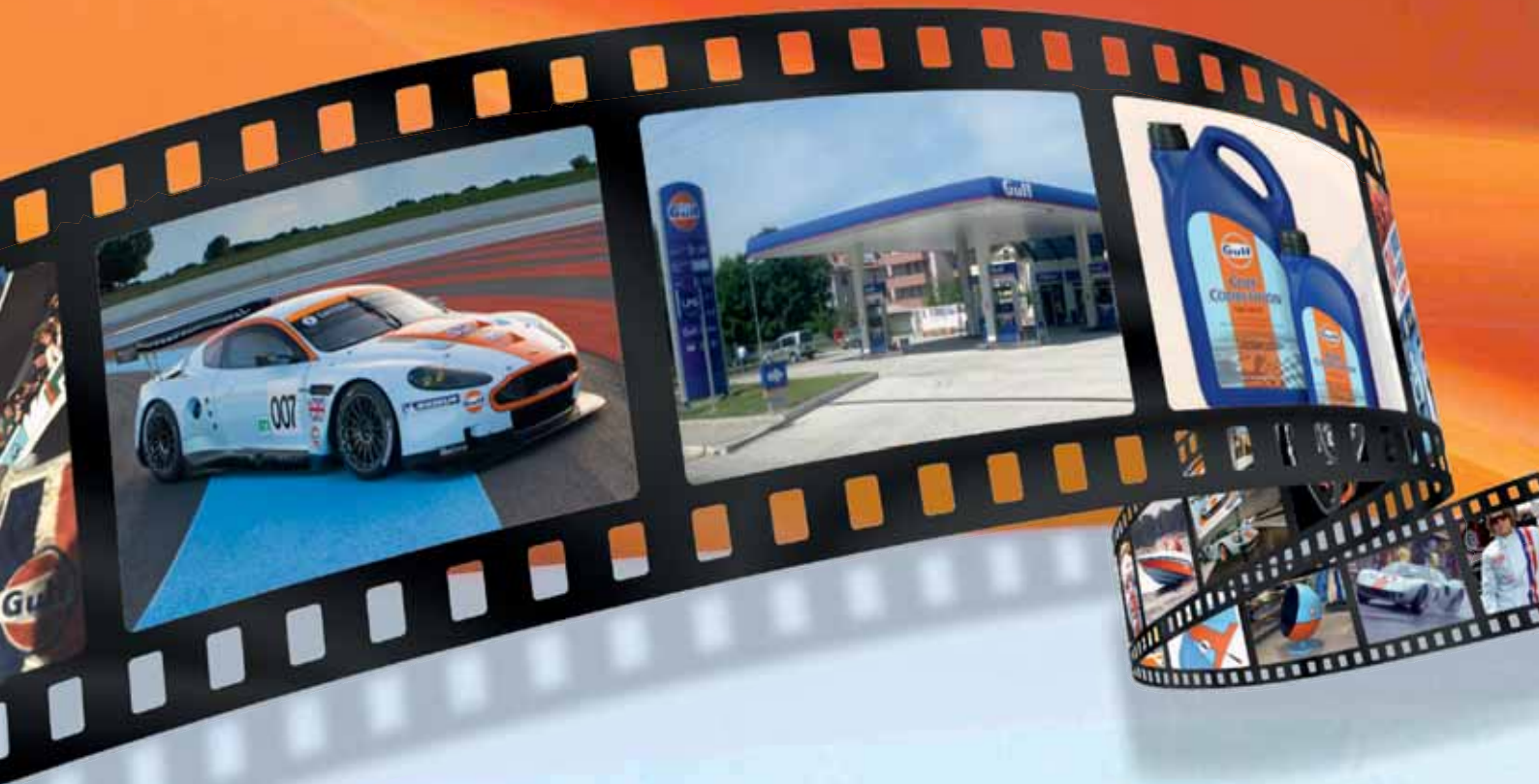


Orange Disc

your local global brand

ISSUE No.25 2011



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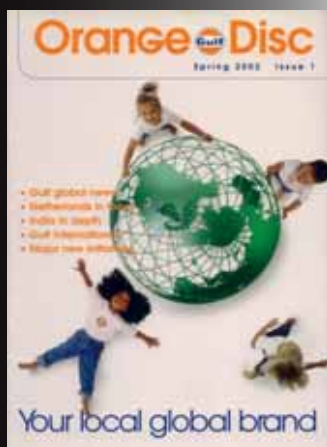
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FOREWORD



Brand recognition is a modern science that has developed from manufacturers proudly displaying their names and then building up customer's confidence to create brand loyalty. Visual brand recognition has been achieved with shapes, typefaces, logos – in fact just about every way possible that the eye can see. Gulf Oil International (GOI) scored a first with the European Trademark Registry when it applied for and was granted a pan EU trademark registration (a CTM registration) for the juxtaposition of two colours, pale blue and orange. The CTM registrar was satisfied that extraordinary circumstances existed that permitted GOI to have protection for the association of these two colours because of the long association (over 40 years), huge investment and wide usage that had been made by Gulf especially in endurance motor racing.

Since achieving this milestone GOI has grown the brand and extended its reach with partnerships with many famous brands. These famous brands have been quick to recognise the added strength that the use of the Gulf racing livery has brought to their own products to enable them to extend their own markets. It has been and it continues to be an exciting journey for GOI as we never know who is going to approach us next to partner their products with our colours. It goes without saying that we work very hard to protect our trademark and never a week goes by but we have to caution unauthorised users that they are infringing GOI's registered trademark rights. Most of them immediately acknowledge their error and they withdraw the products from sale; some however ignore our communications and then we have to take legal measures.

GOI made the decision some time ago to take a strong line with management of the brand and all of its registered trademarks. It involves a lot of time and it can cost a great deal in legal costs etc. but GOI has taken the view that having created something special, it is worth now investing time, money and an international effort, not only from GOI itself but all the wider Gulf distributors, in which ever part of the world they may be, to protect what we have built.

The project to grow the brand in this way, very closely reflects the core values of the brand itself. **Care** is reflected in the thought and direction that GOI gave and continues to give to grow the brand in this way. **Courage** has been demonstrated as GOI could not be 100% certain that the move to extend the brand beyond its core business would be well received but fortunately we have been delighted by the results. **Endurance** as this is a plan for the long term benefit of the brand. **Inspiration** as to go where no lubricants and fuels company had gone before was an idea that reflects the outstanding ability GOI has to move quickly as and when a new opportunity presents itself. Finally **Youth**, shown as so many of these initiatives are attractive and of interest to the youthful market of today that becomes the mature market of tomorrow, ensuring that brand exposure to an early age carry's through into later life.

To be proved right in a brave decision is a great achievement; but to be proved right all across the world marks this step as a memorable marker stone in the long history of the Gulf brand. GOI is now able to say that the brand is present in six continents of the world and this is a presence that has been achieved not only by the core business of lubricants and fuels but also the extended life style products in all their many different forms. Customers have been attracted to the brand by the colours. All the products, be they lubricants, fuels or lifestyle, use the attributes of the brand to the full extent, the name, the logo and the Gulf racing livery. One aspect of the Gulf offering has however not been coloured and that is the level and manner in which service is given to customers. This has always been freely given and year on year we strive to grow it further.

The guidance that the brand has needed to make this transformation has required the input and ideas from all those who are the stakeholders in the brand, be they members of GOI or those who distribute the brand all over the world. This concerted effort by all has resulted in a brand that today stands alone from all others, despite its long history it still is fresh and attractive, it still is perceived as strong and capable and it is still able to catch and hold the attention of customers, enthusiasts and new stakeholders everywhere.

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FEATURE: RETROMOBILE



ORANGE AND BLUE PHENOMENON!

Gulf's iconic orange and blue racing colours starred at this year's Retromobile – one of the world's top classic and collector car events - as the largest collection of original Gulf race cars ever assembled wowed the crowds at the Paris expo.

A dozen cars from the ROFGO collection were on display at the event, representing more than 40 years of Gulf in international motorsport. They included examples of most of the significant marques and models that have helped build Gulf's reputation as one of the most famous brands ever to be involved in motorsport. It marked the greatest display of race cars yet showcased in one place that have carried the trademark blue and orange colours, or that have raced with allegiance to the famous Gulf brand.

More than 70,000 people visited this year's show, which was a near record crowd and the response from public and industry alike to this unique display was fantastic.

Gulf Oil International's Alain Dujean and Sam Cork joined a number of classic car luminaries, media and former Gulf Drivers, for a VIP preview of the display at the show before it opened. "Fans of the Orange Disc and of wonderful historic racing cars obviously enjoyed the spectacle," commented Alain Dujean. "It represents an unprecedented selection of cars that illustrate Gulf's contribution to motorsport history and that have helped build Gulf's enduring reputation as one of the most widely recognised oil brands in the world."

Mirage, Ford GT40, Porsche, McLaren and Aston Martin sports racers, together with a number of Formula 1 cars that were all Gulf-supported, were seen together, on display, for the first time.

The Gulf cars of the ROFGO Collection were kindly loaned to the organisers of Retromobile

by their owner under the auspices of Gulf Oil International in conjunction with Gulf's official clothing manufacturers, Dakota (inset below).

From the earliest car – the 1967 Ford Mirage, through to last year's Aston Martin Racing LMP1 entry, the cars in the collection have been lovingly assembled from all over the world through the efforts of classic car expert, Adrian Hamilton.

"The cars were extremely well received," commented Adrian Hamilton. "Numerous people told us how delighted they were to see all the cars together for the first time."

Gulf is instantly associated with the Ford GT40, Porsche 917 and Mirages of the '60s and '70s and, most recently with Aston Martin. All of these cars were on display at Retromobile but this tour through Gulf's motorsport history also served to remind that Gulf was McLaren's oil of choice and regular sponsor for many years

in Formula One, Can-Am and Indycar racing.

Retromobile also featured one of the iconic Gulf-McLaren Can-Am cars, the M20 that took victory at Watkins Glen in 1972, together with Denny Hulme's 1972 M14 Formula One car and one of the spectacular long-tail Gulf-McLaren F1 GTR sportscars from 1996. Also featured at Retromobile was the Brabham BT26 that won the 1969 German GP in the hands of legendary Gulf driver, Jacky Ickx.

"The display generated great coverage on automobile websites, in the specialist motoring press and even on TV. There are also several well viewed video pieces on YouTube," enthused Sam Cork. "It was certainly extremely successful in helping further raise the profile of the Gulf brand and great credit is due to everyone involved."

Further information from Sam Cork: sc@gulfoilltd.com



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AMR-ONE: THE ROAD TO LE MANS 2011

Left: AMR-One unveiled together with drivers (l-r) Stefan Mücke, Darren Turner, Andy Meyrick, Harold Primat and Adrian Fernandez
Above: AMR-One in the pits at the Paul Ricard LMS race
Below: Action from the Official Le Mans test day

In February, Orange Disc, together with racing partners of Aston Martin Racing and a few other key selected media, were fortunate to be part of a select contingent invited to the Aston Martin factory at Gaydon, to witness the unveiling of Aston Martin's new endurance racing challenger, AMR-One.

The public announcement would come the following week, but what was instantly clear, was that Aston Martin had done a very good job of concealing many of the key details about the new car.

That AMR-One was an open top, petrol-engined car, with a new purpose designed motor was well known and, in fact, the new car looked in many respects like the artist's impression that featured in the last edition. What was unexpected was that this new racer, built from the ground up by Aston Martin, would be powered by a direct injection, twin turbocharged, in-line six cylinder two litre engine. A number of small gasps were heard when this was announced and the car itself was breathtaking – a truly sensational, purposeful new car.

The team's driver line up for 2011 was announced at the new car unveiling – or at least five of the six drivers were confirmed, with a sixth also rumoured to be imminent.

So, the five drivers – all of whom have previous AMR experience were confirmed – Stefan Mücke, Adrian Fernandez, Harold Primat, Darren Turner and Andy Meyrick – were soon to be joined by ex-F1 driver Christian Klien. For the car's race debut, Mücke, Primat and Turner were nominated.

The final go-ahead for the new car having been given comparatively late-on, Aston Martin Racing started the testing programme later than would have been ideal, and as a result the car's debut was delayed until the Le Mans Series opener, the 6 Hours of Le Castellet at Paul Ricard, rather than the Sebring 12 Hours. In essence, however, the race itself was viewed as an extended test, rather than a fully blown challenge for race honours.

In the meantime Gulf Oil International was delighted to be able to announce the extension of its partnership with Aston Martin Racing through until at least the end of 2012 – giving all concerned the chance for the new car to hopefully realise its potential with the security of backing from Gulf and, of course, the certainty that the car will run for this season and next in Gulf's famous racing colours.

AMR-One in fact ran as high as second in LMP1 on its debut before stopping for work on engine issues. It subsequently often returned to the pits – and sometimes for extensive periods of time – but by the end the engine seemed to be running reliably. The Paul Ricard race was followed by two further days of testing at the circuit, before the car returned to AMR headquarters in Banbury prior to the Le Mans Official Test.

Developing a new car from the ground up is never a simple task and although the potential is evident Aston Martin Racing has a steep hill to climb, as the official Le Mans Test proved. The two AMR-Ones both suffered a reoccurrence of engine teething problems and as a result ran very few laps over the test day.

Aston Martin Racing assessed the status of the testing programme for the new car and took the decision to continue to develop and refine the cars for Le Mans rather than competing at the Spa-Francorchamps LMS race.

This allows not only the overall testing programme to be intensified – as there is no longer the need for the heavy resources necessary to prepare the cars for a race, but also the team can continue to



concentrate specifically on Le Mans. This should give it the best chance of a good performance in the "Great Race," which in so many ways is still the biggest single focal point of the season.

The remaining races for 2011 are as follows:

LE MANS
24 Hours
11-12 June 2011 (ILMC)
SILVERSTONE
6 Hours of Silverstone
9-11 September 2011 (LMS/ILMC)
LAGUNA SECA
Monterey (6 hours)
17 September 2011 (ALMS)
PETIT LE MANS
Petit Le Mans
28 September-1 October 2011 (ALMS/ILMC)
XUHAI
6 Hours of China
6 November 2011 (provisional) (ILMC)

KEY: ILMC International Le Mans Cup.

LMS Le Mans Series

ALMS American Le Mans Series

Further information from GOI Motorsport Press Officer, Simon Maurice:

simon@chicanemarketing.co.uk

GULF AMR MIDDLE EAST



2011 could be a record year for the number of cars in Gulf's official racing colours competing at the top level of World Endurance racing as both Gulf Oil International and Aston Martin Racing have come together to endorse a new team – Gulf Racing.

Gulf Racing is a UAE-based racing team, which has evolved from the Gulf Team First organisation, which ran two Lamborghini Gallardos in the 2010 FIA GT2 European Cup and last year's inaugural Intercontinental Le Mans Cup.

The team will run in the LM GTE Am category (AM standing for Amateur), under the guiding hands of legendary motorsport team owner and manager David Price, whose vast experience is bound to be of benefit as they take on the full series of Intercontinental Le Mans Cup races for 2011.

Gulf Racing is competing in a brand new Aston Martin Vantage GT2 Car, in what is already one of the most keenly contested classes in the series.

As in 2010 amateur drivers Roald Goethe and Mike Wainwright are teamed up with the hugely experienced Fabien Giroix. The category is designed primarily for Gentlemen Racers. Fabien, who is a seasoned sports car driver and coach not only oversees driver development but is also the team's third driver.

After a frustratingly curtailed debut at the Sebring 12 Hours, the new team acquitted itself well in the official Le Mans test, with all three drivers completing the necessary acclimatisation laps. At the second round of the Le Mans Series/ Intercontinental Le Mans Challenge at Spa recently (left), the car qualified well and, after a rapid last minute engine change delayed its start, ran reliably until the end of the race.

The next challenge is the Le Mans 24 Hours itself, something to which the whole team is enthusiastically looking forward.

For further information contact Sam Cork: sc@gulfoilltd.com

MOTORSPORT: DRAG RACING

GULF DRAG BIKE'S DREAM DEBUT

In the last Orange Disc we reported on a first for Gulf, as together with Gulf's official clothing licensees, Dakota, Gulf Oil affiliates from around the world came together to sponsor a Top Fuel Drag racing motorbike (right) run by King Racing. Its aim: to win the 2011 FIM European Championship.

With such spirit behind it, the project always looked promising and is already proving successful with the fabulous Gulf Top Fuel Bike making the best possible start in its quest for 2011 glory.

Ridden by five-time European Champion, Ian King, the stunning blue and orange two-wheeler made something of a dream debut on the notoriously tricky Kunmadaras track in Hungary at the end of April. The 1500 horsepower machine stunned many with an unbelievable 6.57 second run at over 200 mph on only its 3rd ever run on track, despite very conservative power settings.

After qualifying on pole, Ian King set the lowest elapsed time and highest terminal speed of all of the bikes in the competition on his way to defeating Canadian rider, Nate Gagnon in the final, thus taking an early championship points lead.

Despite his vast experience, Ian King was clearly impressed by the new Gulf bike. "Having ridden racing motorcycles of this type for over ten years and taking 5 European Championships and holding many records, I can only say that the Gulf Oil Dragracing machine is the most awesome bike I have ever had the privilege to ride. Its power is immense, and the reaction from all who see and hear it is a testament to the aura it creates. It truly is a fitting machine to carry the iconic orange disc of Gulf"

The next race for the team is at the UK's Santa Pod raceway at the end of May. Orange Disc will report on the Gulf Dragracing bike's progress and wishes everyone involved continued success.



Remainder of 2011 Programme

June 10-12: Tierp Motorpark, Sweden

June 30-July 3: FHRA Nitro Nationals, Alastaro, Finland

August 5-7: Sunoco Drag Challenge, Gardermoen, Norway

August 12-14: NitrolympX, Hockenheim, Germany

September 8-11: FIA European Finals, Santa Pod Raceway, UK

For more on information on King Racing, visit:

www.kingracing.com

Further information on the Gulf Top Fuel Motorbike programme from Sam Cork at GOI: sc@gulfoilltd.com



B.R.M. CHRONOGRAPHES WATCHES

Gulf Oil International is delighted to announce that it has signed an agreement with B.R.M. Chronographes watches for them to become official Gulf licensees.

B.R.M. stands for Bernard Richard Manufacture. The company is based in Magny En Vexin in France, where it produces ultra high quality timepieces, in very limited numbers – all very much with a motorsport feel to them.

The first three watches to carry Gulf branding have already been launched – the V6-44-Gulf (left), the V12-44-Gulf, both of which are limited to 100 pieces. The R-50-Gulf is the flagship model being limited only 20

pieces and the current range is completed with a Gulf wall clock. Watch prices range from €3200 to €24,500.

BRM was present on the ROFGO collection stand of Gulf Race cars at Retromobile (please see page 3). In addition BRM are also technical partners of both the Gulf AMR Middle East and Oak Racing teams who are of course both racing in the Gulf light blue and orange colours this season.

For more information about this exclusive timepiece collection, contact Florence Degardin:

f.degardin@brm-manufacture.com

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GOI: NEW DISTRIBUTORS

 **CHILE**

ISOPETROL TAKES GULF INTO CHILE

Gulf Oil International is pleased to announce that Isopetrol Lubricants Del Peru SAC has recently signed an agreement to become the new official lubricants distributors for Gulf in Chile.

As many readers of Orange Disc will be aware, Isopetrol Lubricants Del Peru SAC, are the official lubricants distributor for Gulf in Peru and their commitment to the brand extends to manufacturing Gulf lubricants in their own blending plant in Peru. Therefore by adding the license for Chile this is a great opportunity for Isopetrol to increase its manufacturing and sales volumes and, of course, for Gulf to further expand its global presence.

Orange Disc wishes Isopetrol the very best for the future in this new enterprise and continued success in marketing the Gulf brand and its products in Peru & Chile.

Further details from Roger Lescano: rlescano@isopetrol.com.pe

 **GEORGIA**

GEORGIA ON MY MIND



Gulf Oil International is very pleased to announce that it has signed a 15 year Gulf branded service station licence agreement with Sun Petroleum Georgia (SPG) for the country of Georgia, a strategically important country with a growing economy.

SPG operates a network of services stations in Georgia that are currently being rebranded to Gulf. It now operates around 110 sites, which represent around 17.5% of the country's market share in the fuel sector. SPG currently employs 550 staff and the group operates oil depots in 4 locations – the largest of which is located in the Georgian capital, Tbilisi.

Orange Disc congratulates SPG for becoming part of the expanding global network of Gulf fuel licensees and wishes it every success for the future, in making its mark with Gulf in Georgia.

Contact Adam Yaniv: adam@defensiveshield.com

PEOPLE & PLACES

www.gulfoilltd.com



TURKISH GULF FUEL DEALERS MEET IN ANTALYA

Delta Akaryakit, the official licensee for Gulf fuels and lubricants in Turkey, held a fuel dealer meeting in February at the Rixos Premium Hotel in the holiday town of Antalya.

Dealers participated along with employees and the meeting, looked at 2010 group activities as well as future plans. Dealers had a chance to share their thoughts and plans on the sector, as well as participating in fun games and competitions, which all helped develop the theme 'Gulf is a team player.'

Delta Akaryakit Chairman, Mustafa Asur (above) opened the meeting by explaining the Delta Group's profile, vision and describing the company's milestones. He highlighted the Group's plans and investments before Vice Chairman, Latif Aral and other department managers examined the Turkish Fuel sector in 2010 with a presentation about Turkey's fuel consumption and Gulf's performance last year in relation to the market. Dealers also learned about this year's sales and marketing targets. This was followed by a presentation on the Turkish lubricant market in 2010 as well as Gulf's overall product range and new products.

A very enjoyable Gala Dinner followed. Competition winners were awarded their trophies and Turkey's oldest Gulf dealers were presented with plaques. After the ceremony, Turkey's most famous belly dancer, Didem, gave a superb performance. She was followed by well known singer, Petek Dincoz who enchanted the audience with her songs.

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

 **HONDURAS**

GULF MAKES HEADLINES IN HONDURAS

The launch of Gulf in a new country is always an exciting event but rarely does it make a splash in country's largest daily newspaper. Not so in Honduras, however. Pictured here is the coverage that was given to the Gulf launch event in Le Prensa, one of the country's leading papers.



Diessa, who are lubricant sub-distributors for Gulf Oil Panama SA in Honduras, staged what was clearly a spectacular event in February. It featured classic cars and Harley Davidson motorbikes, music, celebrity appearances and a host of product displays. It was all rounded off by a firework display. If the scale of the launch is anything to go by, Gulf is clearly set to make a big impression in Honduras.

More details from Orlando de Vicente: odevicente@gulfoilpanama.net

 **BANGLADESH**

DISTRIBUTORS MEET IN BANGLADESH

In the latter half of 2010, Gulf Oil Bangladesh Ltd. staged its annual distributor meeting, at the Radisson Water Garden Hotel in Dhaka. The event included the company's awards ceremony to recognise and reward the best of its distributors.

42 distributors attended and the function was conducted by the company's



Managing Director, Mr Tarun Mitra Mazumder along with other two Gulf Directors from the region, Mr Ranjit Kumar (GOCL) and Mr Abijit Mitra (GOCL). Their presence helped further ensure an extremely successful function.

Further information from: tarun_mmazumder@sify.com

GULF OIL MARINE FOCUSES ON ANTICIPATING CLIENTS' NEEDS



Keith Mullin, CEO of Gulf Oil Marine has begun 2011 by defining some ambitious objectives and challenging his worldwide teams to sustain and develop their 6th place ranking in worldwide marine lubricants. Keith explains how this will be achieved

During February's Gulf Oil Marine global sales meeting in Hong Kong, I explained that our people must remain focused on demonstrating the company's value proposition. Understanding what our added value is in the eyes of the customer will help to strengthen our message even further.

First class customer service

In today's challenging shipping world, ship owners and managers are more and more reactive to their clients' requests, such as: changing routes, new lines to be implemented, new ports to call into, changing ship schedules, unplanned calls and cargo rescheduling. All of these factors pretty much epitomize today's shipping industry, which reacts to a fast changing world. No wonder this situation increases stress levels at shipping companies who then look to reliable suppliers to solve these problems.

However Gulf Oil Marine is different from the other majors in that it does not suffer from this knowledge gap. Our people's excellent understanding of shipping clients' situations and their extensive knowledge of what Gulf Oil Marine offers, can transform stress into calm, difficulties into opportunities and tricky situations into smooth deliveries.

In addition Gulf Oil Marine can also count on a number of delivery specialists in every country covered by its network. Most of these are Gulf entities, distributors or affiliates who have an extensive knowledge of their respective markets. This local knowledge is absolutely critical, particularly in the more remote areas visited by merchant ships such as the Philippines, most South American countries and all Persian Gulf countries. First rate delivery practices and the ability to quickly react to orders is a key strength of Gulf Oil Marine's customer

services and it enables teams to become even more pro-active with shipping clients.

Creating added value with clients cannot be done overnight. Client teams and Gulf Oil Marine teams need to spend time together getting to know each other more, better understanding needs and reaching a clearer definition on what can and what cannot be done.

Once this co-operation is implemented, Gulf Oil Marine's ability to react quickly to demands, anticipate needs and propose back-up solutions when needed, should be strengthened further. **It's more than customer service and product delivery service, Gulf Oil Marine actually takes away clients' worries and concerns and this is priceless.**

Anticipation of shipping clients technical needs

Over the last 10 years, Maritime Regulations linked to environmental concerns (Marpol), have dramatically changed, leading to new rules and practices in the industry concerning managing on-board fuels and lubes.

Strict limits on fuel Sulphur content have been established globally with a clear set-up agenda, some SECA (Sulphur Emission Control Areas) were implemented immediately, such as restricting the fuel Sulphur content to a maximum of 1.5%.

To cope with this regulation, shipping companies want their marine lubes suppliers to:

- **Be able to supply products to cope with this regulation**
- **Provide them with cutting-edge technology with a margin of safety and comfort of use for marine lubes in an uncertain fuel environment**
- **Educate them on the marine lubricants industry's best practices in a changing environment**

Having established a clear understanding from its shipping clients, in part thanks to the experience of its technical engineers, Gulf Oil Marine tackled this challenge head on and came up with clear and defined answers to these three points.

Firstly, Gulf Oil Marine developed the formulation of GulfSea Cylcare EHP 5055 three years before the actual regulation implementation. This allowed time for extensive tests at sea, in real conditions to ensure that the product was fully approved. Secondly, relying on the most recent additive technology available, Gulf Oil Marine focused on developing a product to exceed clients' requirements and give them ease of use. This is invaluable for ships' engineering crews who have to manage new products and new rules that were unknown until their management's decision to apply them. Thirdly, Gulf Oil Marine proudly supports its clients with extensive technical services. Beyond its Lubtrust Used Oil Analysis programme (available to each Gulf marine contracted client) – technical engineers extensively present the benefits of GulfSea Cylcare EHP 5055, educating the crews onboard and onshore about marine lubes best practices.

Service and personal contact are needed more than ever in the shipping industry. In a changing and stressful world, shipping companies are desperately looking for trustworthy suppliers to partner with them in the long term and provide them caring and knowledgeable efficiency to solve their concerns and problems. Gulf Oil Marine already has a good pedigree in the market for customer care but with these new developments combined with ensuring that they are up to date with the latest industry specifications, the business is looking to strengthen this message even further.

More details from Keith Mullin:

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 **UNITED KINGDOM**



SHOW HIGHLIGHTS GULF GROWTH THROUGHOUT UK

The 2011 International Forecourt & Fuel Equipment Show proved another resounding success for Gulf as its strong message of commitment to the dealer market drew visitors to its stand.

Gulf demonstrated at the NEC in Birmingham why over 70 businesses have switched to the fastest growing UK forecourt brand in recent months.

"This year's show was about the visitor quality over quantity and we are pleased with the outcome," explains Keith Jewers, Director,

Gulf Retail. "As well as allowing us to convey a powerful message of intent, it will generate new business for Gulf which makes it a worthwhile investment."

One particularly strong growth region is Scotland, where Gulf's distinctive corporate dark blue and orange colours are becoming a feature of the landscape as more and more service stations switch to the brand.

"In the past 18 months we have achieved significant gains and in some areas, such as Perthshire, we are the dominant supplier" explains Area Regional Manager, Greig Dickson.

Recent signings include Stracathro Services (left), a motorway-style service station pumping 20 million litres a year, Lix Toll at Killin and Deanston Filling Station at Doune, a sought-after location.

"Just as satisfying as the new business we have gained" continues Greig, "is the large number of existing customers re-signing for a further five years."

The Gulf brand has always enjoyed a positive reputation in Scotland and dealers know that Gulf is ready to help them grow their business. Gulf offers much greater flexibility than many of its competitors and is supported by a strong distribution network across Scotland.

The number of Gulf service stations in the UK is growing ever closer to 300.

For more information contact Keith Jewers: keith.jewers@gulfoil.co.uk

 **UAE**

POWER INDUSTRY SET TO GENERATE MORE GULF BUSINESS

In February, Gulf Oil Middle East Ltd (GOMEL) participated in the Middle East Electricity Exhibition (pictured) for the second year running to showcase a new range of naphthenic transformer oils.

The stand received more than 300 visits from major manufacturers who had all showed a keen interest in sourcing transformer oils. Major utilities and Middle East OEMs also spent productive time at the stall.

GOMEL also sponsored two extremely well received seminars on transformer oil and it expects the transformer oil business

to grow exponentially, following on from the show.

GOMEL is the only oil company to offer bulk storage of transformer oil in the Middle Eastern region.

For further information please contact: spsingh@gomel.ae



 **BANGLADESH**



Cricket is the most popular sport in many Asian countries and Bangladesh is certainly no exception. The country co-hosted the recent ICC Cricket World Cup and Gulf Oil Bangladesh used the opportunity to woo the nation's cricket fans with a number of marketing initiatives, including the massive 80' x 20' banner (pictured) that ran down the side of their Headquarters building.

Bangladesh enjoyed mixed fortunes in the competition, but almost managed to make the last eight, enjoying a great victory over one of the fancied nations, England, during their campaign.

For more information contact: tarun_mmazumder@sify.com

 **INDIA**

ANOTHER BRICK IN THE WALL...

Agriculture still constitutes a significant proportion of India's GDP and nothing is closer to a farmer's heart than his Tractor! GOCL flagship product in this segment is Gulf XHD Plus, which has found great success with farmers. To salute the farmers and express its gratitude to them, Gulf Oil Corporation Ltd (GOCL), set up the Gulf XHD "Wall of Fame" (pictured), a unique new initiative that was 140ft long and 10ft high and featured 7000 photographs of farmers with their tractors.



This was the first ever attempt to create such a huge wall. In order to get 7000 photographs, an eleven-day campaign to reach the individual consumer was organised across seven districts of the state of Maharashtra. The response was extremely good and a large number of farmers were drawn to the wall during the 5 days it was on display at the Kisan Expo. It received coverage in 14 daily and weekly newspapers as well as 7 electronic media.

Gulf Oil Corporation Limited plans to make this an entry in the "Limca Book of Records", which will make it the first-ever lubricant company and lubricant brand to make it into the book.

This fantastic eye-catching activity also helped GOCL to build an excellent data base for this segment of the market which could be used for creating multiple other touchpoints with the consumer and hence reinforcing the brand connect. Further details from Anand Jha: anand.jha@gulfoil.co.in



INDIA

THE GREAT XCHANGE FESTIVAL

During India's famous Dushera and Diwali festivals, Gulf Oil Corporation Limited (GOCL) looked to reach out to the retail trade and consumer in a big way with a route-to-market campaign for Gulf XHD products called "The Great Xchange Festival". Traditionally during these festivals people give away old things and buy new clothes, jewellery and other household items. The thought behind this campaign was to invite consumers to Xchange their old brands of lubricant for Gulf XHD and get attractive gifts.

The multi-element campaign included inserts in local daily papers, workshop branding, decorated tractors (pictured) and games to demonstrate the Xtra power performance of the product, including a challenge where the consumer had to hold a water soaked brick for 120 sec for a reward coupon, which could be redeemed against purchases of XHD packs.



The campaign took place across 30 cities in 32 days and resulted in 162% growth on the targeted product packs. During the campaign more than 3200 retailers and mechanics were visited.

For further details contact Anand Jha:
anand.jha@gulfoil.co.in



ARGENTINA

TALKING FOOTBALL

Argentina is arguably one of the most fanatical footballing nations in the world – as anyone who has been to a match there will agree. Gulf Oil Argentina (GOA) recently took advantage of one of the country's top matches to raise the brand's awareness. A Buenos Aires local derby between Boca Juniors and Riva Plate is about as serious a rivalry as can be found anywhere and GOA took a series of advertisements on leading station, Radio Mitre AM 790 in the sports programmes, which aired around the time of the big game.

The objective was to raise the brand's profile and use it as the launch platform for a general campaign aimed at further promoting Gulf in Argentina. The theme was "Gulf, Argentina's lubricant brand and the world's lubricant brand".

For more details contact Daniel Nader:
dnader@gulfoil.com.ar



SWEDEN

GULF GETS GREAT EXPO-SURE IN SWEDEN



Hansen Racing, Gulf's official lubricant distributor in Sweden, has had a busy first half of the year in terms of marketing activities. First of all the company took two booths at the Gothenburg auto show. In these booths they displayed the 2010 Championship winning Camaro race car, as well unveiling its new Honda Swedish and European Touring Car Championship contender. There were a lot of journalists present as Hansen's sales manager, Göran Heurlén hosted proceedings.

The next event was the Stockholm Motorcycle Show, where Hansen assisted its largest bike retailer at their booth (pictured). This included showcasing a racing Honda in Gulf livery. Finally, the company took part in the Gothenburg Boat Show where Gulf's range of leisure marine lubricants made a strong impression.

At all three shows the Hansen presence with the Gulf brand attracted contacts of real potential at differing levels, from a marine engine supplier through to some major manufacturers and as a result some good business has already been done.

For further information contact Magnus Hansen:
magnus.hansen@gulfoil.se



TURKEY

TEA TIME WITH GULF

Delta Akaryakit, the official licensee for Gulf fuels and lubricants in Turkey, has been carrying out campaigns throughout the year in conjunction with Dogus Tea – one of Turkey's most renowned tea producers.

Customers were given a free 48 pack of tea bags when they bought 75 litres or more of fuel from the Gulf stations. The most recent campaign, as illustrated in this advertisement, ran in the latter part of December last year and throughout January. The promotion proved popular and was successful in increasing sales.

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



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MINI FEATURE: GULF AVIATION

Gulf's UK Aviation Fuel Supply business was established in 2009 to provide high quality aviation fuels to a wide range of customers throughout the UK. The Aviation division soon became a very important part of Gulf's UK business.

The team's focus is in securing supply agreements with regional airports and private airfields throughout the UK. The products offered are Avgas and Avtur, so Gulf Aviation can now provide aviation fuels to flying clubs, helicopter operators, air taxis, charter and management companies, as well as a host of other operations in the aviation market.

With new customers coming in regularly, the team had to grow as well. With this in mind, the team has since been

strengthened further with the addition of the following roles: Alex Murphy – Head of Aviation, Paul Muncey – General Manager, David Dykes – Commercial Coordinator, Barry Chant – Operations Coordinator, Nikki Walters – Account Manager, Dominika Pidzik – Customer Liaison & Marketing Advisor.

With an already impressive customer base, which already includes some of the UK's up and coming regional airports, together with a targeted acquisition plan for future expansion, Gulf Aviation is set to soar as one of Gulf's UK business divisions.

For more details contact Dominika Pidzik: dominika.pidzik@gb-oils.co.uk



THE SKY'S THE LIMIT

SLOVAKIA CZECH REPUBLIC

OTC FURTHER EXPANDS GULF NETWORK IN SLOVAKIA

OTC (Oil Trading Corporation), Gulf's official fuel licensee for Slovakia and the Czech Republic continues to rapidly expand



its fuel station network in Slovakia. The winter period saw the company working flat out to fulfill its targeted deployment of new stations. During that time the company signed 18 new fuel station contracts. The map of the network of Gulf service stations in the Slovak Republic, is now going to be significantly busier (pictured). Once all of the new stations have come on-stream, the main focus of OTC's new business development will switch from Slovakia to the Czech Republic, where massive expansion of the Gulf network is also planned.

More details from Ladislav Lopatka: lopatka@gulfoil.sk

BELGIUM

FROM BELGIUM INTO LUXEMBOURG



Demarol Belgie NV, managers of the official Gulf fuel retail licensees for Belgium, Spindletop NV, continue Gulf's service station expansion programme, which

most recently includes a presence in the province of Luxembourg.

Pictured is Demarol's newest service station in Lustin, which is the first Gulf station in the Belgian Province of Namur. Subsequently Demarol has opened its first service station in the province of Luxembourg in the town of Hotton.

More information is available from Sven Van den Branden: sven@demarol.be

INDIA

GULF JOINS FORCES WITH MAHINDRA

Gulf Oil Corporation Ltd (GOCL) and Mahindra & Mahindra recently launched their first-ever co-branded engine oil in the market. Gulf Super Diesel X-10 is an extreme performance diesel



engine oil that has been specially developed for one of India's leading vehicle manufacturers, Mahindra & Mahindra. This product has been specially created for their turbo charged engines to ensure

superior performance in all kinds of conditions and environments. The product has been launched in seven, five and one-litre packs and offers up to 10,000kms between oil changes.

The new oil is an SAE 15W-40 multi-grade engine product that conforms to the specific requirements of Mahindra & Mahindra and is recommended for Mahindra vehicles, from three-wheelers to light commercial vehicles & MUV's.

"Gulf Super Diesel X-10 will deliver more value to the Mahindra vehicle owner, resulting in lower maintenance costs and an enhanced engine life," enthused Arun Malhotra, Senior Vice President of Sales & Customer Service at Mahindra & Mahindra. "Besides, its easy availability – due to Gulf Oils strong distribution network – it will bridge existing gaps in the market and make life easier for the vehicle owners to source the correct product".

Further details from Bijoy Paul: bsonmez@gulf.com.tr

BUSINESS DEVELOPMENTS



 CANADA

A TYRING CHASE PAYS DIVIDENDS

Gulf's official lubricants distributor for Canada, Teklub (offices pictured above), is proud to announce the capture of a new customer which will dramatically influence the volume of Gulf products sold in its region.

Pneus Auclair (Auclair Tyres), is the biggest company that specialises in tyre sales in the Quebec City area – but it also handles more general servicing and is now part of the Gulf family in Canada. With 5 locations and 38 work bays, Pneus Auclair fixes and maintains a large number of vehicles each year.

Alain Faleix, Technical Director and Engine Design Engineer at Teklub Distribution, has already given several technical information and training sessions to mechanics and staff, (pictured). Understanding the various types of lubricants, being aware of brand approvals and keeping in touch with today's engine technologies are among the elements covered. The main goal of these seminars was to demonstrate the importance of using

a high quality lubricant that is approved and/or certified by manufacturers, as Gulf products are. Nowadays, the complexity and diversity of industry standards means this sort of training is standard practice for Teklub clients.

It should generate between 75,000 and 80 000 Litres of sales per year. Teklub expects that the main products sold will be Gulf MAX X 5W-30 and Formula ULE 5W-30.

More details from Alain Faleix: afaleix@teklub.ca



 UNITED KINGDOM

SUCCESS FOR GULF UK WITH METALWORKING FLUIDS

GLUK's (Gulf Lubricants UK) metalworking fluid range continues to go from strength to strength. One of the most recent new customers is leading motorsport and automotive technology business Prodrive, part of whose business is Aston Martin Racing.

Prodrive manufactures many of its own components in its extensive machine shop and it recently approached a number of suppliers, including GLUK about supplying its metalworking fluids. Prodrive discovered that Gulfcut ALH outperformed all other products tested for machining performance, surface finish, foam and hard water salts control, tool life and sump life.

The results were greater efficiency and also cost savings through reduced down

time and reduced tooling expenditure.

GLUK is now introducing a system of fluid management that will bring greater efficiencies through regular fluid testing on all machines, which should also result in enhanced operator health and safety. The end result here is another satisfied Gulf metalworking fluid customer, and further evidence that GLUK's metalworking fluids are rapidly growing a reputation for superb quality.

Gulf metalworking fluids provide a significant opportunity for Gulf affiliates Worldwide. GLUK has developed a substantial range of superior quality products and it is now supplying metalworking fluids to other Gulf affiliates who are enjoying the considerable financial benefits that this profitable sector can bring to their businesses.



Expert and efficient technical backup and support is a vital part of the service package that GLUK, supported by Gulf Oil International, offers to Gulf's official distributors wherever

they are in the World. In addition GLUK is also in the process of developing a dedicated business centre in South Wales, U.K. to enhance that service even further.

To find out more contact Phil Williams, Gulf UK Sales Manager at: philip.williams@gulflubricants.co.uk

 UAE

GOMEL CELEBRATES THREE MAJOR OEM COLLABORATIONS



Gulf Oil Middle East Ltd (GOMEL) has recently launched three new product ranges in conjunction with three major vehicle manufacturers and with technical collaboration from JX Nippon Oil and the Energy Corporation of Japan.

The first agreement (pictured) is with Mitsubishi Motors Middle East and Africa for the Mitsubishi Genuine Oil range in the Middle East and Africa regions. The products include ATF, petrol engine oil and diesel engine oils in both small packs and drums.

GOMEL has also started marketing Nissan Super Gold motor oil 20W-50 for petrol engine

Nissans in the Middle East (excluding KSA) and the Mediterranean area. The product is available in both small packs and drums. This new engine oil has undergone extensive field testing and has also been lab tested rigorously in Japan.

GOMEL has also launched the Isuzu Besco Genuine Oil range for Isuzu vehicles running on diesel in UAE, Oman & KSA.

GOMEL will blend and supply the products, which will reach the market through the respective official dealerships.

For further information please contact: spsingh@gomel.ae

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LIGHT BLUE & ORANGE

Light blue and orange are arguably one of the most instantly recognised colour combinations in motorsport. When you think of a deep red colour in motorsport you think of Ferrari and of silver perhaps Mercedes but these are car manufacturers not oil companies. So where did it all come from and why now when you think of light blue and orange do you think Gulf?



PORSCHE 917



FORD GT40



ASTON MARTIN DBR9

A WINNING COMBINATION

The story begins in the 1960s when the Gulf Mirage was first designed to run in the 1967 motorsport season. With the design of the car and the selection of the now iconic 'Mirage' name finished, all that was left was the livery design. After much consideration it was felt that the corporate service station colours of dark blue and orange was not exciting enough and would not photograph well and so a different approach was needed. At the same time Gulf had just acquired the 'Wilshire Oil Company' based in the California, USA and whilst this included the orange of the Gulf brand it paired this with a much lighter 'powder blue'. This unique and highly visible livery was exactly what Gulf was looking for and so became the birth of a legend.

From then on the powder blue and orange colour combination was adopted by Gulf for all of its motorsport activities (apart from a brief period in the 1990s with McLaren), leading them to team-up with many well-known makes to create some truly iconic cars. These include the 1968 and 69 Le Mans 24hrs winning Ford GT40s and the Porsche 917 (star of the film Le Mans) but to name a few. The more corporate dark blue and orange livery has been adopted by Gulf in some link-ups (the most notable being that of the McLaren F1 GTRs) but few will argue that the lighter combination is the one that has captured the headlines.

Above are some of the winning cars that have helped to elevate the Gulf colours at Le Mans over the years.

FORD GT40

The Ford GT40 is still to this day considered to be one of the most exciting models ever to have featured at Le Mans. Although it has not always claimed victory in the great race, it still has a great record having won it three times in Gulf livery; firstly in 1968 in the number 9 car driven by Pedro Rodriguez and Luciano Bianchi and then in 1969, in the number 6 car driven by Jackie Ickx and Jackie Oliver. The GT40 did also take victory in the preceding season, finishing in a 1-2-3 podium but this was under different paint schemes.

PORSCHE 917

Arguably the most famous of the Gulf models, it actually only raced at the great race in 1970 and 1971 and despite its iconic status it did not fair as well as the previous Gulf mark. In 1970 three cars joined the grid and despite having some very accomplished drivers (such as Pedro Rodriguez, Jo Siffert and Richard Attwood) and a car that was expected to rule the race, all three did not finish the race for varying technical reasons. The Porsche 917 then raced in 1971 under drivers Richard Attwood and Henrik Mueller in Gulf colours but finished an agonising second, to the non-Gulf branded sister car driven by Helmut Marko and Gijs van Lennep.

Despite the lack of on track success, such was the attraction that the cult film 'Le Mans' (starring Steve McQueen), featured the Gulf liveried machine in all its glory taking the coveted title. At the time of release the film was not that successful but as the years have gone it has become a fans favourite, and has ensured that both the Porsche 917 and the Gulf colours have their place in endurance motorsport history.

THE GULF STORY

GULF MIRAGE GR8

With a very unorthodox shape and this time under the team name of 'Gulf Mirage GR8' (the first time an oil brand had been used in a team name), Gulf secured its third outright win at Le Mans in 1975, with the number 11 car driven by British drivers Derek Bell and Jacky Ickx. Whilst the car did not receive the adulation of other Gulf cars it still carried on the winning association with this bright colour combination.

ASTON MARTIN RACING

More recently Gulf's decision to partner with Aston Martin Racing has ensured that this unique and powerful combination is still receiving high profile awareness. In 2008 Gulf entered into a new and exciting chapter of endurance motor sport with the Aston Martin Racing DBR9 competing

at GT1 level in the Le Mans 24Hrs that year. Although the team had claimed victory the year before, the new 2008 model quickly captured the imagination with its distinctive light blue and orange bodywork and of course became the first Gulf car to secure victory at Le Mans in 40 years.

In the years following this victory the team elevated the programme to LMP1, achieving victory in 2009 with the team and drivers titles at the European Le Mans Series, and in 2010, for the second year running, becoming the first petrol car to cross the line at the Le Mans 24Hrs.

Gulf's partnership with Aston Martin Racing has continued the motorsport legacy for both the Gulf brand and the iconic light blue and orange livery and has ensured that it remains both current and relevant. With the ACO's rules changing in 2011, is a new chapter in light blue and orange motorsport about to be written?



Below: Special edition Audi A1 in Gulf livery sold in Germany under license from GOI



AN ATTRACTIVE COMBINATION

The power of this unusual colour combination and its links with winning top-level motorsport has led to numerous sports related merchandise manufacturers partnering with Gulf to leverage their products. The brands and products that Gulf partners with have been selected due to their reflection of the same quality and innovation that the core lubricants products offer. This synergy between the values of the brand and the core products that Gulf produces (lubricants) ensures that in the consumer's eye these lifestyle items are both relevant and credible.

Many high profile brands have tapped into this emotive quality, such as:

- **Automobile Club de l'Ouest – ACO** (owners of the Le Mans 24Hrs brand) – since 2009 the ACO have teamed up with Gulf and the Steve McQueen foundation to produce a range of clothing to commemorate the filming and release of the film Le Mans
- **Bernard Richards Manufacture – B.R.M.** – from the start of 2011 Gulf has teamed up with specialist watch manufacturer B.R.M. to produce a line of special edition racing watches. In addition B.R.M. is set to become a long-term partner of Gulf accessories (to be announced in the next edition)
- **Dakota** – under the brand 'Grand Prix Originals' they have produced a range of lifestyle items featuring the famous Gulf logo and colour combination for the past 8 years. Year on year the collection grows as a testament to the power of the brand



- **Hackett** – for the 2010 Spring/Summer & Autumn/Winter season (under license from Gulf), they produced a range of Aston Martin Racing clothing that featured the famous Gulf light blue and orange colour combination

- **Tag Heuer** – since 2004 under the 'Monaco Collection' there have been four different special edition Gulf watches featuring the logo and/or the colour combination. The watch is a dedication to that worn by Steve

McQueen in the film Le Mans.

In addition to the above there have also been some niche providers such as Racing & Emotion (who produce luxury Gulf-coloured chairs – pictured), ModeLabs (in partnership with Tag Heuer, who produce a Gulf liveried luxury

mobile phone) and Airborne (a French manufacturer of motorcycle Helmets) amongst many others, (more details from www.gulfoilltd.com).

Above is just a snapshot of the many lifestyle licensees that Gulf now has and this number

increases annually as more manufacturers realise the power of this colour combination.



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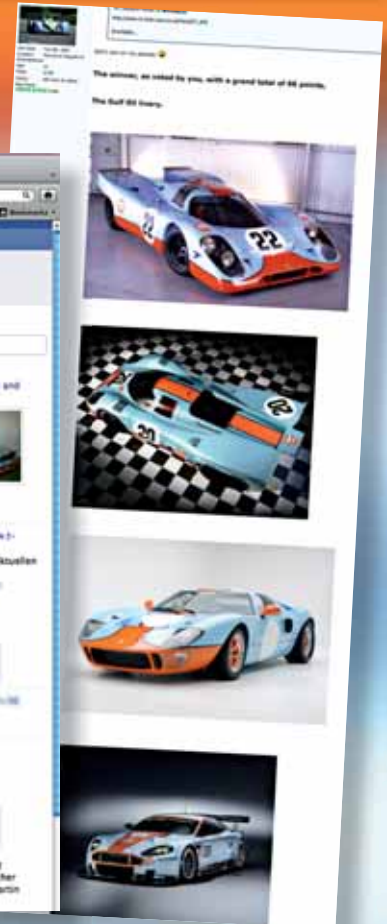
A POWERFUL AND EMOTIONAL COMBINATION
 Gulf Oil International has, over the years, received thousands of requests from all types of motor racing fans (from speedboat owners to snowmobile stunt drivers), looking to use this winning colour combination on their variety of machines. This simple combination has become a fans favourite with motoring enthusiasts from across the world looking to embrace the spirit that it embodies and wear it as a badge of honour and not always just on their vehicles. Le Mans is probably the best place to first see the passion for this craze where people are often spotted with their face painted or their vehicles proudly painted in Gulf livery as these examples clearly show.



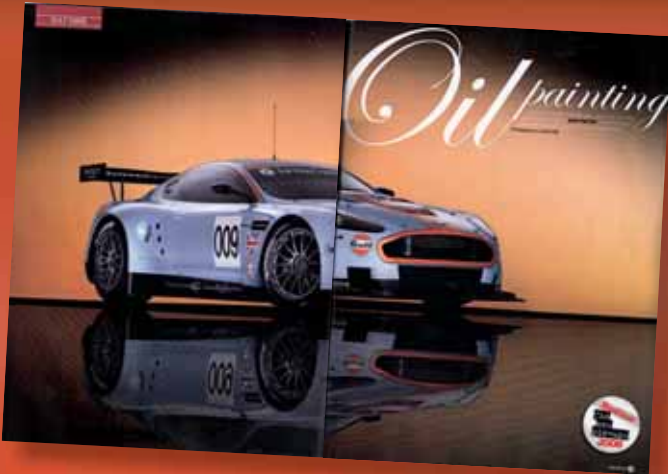
SOCIAL MEDIA & BLOGS

Probably the best or at least the most genuine way to establish what impact you have in the world of motorsport is to hear directly from the motorsport fans what they think of you. With this in mind social media offers enthusiasts an outlet that cuts through the PR mine-field and gives them a genuine voice in what works and what doesn't. It seems clear from just a simple Google search that Gulf and its iconic livery is still ranked highly in the eyes of most racing enthusiasts out there – one of which is illustrated (right). There are many blogging examples of the warmth and passion that the Gulf brand and its colours enjoy with its fans.

Social media has embraced the Gulf brand and its iconic colour combination and enthusiasts from across the world have been quick to use the social community of Facebook to communicate. Enthusiasts have set up several groups and pages to talk about the Gulf brand as pictured.



COVER FEATURE



MOTORSPORT PR EXAMPLES

Both in a historical sense and in reaction to the current Aston Martin Racing partnership, there seems to be an almost constant stream of blue and orange themed articles focusing on both iconic Gulf cars and also the inspiring colour combination. Coverage has been global and has ranged across both print and digital mediums and spans both historical publications through to more current focused titles.

Above left and right are illustrations of the media coverage that the Gulf brand and its famous livery have generated in recent times – these courtesy of Top Gear and Octane magazines.



Below I-R: Race posters and programmes are always talking points for motorsport enthusiasts and Gulf cars have regularly appeared as images in the world's leading sportscar races. Pictured here are some Le Mans 24 Hours and Le Mans Series examples from 2009 to date



A GULF COMBINATION

As we all know the link between Gulf and the colour combination of light/ powder blue and orange is seamless and whilst most respect this fact, unfortunately with any successful enterprise some seek to take advantage of this for their own gain. With this in mind, the Gulf Oil International Group created an international first, when they were granted a pan-EU trademark registration for this unique colour combination. The Registrar of the CTM registration acknowledged that Gulf had developed its property in these

colours and that the combination merited international recognition and protection. Commercial use of these colours, without the additional use of any logo or trade name, as for the Gulf Logo itself, is only possible under agreement from Gulf Oil International.

Motor enthusiasts who wish to use the Gulf brand and its colour combinations for non-commercial use are free to do so but any overt use should be agreed in advance with Gulf Oil International.

CONCLUSION

It was a brave decision to grow the Gulf brand by diversification into lifestyle products as well as through its core business of lubricants and retail fuels. What seemed like a simple move to make the race team stand out fifty years ago has transformed itself into the making of the Gulf brand in motor sport and beyond. The brand and colours are synonymous with many of the most famous cars at Le Mans and this ensures a place in motorsport history for eternity. The attraction of Gulf is strong with classic motor enthusiasts and has now spread far and wide into many countries and age groups. Other brands have also tried to follow the route of Gulf to grow their brand into new areas, but in the oil industry Gulf has exceeded all expectations. This is due to a combination of the strong motorsport

legacy that the brand represents and the constant reinforcing of emotive brand values through its products, sponsorships and associations. The diversification of the brand and the Gulf colours into lifestyle merchandise has resulted in a unique consumer identity that makes it stand alone for the benefit of Gulf's stakeholders and official distributors. This new direction for the Gulf brand and extension of its awareness has created a unique identity through which the Gulf brand is further reinforced. That is why Gulf is light blue and orange.

For any further information or to submit any requests to use either the trademarked Gulf logo or colour combination, please contact Sam Cork: sc@gulfoilltd.com

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WINNING IN ALL AREAS

- **GOCL WINS AWARDS FOR PROMOTING INDIAN MOTOR SPORT**
- **GULF ON THE DIRT TRACK AGAIN IN 2011**
- **GULF CARS WIN OPENING MRF CHAMPIONSHIP**

Gulf Oil Corporation Ltd (GOCL) was recently honoured in Autotrack magazine's inaugural awards ceremony. South India's well known auto magazine hosted the event in Bangalore, at which GOCL was recognised for promoting two-wheel motorsport, in the particular shape of the Gulf Cup Dirt Track Racing series (below). GOCL's Bijoy Pau received the award from Editor, Ashok Tiwari, one of only twenty that were handed out on the night (below right).



In February the city of Bhopal hosted the final two rounds of the Gulf Cup Dirt Track Racing series for 2010-11. The meetings overall attracted 130 entries and the final round, Dubbed "The Clash of Titans", boasted 56 entries in 7 different categories and turned out to be a thrilling climax to the series. GOCL President, Ravi Chawla was on hand to present the prizes to the winners.

February also saw GOCL's successful debut as a motor racing car sponsor with two Gulf branded cars (above) in the inaugural MRF Formula Championship 2011 which was held in Chennai.

The 6 race series attracted around 15 entries. The neat little single seater racers were developed by MRF in India using a Ford 1600cc Engine. Team Gulf was a mix of a local and foreign driver with Ashwin Sunder from Chennai driving the number 1 car and Finn, Jukka Honkavuori piloting car 11. The Blue and Orange Cars almost enjoyed a clean sweep, with flying colours with Ashwin Sunder being crowned champion, and team mate Jukka Honkavuori taking 3rd position overall (main image).

The MRF Formula attracted excellent media coverage and the final round will now support the upcoming Indian Formula 1 Grand Prix in October.

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

FINLAND

SALO LEADS THE WAY FOR GULF IN FINLAND



As the 2011 Finnish Rally Championship reaches the half way stage, Juha Salo's Gulf liveried Mitsubishi Lancer Evo X currently holds the lead in the series. Fourth place in the opening round has been followed by three successive victories for Salo and co-driver Marko Salminen.

US-Parts, Gulf's official lubricants and fuels licensee in Finland, have supported the four-time Finnish champion since 2008 and have recently expanded the sponsorship so that the car will run in Gulf's famous motorsport colours for the season. The car certainly looks superb as can be seen from M. Salonen's photo from the opening round of the championship.

For more details contact Kim Blomberg: kim.blomberg@usparts.fi

CANADA

GULF'S CANADIAN COVERAGE

Gulf's official lubricants distributor in Canada, Teklub, has strong links in motorsport and it recently sponsored Jean-François Dumoulin at the famous Daytona 24 Hour race. Jean-Francois is one of the best drivers in Canada and has twice won the race with Porsche. This year, he drove a Ferrari 430 but was not to repeat his success after some mechanical problems with the car.

The regular Nascar driver and road racer received excellent coverage in Quebec's leading newspaper and he is pictured here at the Daytona press conference.

Teklub support Dumoulin for six races a year in Canada, as well as at the Daytona 24 Hours.

More details from Alain Faleix: afaleix@teklub.ca





FRANCE

A SUCCESSFUL START FOR OAK

2011 sees the appearance, in the Intercontinental Le Mans Cup (ILMC) and at Le Mans 24h itself of OAK Racing's Gulf-branded Pescarolo LMP1 and LMP2 cars.

The team – who are the defending ILMC LMP2 champions - will enter two LMP1 cars and one LMP2 car in every round of the ILMC, except Le Mans itself, where their 2010 LMP2 podium finish gives them a second LMP2 entry.

The sponsorship for Jacques Nicolet's Le Mans-based team comes through an initiative of France, Belgium and Luxembourg official Gulf distributor Carolil, which is run by long time motorsport devotee, Michel Majot.

OAK Racing has established itself as a leading independent team with a good squad of drivers, including Nicolet himself. The cars are well prepared, immaculately turned out and professionally run. OAK has already tasted success in 2011 with a fine podium, 3rd place finish in LMP2, at the opening ILMC race at Sebring. Further details from oliviermajot@gulf-oil.be



ARGENTINA/PARAGUAY

GULF'S WINNING START TO 2011

Gulf is celebrating success in the 2011 Argentinian National Rally Championship as the Gulf sponsored Mitsubishi Lancer Evo IX driven by Tiago Weiler and co-driven by Eduardo Gomes took victory, in the opening round, in Misiones, in the north of Argentina at the end of March.

Sponsorship for Weiler's rally programme comes through Gulf Oil Argentina's sub-distributor in Paraguay, ElectroDiesel

For further details contact Daniel Nader: dnader@gulfoil.com.ar



PHILIPPINES

GULF OIL PRIDE 4T MASTERS' CUP

For the last two years, Gulf Oil Philippines Inc has sponsored the Gulf Oil Pride 4T Masters' Cup and it did so once again last November as part of the Inside Racing Grand Prix 4 (IRGP) motorbike race meeting held at the Carmona Race Track, Cavite.

In the Philippines, IRGP is undoubtedly one of the most highly rated race events with fans, riders, teams and Bike Manufacturers. Gulf also sponsored the Pole Points Award for the entire series of races at IRGP-4.

Next time, Gulf management has decided to sponsor a rider and bike. Negotiations are currently in process and may have been finalised by the time Orange Disc is published. Gulf plans to introduce Gulf Pride 4T Plus, (the new generation motorbike oil with a drain interval up to 10,000kms), into the Philippines for the first time. The launch has been scheduled for the country's Bike Festival and Trade Show in Spring 2012.

For more details, please contact Mr Joy Sarkar: js@gulfoilphilippines.com

MEXICO

GULF SUPPORTS YOUTHFUL MOTORSPORT TALENT IN MEXICO



The 25 February saw the official launch of the FS Motorsport Peugeot 206 that was to take part in Mexico's round of the World Rally Championship in the A6 category.

Under the auspices of Gulf's official distributor in Mexico, JJ Lubricantes and with specific help from Gulf's local sub-distributor Lucenba, SA, the car aimed to promote young motorsport talent in Mexico and carried significant Gulf branding.

Youth is a core value of the Gulf brand and so it seems apt that the team behind the FS Motorsport car consists of a group of engineering students from the Universidad Iberoamericana in León. The car usually competes in the Electratorn Championship, where the students design and build a competition car using innovative components that are analysed and designed by different teams of engineers.

The aim is to find greater power, speed and durability using the least energy, while being as environmentally friendly as possible. The cars all run to rules drawn up by Mexico's National Autoparts Industry.

Further information from Vladimir Martinez: vladimir@jjlub.com.mx



Pictured is the Team Gulf Extreme 4x4, which is currently active in Honduran motorsport circles. The incredible machine looks capable of taking on just about any terrain it might be subjected to. We will try to capture it in action in an upcoming edition of the magazine. For further information in the meanwhile, please contact Orlando de Vicente: odevicente@gulfoilpanama.net

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OILS FOR SMALL

From motor-mowers to speedboats – the small engine lubricants range has an important place in Gulf’s product portfolio. Gulf Oil International’s Vice President Operations, Dr. Richard Pinchin, examines the technology involved

Gulf Oil has, amongst its extensive range of products, oils for motorcycles, small boats and other small motorised vehicles. The small engine oil market is very important and has some specific characteristics. Not only are the engines small and light, but to obtain power they can run at high speeds, several thousand RPM more than a typical car or truck engine.



Motorcycle engines run faster and have a higher power/size ratio than car engines

The market for small engines has been split by design type: 2- and 4-stroke engines are both used. Most are air-cooled, but a few use water as the coolant. The physical space available for on-board equipment to manage the quality of the exhaust gases is limited, and emission levels have been a growing concern in the past 20 years. Furthermore, many such engines are used to power small boats, such as speedboats, and even snowmobiles, both of which present extra challenges because of the environment they are used in.

Motorcycles and design variants, such as powered rickshaws, tuk-tuks, etc., are very popular in many countries; notably those in Asia, where they are typically the mode of transport of a large proportion of the population. Approximately 75% of the world’s 300 or so million motorcycles are to be found in only five countries: China, India, Indonesia, Vietnam and Thailand. Engine designs have been evolving for motorcycles just as for cars and trucks. The 2-stroke engine is losing popularity, mainly because of smoky exhausts. However, the power-to weight ratio of these small engines still makes them ideal for powering light machines. They are invariably petrol (gasoline) engines; the weight of a diesel engine, and the fuel storage needs of gas engines (except for LPG in 3-wheel vehicles), makes these alternative fuels impractical.

The lubrication of 2-stroke engines has traditionally required the oil to be mixed with the fuel (petrol) before it enters the cylinder. More modern engines have an oil injection system to spray the oil directly into the engine’s cylinder. The oil has to wet the cylinder wall and lubricate the piston, and even pass down into the crankcase to lubricate the bearings. While most of the left over oil is burnt with the fuel, a fraction of it is ejected from the engine in the exhaust as unburnt, or partially burnt, hydrocarbon – that’s why 2-stroke bikes are often seen as smoky and smelly. In the past 15 years many countries, where motorcycles are very popular, have imposed regulations on the types of oil that can be used – and low-smoke products have come into the market. Similarly, higher performance oils have been developed so the oil:fuel ratio can be reduced and much less oil used per kilometre.

It should not be a surprise that motorcycle engine oil specifications are heavily influenced by the Japanese motorcycle manufacturing industry, where leading engine design technology

is to be found. The industry association JASO (Japanese Automotive Standards Organisation) issues the relevant specifications, JASO FA through to FD, for 2-stroke oils. Similarly they have specifications JASO MA, MA1 and MA2 for oils for wet clutch 4-stroke engines (the same oil that lubricates the engine is also in the bike’s gearbox and clutch assembly, so its frictional properties must not allow the clutch to slip). These complement specifications set by the other two important bodies: the American Petroleum Industry (API) and the National Marine Manufacturers Association (NMMA).

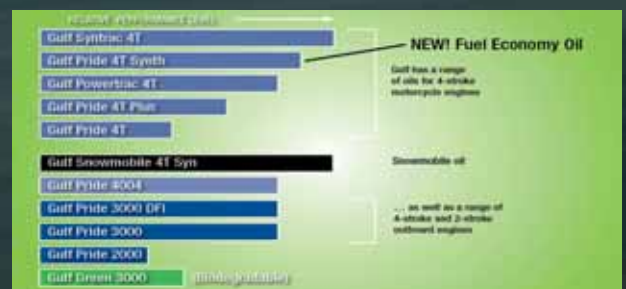
Gulf Oil has, of course, a range of 2-stroke engine oils: from the standard Gulf Pride 2T (meeting industry standard specifications API TC and JASO FB), through higher performance oils like Gulf Powertrac 2T (API TC and JASO FC), semi-synthetic oils and even the fully synthetic Gulf Syntrac 2T. There are low ash oils for maximum engine cleanliness, and low-smoke formulations to minimise environmental impact. The motorcycle oil range is completed by the biodegradable oil, Gulf Green 2T, and the two oils specially formulated for use in snowmobiles where very low ambient temperatures have to be faced.



Gulf companies offer a wide range of oils for 2-stroke engines

A new 2-stroke oil was developed recently: Gulf Competition 2T is a high performance oil designed for kart and other racing events. It has been approved by the CIK-FIA who carefully test oils to ensure they meet the stringent lubrication requirements and at the same time do not unfairly enhance the performance of the engine, eg by increasing the octane rating of the fuel.

For 4-stroke engines, again Gulf offers a comprehensive product range. The performance levels covered range from API SG and JASO MA to API SL and JASO MA2. Again there are synthetic options, and in 2011 a new fuel-efficient oil will be launched, Gulf Pride 4T Synth.

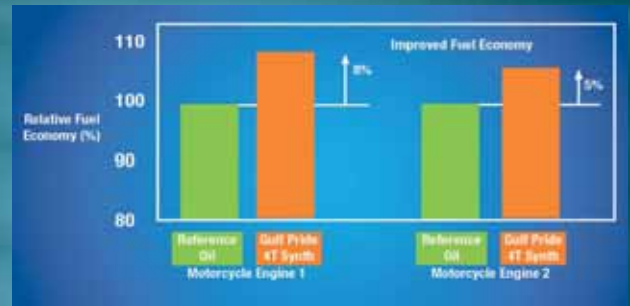


Gulf has oils for 4-stroke engines used in motorcycles and small boats

TECHNICAL FEATURE: OILS FOR SMALL ENGINES

ENGINES

Main image: Gulf has high performance oils for 4-stroke motorcycles



The new Gulf Pride 4T Synth can give motorcyclists up to 8% fuel saving



This has been developed in association with Honda Research and Development and a partner additive company. The objective is to reduce fuel consumption, and thereby emissions, through the use of a fuel-efficient, low viscosity engine oil, yet still retain the necessary engine lubrication and protection properties needed in a modern, high performance motorcycle.

This report would not be complete without the mention of oils used for outboard engines – mostly 2-stroke petrol engines. Just as with motorcycles, the unburnt oil is exhausted from the engine, but now the operating conditions are more severe – there is the presence of corrosion-provoking water (often salt water) and the desire to avoid chemical contamination of the aquatic environment. Gulf Pride 3000 is the standard oil, it has a robust ashless formulation with enhanced rust protection properties and it has been registered with the NMMA at the TC-W3® performance level (currently the highest level). To further protect the aquatic environment, we have also a biodegradable version, Gulf Green 3000, again qualified to the TC-W3® level. There is also an increasing popularity for water-cooled 4-stroke engines to be used in small boats, both out- and in-board. For these engines there is Gulf Pride 4004 LE, which is qualified against the NMMA FC-W® specification.

Finally, to cater for the influx of direct fuel injection 2-stroke outboard engines, Gulf recently introduced to its product range Gulf Pride DFI 3000. This oil has been formulated specifically for these new, high powered engines, and like the other Gulf outboard engine oils it too meets the NMMA FC-W3® specification. Gulf Oil companies around the world are already offering to the motoring, and boating, public an excellent selection of high quality engine oils.

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The new Gulf Pride 4T Synth fuel-economy oil



Small boats require oils for 2T and 4T outboard engines, including biodegradable oils



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