through an ambitious marketing campaign to raise the profile of the brand. They devised a competition where forty lucky football teams would have their football shirts provided and sponsored by Gulf.

The competition, ran in conjunction with the country's top sports paper, captured the imagination of Hondurans and the winning teams picked up their shirts from Diessa general manager, Sergio Robelo, in a high profile awards event – as can be seen from the newspaper cutting pictured.

Further details from Orlando De Vicente:

[odevicente@gulfoilpanama.net](mailto:odevicente@gulfoilpanama.net)

INDIA

# TRANSPORT NAGAR BRANDING ENHANCES CV SECTOR PRESENCE



Above: A view of one of the newly Gulf-branded buildings at a transport Nagar

Every major city or town in India has a truck terminal/hub, commonly referred to as a Transport Nagar. Each has a mini automotive 'ecosystem' of its own consisting of mechanics, transporters, drivers, restaurants, lube and spares stores.

Gulf Oil Corporation Ltd (GOCL) has identified over 45 such Transport Nagars across India. In order to increase visibility for Gulf diesel lubricants throughout the Commercial Vehicle sector and support its dealer network the company has undertaken an ambitious initiative. The campaign includes branding more than 850,000 sq ft of walls & shops as well as installing nearly 1,000 dealer boards in less than 4 months through to the New Year.

The results, as seen in the example pictured, can be spectacular and will no doubt assist GOCL in growing their market share in this highly competitive sector.

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

INDIA

# FOSTER A CHILD RALLY



Gulf Oil Corporation Ltd recently successfully staged the 13th running of its Foster A Child Rally, which is for the benefit of orphans in Mumbai.

As ever, drivers and children alike thoroughly enjoyed the event, with a host of activities designed to make it a memorable day out.

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



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**JAPAN**

# GULF TARGA FLORIO WIN REMEMBERED



**From left to right: Mr Giacinto Gargano, Mrs Kuroda, Mr Kuroda, Dr Valenza, Giovan Bettista Meli**



Mr Susumu Kuroda, GOTCO-Japan Chairman recently journeyed to Sicily, home to the famous Targa Florio road race.

The Targa Florio ran on the bumpy, hilly roads around Palermo between 1906 and 1975 in the presence of tens of thousands of excitable fans. The course journeyed through small mountain villages on the narrowest of racing tracks with walls, trees, houses and rocks acting as barriers, a test for the most accomplished of racing car drivers.

Always huge Gulf racing enthusiasts, Mr and Mrs Kuroda made the pilgrimage to visit the Targa Florio Museum at Collesano, the highest point on the 72km course.

Accompanied by the Mayor of Collesano Giovan Bettista Meli and Dr. Giuseppe Valenza (executive editor of the TARGA FLORIO IL MITO book), the Kurodas visited the mosaic memorial to the no.12 Gulf-Porsche 908-3. This was first car home in the 1-2 Gulf-Porsche victory of 1970 (pictured) and is arguably the most famous win in Targa Florio history.

Further information from Mr Kuroda: [kuroda@gotco.jp](mailto:kuroda@gotco.jp)

**CHINA**

# DISTRIBUTOR AWARDS IN YANTAI

In May, Gulf Oil Yantai (GOY) organised a distributor award ceremony at their offices celebrating the best distributors across the network. Awards were given for 'Overall Performance', 'Most Promising Distributor' and 'Best Distributor for Brand promotion'.

In addition, a technical session was held to update distributors about new products and about handling common customer enquiries.

The awards section of the event was greatly appreciated by the distributors and many noted that the additional feedback sessions produced a large number of good suggestions that will be shared amongst the network.

For the second part of this event GOY split the group into two separate groups based on annual sales volumes. Distributors whose sales met or exceeded 100kl were taken on a tour of South Korea (pictured), whilst the other high achievers were treated to a tour of Hainan in Southern China.



The whole event provided an excellent opportunity for those participating to bond with one another and share their knowledge and techniques. Everyone returned with boosted morale and a renewed determination to face the challenges ahead.

More details from TV Joseph: [joseph@gulfoilchina.com](http://joseph@gulfoilchina.com)

**TURKEY**

Back in October last year, Delta Akaryakit, the official Gulf licensee for fuels and lubricants in Turkey, organised a promotional trip to Yalta for lubricant distributors who had achieved their sales targets.

## DELTA'S REWARDS TOP DEALERS



The trip to the beautiful city was a great success and a month later, Delta arranged a similar promotion for fuel stations who had reached their lubricant sales targets. This time the trip was to Northern Cyprus and distributors had the chance to enjoy the superb local weather and to visit a number of fascinating places including Girne Harbour and Castle Bellepays Monastery.

Delta also held a series of events during Ramadan in four different cities across Turkey: Ankara, Amasya, Izmit and Aydin. Current dealers, dealer candidates and lubricant distributors attended the dinners, where Delta managers and distributors shared their thoughts about the current situation in the fuel sector and about what the future might hold.

Further details from Baha Sonmez: [bsonmez@gulf.com.tr](mailto:bsonmez@gulf.com.tr)

**PHILIPPINES**

## CARING FOR THE COMMUNITY IN THE PHILIPPINES

Gulf Oil Philippines Inc, as a part of its social responsibility programme, prides itself on its continuous involvement with various charitable causes. These



include education, health-care and social welfare, very much following Gulf's Core Brand Values – 'Care & Youth'.

In 2010 Gulf Oil Philippines, in association with the White Cross Foundation, undertook a one day program to deliver aid to orphaned children in the country. This included the distribution of food and emergency medicines but most importantly, by making sure they had fun by carrying out games and activities. Gulf Oil Philippines has long believed in sharing what it has been blessed with, to benefit those less privileged.

For more information, please contact Mr Joy Sarkar:

[js@gulfoilphilippines.com](mailto:js@gulfoilphilippines.com)

 UNITED KINGDOM

## LEADING THE COMPETITION



Gulf Competition, the specialist range of racing lubricants, has already made its mark on and off the track. The fully synthetic formulation has now been endorsed by Aston Martin Racing and will be the lubricant of choice for their 2011 motorsport programme (detailed on page 3).

The full range is available to all Gulf affiliates and provides an excellent addition to their product offering and the pack labels can even be customised on request, to cater for local languages.

David Appleby Engineering, based in the UK, were one of the first companies to take victory with Gulf Competition. This engine builder and tuner, based in the South West of England, is renowned for preparing top class performers for international racing and rallying.

In 2010, David's 21-year-old son James raced an Appleby-prepared car in the Aston Martin GT4 Challenge of Great Britain on Gulf's Competition lubricants.

James finished every round on the podium, taking the runners-up spot overall. "We only use the best products in our vehicles," explained David. "With its specially selected friction modifiers, Gulf Competition stays 'in grade' even under extreme conditions, minimizing engine power loss and reducing wear."

For 2011, David Appleby Engineering, supported by Gulf, are taking on all-comers in the GT4 European Cup.

For more information contact Greg Edwards: [greg.edwards@gulfoil.co.uk](mailto:greg.edwards@gulfoil.co.uk)

 SWEDEN

## GULF WINS IN SWEDEN



2010 proved to be a winning year for the Gulf brand in Sweden. Tomas Engström in the much acclaimed Gulf-livered Camaro #17 was able to stay ahead of team mate Alexander Graff and in the last race; Tomas overtook a competitor on the final corner to take overall victory in the series.

Graff and Engström shared the 1st and 2nd place spoils at almost every race and were supported throughout the series by Gulf Competition products. Exposure for the Gulf brand was great, as the Gulf Camaro really attracted the photographers' attention, which led to excellent magazine coverage of the car.

Apart from using the races for hospitality, Hansen Racing, Gulf's official lubricants distributor in Sweden produced a range of giveaways such as stickers, key rings, pins and T-shirts using an updated version of the 1970s Team Gulf Racing theme. This was something that was both recognised and highly appreciated by race fans both young and old.

For 2011 Hansen Racing, is moving upwards with Tomas Engström to Sweden's top motorsport series, the STCC, with a Gulf-livered Honda Accord. The aim is to finish the championship in the top three at the first time of asking.

The Gulf-livered #17 Camaro will continue to contest the Camaro Cup, this year with rookie driver Karl-Olof Karlsson. He'll be teamed with Alexander Graff, who also will be driving with Gulf.

For more information contact Martin Steinkamp: [martin.steinkamp@gulfoil.se](mailto:martin.steinkamp@gulfoil.se)

 CANADA

## GULF DOMINATES IN CANADIAN NATIONAL COMPETITIONS



Meanwhile the Gulf-supported Lombardi Honda Team and Durabond Competition Team both won their classes in the 2010 Canadian Touring Car Championship, with Lombardi taking the SuperClass category and Durabond Competition the Touring Class category. Both teams took advantage of

Subaru Canada won the 2010 Canadian Rally Championship Manufacturer's title and Gulf is an important part of Subaru's success, thanks largely to the outstanding performance of the Gulf Competition range. Driver, Pat Richard attributes a great deal of credit to the Gulf Competition products that ran in the cars, which improved gearbox and engine reliability. Subaru Canada and Canadian Gulf distributor, Teklub are continuing their partnership for the 2011 for the rally car.

the winning quality of the Gulf product range to achieve these milestones.

In the Canadian Formula 1600 Championship, Charles Leclerc finished as Rookie of The Year and 4th overall. He carried Gulf colours throughout the season and this gave the brand excellent exposure, particularly at Canada's two top motorsports events: the Montreal Formula 1 GP and Montreal NASCAR race.

For more details contact Sylvie Gaudet at Teklub: [sgaudet@teklub.ca](mailto:sgaudet@teklub.ca)

 JAPAN

### SMALL IS BEAUTIFUL

Proving that good things come in small packages, this Gulf coloured mini bike owned by Gulf customer and devotee, Mr Kameyama took first place at the Suzuka 4mini Custom Contest, organised by local motorcycle magazine, Moto Champ.

The bike, which is based on a Honda CD90 has its air-cooled 4 stroke 90cc engine bored out to 124cc. The bike, custom-made by Mr Kameyama himself, is a beautiful scaled down replica of the Gulf Ducati super-848 endurance racer.

Gotco-Japan also supported eight year old kart racer Kaito Ishii (pictured), during his 2010 race campaign. Kaito contested the four-race Kodai Cup and eight races in the Kids Kart Festa as well as one of the races of the Bridgestone series. The results show good progress and Kaito is looking to improve further in 2011.

For more details contact Shigeru Matsuda: [matsuda@gotco.jp](mailto:matsuda@gotco.jp)

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# ONE BRAND GOAL VISION



**Gulf's five core values; Care, Courage, Endurance, Inspiration and Youth are not only brand values but also act as strategic cornerstones for the Gulf business, as Camille Neheme explains**

**Pictured are banners from the Gulf Oil International Convention in 2010, displaying how these core values are reflected in Gulf's businesses worldwide**

Following the recent Gulf Oil International Convention and with the beginning of a new year and a new decade, Orange Disc has sought the thoughts of Camille Nehme (Vice President of Finance & Strategic Development), on Gulf's strategy for now and the future. In the second part of the article, Bill Downey (Vice President and Head of Energy Practice for Global Management Consultancy – Kline & Company), offers his thoughts on branding in the lubricants industry and on the challenges that may lie ahead in the coming years.

In the last few years Gulf Oil International has undergone a metamorphosis and has emerged a different creature to what it was before. We have new companies, new licensees, new initiatives and a fresh and invigorated brand. It has been a period of going through the old and creating the new, it is a process that is never ending. We have learnt to constantly examine and challenge every aspect of our business, to ensure that what we believed was correct, still is and will be in the future. The main focus has been to constantly ensure that the business model is fit for the purpose, no matter how the market changes.

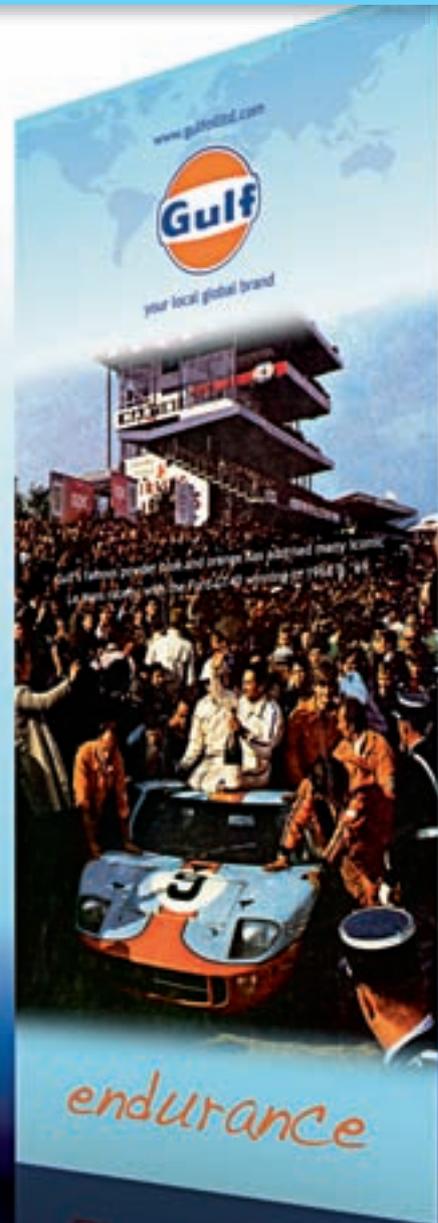
A little more than two years have gone by since the beginning of the global financial crisis and the western world in particular has discovered a very different economic picture to that which existed before. To explain further, several interrelated factors have created a very complex environment:

- The swing of manufacturing and consumption trends from the old mature western markets to new developing countries
- Mature markets are now dominated by the services sector making their GDP's fragile in times of crisis
- The artificial equity created under the financial and banking system ultimately collapsing and destroying value

All these changes have led to the view that the world is more and more fragmented and pulling in different directions. Unfortunately this leaves many people stuck between stagnation (or at the very least a decrease in purchasing power) and unemployment. Even if everyone has differing views of what the future will hold, most agree that the recession may be over but the crisis is not. In this changing environment, the winner will be the one who adapts the quickest to the new systems and rules.

In Gulf we have been busy stream lining the business in preparation for strategic planning for the next stages of developing the Gulf brand. However during this process what has become clear is that much of what has already been put in place will form the cornerstones for future development.

In the past Gulf Oil International selected five core values to represent the brand; **Care, Courage, Endurance, Inspiration and Youth**. These core values have emerged as the basis not only for the brand but also of the strategy of the group, preparing Gulf for the challenges and the opportunities of the years ahead.



The strategy of Gulf is reflected as follows:

**Youth**

Energy and flexibility, which is a must for any adaptation to new and developing situations; Gulf Oil International has these doctrines in its genes

**Care**

Being local, as Gulf has always been, is a great factor of success as it enables us to have a permanent finger on the pulse of any local environment rather than being exclusively piloted from a remote blind platform

**Inspiration**

Looking for expansion, both organic and inorganic, and new markets. Gulf has always demonstrated its appetite to expand in new directions

**Endurance**

Gulf always looks to long term relations and developments. Once we take up any project we are in it for the long haul and this has proved vital through the recent world changes and in stark contrast to many of the other majors

**Courage**

Demonstrated by our unique structure and ability to go and prosper with our local partners in many countries where others are withdrawing.

In addition to these core values is the underlying ethos that reflects the Gulf brand, represented in the global strap-line; 'Your local global brand'. However this is not only the tag line used to communicate the brand, it also stands for the global and yet local mechanics of the business, where local needs are at the heart of global decisions. This combined with the premium positioning that the brand and its products and services has achieved, ensures that the Gulf proposition remains strong whatever the business environment.

In any transitory period or where new market forces are created, the situation is favourable to acquisitions, and in these circumstances, there are predators and targets and only the fittest and the most nimble will survive. Emerging markets are now and will continue to be (for the foreseeable future), where the biggest opportunities lie. Gulf understands this and is following its strengths, all the time seeking new markets that will fit with our existing business, both in terms of territories and products. We will continue to look at mainstream opportunities and niche markets, seeking at all times to add value internally within the Gulf Oil International Group and externally to the customer proposition.

Within the Gulf Oil international Group there are now underway several exciting projects to build and enhance the offering that the Gulf brand brings to the world market. Gulf has extended its geographical reach into well over 100 countries and has adapted its products to meet local markets and risen to meet market challenges and developments, underlying our commitment to the local global offering. As the last 12 months has demonstrated, even in these challenging times or maybe because of the challenging times the Gulf brand continues to grow.

As with every organisation, the human factor is the most important asset and 2011 will be another year where individual competencies and contributions will be essential for success. Gulf's network includes a wealth of experience and innovation but the challenge will be that these strengths are utilised in all markets, both existing and new. However one can be sure that it will be the need to demonstrate **Care, Courage, Endurance, Inspiration** and **Youth** that will keep the brand alive.

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# NAVIGATING THE 'CURVES' IN THE LUBRICANTS BUSINESS

by W.R. Downey Jr., Kline & Company

I loved my first car. It was a persimmon-coloured, Datsun 510... persimmon, not orange, and Datsun, not Nissan! There were many things to love about it, but my favourite was the 5-speed, overdrive, manual transmission. For those who are not familiar with American cars, most have automatic transmissions. This beauty had a manual transmission, making it far more fun to drive. I felt like as if I had more control over engine speed and power, and when I came upon a curve in the road. I certainly relished changing gears to better navigate that curve.

The world-wide lubricants market is heading into and coming out of a number of curves itself, and I would like to share with you several thoughts that will hopefully help you change gears through the 'curves' of the coming years

**'No Brand' now is a brand, if you allow it:** In our work in mature markets, particularly in North America and Europe, we have noticed a trend that is very concerning. The trend is marketers offering unbranded products in the market place. The driver for the trend is clear: lubricant users, whether in business or individual consumers have spent two years under significant economic pressure. Lubricant marketers, particularly ones that do not have a brand that they themselves own, have answered with products like "SAE 15W/40" or "API SG". These are products that will meet – or just barely meet – an industry standard or specification but whose manufacturing source is unclear. And these products are not backed by a brand that stands for something, be it performance, long-life, or engine protection or...

Having spent a significant part of our careers in the lubricants industry we know that all lubes 'are not created equal'. There are over a thousand lubricants manufacturers world-wide, using thousands of blending plants using base stocks from a hundred refiners and additive components from dozens of companies, formulated by people with a wide range of skill levels. I could continue the picture by travelling the entire length of the supply chain, following the product from its birth to

the customers' doorstep. This is just the picture of how the product is made; a brand is much more!

Those of us that are in 'facing-the-customers' roles need to recognise that if we do not communicate what a brand means and what its value is, then 'no brand' evolves into a brand and maybe even very strong competition.

**When pressed for a lower price, offer a different value proposition:** When a customer or a consumer opens a discussion about price – a 'curve that we all have had to navigate in the last two years – this provides a great opportunity to discuss the features of the lubricant and the benefits that it provides. This can be:

- The way it is formulated to deliver more resistance to oxidation, which means longer life in the sump and less chance to clog filters, both saving the labour of maintenance personnel; or
- The fact that it can be used in several vehicles, saving the cost of stocking multiple products and potentially putting the wrong lubricant in a vehicle
- A well-established baseline so that the customer can rely on used oil testing to predict to indicate when the oil needs to be changed and through that, extending drain intervals and saving on both lubricant and labour

In each case, the feature of the product – more resistance to oxidation, for example – is communicated in the terms of the benefit to the customer: 'saving labour costs'. Features and benefits are very important to communicate to marketer sales team, and reinforced with training and collateral material. This gives you the opportunity to change down and then accelerate through the 'curve' that the customer is asking you to move through.

**Customer Intimacy can be a way of life for your sales team, if you reward it:** For there to be clear communication of what the brand stands for, to prevent 'no brand' from

becoming a leading brand, and to be able to understand the benefits important to the customer, there needs to be a sales team. And that sales team needs to understand how to listen to the customer and communicate the features and benefits of the products that the marketer promotes.

This means investment. Investment means:

- Hiring the best people you can find
- Having a strong product and communication training programmes as your on-board the sales force
- Providing the sales force with economic incentives to sell the value of the product rather than the volume of the lubricants
- Making product suppliers available to the sales force to support their efforts
- Recognising the leading practitioners of the communication of benefits
- Providing consistent reinforcement of that initial training with more follow-up training
- Careful selection of the leadership of the team, combining selling, training, and communication skills

It is through customer intimacy, that understanding of the customer business and their needs that allows for your brand – whatever one you choose – to work for your company and your customers. It also becomes the way that you and your customers navigate through the curves of the coming years.

By the way, the salesman who sold me my Datsun discounted it because it had a manual transmission. I would have paid more, but he did not take the time to ask the right questions.



*William R. Downey, Jr. is a Vice President and head of the Energy Practice at Kline & Company, a global management consulting firm, the most well-regarded serving the lubricants industry. Prior to his time at Kline, Bill held various positions in lubricants, chemicals and speciality products with several major oil companies*

# THE GULF BRAND IS MAKING ITS MARK IN TUNISIA

Despite its relatively small size, Tunisia is an active market for automotive parts and lubricants. With a growing automotive sector, the Tunisian market has become hugely competitive, with more than 60 000 tons of lubricants sold in 2010 and more than 60 brands present.

Since joining as official lubricants distributor for Gulf in June 2008, STEQ (Société Tunisienne d'Équipement) under the subsidiary of My Car, has been dedicated to developing the market for Gulf lubricants.

Its main customers are parts distributors, service stations, car dealerships, civil engineering firms and transport companies.

In this short period, My Car has succeeded in developing Gulf to become a leading brand among the other well-established majors. This is due to a combination of marketing promotions, a well organised sales team and STEQ's experience, structure and prominence.

STEQ, a wholesale company specialising in car and truck spare parts distribution, was founded in 1978 and has grown since then to turn over an impressive 33 million dinars (20 million Euros) in 2009. It has become a market leader through partnerships with top-level suppliers of genuine parts and OE manufacturers, as well as by developing a wide range of quality products.

Prior to signing with Gulf, STEQ had sold another major's lubricants and this experience, as well as an established customer base has been fundamental to launching Gulf in Tunisia. Since 2008, My Car has put together a dedicated sales team and four agents across Tunisia, to ensure total coverage, faster deliveries and greater presence for the customer.

My Car has extensively targeted retail outlets and end-users alike. It raised brand visibility with display panels, sports sponsorship deals and by producing promotional branded clothes, leaflets and catalogues. This was followed by free giveaways in the form of Gulf branded air-fresheners for service stations and spare parts retailers.

2010's most successful promotion was a 'Free Diagnosis Day' – a new campaign that offered free diagnosis of clients' cars in service stations. It ran on weekends in April, May and the first half of June, with 534 vehicles examined. It promoted the Gulf brand while also providing visitors with important recommendations about the best use and performance of Gulf lubricants.

My Car enjoys a solid client base and the challenge is now to make the Gulf brand more visible throughout the country. To achieve this there will be new, more daring initiatives for 2011.

The product line will be expanded for customers and this has started with the introduction of industrial lubricants. Expansion will include professional training for the sales team on all new products. My Car will also start personalised customer sales visits to encourage clients to build brand loyalty and strengthen customers' knowledge and trust of Gulf products.

My Car is looking at other complimentary product development opportunities and sees filters as its next move.

The natural link between lubricants and filters can only be beneficial for lubricants sales with the combination offering further chances to enhance the promotion of the Gulf brand and create new sales opportunities.

Continuing its drive towards greater visibility for the brand, My Car has started a marketing campaign aimed principally at its retailers. At the start of 2011, the company started selecting its best spare parts and service station clients in order to equip them and brand them in Gulf colors. The idea has been warmly welcomed by My Car clients, who have proved to be ready and willing to be Gulf representatives due to the already strong presence of the brand.

2010 was an excellent year for My Car, thanks to solid and effective marketing campaigns, together with the introduction of new product lines. As Gulf's brand identity becomes stronger across Tunisia – and with several exciting new campaigns set to be launched – 2011 promises to be the best year yet.

For more information, contact Wafa Fekih: [w.fekih@aremgrou.com](mailto:w.fekih@aremgrou.com)

**“2010 was an excellent year for My Car, thanks to solid and effective marketing campaigns, together with the introduction of new product lines”**



**Above left: A car being serviced as part of the Free Diagnosis Day Campaign.**  
**Above right: Walid Arem, CEO of My Car**  
**Left: Wafa Fekih – Logistics Manager for My Car – with a sub-distributor of Gulf products**

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# GULF CONVENTION

**The 2010 Gulf Oil International Convention: 'One goal, One brand, One vision'**

The 2010 Gulf Oil International Convention brought Gulf affiliates from across the world to one of South America's most vibrant countries, Argentina.

Some fifty delegates assembled in the town of Iguazu for what was to be the first part a two location event under the theme of "one goal, one brand, one vision."

Situated some 1640 kilometres from the capital of Argentina, Iguazu is a small town, carved out of the jungle on the junction of three rivers, which form the borders with Brazil and Paraguay. The centrepiece of Iguazu is the national park that contains the Iguazu falls, one of the largest and arguably the most spectacular set of waterfalls in the world.

A day exploring the jungle park and getting to experience the majesty of the waterfalls proved to be an excellent opportunity for the delegates to get better acquainted with each other. Trekking through the jungle path to catch a boat that rode into the falls themselves made for a memorable experience and was an excellent precursor to the following day, when the business side of the convention was to start in earnest.

The second day was an extremely full and productive one. Gulf affiliates who has been appointed relatively recently (since the 2008 convention at Le Mans), were given the opportunity to present their companies and local market structures (pictured, top). The standard of presentation was uniformly high and offered a unique insight to the new and emerging members of the Gulf family. Over the two days, eight new distributors presented to the group, an impressive show given the worldwide economic conditions that have prevailed since Gulf's last global gathering.

The afternoon session saw presentations from Ramesh Rao on new blending plants taking shape in Dubai and from Gulf's technical guru, Dr YP Rao, on the latest lubricant trends in the automotive market. Following these, the convention moved on to a series of workshops, which offered a number of topics for local distributors to discuss and offer feedback on. The purpose was to offer all attendees an opportunity to talk through important issues that face their local business and establish ways in which the Gulf brand proposition can be grown even further.

The workshop groups were assembled by bringing together delegates with similar skillsets and areas of expertise, in order to utilise them to greatest effect for the benefit of the convention as a whole. The workshops therefore provided lively realistic and positive debate and discussion, conducted in a spirit of practical cooperation. Enough time was given to allow each group to draw up its conclusions and tie them together with suggestions, which they would present the following day for consideration by the convention as a whole.



GULF OIL INTERNATIONAL CONVENTION



**LEFT PAGE TOP:** Alain Dujean addresses Convention. **LEFT PAGE BOTTOM:** Gulf group tours Buenos Aires on final day. **CLOCKWISE FROM ABOVE:** Alain Dujean in Iguazu National Park; Gulf boat returns from a run into the falls; trekking towards the Devil's Throat waterfall; into the jungle; Park Guide issues instructions; South American delegates photo call; Mulata show Conga line. **BELOW:** Focus group discussion. **BACKGROUND PICTURE:** Spectacular Iguazu Falls landscape.

By way of light relief from the serious business of the day, dinner that evening included a Mulatta's show, which proved a big hit with the delegates, with many dancing as enthusiastically as they had entered into discussion during the earlier workshop sessions.

Day three of the convention was again full and intense. It started with a talk from GOI's Sam Cork on current and future marketing developments and initiatives. Presentations from Gulf licensees followed, with Bill Day detailing the Gulf Multi Auto Car Care range available to official distributors and then Marco Ruf from Dakota described the latest in Gulf clothing & merchandise available. He also introduced to the group an exciting sponsorship opportunity available to all Gulf affiliates (see separate article on page 5).

**“The message was overwhelmingly positive about the progress that the Gulf brand and Gulf businesses have made since the last convention”**

The conclusions from the working groups were presented by spokespeople from each group and a number of points emerged that were then discussed by all present. Often affiliates from other working groups were able to comment or clarify issues raised by those from other groups demonstrating the co-operation and mutual respect that exists in the network. At the end of each presentation various conclusions were reached with a number of actions agreed.

Gulf Oil Vice President International, Alain Dujean, then delivered his convention summary, pulling together all the elements discussed on the 'one goal, one brand, one vision' theme. The message was overwhelmingly positive about the progress that the Gulf brand and Gulf businesses have made since the last convention – especially in light of the global recession. Alain Dujean's message highlighted all that the brand has achieved and continues to deliver – and mooted a cautious but optimistic future for Gulf and its businesses around the world.



Delegates then headed for the airport and flights back to Buenos Aires, where convention was to reconvene at 'Sr Tango', one of Buenos Aires' leading Tango restaurants. The venue, food and show proved to be a spectacular climax to the 2010 convention.

The following morning saw the final official convention activity, an organised tour of Argentina's capital, taking in the major historical and culturally important sights of the striking South American city of Buenos Aires (opposite).

Emilio Alvarez and his team at Gulf Oil Argentina proved to be both warm and courteous hosts and the 2010 Gulf Oil International Convention was undoubtedly the strongest yet for Gulf in the modern era.

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# ASSURING HIGH QUALITY IN GULF PRODUCTS

**Gulf Oil International's Vice President of Operations, Dr Richard Pinchin talks to Orange Disc about the importance of Quality to Gulf's global product range**

When you buy gasoline for your car, you always trust it is going to fuel your engine so it runs and generates power without any problems. Your choice is usually restricted to selecting either gasoline (petrol) or diesel (gas oil), and in the case of gasoline, you may have a choice of Octane number (and even in some markets a "premium grade" fuel which contains special additives is another available option). In all cases you rely on the oil company to deliver to you a fuel that does exactly what you expect, no more, and certainly no less. Before buying it, you have no way of testing that it will work and so you place a lot of trust in the company and the people who provide you with this ever more expensive yet indispensable commodity. After all, it is going into what is often your first or second most expensive possession. Fortunately your trust has a basis in the technical standards and extensive operational systems in place to ensure the fuel you buy meets the exact technical specification needed for your engine to run well. To achieve this, the oil supplier operates a quality management system that you rely upon, yet you cannot imagine how detailed and thorough it is.



Of course, the engine itself was originally designed and engineered so that it will run optimally on gasoline of exactly the same quality that later on you will buy and use. It would be a marketing disaster if a new car engine design didn't run very well on the fuel available to the drivers. Unfortunately, this type of problem can sometimes occur in markets where the revision of the national fuel specification has lagged behind the quality developments in those main markets for vehicles, such as N America, Europe and much of Asia. For example, many modern car engines are equipped with a set of sensors that determine key parameters such as air-fuel ratios, the chemical composition of exhaust gases, temperatures and pressures inside the engine cylinder. If the fuel used has an exceptionally high sulphur content, it is possible for one of these sensors to detect "bad fuel" and set the engine management system to a 'safe mode' which allows the motorist to drive a only short distance in order to get to a mechanic for an urgent service.

The technical specifications for fuels comprise many physical and chemical elements: volatility or evaporation over a temperature range is very important to ensure the fuel mixes with air and evaporates well (as the combustion reaction only takes place in the vapour phase). Chemical composition limits are now also very important to protect the sensors and catalysts used to minimise tail pipe emissions. Oil refiners use advanced chemical processes to make their fuels comply with the specifications. Hydrocarbon streams are distilled, refined, purified and blended together, often with the addition of octane-boosting chemicals such as alcohols and ethers. The fuel is rigorously tested in the refinery laboratory before release into the distribution system. A motto of fuel distributors could be "don't let anything out, or in". Any release of fuel is not only a commercial loss, but a possible fire risk and a certain cause of

pollution. On the other hand, any ingress of foreign materials, be they other fuels, water or just dirt, can seriously affect the quality of the fuel.

The oil industry, and Gulf Oil companies included, make use of well-founded and robust operating procedures to ensure the fuel, so carefully made to be on-specification at the refinery, is delivered still within specification to you via the pump. So, you can be sure that there are many checks and safeguards in use behind the scenes so you can indeed trust the fuel you buy at the Gulf pump is just right for your engine.

Much the same philosophy applies to a lubricating oil; be it for your car, your bike, your sewing machine or (for factory engineers) your production machinery. You cannot, in nearly every case, test the oil yourself before you use it. This is unlike a drink, e.g. wine, which you can taste before imbibing – as other than the colour and general appearance of the oil, you cannot check it unless you have some pretty sophisticated and specialised laboratory equipment to hand. So, just like when buying petrol, you have to rely on the oil supplier.

Each moving part in a machine will require some form of lubrication. There are many types of machine, and hence there is a wide range of variables that affect a lubricating oil, such as: speeds, temperatures, loads (power/energy), operating conditions, composition of the machine parts, etc. etc. Consequently, there are many different types of requirements for lubricating oils and many different oils are available. Skilled technical engineers can determine which oil should be used for which application, but most users, such as the average motorist, rely on product information provided to them by the company that built the machine (the Original Engine Manufacturer), and the suppliers of the oils available in the market.

The OEM's engineers always design their machines with due attention to the type of oil needed. In most cases the oil required is characterised by a specification. This is usually a detailed technical document describing in exact terms the key pertinent properties of the oil. The prototype machines will have undergone extensive testing, often under arduous conditions (high speeds, temperatures and loads), running on the oil specified in the machines' development.



The oil companies then decide how to make their products comply with the said specification. This procedure is commonly referred to as "formulation". It is much the same as a wine maker determined to produce a fine wine to suit the palate of someone eating a type of food – he will mix together specific amounts of the different varieties of wine (cabernet sauvignon, syrah, merlot, etc) and then taste the blend. When he is satisfied, his formulation, or recipe, is finalised ready for production.

TECHNICAL FEATURE: QUALITY



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In the oil industry, in place of wine's colour, aroma and taste, the engineers and chemists use more exacting scientific techniques. First a blend of base fluids is made. These are usually oily hydrocarbons but several synthetic chemical liquids can also be used. This mixture that typically comprises over 90% of the final product, largely defines the important physical properties, notably its viscosity (ability to flow) at different temperatures, which is usually selected to suit the dimensions and power of the machine it will be used in. Thus an oil for a ship's engine will be thicker (more viscous) than one for a bicycle.

Into this mix the formulator will dissolve a selection of chemicals, each of which imparts additional specific properties to the final oil. Thus, anti-oxidants prevent the oil from degrading under high temperatures, while anti-wear additives protect metal surfaces from excessive wear caused by mechanical friction. Detergent and dispersants are used to keep the machine clean and suspend dirt particles in the oil, so they can be trapped in a filter. These important chemical additives are used from several parts per million to a few percent. They have to be added in precise quantities, even too much of one additive can impair the function of another, so getting the blend's composition just right is important.

Of course, once an oil has been developed, tested and approved by the formulation chemists and engineers, its 'recipe' is fixed and then passed over the production units. These are called Lubricant Blending Plants. Here the oil is made to the defined formulation in large mixing vessels. The required quantities of each component are measured, added and blended together, before it can be sent through to the filling lines where the bottles and drums are filled. There is one other important function in the process – testing.



Once the production team have mixed thoroughly all the ingredients a sample is sent to the laboratory. There, the key parameters are carefully tested to ensure the oil contains the correct amount of each component (this is a check on the accuracy of the flow meters and weighing balances used to dose each ingredient into the blend). Any deviation from the desired target or specification will then be adjusted with the addition of small quantities of the component in question... pretty much as a good cook will taste his food and adjust the amount of salt or seasoning in order to achieve the desired overall taste. The oil is tested both before and after filling the packs, and of course all the raw materials are also tested before they can be used. Unlike fuel distribution, lubricating oils are nearly always sold and delivered in sealed containers, and this effectively minimises any risk of contamination.

Across all the Gulf blending plants we operate the same Quality Management System for our oils. The few plant managers are each provided with the same 'recipe book' - this is a set of detailed instructions which tell the blender which components to use, how much of each, and how to sample and test to verify the product is 'on specification' before it can be sent into the market. Through such a set of procedures, contained in the Gulf Lubricants Quality Manual, which is integrated into the overall ISO 9000 quality management system, we can ensure that Gulf products, wherever made, are consistently good.

That is one of the ways we know the Gulf brand meets the mantra embodied by the phrase, "One Brand, One Goal, One Vision" all around the world.

For more information on Gulf's global portfolio of products, please contact Dr Richard Pincin: [rp@gulfoilltd.com](mailto:rp@gulfoilltd.com)



150  
YEARS



Steve McQueen is more than an actor.  
Like the Monaco, he is an icon.  
In the 1970 film classic *Le Mans*,  
he wore the original, and started a myth.



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