

# Orange Disc

ISSUE No.28 2012

your local global brand



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- GULF TEAMS PREPARE FOR LE MANS
- GULF MERCHANDISE 2012
- NEWS ROUND-UP

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FOREWORD

# GULF CARE AS A CORNERSTONE OF GULF BUSINESS



The Gulf brand has, at its heart, five core values and these are: **Care, Courage, Endurance, Inspiration** and **Youth**. These values form the cornerstone for the brand's communications and actions and act as the balance between the professional service that the company offers and the personality that the brand represents.

At the heart of the business world, people (as consumers) deal with people (representing companies) and therefore relationships are the key to success. Brands that do not develop a personality in a consumer's mind will not achieve long-term success. People do not invest emotionally or financially in brands that do not give something back. Consumers differentiate and make their selections between the many similar products on the market place by subconsciously evaluating what a brand stands for.

Consequently, if a brand does not stand for something attractive to the consumer, brand loyalty is not established and they will select an alternative brand that satisfies the values they are looking for in that product.

Of Gulf's core values, Care is the warmest and something that is very difficult to fake. Caring is not just sticking a corporate logo on a charity's website; it is much more than that. It is something that must be genuine and all encompassing.

From the understanding of its employees, to the support that is offered to its customers, to the consideration of environment and social responsibilities, Gulf uses the notion of Care as a main principle for the way that it carries out its business and offers added value to its service. Care is reflected in the company tag line - **'your local global brand'** – Gulf giving customers the benefits of a global brand with the care, understanding and attention to individual needs delivered by a local business.

Gulf distributors are much more than marketers and salesmen. They are ambassadors for the brand and, as such, customer care - encouraging feedback and building relationships with customers, helps to build loyalty for the brand. Many of Gulf's distributors across the world, in turn, encourage their sub-distributors to improve their customer services and enhance the customer experience, thus further demonstrating their care and at the same time encouraging loyalty.

Gulf is also committed to caring for the wider community and helping to support worthwhile causes, some of which we detail in this edition's main feature.

Through its communications, products and service, Gulf seeks to capture the imagination, while constantly basing its proposition and actions on solid business decisions. This balance will ensure that the Gulf brand stays strong for many years to come.

**Sam Cork**  
**Brand Manager**  
**Gulf Oil International (UK) Ltd.**

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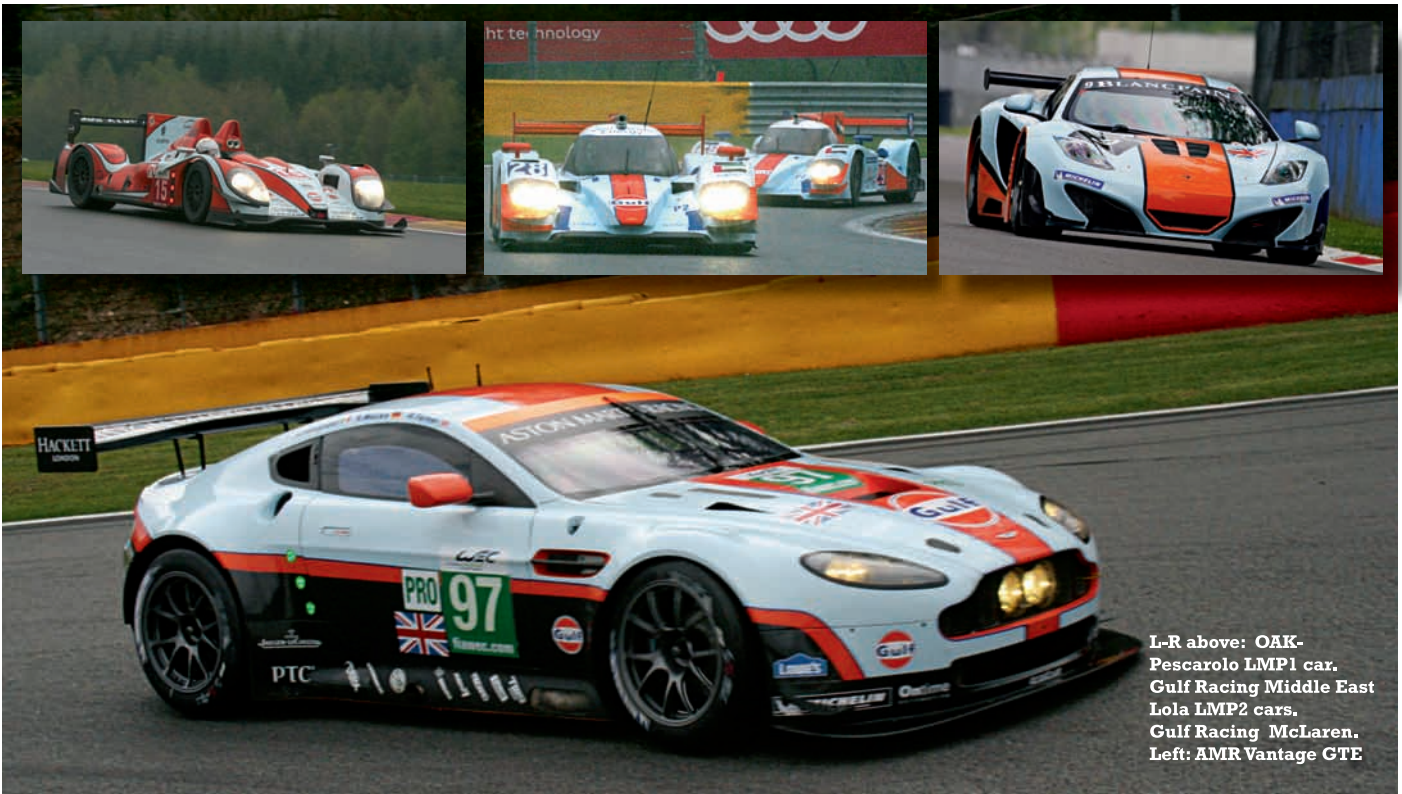
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# EXCITING SUMMER IN PROSPECT FOR THE GULF RACERS



L-R above: OAK-Pescarolo LMP1 car, Gulf Racing Middle East Lola LMP2 cars, Gulf Racing McLaren. Left: AMR Vantage GTE

The early season form of the Gulf-supported endurance teams has given much to be encouraged about – even if the results have not always gone their way.

In the World Endurance Championship and American Le Mans Series, GOI's motorsport partners, Aston Martin Racing have been campaigning the new Vantage GTE to good effect. Despite the car being a relatively new machine as a factory AMR racer, drivers Stefan Mücke, Darren Turner and Adrian Fernandez have been in the hunt for a podium place in every race so far. In the recent WEC round at Spa, Darren Turner was comfortably leading in the early stages of the six hour race before gearbox problems intervened, so the signs are there that it is a really rapid racer.

OAK Racing have also been impressive, especially in the LMP2 category, where the new collaboration with English sportscar manufacturer, Morgan, has quickly established the Blue and Orange prototypes as front running challengers, with good points scoring finishes in all the races so far. In LMP1 the OAK Pescarolo has regularly been a contender for fastest petrol-engined runner.

The all-new Gulf Racing Middle East Lola LMP2 coupes look beautiful and, having struggled in the opening WEC round at Sebring, fared much

better in Spa, with the car of Stefan Johansson, Maxime Jousse and team co-owner, Fabien Giroix coming home second in WEC LMP2 at Spa. The only real downside was team co-owner, Frederic Fatien, breaking his leg in an unusual pits accident while practicing pit stop tyre changes, with the result being that he will miss Le Mans.

In the Blancpain Endurance GT series, Gulf Racing's fabulous McLaren MP4 12Cs are still very much in their early days of development, with the team working hard to develop them into podium contenders, in what is probably the most competitive GT field in the world.

With two 24 Hour races upcoming – Le Mans for the WEC contenders and Spa for the Gulf Racing McLarens – the summer months should be exciting times for all concerned – but the performance of the Gulf cars should certainly be worth tracking.

For more of the background about the Gulf teams' preparations for this year's Le Mans 24 Hours, turn to the feature on page 18 of this issue of Orange Disc.

For more details or to sign up for Gulf's free motorsport update emails contact Gulf Motorsport Press Officer, Simon Maurice:

[simon@chicanemarketing.co.uk](mailto:simon@chicanemarketing.co.uk)



## GO GULF COLLECTION 2012

Dakota, Gulf's Official Merchandising licensee, recently launched its 2012 Grand Prix Originals catalogue. The new publication showcases this year's GO GULF collection, which undoubtedly is the brightest and most vibrant to date.

The base colour for much of the collection is Gulf Orange – and, with nearly 70 items, the whole collection is larger than ever before.

The catalogue is shot in California and features some really excellent racing and classic cars, from the collection of Bruce Canepa.

To check out the collection, visit [www.grandprix-dakotashop.com](http://www.grandprix-dakotashop.com) or contact Marco Ruf at Dakota: [marco.ruf@dakota.de](mailto:marco.ruf@dakota.de)

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**NEW DISTRIBUTORS**

 **ALGERIA**



Gulf continues to expand its presence in North Africa and Gulf Oil International is extremely pleased to announce that SARL OUEST GAZ has been appointed as the official Gulf distributor for lubricants in Algeria.

SARL OUEST GAZ was established in 2002. Its activities include the import and distribution of lubricants and greases, construction materials, import /export and trading.

The company is owned by Omar Nfidsa and is based in the capital city of the Mostaganem province in North West Algeria.

The Gulf lubricants business will be managed by Omar Amini (above) who has extensive experience in the field of lubricants and has ambitious plans for the brand in the country

For more information on Gulf's new Algerian distributors contact Omar Amini:  
[omar@gulfoilalgeria.com](mailto:omar@gulfoilalgeria.com)

 **GERMANY**

Gulf Oil International was pleased to announce recently the renewal, for a further ten years, of the fuel retail license for Germany with Oil Trading Deutschland GMBH (OTD).

OTD has operated Gulf branded service stations in Germany since 2001. The network of Gulf stations in the country now numbers more than sixty and it continues to expand, with new service station openings imminent.

Orange Disc wishes OTD every success for the future following its commitment to the brand and to the continued expansion of the Gulf network in Germany – more details of which can be found on the German Gulf website:  
[www.gulf.de](http://www.gulf.de)

The primary contact at OTD is Gerrit van Boven:  
[g.vboven@gulf.nl](mailto:g.vboven@gulf.nl)

GULF OIL INTERNATIONAL



Manado, a picturesque city on the Indonesian island of North Sulawesi, famous for its beaches and the Bunaken dive spot, is now also becoming increasingly well known for the growing influence of the Gulf Manado Bikers community. "Torang Pe Oli" in Manado language means – "This is my Oil".

This community was formed with the intention of bringing all the various local biker communities together under a single umbrella – "Gulf". Previously they were split under the bike manufacturers' brands: Yamaha, Honda, Suzuki etc with each of the OEMs recommending only their own genuine oils. The Gulf Manado Bikers community has broken this trend and is growing fast, with more members being added every day. It is set soon to become one of the largest biker associations in Manado.

In collaboration with distributor Asia Tenggara Murni, Gulf offers the members of the community special promotions and discounts, training on bike repairs and maintenance and riding safety instruction, as well as organising special gatherings and touring events.

Another unique feature is that the Gulf community has its own stunt man, who performs spectacular stunts during gatherings, entertaining members and spectators alike.

In return, the bikers community are local brand ambassadors, promote the quality and significance of Gulf and are determined to make Gulf the No.1 brand in Manado.

For more information contact: [kgravi@gulfoillub.co.id](mailto:kgravi@gulfoillub.co.id)

 **GERMANY**  
**MOTO SHOW FOR GULF IN GERMANY**



Gulf's official lubricants distributor in Germany recently joined forces with Schüttorf-based Gulf distributor, Eissing Mineralöl GmbH, to exhibit at the "World of Bike" Motorcycle trade show in March.

Although not large, compared to many German Expos, the show – which took place

at Gießen near Frankfurt – attracts hardcore motorcycle trade visitors and has been growing steadily year on year, both in terms of exhibitors and visitors.

"We had a good looking stand that attracted lots of visitors, so we spent both days almost completely in conversations and doing business," reports Jörg Dittrich, from Eissing Mineralöl. "We made a lot of new contacts and some visitors are now already new Gulf customers. We made the decision to come to Gießen only a few weeks before the show, so we could only get a small stand, but I hope we will be back next year, with a bigger presence."

More information from Carsten Wonneberg:  
[c.wonneberg@gulf.de](mailto:c.wonneberg@gulf.de)

 **IRAN**

**GULF ON SHOW IN IRAN**

The Raysun Oil Company – Gulf's official lubricant distributor in Iran – recently participated in the 17th international oil & gas exhibition in Tehran. The expo ran from 17th to 21st April with over 1300 local and foreign companies in attendance.

The Raysun Oil Company has developed a reputation for not only presenting high quality products successfully but also providing the best aftersales service in the Industry. RaySun Oil is also well known for launching innovative new products. Understandably, Raysun Oil's stand at the exhibition (pictured) received a warm welcome from other companies and attracted a considerable number of visitors.

Raysun Oil has been in the field of Industrial, Marine and Automotive lubricants since 2010. It has had particular success in the B2C business of automotive engine oils and is the main supplier in the B2B marine market. Its Industrial Sales Engineering Department consists of helpful and



experienced chemical engineering staff to offer technical expertise.

The company also owns a fully equipped quality control laboratory that has the latest technology to run specialised tests. This makes sure that its products comply with safety regulations and most importantly helps ensure a quality product for customers. More information from Afshin Nazari:  
[an.indsal@raysunoil.com](mailto:an.indsal@raysunoil.com)

**NORWAY**

# JOSTEIN 'FLIES' ACROSS EUROPE



The amazing Jostein Stenberg has been thrilling large crowds all over Europe over the course of this Spring with his unique style of riding on the Gulf-sponsored snowmobile.

Pictured here in training, Jostein has been one of the major attractions of both the "Masters of Dirt" and "Night of the Jumps" extreme stunt riding tours, which means that he has performed in Austria, Germany, Italy, the UK, Ireland and, not too surprisingly, also in his native Norway.

The events have proved to be very popular and plans are already underway for further touring in 2012. More details from Trond Bull Enger: [trond.bull.enger@autogrip.no](mailto:trond.bull.enger@autogrip.no)

**GEORGIA**

# GULF RACES TO BE OUT IN FORCE FOR GEORGIA'S PRESIDENT



Pictured above, in front of Mamuka Meladze's Gulf race car, is the President of Georgia, Mikheil Saakashvili, making the opening speech at the inauguration of Georgia's new Rustavi-Racetrack, near Tbilisi, at the end of April.

Thanks to Gulf's Georgian fuel licensee, Sun Petroleum Georgia LLC, there was a massive Gulf presence at the opening of the new track. Two Gulf "Legends" classic-style race saloons and two Gulf-sponsored single-seater formula race cars, contested the races. These were all housed in a spectacular Gulf walled pits garage, which is also pictured, as are the grid girls for the races, who were also decked out in Gulf clothing, as can be seen.

More images can be found in an album on Gulf Georgia's Facebook page and for more information contact Adam Yaniv: [adam@gulf-ge.com](mailto:adam@gulf-ge.com)

**GULF OIL MARINE**

# GOM ON SHOW IN SINGAPORE



Singapore remains one of the world's major shipping hubs and a key location for shipping company offices. This makes it the logical place for one of the largest marine industry trade expos – Asia Pacific Maritime.

This year's event took place in March and Gulf Oil Marine exhibited at Singapore's Sands Expo & Convention Centre alongside more than 1,300 other international companies from across 53 countries.

Gulf Oil Marine reported a busy show and was extremely pleased to be there to share its passion and dedication to the service of marine lubricants with the many visitors from the shipping industry. More information from: [frederic.jacquot@gulf-marine.com](mailto:frederic.jacquot@gulf-marine.com)

**INDIA**



# DISTRIBUTORS MEET THE 'KINGS'

In May, Gulf Oil Corporation Limited (GOCL) hosted a regional sales meeting in Mumbai. The previous year's performance was reviewed and this year's plans were presented.

Later, there was a ceremony in which GOI's Dr Richard Pinchin introduced members of the Chennai Super Kings (CSK) cricket team, to the distributors. The cricketers were on hand to present awards for excellent achievements. Around 25 distributors and their families were in attendance and the highlight of the day was the opportunity for the distributors' children to meet the CSK players in person, both the international stars and their local heroes.

Skipped by Indian Test Captain and Gulf Brand Ambassador, MS Dhoni, CSK are seeking to make it a hat trick of IPL victories, having won the series for the last two years.

In this year's Indian Premier League their form has not been as consistent, but as Orange Disc closed for press, CSK were still in the hunt for a place in the top four, which would see them through to the semi-finals. The matches are usually very exciting and are televised in countries where cricket is popular. The Gulf logo is highly prominent, both on the players' shirts and around the stadia.

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

**HUNGARY**

# UNIFILTER CELEBRATES



Unifilter Kft – Gulf's official lubricants distributor in Hungary – celebrated its 20th anniversary at the beginning of this year and, in February, held a party to mark the occasion.

The whole team had a thoroughly enjoyable time and the highlight of the celebrations was the presentation to Executive Director, Mihály Strider of a picture of the 1971 Le Mans Gulf-Porsche 917 LH signed by its driver, legendary Gulf sportscar ace, Derek Bell.

Mihály was clearly moved by the occasion and publicly thanked his colleagues for their love and attention in bringing such a joyful moment into his life.

More details from Oliver Czank: [czanko@uni-filter.hu](mailto:czanko@uni-filter.hu)

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**UNITED KINGDOM**

# GULF SET FOR FURTHER RETAIL GROWTH

**Scotland's Stracathro Services, one of the latest high-volume, high profile Gulf forecourts**



Gulf UK Fuel Licensee, GB Oils is the UK's largest independent petrol retailer with over 1200 sites and a varied portfolio of fuel brands. It has nationwide supply and distribution facilities and is committed to continued growth.

GB Oils has now identified Gulf as its flagship brand. "The Gulf brand has more depth, a fabulous brand image and of course a terrific heritage," explains GB Oils' Retail Director Ramsay MacDonald. "We now intend to consolidate the number of brands we use, each appealing to a specific type of retail business. Perhaps in the past we have not used the Gulf brand to best effect but going forward it will be used for the bigger, larger sites supported by a strengthened support package."

This is very exciting news for Gulf as the decision will see the Gulf network grow rapidly across the UK.

South West England has already benefitted. Utilising GB Oils' fuel supply arrangements, the Gulf network has grown by 26 filling stations in less than two years.

St Kew Service Station, Cornwall is the latest addition. "The Gulf image has revitalised the site and volumes are up around 10%," explains co-proprietor Christian Godfrey. "In today's economy, it's comforting to know that we now have a very approachable supplier with a long term commitment to this region." Barrie Richards, proprietor of St Blazey Service Station, another new Gulf recruit, agrees. "The Gulf image has always looked attractive. Having spent eight months investigating every conceivable oil company image, we now have the best available in the market, making our site the best that it has ever looked and we have had many positive customer comments."

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

 **CANADA**

## GULF TOTES FOR NEW BUSINESS

In the tight confines of many workshops, Gulf's Canadian customers face a perennial problem with available surface space and are then reluctant to switch to bulk oil because of lack of space for storage.

Teklub, Gulf's official lubricant distributors for Canada have been pushing their bulk oil sales very hard – however, garages need to have a tote to store bulk oil. Totes should have the minimum footprint on the floor and must be as simple as possible, to minimise the risk of breakdowns.

Teklub looked at the problem and designed some 1100L capacity metallic totes (pictured), which work simply using gravity. The Footprint is 890x890mm on the floor and height is 1880mm, including the feet of the units.

There are two possible options: a single unit (1100L), or a dual unit (550L each). Upgrades with a pneumatic pump, reel and electronic gun can also be made later.

In order to reduce the chance of damage to the environment, there is an anti-spill pan on which to place the oil jugs. Teklub offers the units in two colours – Blue or Red – to help blend in with different workshops' colour schemes. They also offer financing or consignment solutions to customers, to help them to switch to bulk oil.

The company has found its overall strategy has been extremely effective at helping it to grow its sales volumes in Canada.

More details from Alain Faleix: [afaleix@teklub.ca](mailto:afaleix@teklub.ca)



 **INDIA**

## NEW CO-BRANDED LUBRICANTS DEAL FOR GULF IN INDIA

In April, Gulf Oil Corporation Ltd (GOCL) announced that it was launching a new co-branded range of lubricants in India, together with L&T-Komatsu Limited.

L & T-Komatsu is a joint venture operation between construction equipment specialists Larsen & Toubro and earthmoving equipment manufacturers, Komatsu. They are one of India's largest manufacturers of Hydraulic Earthmovers and the agreement with GOCL is for a co-branded genuine oils portfolio that includes engine, transmission and hydraulic oils.

GOCL already has similar co-branded oils agreements in

place with other OEMs including Ashok Leyland, MAN Force and Mahindra & Mahindra.

This product range will be marketed through both L&T-Komatsu and GOCL distribution channels. It will also be sold directly to major customers of both companies, and products will be available in convenient pack sizes of 20 and 210 litres.

The new deal further strengthens Gulf's presence in the construction sector in India, which is targeted as a key segment for growth in the coming years.

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

**BUSINESS DEVELOPMENTS**

**GEORGIA ARMENIA – LUBRICANTS**

# GIG XXI MAKES RAPID PROGRESS

Despite only having recently commenced business with the Gulf brand, Global Investment Group XXI (GIG XXI) who is Gulf's official lubricant distributor for Georgia and Armenia, has won several of the contracts it was tendering for and has already exceeded its own expectations for the amount of Gulf business done and the levels of products sold.

GIG XXI has embarked on a multi-level marketing campaign to help establish the Gulf brand for lubricants. Having already branded several lubricant stores with Gulf shop front signage (as pictured) and now secured shelf space for Gulf product in Georgia's largest hypermarket "Goodwill," in April it commenced a TV advertising campaign.

In the near future GIG XXI plans to start building its own lubricant store and service centre, and it is now actively pursuing further business tenders in both countries.

GIG XXI is also looking to work closely in tandem with Gulf's retail fuel licensee for Georgia, Sun Petroleum Georgia LLC and there is the possibility of a joint promotional campaign in the offing.

For further information contact Ana Kozmava:

[ak@gulflubricants.ge](mailto:ak@gulflubricants.ge)



**NEW ZEALAND AUSTRALIA**  
**ANZPAC OILS CHOOSES GULF DOWN UNDER**

ANZPAC Oils – Gulf's official lubricant distributor in New Zealand and Australia – is reporting increasing sales as it develops the brand through its own FarmCentres, through parent company, CRT Fuels and now directly through ANZPAC Oils itself, as the company now has a dedicated resource in New Zealand's South Island for direct Gulf sales.

The company has now delivered more than 1000 orders and is proud to have reached that milestone. The dedicated South Island resource is capturing sales in the car workshop channels and the next step will be to appoint a dedicated ANZPAC business development manager for Gulf in the North Island, which the company hopes to announce shortly.

ANZPAC is also in negotiations with a customer on the South Island who could, in one hit, replicate current volumes through its own CRT FarmCentre sales in the South Island.

Former Gulf marketing manager in Ireland, Colm Hamrogue, is now working as Chief Operating Officer for CRT, the Anzpac parent company, and is using his experience and knowledge of the brand to assist in the business development. The local Gulf website has been updated with news and a Gulf NZ Facebook page has now been set up and will be promoted in coming months – where it will feature Pink Floyd drummer and huge car enthusiast, Nick Mason driving the company's "GT40" when he was in NZ recently.

The company is also focusing strongly on making progress in Australia and is hopeful of announcing having secured some key outlets in the near future.

Further details from Brent Esler: [brent.esler@crt.co.nz](mailto:brent.esler@crt.co.nz)

**TURKEY/GULF MULTI AUTO**  
**STAND AND DELIVER!**

In order to build on their success with the Gulf MultiAuto range, Delta Akaryakit, the licensee for Turkey has commissioned a leading design house to create a high impact, point-of-sale display stand at reasonable cost, for use in their forecourt shops.

An Aston Martin image is used on the front and aerosol photos are shown on both sides of the stand.

The result is an attractive yet functional unit (pictured) made of reinforced cardboard that can be assembled in just five minutes. Each tier of the unit can accommodate eighteen 400ml aerosols, giving a total capacity of fifty four aerosols.

The stands are displayed in Gulf fuel stations and lube shops throughout Turkey.

Delta has agreed to make this custom design available to the rest of the Gulf network. Using a specialist manufacturer in Turkey, lead time from order to despatch is just ten days.

This "silent salesman" will surely increase the profitability of any forecourt shop whilst projecting a strong, positive image of Gulf branded merchandise. For further information please contact Devrim Gucer:

[dgucer@gulf.com.tr](mailto:dgucer@gulf.com.tr)



**BELGIUM**  
**NEW OPENINGS CONTINUE APACE**



Demarol BV is on track to fulfil its expansion programme target in Belgium for new filling stations in 2012 with new stations continuing to open every couple of months.

Demarol's Sven Van den Branden reports that the company has recently opened new fuel stations in in Hasselt, Beerzel and, pictured here, in Ham-Tessenderlo.

This means that the number of Gulf stations in Belgium should have topped the 70 mark by the end of the year. Fuel retailers continue to rally to the Gulf flag in Belgium, attracted by the brand, the support on offer and Gulf's ethos of caring for customers, which helps promote loyalty in what is still a price sensitive market.

More information from Sven Van den Branden:

[sven@demarol.be](mailto:sven@demarol.be)

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# SOUTH AFRICA BUSES MEAN BUSINESS FOR GULF



Oil Direct (PTY Ltd) – Gulf’s official lubricant distributor – has won the contract to supply lubricants to the Durban Municipality for 500 buses via the Ebhodwe bus company. Ebhodwe is a company of 352 shareholders, all previous employees of the Durban Municipality as bus technicians and drivers, in the previous South African government.

Pictured left are the Ebhodwe Technicians carrying their certificates at Gulf’s first Mechanic Training programme.

Gulf Vice President International, Alain Dujean recently visited South Africa where Oil Direct is embarking on a job creation project for 50 graduate interns in the transport sector as part of a structured initiative to enter the black taxi market. He gave them an introduction to the Gulf Brand (pictured below).

Key B2B customers also presented their plans to incorporate Gulf Oil into their businesses, as a viable, steady profit stream directly to Alain Dujean. These included MG, Jinbei Taxis, VDL buses, Ebhodwe and distributors.



“As a new entrant, it is critical that we differentiate Gulf Oil from all other oil players, in terms of both offer and protocol. We have to engage our B2B customers in deals and long lasting relationships,” explains Oil Direct co-owner, Franck Naidoo.

More information from Franck Naidoo:

[franck@gulfoil.co.za](mailto:franck@gulfoil.co.za)

## TURKEY

# GULF CARE DELIVERS IN TURKEY!

Delta Akaryakit, the official licensee for Gulf fuels and lubricants in Turkey, is emphasising in a new campaign that Gulf service starts as soon as customers enter one of its stations.

Through extensive training programmes Gulf’s personnel endeavour to offer a five-star service to their customers. It starts with smartly dressed and well informed personnel and encompasses aspects of customer care such as oil changes and well stocked shops, even through to well maintained toilets that are cleaned 24/7. The “Gulf Markets” offer a vast range of products including quality, branded foods, beverages, car care products, cigarettes, lubricants and much more.

Some of the Gulf stations even offer free tea, coffee, and car washes to customers. Gulf in Turkey believes that if you give outstanding customer service, your customers will keep coming back for more of the same.

To perfect its customer service, Delta trains its 300 Gulf sales personnel in-situ at over 100 stations. They are informed about the Gulf brand, Gulf in Turkey, safety, health & environmental rules, and customer relations. They also put into practice what they have learnt about customer relations, oil changes, filling practices and the other services on offer under the watchful eye of their Instructors.

After these instruction programmes, mystery shopping is undertaken to assess the results of on-the-job training. The service station area, fuel buying process, safety, security, shop and toilets are all rated. The most successful stations are given awards in recognition of their good service performance and customer care.

For more details contact Baha Sonmez: [bsonmez@gulf.com.tr](mailto:bsonmez@gulf.com.tr)

## LUXEMBOURG

# GULF CELEBRATES NUMBER 12 IN LUXEMBOURG

Gulf continued its retail expansion in Luxembourg with the opening of its twelfth service station in early May in Differdange, in the south-west of the country.

The station is open seven days a week and, once again, features the popular “Shoppi” concept which it operates in partnership with the Cactus group. The shop boasts a footprint of 140m<sup>2</sup> and customers are spoilt for choice with a wide selection of freshly baked goods, takeaway coffee, beverages, freshly prepared meals, fresh vegetables, frozen items as well as day-to-day products.

The forecourt features eight pumps, (including truck pumps), as well as a car wash and the underground storage tanks hold 180,000 litres of diesel and petrol.

In the run-up to the opening, the station’s nine new employees (pictured) were trained at the other Gulf service stations throughout Luxembourg in order to provide Gulf clientele with the best possible service.

For further details contact Alain Lenertz: [alain.lenertz@orly.lu](mailto:alain.lenertz@orly.lu)



BUSINESS DEVELOPMENTS



 AUSTRIA

# GULF RACE DAYS



Late last year, Eurol Lubricants, Gulf's official distributor in Austria, ran its inaugural two day "Gulf Race Day" event for Gulf clients at the Slovakia Ring near Bratislava, in association with race4slovakia.

The idea of these racing events is to imbue Gulf clients with the brand's racing spirit and "Follow in the footsteps of Steve McQueen". Gulf's best 30 Austrian clients were invited to get some racing experience on track and not with ordinary cars, but instead, Attack K1 racecars. These sports prototypes accelerate faster than any Porsche, according to their constructor, Dick Kvetnansky and they use Gulf lubricants.

"It is an amazing feeling to drive a car like this on a racetrack," enthused one of the guests, at the end of a session.

Erwin Leikam, Sales Director of Eurol Lubricants says that Eurol plans to organise at least 2 events per year and is looking ultimately to run an annual "Day of Champions" where the top five participants from previous events will race against each other for the crown of "Austrian Gulf Champion".

Eurol Lubricants is looking forward to some fantastic future events. For further details please contact Mr. Marc Leikam: [marc.leikam@eurol.at](mailto:marc.leikam@eurol.at)

 MEXICO

# BEST FOOT FORWARD FOR GULF

Football has long been Mexico's number one sport of choice and JJ Lubricantes, Gulf's official lubricants distributor in Mexico got off on the right foot in 2012 by teaming up with Mexico's "Record" newspaper. The editorial is football dominated and all its readers are football fanatics.

Using the imagery of two Mexican sporting greats, current Gulf race ace, Adrian Fernandez and the legendary Gulf driver Pedro Rodriguez, Gulf has built up a regular presence in the newspaper. Every Monday Gulf sponsors the Goals Performance section (which is the analysis of the day's best play) on the [www.record.com](http://www.record.com) website and they have also sponsored some special supplements (such as this year's American Super Bowl).

This activity has proved to be a great piece of tactical marketing support for dealers, helping them to advise on and coordinate specific campaigns for each area of the country.

Gulf also recently ran an advertisement congratulating the local team, Monterrey, on winning the 2011-2012 South American Champion's League.

More information from Vladimir Martinez: [vladimir@jjlub.com.mx](mailto:vladimir@jjlub.com.mx)



 NETHERLANDS

# GULF FESTIVE CARNIVAL

Every country has its own preferred ways of saving and in The Netherlands collecting stamps is extremely popular.

Gulf Oil Netherlands, the country's official Gulf licensee for fuel retail has devised a scheme to capitalise

on the nation's love for stamp collecting by offering stamps to customers each time they refuel, that can be collected and then exchanged for a variety of rewards such as a free car wash, free merchandise – such as towels – or even cash.

Gulf service stations located on the Dutch motorway network go one step further and offer a special stamp collecting offer for truck drivers. For every 100 litres of gasoil purchased, the truck driver gets a stamp. When the driver has collected 20 stamps, he can claim €25 in cash.

The promotion is proving extremely popular with Dutch drivers and is sure to be repeated in the future.

For more information contact Pinar Erbudak: [p.erbudak@gulf.nl](mailto:p.erbudak@gulf.nl)



 CANADA

# NEW YEAR PROMOTION PROVES EFFECTIVE

Traditionally, at the beginning of each year, activity is very low in the Canadian market so, in order to boost its sales of Gulf Ultrasynt X and attract new customers, Teklub, Gulf's official lubricant distributor for Canada, launched a new promotion during the period.

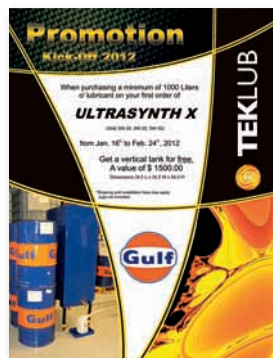
The main targets were Subaru and Mitsubishi dealership prospects. During the promotion, any order of 1000 litres of Gulf Ultrasynt X 0W-20 or 5W-20 or 5W-30 came with a free tote in which to store bulk oil in the customer's garage. Totes generally sell for \$1500, which effectively meant that Teklub was offering a discount equivalent to \$1.50 per litre!

A big push was made in Ontario and Quebec provinces and Teklub instantly pulled in a new Mitsubishi dealership that will generate sales of 3000 litres per year.

Though the promotion has now been finished for a while, it stuck in people's minds. Teklub has been opening further new accounts as a result and although it is not giving anything away it will still lend totes for larger orders from new accounts.

Teklub is delighted with its strategy and reckons that this has allowed it to increase its volume of Gulf Ultrasynt X by between 2000 and 5000L per new account.

More details from Alain Faleix: [afaleix@teklub.ca](mailto:afaleix@teklub.ca)



 TURKEY

# NEW DESIGN VINYL BANNERS

Gulf's official Turkish licensee, Delta Akaryakıt has recently changed the design of the vinyl T-banner displays in its fuel stations. The aim of the bright new design is to increase brand awareness and customer awareness of Gulf's lubricant offer.

The motto used on the striking new boards is "The legendary power in your car".

For more details contact Baha Sonmez: [bsonmez@gulf.com.tr](mailto:bsonmez@gulf.com.tr)



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# GULF CARE BEYOND THE BRAND

**In addition to Courage, Endurance, Inspiration and Youth, the value of Care is one of the Gulf brand's core values. It is a value that runs through the organisation from the way it treats its customers through to the respect and value it places on the wider community. It is the human side to the brand and something that ultimately offers a reason for consumers to buy into it.**

**In this interview, Gulf Oil International Brand and Marketing Manager, Sam Cork explains in more depth to Orange Disc Editor, Simon Maurice just what Gulf Care is really all about**

**Q:** *What is it about Gulf that really makes Care such an important aspect of the brand's ethos?*

**SC:** In a time of big corporations piggy-backing the notion of care to satisfy shareholders, Gulf places real tangible importance on making sure that the brand experience is more than just its products and services and care is integral to this.

As with any big brand, high quality customer service and aftercare are essential parts of the customer experience. Without them loyalty will never truly develop. Care is central to the way that the customer is handled... it ensures there is always first class aftersales service, technical advice and the necessary follow-up contact to gain feedback.

**Q:** *Can you illustrate this with some examples of how Gulf places this value above all others in its products, actions and its communications?*

**SC:** Certainly. Take Gulf Oil Marine for example; customer care and building a close relationship with long-term clients are key components in the ethos behind the Gulf Oil Marine business. Servicing clients 24hours a day, seven days a week embodies the dedication that is required to attract and hold on to clients in the industry. Relationships are Key - and GOM take the approach that they are in partnership with their clients, supporting their businesses and operations through their services.

Reliable technical and operational support is also a must. In order to facilitate this instant on the spot service GOM - through the Sealub Alliance network - can attend and supply through more than 800 ports worldwide. Stock is carefully managed to ensure that it is available at any port at any time of the day and regular communication with partners - through an assigned account manager - ensures that, should any issues arise, someone is quickly on hand to resolve them in a timely manner.

In fact, I think that if you look at Gulf Oil Marine's mission statement, the whole thing has care as its focal point.

**'In today's tough economic environment, Gulf Oil Marine is a strong partner for the shipping industry, with a fresh approach to customer/supplier relationship that focuses on reliable supply and a services that adds value at all times. This ethos is encapsulated in the company strap line 'We are always at the ship's side'. Gulf Oil Marine's primary concern is not of being the biggest marine lubricants supplier but to be the best; in terms of geographical coverage, delivery, reliability and technical / customer services'**

**Q:** *Okay, I think you've illustrated very well how this focus on added value through care is demonstrated by a GOI owned operation, but how has it been embraced by official distributors in the Gulf network?*

**SC:** I think there are numerous examples, but let's start with staff and training. Customer service and technical training courses have been used in Canada, India, Poland, Turkey and the UAE (and many more) to improve the experience that customers receive from sub-distributors and help develop single item purchasers into long lasting repeat customers.

On a regular basis Tunisian distributors MyCar carry out personalised customer sales visits to encourage clients to buy into brand loyalty. They also educate those clients on the product range and their various applications, this improves their knowledge and trust in the products which is then translated to the customer.

**Q:** *But the whole ethos of Gulf care goes way beyond business practice doesn't it?*

**SC:** Absolutely - and I think it stems, first off, from the fact that Gulf is arguably a more emotive brand than any of the other major oil brands due to its strong links with Le Mans endurance motorsport, Steve McQueen and our famous light blue and orange as its racing livery. The local/global ethos that carries the brand also ensures that rather than being a faceless corporation



COVER FEATURE: GULF CARE



**“The official distributors of Gulf are also custodians of the brand and as such, care for their local environment and community”**

On a not unconnected tack, Sun Petroleum, Gulf’s official fuel licensees in Georgia, also has a strong social care programme, part of which sees its staff routinely visiting orphanages around the country as well as providing teaching aids to them.

Likewise, in the Philippines, Gulf has a strong social responsibility programme in which it works with various charitable causes and which includes activity days with orphaned

children as well as providing food and medicines to them.

simply selling a product for profits the official distributors of Gulf are also the custodians of the brand and as such, care for their local environment and community. This is often reflected in the campaigns and marketing activity that they carry out, which focus on giving something back to the community.

**Q: Agreed – and over more than a decade working on Orange Disc, I have constantly been moved by the way Gulf and its distributors & licensees, view it as important to put something back into the communities they serve. You must have come into contact with various social care initiatives. What has impressed you?**

One of the longest standing is the ‘Gulf Foster a Child Rally’ that has been at the heart of the brand in India and has now been running under Gulf sponsorship for 10 years. It really looks to give something to those that are less fortunate by taking local orphaned children out for a day of activities and entertainment.

This year’s event in February had 49 entries starting from ‘Our Ladies Home’ in Parel, Mumbai – an orphanage for boys that was one of the two taking part – and finishing at ‘Dukes Retreat’, Khandala. The Shradhdhanand Mahilashram, Matunga for Girls was the other orphanage to benefit from the day. The trip provided fun and entertainment for the children taking part that was brilliantly received and the event has grown in size every year as it gets more and more exposure. This year Indian TV channel Doordarshan aired a special 30 minute highlight programme that was then also televised through large parts of Europe, the Middle East and Asia further spreading the Gulf Care message.

children as well as providing food and medicines to them.

Gulf’s Turkish licensee, Delta Akaryakit, also uses its massive fleet of lorries to deliver humanitarian aid into parts of East Africa where there are needs for urgent and basic life saving supplies.

**Q: All obviously really excellent causes. What else stands out?**

**SC:** Well, we covered a Gulf MultiAuto initiative in the last Orange Disc that impressed me. They have become involved with the first Base MotoPark, in the UK’s Midland region. It’s a purpose built, 5 hectare off-road dirt bike track which aims to engage with young men who might otherwise turn to crime, giving the men something interesting, worthwhile and legal to focus their spare time on. The scheme works closely with the local police and council and has already seen a 50% decrease in anti-social biking offences since opening.

Likewise, in Ireland, National Oil Brands became involved with their local council and the Lord Mayor of Dublin in producing a video for schools across Ireland to help train young drivers, prevent accidents and ultimately save lives.

And in many different Gulf operations around the world there are individuals who go out of their way to use their skills and experience to help others.

For instance, over the past 3 years Orange Disc has highlighted several projects and talks that the MD of Gulf Oil Indonesia, KG Ravi, has held at the local university. He’s committed to passing on some of his business experience and knowledge to help the next generation of businessmen and women. The University has now publically acknowledged KG for his efforts but, for him, the benefit is from educating and teaching the workers of tomorrow.



**Gulf Oil Marine engineers**



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# GULF CARE: BEYOND THE BRAND

**Q:** *There are, no doubt, many examples like this throughout the Gulf family who are all extremely worthy and whose efforts are often “unsung,” and to them we obviously extend our thanks. Moving on, I know you wanted to touch on another aspect of Gulf care. What was that?*

**SC:** It’s an issue that is already a key global focal point for Gulf, the entire energy sector and, of course, to the world as a whole: namely Environmental care. Gulf is committed to ensuring that as little impact on the environment is felt in the production of the products.



**“Gulf is committed to ensuring that as little impact on the environment is felt in the production of the products”**



Charity kart race in Colombia



Gulf has historically been seen as a pioneering force in the industry, being the first to develop and introduce the poly-alpha-olefin molecule as a synthetic lubricant fluid. Gulf Oil is no longer involved in the excavation and extraction or raw products / materials (upstream) instead it operates purely in the blending, refining and marketing of the end consumer products (upstream); however that does not mean that it takes its responsibilities any less seriously.

The biggest contingent of the global product range is the Passenger Car Motor Oil market and government restrictions and conditions are constantly brought in to improve the environmental credentials of these products. Gulf Oil is a keen player in this process, always ensuring the latest standards are met and introducing them to the market as quickly and efficiently as possible. We have also developed several new synthetic low-volatility engine lubricants for long-life use, thus reducing further the volume of lubricant oil used per kilometre. In addition care and consideration is always taken when deciding the formulations of its lubricants to minimise the number of instances where a hazardous label must be carried on our oils.

Another development lies in the field of crop protection through the Gulf product ArgenFruit. Traditionally insecticides are used to control certain pests in commercial crop growing. However, Gulf has developed a non-toxic product that can be dispersed in a fine water-based spray on plant leaf surfaces at the critical moment in the insect pests’ life cycle, so they are effectively eliminated without being ‘poisoned’. The Gulf product slowly evaporates from the leaf surface, thus leaving the plant itself free of any residual contamination.

ArgenFruit has been around for several years now and Gulf has also found markets for it, outside its native Argentina.

**Q:** *Excellent and a great example of continuing Gulf innovation. Would you care to sum things up?*

**SC:** Absolutely. I hope our discussion has clearly demonstrated that Care is a key value for the Gulf brand – something that is demonstrated time and again in its actions, service and communications.

Going forward, it is integral to people understanding the brand and buying into what it represents – both emotionally and physically. Business decisions must always be at the heart of the brand; technical and business expertise is also important but warmth and building bigger, stronger communal relations are equally as important.

There’s no one facet of care that is more important than the other – customer care is just as important as environmental and social – but put together they form a vital value that adds to the overall proposition that Gulf offers.

For more information please contact Sam Cork:

**sc@gulfoilltd.com**

COVER FEATURE: GULF CARE





SWEDEN

# NEW SWEDISH GULF DRAG TEAMS TARGET EUROPE

Hansen Racing, who are Gulf's Official distributors in Sweden have two new motorsport-based marketing initiatives they have introduced for 2012 – both in the high octane world of drag racing.

"Gulf Pro Stock Racing" – a new and exciting collaboration with the drag racing team Sagelv Racing – debuts this season. The fabulous Gulf Ford (right) runs a unique 500 cubic inch Ford engine and will be driven by Christian Sagelv under the expert eye of his father Rolf.

Pro Stock is one of drag racing's most fiercely competitive categories and the new team will compete in the FIA European Championship (at many of the same meetings as the Gulf Dragracing Top Fuel Motorbike).

Also in action at the same meetings will be a second new Swedish drag team in blue and orange. "Gulf Vintage Racing" run by famous hot rod builder Göran Pihl and mechanic Krister Höij will campaign a U.S. imported Top Methanol Funny Car chassis powered by an E-85 fuelled, supercharged 545 cubic inch Ford V8. Clothed in the classic Ford '32 body, the wild Gulf dragster will compete in the highly popular Pro-Comp category.



Both cars look fantastic and we wish them the very best for 2012. Orange Disc looks forward to following their progress in coming issues. More information from Marcus Friberg:

[marcus.friberg@hansenracing.se](mailto:marcus.friberg@hansenracing.se)



FINLAND



## GULF MIXES TWO AND FOUR WHEELS IN 2012

After the first part of the Finnish Rally Championship, seven-time champion, Juha Salo in the Gulf Mitsubishi Lancer Evolution X R4 (above) is currently lying second behind Esapekka Lappi, a young driver in a Ford Fiesta S2000 rally car.

The series takes a spring break, to be continued in the middle of the year and Juha is confident that moving from narrow snowy winter roads to the faster, wider gravel stages will benefit him and his car over the rest of the season.

Meanwhile, on two wheels, US Parts – Gulf's Official Finnish distributor and fuel licensee – is supporting 14 time Finnish Champion, Erkki Korpiaho who is contesting the Nordic Superbike series on a BMW (inset) and Superstock 600 on a Triumph, both bikes in Gulf colours. The experienced Finn, is looking for further championship honours in 2012.

He is joined by young gun, Eeki Kuparinen. Eeki proved his speed in 2011 by winning his first Superbike race and he is looking for more success this season. The Finnish Road Racing season starts in late May.

Further details from Kim Blomberg: [kim.blomberg@usparts.fi](mailto:kim.blomberg@usparts.fi)



NORWAY

## TROND ON TRACK IN NORWAY



When not busying himself with the continuing development of Gulf in Norway for Auto Grip, Gulf's official lubricant distributor in the country, Trond Bull Enger tries to make time at weekends to indulge his passion for historic motorsport – on both two and four wheels.

Trond grew up in the motor industry and his father was Norwegian importer for Jawa & CZ motorcycles before switching to cars and becoming a Datsun dealer.

Unsurprisingly Trond's competition machines reflect this heritage. He's been getting "back to basics" with his 1962 Jawa 250 "Six Days" scrambler motorbike and also on the race circuit with his Gulf branded 1970, 1600cc, Datsun 510 SSS (pictured).

More details from Trond Bull Enger:

[trond.bull.enger@autogrip.no](mailto:trond.bull.enger@autogrip.no)



NEW ZEALAND

## GULF'S KNIGHT RACING ADVENTURE



New Zealand and Australian official Gulf lubricant distributors, ANZPAC Oils Limited, have recently embarked on an exciting brand sponsorship arrangement with Andy Knight Motorsport for the new V8 Supertourers racing series. This is an important campaign, designed to support the development of the Gulf brand in New Zealand and, in particular, support Gulf's brand values of Courage, Endurance and Inspiration, as well as Gulf's close association with motorsport across the world.

This inaugural high performance race series, which mirrors the extremely popular V8 Supertourers series in Australia, consists of both sprint and endurance races across New Zealand, with some 7 rounds and more than fifteen races in total.

Andy has proved to be competitive from the outset, easily running inside the top ten and looking to move from top five contention up to challenge for a place on the podium, in the superbly turned out Ford Falcon.

For more details contact Rob Wilby: [rob.wilby@gulfoil.co.nz](mailto:rob.wilby@gulfoil.co.nz)

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# ENVIRONMENTAL CARE

**Gulf takes care to minimise its products' environmental impact: it does not want to have oil spilled back into the ground and aims to help lower exhaust emissions – Dr Y P Rao, Dr Richard Pinchin and Paul Stannard examine how the brand meets its environmental responsibilities**



## Fuel Technology

Fossil fuels (coal oil and gas) have been the primary energy sources since the industrial revolution. Oil derivatives (petrol and diesel), have many technical and economic advantages as transport fuels. A lot of energy/kg economically available in large quantities is easy to store & transport and the automotive and oil industries have continuously developed improved technology to make gains in efficiency.

But, they are not renewable and being carbon based lead to greenhouse gas CO<sup>2</sup> emissions. Biofuel tackles some of these issues: it is renewable – and its agricultural production takes CO<sup>2</sup> from the atmosphere. Nonetheless large scale production invokes competition for land use and/or food production.

Ethanol is now widely used in gasoline – a good octane booster. But, with the exception of a few markets (eg Brazil), it is used only in small percentages in petrol.

Vegetable oils receive more popular press coverage; “run your car on used cooking oil”. However, because modern engines work better for longer on ‘clean’ and technically well-defined fuels, it is far better to use chemically processed vegetable oil – biodiesel – diluted, like ethanol, in regular diesel at, say, 5%.

Most Gulf fuel licensees market fuels containing small percentages of alcohol or biodiesel. One licensee, Delta Akaryakit, owns the only biodiesel production plant in Turkey, where 20 kTonnes/year of high-grade biodiesel (mostly rapeseed and safflower methyl ester derived from locally grown crops) are produced. The fuel is for local consumption and a target has been set to substitute 3% of the national diesel fuel demand by 2016. Another market of note is in Germany, where the Gulf licensee, OTD, sells E 85 (85% bioethanol blended with 15% super gasoline) as a high (110) octane fuel.

## Lubricant Technology

In contrast, there is a much wider choice of lubricant products, which covers many different applications and performance levels. To assist customers to make the correct selection from a bewildering array, Gulf has several selection guides available, both on-line and in the hands of its trained staff.

Each Gulf operation serves customers within its local market with its range of Gulf oils selected from the very extensive

international portfolio. Care is thus taken to offer customers the right choice of high quality oils – both technically and commercially. High performance synthetic long drain oils may be ideal for some machines, or for machines with high oil consumption rates, lower cost regular oils maybe more appropriate. Vehicle engine and transmission technology developments have created a steady demand for new lubricating oils that are both compatible with the latest engineering solutions and also themselves contribute to increased fuel efficiency – and hence lower emissions.



There are a few situations where even normal operation carries with it the risk, indeed the certainty, that lubricating oil will enter the environment. 2-Stroke engines are a good example – where un-burnt lubricating oil is emitted in the exhaust. Gulf therefore offers biodegradable oils for the situations where oil can be released into the air, such as some types of hydraulic machinery, chain saws as well as 2-stroke engines (above). Hence care can be taken to minimise the risk of contaminating the environment.

TECHNICAL FEATURE

## A Commitment to Care

Environmental care in all operations is an integral part of Gulf Oil's commitment to customers and the community at large. As a manufacturer and marketer of Automotive and Industrial lubricants, we have a responsibility to demonstrate care towards the environment by reducing the impact of our products during production and the complete life cycle.

Modern day vehicles are developed around three key factors: Emission Reduction, Fuel Economy and Durability. Many new technologies help reduce emissions, improve fuel economy and at the same time protect vehicle/equipment components even under severe operating conditions. These technologies are sensitive to lubricant chemistry and have varying requirements.

For modern vehicles fitted with newer technologies, Gulf Oil is continuously working and updating its lubricant portfolio. Our Global Technology Team works closely with OEMs and technology partners to develop in-depth understanding of modern day vehicle/equipment lubrication requirements and select appropriate technologies, when designing the products at our R&D Laboratories.

Environment care is vital to Gulf and it focuses R&D on developing products that utilise natural resources more efficiently, for minimum impact on the ecosystem. As part of this, Gulf continues to develop lubricants suitable for different emission reduction technologies to cope with the severe operating conditions encountered by modern compact, power-packed engines. Many of these technologies are extremely lubricant-sensitive. Gulf has products for different emission reduction technologies – devices like SCR (Selective Catalytic Reduction) and DPF (Diesel Particulate Filter). Gulf Superfleet XLE (pictured left), Gulf Supreme Duty XLE, Gulf Superfleet LA were developed specifically for the latest low emission vehicles.

Fuel economy lubricants meeting the latest ACEA, API, ILSAC and OEM requirements have been developed to take care of the environment by reducing CO<sub>2</sub> and conserve natural resources. API licenses many of our passenger car engine oils, such as Gulf Ultrasynth GMX, Gulf Ultrasynth X and Gulf MAX X – with select viscosity grades – under its Donut symbol. Additionally, the Resource Conserving and Starburst symbol is used to indicate that they meet the stringent fuel economy requirements – thus helping conserve the precious natural resource and care for people and the environment.

## Longer Drain Intervals

Gulf Oil Corporation Ltd is leveraging technology to pioneer the long drain oil concept through extensive laboratory and field studies in varied service conditions.

New engine oils for commercial vehicles, with drain intervals increased from 16,000km to 36,000km, and recently to 80,000km, have been introduced. Similarly Gear Box oil and Rear Axle oil drain intervals were also extended respectively from 40,000/48,000km to 120,000km and 80,000km respectively.

New generation Motorcycle oils extended drain intervals from 5,000km to 10,000km and these are well accepted in the market. SAE 10W-30 oils, which have fuel economy potential of between 4 to 6%, compared to previously popular higher viscosity grade oils further complement the Motorcycle oils portfolio. Besides reducing operation costs, all this helps conserve valuable petroleum resources and reduce environmental impact with reduced waste oil disposal.

## Other Developments

Wind Turbines, which are becoming popular in harnessing the renewable energy resource, require high quality lubricants for their operation. Gulf introduced synthetic oils for gear boxes last year that are being successfully used in many wind turbine applications. Gulf also has bio-degradable products such as Gulf Harmony Bio-Synth in its portfolio.

Many OEMs now also use emission control devices and one such device is SCR to reduce NO<sub>x</sub>. With the fuel efficiency potential of SCR after treatment technology in mind, Gulf have started marketing the Aqueous Urea Solution required as reducing agent of NO<sub>x</sub> in some of European and Asian countries.

Gulf Oil is committed to taking care of, equipment, people and the environment by developing fuel efficient and environmentally acceptable lubricants.

Whereas today's fuels are very closely defined by detailed technical specifications, it is the oil supplier's responsibility to ensure its lubricant products meet quality standards – i.e. the oil in the can will work as claimed on the label. Gulf prides itself on its audited and detailed quality management system, which is as good as any in the oil industry. From raw materials to finished products, the quality is carefully checked in Gulf's laboratories.

Nearly all oils are blends of several components, and so great care is taken to measure each of these accurately, using calibrated equipment, as the oil is prepared. In the process we also have rigorous procedures to avoid any possible cross-contamination of one oil with another. Finally care is taken to ensure the correct volume of oil is filled into each container, before it is securely sealed, labelled and made ready for sale.

## Gulf Multi Auto Car Care Products: [www.gulfmultiauto.com](http://www.gulfmultiauto.com)



This range is designed to provide care to vehicles by maintaining both bodywork and various mechanical parts through cleaning, protection and lubrication. The range comprises of items such as polish, screen wash, wheel cleaning, carburettor cleaners, and sprays.

In line with its overall responsibility to protect and care for the environment, Gulf's ancillary products do not compromise environmental standards. All MultiAuto products are formulated to meet or exceed all International biodegradability standards (where appropriate). Aerosol products are free from chlorofluorocarbon (CFC) propellants, known to damage the ozone layer.

Gulf MultiResponse Oil Absorbent is designed to tackle oil/fuel spills in garages, workshop, factories, engine rooms, ships decks and fuel retail forecourts.

Natural fibres in the product have a unique attraction for oils, which delivers unequalled performance in spill containment and control. Oil is rapidly absorbed into the capillary structure of the plant material and the absorbed oil cannot escape. Cleaning up with MultiResponse Oil Absorbent leaves no slippery residue behind. This greatly reduces the risk of injury to personnel through slips, trips and falls – the most common types of accident in the workplace – and also allows the spilled oil to be disposed of in an environmentally friendly way.

## Summary

The oil industry sometimes attracts bad publicity, especially when there is an environmental disaster. Nonetheless, demand is growing for the energy that oil delivers so well to the public and to industry, despite all efforts to control it. Many procedures, systems, engineering solutions etc are in place to ensure that all reasonable care is taken – and Gulf takes pride that it is able to offer customers the products they need, while reducing to an absolute minimum any unwelcome lateral effect.

For more information on the Gulf brands commitment to care through its products please contact Dr Richard Pinchin: [rp@gulfoilltd.com](mailto:rp@gulfoilltd.com)

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# GULF MERCHANDISE

The Le Mans 24Hrs is famous across the world as being the ultimate endurance race. Every year many brands can be seen advertising and displaying their logos on the hoardings, on the cars and on the merchandise that is sold in the accompanying villages. However, none have captured the imagination and the warmth from the crowd as much as the Gulf brand.

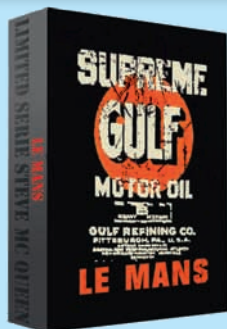
This year, as with every year, the Gulf brand has a selection of high quality merchandise products for sale at the Le Mans circuit with many also including the trademarked light blue and orange racing livery. Here are a few of the key ranges on offer.



## Grand Prix Originals Collection (Dakota):

[www.grandprix-originals.com](http://www.grandprix-originals.com)

Grand Prix Originals have been Gulf's primary clothing licensee now for over 8 years and offer the classic retro-style clothing made famous by Steve McQueen in the cult classic film Le Mans. As every year these products will be available in various locations around the track including in the village and behind the grandstand. Above and inset are a few select items from the range.



## Official 24Hrs Le Mans (ACO) Gulf Collection:

<http://boutique.lemans.org>

Over the past three years the ACO (Automobile Club d'Oest) and Gulf have partnered together to create a unique collection of limited edition merchandise celebrating the partnership between Gulf and Le Mans. Products always sell-out and often become collectors' items of the future. Left and right are a few key items of this year's collection:



# AT LE MANS

**B.R.M accessories:** [www.brm-manufacture.com](http://www.brm-manufacture.com)

Gulf's official partners for watches, B.R.M., who are also a sponsor of OAK Racing, have a retail presence at this year's Le Mans 24 Hours for the first time. They have extended their range of products beyond watches and clocks and into accessories and luggage. Illustrated below are some of their latest offerings:



**Aston Martin Racing Official Replica Team Kit:**

[www.astonmartinracingstore.com](http://www.astonmartinracingstore.com)

Gulf and Aston Martin Racing have been together at Le Mans since 2008 and in that time have won the GT1 category (in 2008) and were the first petrol car to cross the line in 2009. This year, as with every year, they will be producing an official Replica Team Kit which will be available in selected locations around the circuit. Above and below are some highlights of the collection:



For more information on Gulf's exciting range of lifestyle merchandise please visit:

[www.gulfoilltd.com/merchandise](http://www.gulfoilltd.com/merchandise)

or contact Sam Cork: [sc@gulfoilltd.com](mailto:sc@gulfoilltd.com)

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# LE MANS

## BEHIND THE SCENES

**How will Aston Martin Racing and the other teams carrying Gulf's colours at Le Mans be handling the run up to the Le Mans 24 Hours and what will they be facing at the race itself. Orange Disc Editor, Simon Maurice looks at what's involved and profiles some of the people in key roles...**



**Top to bottom:**  
AMR's # 97 drivers:  
Mücke, Turner and Fernandez.

The team gets busy in the AMR garage

The # 24 OAK Morgan LMP2 car

The Le Mans 24 Hours is a huge test of man and machine – perhaps the race that singly epitomises Endurance Racing. This year it is also part of the newly formed World Endurance Championship (WEC) but there is no getting away from the fact that Le Mans represents the single greatest challenge of the sportscar racing season for Aston Martin Racing (AMR) and all the other teams that are carrying Gulf's colours in the WEC this year – on many different levels.

Three teams will be flying the Gulf flag at Le Mans this year. Gulf Oil International's Motorsport partner, Aston Martin Racing, Oak Racing and Gulf Racing Middle East. So, if everything shapes up according to plan, no less than seven cars will start June's race with, for the first time ever, a Gulf challenger in every category.

### LE MANS 2012 - ASTON MARTIN RACING

For Aston Martin Racing, this year is in many ways the biggest and most complicated Le Mans it has ever undertaken. It fields two cars – the established factory #97 Vantage GTE will continue its challenge in the GT PRO class and, in addition, the car that usually competes under Aston Martin's Young Driver banner will come under direct works control for Le Mans to compete in the GT AM category.

The #97 left SPA in Belgium immediately after the May 5th's 6 Hour race and was delivered the next morning to London's Heathrow Airport, to fly out for the following weekend's American Le Mans Series race, at Laguna Seca.

The car was then flown back to the UK to be completely stripped down and rebuilt – joining the Young Driver car – ready for the Le Mans official test over the first weekend in June. Barring anything untoward during the Test, the race cars and transporters then remain at Le Mans in readiness for scrutineering and the race itself the following week, with any preparation work required being done on the cars over in France.

Aston Martin Racing is also responsible for the main support race before this year's Le Mans 24 Hours, which will be purely for Aston Martins. This forms part of an Aston Martin Festival at Le Mans where Aston enthusiasts in their hundreds will gather and AMR will also be looking after their hospitality, in addition to that of the team's partners and their guests.

Aston Martin Racing will have almost 50 technical team personnel to look after the Gulf Aston Martin Vantages and a further 30 people looking after hospitality.



There will be 4 race trucks and 25 support vehicles.

The race trucks will carry enough spares to make up 2-3 complete cars, barring the basic chassis, and there will be two or three spare engines for each car.

It will be a similar story for the other Gulf-supported teams – although Oak Racing has the logistical advantage of being based at Le Mans itself.

Nonetheless, any way you look at it, putting race cars onto the track for the Le Mans 24 Hours, requires massive resources and huge efforts in terms of human capital. By the end of Le Mans, everyone involved will have experienced "Team Effort" in its most literal sense.

LE MANS: BEHIND THE SCENES

### JEREMY SCOONES HEAD OF PARTNERSHIPS, ASTON MARTIN RACING (AMR)

Jeremy joined AMR last year, having worked for several years in Formula One sponsor marketing and he is now responsible for coordinating all of the activities of AMR's racing partners.

"Le Mans 2012 is undoubtedly the biggest event in the history of AMR. This year, for the first time, AMR is doing the full activation of Aston Martin's programme at Le Mans. Not only do we have the 24 Hours itself and all that entails, but we also have the Festival, which is going to be massive for us.

"This means that as well as our two works entries we have 35 customer cars taking part in the support race, who all have to be looked after, with their guests. In parallel with our usual hospitality this means looking after a further 350-400 guests.

"AMR will have four different and separate hospitality areas – the Pit Suite, the Paddock area, our regular Hospitality Suite on the inside of the track by the Porsche Chicane, which my team will be directly responsible for – and a huge area on the outside of the track where the Festival activities will be occurring, which our Customer Sales team will be responsible for.

"There are lots of other considerations as well. For example, we are running two works Vantage GTE race cars but our second car is usually run under the "Young Driver" programme. For Le Mans it has to be completely brought under the works banner. This means that everything, the Car, Garage, Team and equipment all have to be have the look and feel of the usual factory racer.

"Aston Martin is such a great brand and the standards it sets are so high. This means that even though we are really a pretty small team there is never a question of just "cobbling something together!" – when we do anything, it has to be done to Aston Martin standards."



### JACQUES NICOLET: OWNER AND DRIVER, OAK RACING



Jacques is a hugely successful Industrialist, the OAK Racing team owner and the driver of the #24 OAK Morgan LMP2. At various times during Le Mans, he will have to be on duty as all three. How does this all work?

"I don't really know... but it does!

"Normally, I'm just a driver on race week, but of course, I have to think of all our cars, not just mine, so often my mind is occupied thinking about the team as a whole.

"Although Le Mans is such a huge event, in some respects it's easier than the other rounds of the WEC as it's a week long, so you don't have to squeeze everything into two days, you have more time.

"We have good people who do fantastic work for me. Sebastien, OAK's Team Manager, is absolutely vital in this and we will have 60 technical people and 80 people working the hospitality side of things – or maybe even a few more.

"I love Endurance Racing because every time there is something new. Le Mans is the peak of the season, but of course it doesn't finish there and we have a lot of work to do during the summer and afterwards.

"We really want to get a win with the Morgan LMP2 car. It's a new car and we are the manufacturer. We want to sell cars to other teams and so we have to show it's good. Our priority, therefore, is to win LMP2 at Le Mans and in the WEC.

"For LMP1, we want to win the battle of the petrol-engined cars. Realistically, we have no chance of an overall win because of the disparity with (the diesel) engines. However, sometimes you can just get lucky – but you have to be there to seize the opportunity that's offered to you..."

### KEIKO IHARA: GRME DRIVER

Keiko Ihara is driving in the WEC and at Le Mans for Gulf Racing Middle East in the #29 Lola-Nissan LMP2 car. Though she is probably a new name to many, the Japanese lady driver has been racing cars for 18 years and raced in Europe for much of that time – contesting Formula Renault in the UK and Formula 3 in the UK and France.

"I really wanted to drive a Gulf car at Le Mans. It's a very cool colour scheme and brings back images of the famous Le Mans winning cars and of the Steve McQueen movie.

"After more than a decade of racing, I had stopped in 2009 to get married, but I contacted Gulf Racing Middle East about a drive in the Spa 24 Hours to get back into racing and I drove a Gulf Aston Martin GT4 car for them.

Later, I saw pictures of the Lola, in Gulf colours on Yahoo and I thought that I really would love to drive that car. By coincidence, I went over to see the team about a drive in the Dubai 24 hours and saw the pictures of the Lola there – so of course, I told them that I wanted to drive the car!



"The team is new to LMP2 and is just taking things step by step. Sebring was disappointing, but the team has really come together since then to make things better and the car is now really running without trouble.

"A great thing about being part of the Gulf Racing Middle East team is that for the first time, I am working with experienced drivers like Fabien Giroix, Stefan Johansson and Jean-Denis Delatraz and they have really helped me a lot.

"I drove the Formula Le Mans support race to the 24 Hours in 2009 and so I'm very excited about the prospect of driving the 24 Hours itself. I see the main challenge being how physically tough it is – so I am working

out really hard. I want to compete at the top level and I think it is the most difficult race in the world.

"My target is to finish Le Mans, which I know is going to be pretty difficult and then we have what I think of as two "home" races – Silverstone and then Japan itself, both of which I'm really looking forward to.

# BRM



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