

Orange Disc

ISSUE No.29 2012

your local global brand

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- MOTORSPORT: FROM LE MANS TO BAHRAIN
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ENDURANCE

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FOREWORD

ENDURANCE SHOWS THE WAY



In our day-to-day lives, the longevity of products is often used as a sign of quality. A machine that lasts for many years is thought to be a very good machine indeed. In lubricants also, the professionals in the industry take the life span of a product as a measure of its quality. A hydraulic oil that lasts twice as long as another is obviously twice as good a product; in engine oils the same applies. In endurance racing, lubricants are put to the most extreme test and that is of course why it is so important to be involved in this sensational activity, as it shows our customers how good Gulf products really are. And that is very important.

Endurance also comes up in our professional lives. When people have been around in a sector for a long time they are supposed to understand that business really well. I may be new to Gulf – and I am very proud indeed to have joined the Gulf family last month – but I’ve been in the downstream markets for more than 26 years and I certainly plan to spend well over a decade with Gulf to continue the growth that has created so many success stories over the years. The opposite of Endurance is leaving – walking away – giving up. That is still what we see many large downstream companies do – and, as understandable and correct as it might be for them to go for more upstream and less downstream business, this movement generates fantastic opportunities for those who want to stay. And that defines the Gulf strategy in one word!

Gulf is very committed to sustainable and profitable growth in the lubricants market and selected other downstream activities. And therefore you can be assured that we will keep on building to grow the brand, to grow the sales volumes and our presence in the markets.

At this time and place I would like to say - on behalf of the entire extended Gulf family – a very big thank you to Alain Dujean who “endured” a unique growth journey with you. Let us pay him the ultimate compliment by continuing his work and taking Gulf up where it belongs: on Top.

At the moment we are working on many different plans that could accelerate Gulf’s growth. It goes without saying that if you have ideas on how we can better position Gulf in the market then I will be delighted to hear from you. By acting as one team, with one strategy, we will be winners.

I wish you much pleasure reading this edition of Orange Disc, which is looking so closely at Endurance as its theme and I hope it will also be the spark for some good business ideas for you.

Best wishes and good business,

Frank Rutten
Vice President
Gulf Oil International

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CONVENTION

GULF HEADS TO INDIA FOR 2013 CONVENTION

Gulf Oil International is delighted to announce that the 2013 Gulf Global Convention will take place in India in February.

Next year’s Convention will be located in the city of Agra, the home of the legendary Taj Mahal, and in Delhi, and will take place between Tuesday 26th February and Sunday 3rd March. The 2010 Convention at Iguazu and Buenos Aires in Argentina was a well attended and extremely successful event, bringing

everyone involved closer together, to work with one aim, the growth of the Gulf brand.

The format of the 2013 event, therefore, will be very similar to the last, including 3 days of working and 2 days of networking around special events.

Further details are available from Sam Cork: sc@gulfoilltd.com



NEW APPOINTMENTS

GULF’S NEW VICE PRESIDENT INTERNATIONAL – FRANK RUTTEN



Orange Disc is delighted to welcome Gulf’s new Vice President International, Frank Rutten, who takes over the position from the retiring Alain Dujean.

Frank is a Dutch national, who has been involved in the international oil industry for more than 26 years.

He has extremely wide experience of the industry, gained from working for one of lubricants’ major brands, Shell, where he was, in turn, European Base Oil Manager,

Lubricants Manager for Switzerland, European Consumer Marketing Manager and Global Key Accounts Sales Director.

His skill set and experience therefore encompass all fields of the industry.

Immediately prior to joining Gulf, Frank was Executive Lubricants Director for Russia’s second largest oil producer, Lukoil.

Frank is a family man, who enjoys cooking, spending time with his family and is a keen skier.

On behalf of Gulf businesses everywhere, Orange Disc would like to wish Frank every success in the role and a long and happy involvement as part of the global Gulf family.

Frank can be contacted at Gulf Oil International: fr@gulfoilltd.com

NEW APPOINTMENTS

PETER HUTTON



Peter Hutton joined Gulf Oil International as its new Chief Financial Officer in June. This came after 16 years at Anglo American plc – a FTSE listed mining company – in various senior finance roles in South Africa, Turkey and the UK, in both industrial and mining operations.

In his time at Anglo American, Peter was involved in the listing of Anglo American in 1999 on the London Stock Exchange and various other transactions, led both post acquisition integration projects and global finance transformation projects.

Peter is a qualified Chartered Accountant who completed his articles with KPMG and holds a degree in Business Commerce and an honours degree in Accounting Science. In addition, he completed the Advanced Management Programme at the Gordon Institute of Business Science and the Management Development Programme at the University of Stellenbosch.

Peter is married with two children. He has completed three London Marathons and plays golf when time allows. Orange Disc wishes him every success in his new role.

Contact Peter: ph@gulfoilltd.com

HTAIK HTAIK HAN



Orange Disc is pleased to welcome Htaik Htaik Han to the Gulf Oil International staff, which she joined in May as a Management Accounts Controller.

Htaik hails from Myanmar, where she gained a Bachelor of Economics degree before following this up with an Applied Accounting degree from Oxford Brookes University. Htaik is currently studying for her ACCA final part two qualification.

Previous experience includes working for Isuzu and the United Nations Development Programme in her home country. Htaik then moved to the TST Trading Company in Papua New Guinea in 2007 before joining the Saatchi Gallery Group in the UK as a Management Accountant.

Outside of work, Htaik enjoys gardening and swimming. Orange Disc also wishes Htaik luck in her new position with Gulf.

Contact: hh@gulfoilltd.com

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GULF OIL INTERNATIONAL MOTORSPORT ROUND UP



ENDURING SUCCESS

2012 is, thus far, proving to be a successful season for the Gulf brand in Endurance Racing.

Gulf Oil International's motorsport partners, Aston Martin Racing, have mounted the victory podium at successive races and look to have a real shot of achieving their aim of a GTE win in the World Endurance Championship (WEC) by the end of the season.

The Aston Martin Vantage GTE has proved, on many occasions, to be the fastest GT car in the field – but the GT categories are incredibly closely contested and the smallest problem, or piece of bad luck can drop a car from being in a winning position to being off the podium. In that context, Aston Martin Racing's GT Pro consecutive category podium finishes at the Le Mans 24 Hours, Silverstone, Sao Paulo and Bahrain 6 Hour races can be seen as real achievements, and the driving team is certainly as strong a line up as any out there.

Aston Martin Racing has augmented the regular GT Pro entry with a second, and indeed third Gulf liveried Vantage GTE, on occasion to compete in the GTE Am category and here again the cars have showed well, often taking Pole Position in qualifying and running at the front during the race – although, misfortune has, as yet prevented the cars from finishing on the podium.

With its strong finishes, Aston Martin Racing currently lies second in the GT Pro category of the World Endurance Championship with four races left to run.

Oak Racing, who carry Gulf branding thanks to the support of French and Belgian Gulf distributor Caroil, has also enjoyed some fine finishes so far this year – especially in the LMP2 prototype category.



Above: AMR Aston Martin and Oak Morgan in close company at Silverstone. AMR drivers Darren Turner (left) and Stefan Mücke on podium at Silverstone

Pole Position and a second place finish among the WEC cars at Sebring were impressive achievements, but OAK's best result so far was an

outright win at the British round of the European Le Mans Series at Donington Park, with their Morgan-Nissan LMP2 car, driven by Olivier Pla, Bertrand Baguette and Dimitri Enjalbert. Sister car crewed by Jacques Nicolet and Matthieu Layahe also took Pole Position and led for a long period before a pit lane infringement dropped it to sixth.

Gulf Racing Middle East (GRME) have continued to develop their LMP2 Lola-Nissans over the course of the season and they too have had some good points scoring finishes in the WEC – most notable being a second place at Spa.

OAK lie fourth in the WEC LMP2 standings and GRME are fifth, with still almost half the season remaining and with a realistic chance of a top three place – if results go the right way in the final four races.

Further details from Simon Maurice: simon@chicanemarketing.co.uk

GULF DRAGRACING ARE KINGS OF EUROPE

Gulf Dragracing Top Fuel team rider Ian King secured the 2012 European Dragracing Championship crown at the final round at Santa Pod, UK in September.

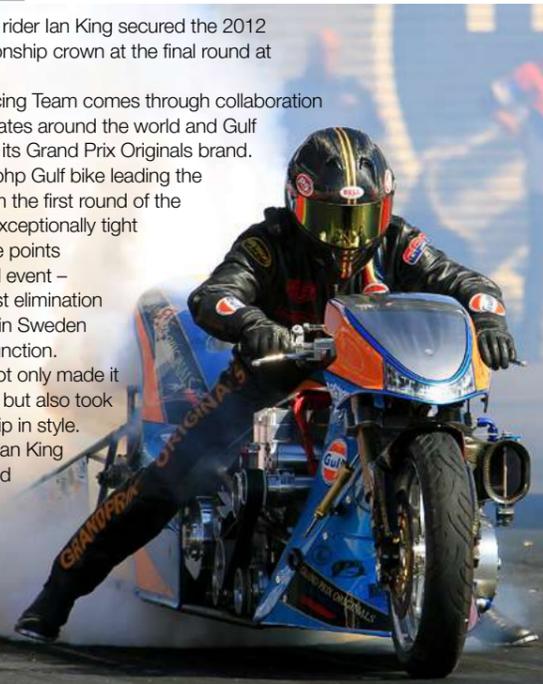
Support for the Gulf Dragracing Team comes through collaboration between a number of Gulf affiliates around the world and Gulf clothing licensee, Dakota, with its Grand Prix Originals brand.

Despite the incredible 1500bhp Gulf bike leading the championship points table from the first round of the Championship, there was an exceptionally tight group of riders at the top of the points leaderboard going into the final event – as King had gone out in the first elimination round at the previous meeting in Sweden through an electrical part malfunction.

In the event, the Gulf rider not only made it all the way through to the final, but also took victory to seal the championship in style. As Orange Disc goes to print, Ian King and the team have also secured the British title.

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

Picture: Ivan Samson



NEW ZEALAND ZEAL PAYS OFF



Pictured here at a Gulf gathering at the famous Hotel de France - that used to be the home of John Wyer's Gulf Racing teams during Le Mans 24 Hours week - is Brent Esler, CEO of CRT, who are the official Gulf distributors in New Zealand and Australia.

Brent (left) was presented with a superb TAG Heuer watch by GOM Brand and Marketing Manager, Sam Cork (right) in recognition of their efforts in promoting the Gulf brand as part of the marketing materials competition staged by GOM in 2011.

More details from Sam Cork: sc@gulfoilltd.com

SPOTLIGHT ON OPTARE



The bus and coach industry represents an important part of the commercial vehicle sector and Gulf is now firmly establishing itself in this market thanks to its collaboration with bus and coach giants, Optare.

Based near Leeds, in England, Optare is one of the most respected names not just in its native UK bus industry, but increasingly as a global force.

Its parent company Ashok Leyland – part of the Hinduja Group – is ranked within the top five global bus manufacturers. Optare design, construct and sell single deck and double deck buses (pictured below), and offer a comprehensive after sales service.

Using a variety of engines – from Mercedes, Man and Cummins, as well as Allison Transmissions and Albion axles – Optare supplies major fleets all over the world with a variety of buses and coaches tailored to meet their specific market needs.

Optare has sales agents in Denmark, Israel, Netherlands, Sweden and South Africa, where it recently won a tender to supply 190 buses to City of Cape Town Council.

Gulf Oil and Optare have now collaborated to produce a list of Gulf lubricants and fluids suitable for most of Optare's requirements for both first fill and after sales services.

Optare has also published service sheets for its Versa and Solo buses – on which Gulf is the only recommend brand of choice and the applicable products are published on its parts website: www.unitecparts.co.uk

Following a meeting and factory tour with Optare's Customer Service and Aftersales Director, Mark Wallis Phil Williams, Sales Manager Gulf Lubricants UK Ltd (GLUK) and Paul Stannard, Business Development Manager Gulf Oil International, GLUK has now started to supply Gulf lubricants to Optare who will operate as a reseller to their customers. Optare will also put a Gulf sticker on each bus leaving the factory.

Further co-operation has also been discussed with regard to marketing, for example, Optare using some of Gulf's motor sport activities to link them in with Optare promotion and customer relationship support.

Mark Wallis recently attended the Silverstone WEC race, together with colleagues (pictured above) as VIP guests of Gulf and Gulf merchandise items have also been provided as prizes for a football tournament for major Optare customers.

Mark Wallis commented: "We are delighted to team up with Gulf, a globally recognised brand and a sister company within the Hinduja group. We are keen to work together to gain further business and to mutually benefit from each other's strengths as our relationship develops. Positive results are already being seen and I am confident that these are the first steps in a winning partnership".

Gulf and Optare look forward to forging a closer relationship in the future. Gulf affiliates and distributors will have the opportunity to supply Optare not just in the UK but in other countries where Optare buses are present.

For a full overview please visit www.optare.com or contact Paul Stannard ps@gulfoilltd.com



COLOMBIA MOMENTOUS MAY FOR GULF IN COLOMBIA



May was an auspicious month for Gulf's Official Colombian distributors, Prolub S.A.

Not only did they host a well attended press conference and successful national sales convention but, most significantly of all, they officially inaugurated their new blending plant in Ibagué (pictured above).

The press conference took place in Bogota, just over a week before the new plant was opened and attracted some 35 journalists from the general and specialized media, as well as from Radio and Internet media. The event, which announced the upcoming opening of the plant and also featured Gulf-sponsored lady racer, Manuela Vasquez, generated media coverage worth around \$150,000, boosting brand recognition in Colombia.

Also tied-in with the opening of the new blending plant was the National Sales Convention, which had as its theme, "Gulf's Genetic Code" – identifying those who are aligned with Prolub's vision for Gulf in Colombia – and which took place over three days in Girdaot not far from the new facility.

The Sales Convention included the official opening of the plant itself. More than 700 guests attended the ceremony – the list being made up of partners and shareholders, government and military VIPs, key union personnel, current and potential customers, distributors, Prolub staff, suppliers and Media.

The Opening included a tour of the new facility and Prolub proudly showcased both the plant and their activities in four distinct sections: the production plant, the laboratory facility, the showroom – in which the company's strategic alliances were highlighted – and an area devoted to various Gulf sponsorships.

The event was brought to a close with the showing of the 2012 corporate video presentation and a speech delivered by company President, Diego Valdivieso. The company then recognized work put in by its key staff members and proceedings climaxed with a performance by Colombian comedian Kamilo Cifuentes.

Construction on the 20,720 m2 facility took less than a year to begin production. The state-of-the-art plant has 1,460m2 dedicated to storage tanks and 4,490m2 for storage and processing and it represents the foundations of future growth for Gulf in Colombia.

Further details from Diego Valdivieso: dvaldivieso@gulfcolombia.com



NEW ZEALAND
ROCK LEGEND SUPPORTS CRT'S INTRODUCTION OF GULF IN NZ

Gulf's official lubricants distributor, CRT was delighted to host Nick Mason, the Pink Floyd drummer, when he came to New Zealand earlier in the year to take part in the 2012 Vintage Car Club of New Zealand's International Rally at Wanganui.

Nick has been extremely successful with his career in music – "Pink Floyd's Dark Side of the Moon" and "The Wall" records being amongst the world's best sellers of all time – and he has invested much of the proceeds in his other love, classic sports and racing cars.

Nick stores his collection, which includes a 1962 Ferrari GTO, in an airfield in England, purchased in 1978 for around £35,000 that has, in recent years, been valued as high as £30,000,000. His collection is currently estimated to be worth around £120 million.

Nick's father, who was a documentary maker and classic racing enthusiast, involved Nick in his motor racing activities in a classic Bentley from early childhood. Motor racing has been the other significant interest of Nick's life and not only does he collect cars, but he has actually competed five times in the world's most famous endurance race, the Le Mans 24 hours.

Nick and wife Annette were happy to support CRT at the New Zealand event, wearing Gulf branded clothing, and driving the Gulf branded Ford GT40 Le Mans winning replica in a spirited lunchtime demonstration at the Manfield Park circuit. Nick and the car featured on Television One news with Nick proudly wearing Gulf branded clothing.

Get the good oil on a legend



See Nick Mason, Pink Floyd drummer and classic car enthusiast, drive the Gulf GT40 on our facebook page.

Like Gulf and be in to win some cool Gulf gear signed by the man himself!

- 1 Blue and Orange, the iconic Gulf coffee table book personally signed by Nick Mason, plus a Dakota Originals Gulf jacket
- 2 Blue and Orange coffee table book personally signed by Nick Mason
- 3 Iconic Dakota Originals Gulf jacket

CRT, through Gulf Oil, is proud to have been associated with Nick during his visit. For more information contact Brent Esler: brent.esler@crt.co.nz

TURKEY
MYSTERY SHOPPING REWARDED IN TURKEY



Delta Akaryakit, the official licensee for Gulf fuels and lubricants in Turkey, trained more than 300 sales personnel at 100 fuel stations between January and March. Training covers the Gulf brand as a whole, Gulf in Turkey, health & safety matters, environment regulations, the Gulf lubricant product range, customer service and relations.

After training, in April and May, Delta's agency GFK conducted "Mystery Shopping" visits at the Gulf stations in order to see the results of the training and to help further the drive towards high service quality. During the mystery shops the Stations' Forecourts, Fuel Buying Process, Security, Shops and Toilets were all rated.

Gulf retailers Ozev Un in Sungurlu and Akkaya Petrol in Polatli were the winners – both achieving 100% of the possible marks. Ozev Un improved from 96% on the previous time such a test had happened and Akkaya Petrol improved from 51% to 100% this year. This clearly demonstrated how service quality increased in just a year.

Delta organized an award ceremony in each station and each station was given an electronic lubricant pump. Each of the sales personnel received half gold coins. Dealers, Gulf managers and customers attended the ceremonies. Feedback from Gulf personnel showed that both training and mystery shopping are helping to increase service quality in the fuel stations and the awards are motivating them, leaving them happily anticipating the next round of mystery shops.

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

INDIA
MSD OFFICIALLY ANNOUNCED AS GULF BRAND AMBASSADOR



A Special Press Conference was held in Chennai to announce Indian Cricket Captain Mahendra Singh (M S) Dhoni (above left) signing as a brand ambassador for Gulf Oil. Sanjay Hinduja (above right) – Gulf Oil's Chairman – and Ravi Chawla, the President and CEO of Gulf Oil in India – were both present at the press conference. Cricket is India's number one sport and M S Dhoni is arguably the country's biggest cricket star – and therefore a massive celebrity in India – and, unsurprisingly therefore, the function attracted reporters from all of the leading publications for print as well as electronic media. In the days that followed, the event generated widespread coverage. M S Dhoni also launched a limited edition pack of engine oil with his image on it as well as specially developed dealer signage (see separate story on page 8). For more information contact Bijoy Paul: bpaul@gulfoil.co.in

POLAND
ADVENTURE DAY 2012



In May, Oil Trading Poland, Gulf's official lubricant distributor in Poland, arranged its annual event for larger Polish Gulf distributors: Adventure Day. The event was held in a historic mansion – Dworek Pomorski – which is picturesquely set on the lakeshore in Luboradzka village. Over 50 people were invited this year.

The highlight was the business conference, where sales figures, changes in the motor oil market and sales plans for the year 2012/2013 were all discussed.

The event was mainly used to strengthen Gulf's relations with its distributors and strengthen their knowledge and understanding of the brand. As part of the event guests were invited to visit and explore a secret town – Borne Sulinowo. It was a hidden German Army military centre during World War II and, subsequently from 1945, of the Soviet army. After the war, when the town was taken over by the Soviet troops, the area was heavily guarded and removed from civil maps. Remains of the facilities built

during the "Cold War" between East and West can still be seen in the nearby forests.

All guests had the chance to experience what it was like being a soldier serving there in those past times. Riding in military vehicles, handling the military equipment from the past, exploring the Pomeranian Line Fortifications and hearing stories that gave the participants a glimpse of the spirit of those tough and extraordinary times.

At the end of a hard but exciting day, a ceremonial supper party was held just as if the clock had been turned back to those historic days.

Gulf Poland was extremely grateful to those who took part in the event, which received a great deal of favourable feedback and guests were very much looking forward to taking part in other similarly organised events in the future. Plans for another surprising event for 2013 have already begun.

For more information contact Robert Piotrowicz: robert@gulf.pl

MEXICO
EXCELLENCE REWARDED IN MEXICO



J & J Lubricantes, Gulf's Official lubricants distributor in Mexico, recently recognised two of its major wholesale distributors, for their outstanding efforts in developing the Gulf brand in their region.

Jorge Aguirre Adán, J&J Lubricantes Sales Manager, is pictured here giving out awards to Don Jesus Gonzalez Soto who heads the Mayoreo de Lubricantes Tijuana team, in Tijuana, managed by Mr. Jorge Guillermo Segura and to Mayoreo de Lubricantes Calafia's Mr. Marcial Ramos Maciel for the latter's great work in development and growth of the brand in the State of Baja California.

J & J has also been sponsoring TV broadcasts of Tijuana's local football team, Xolos, as well as providing hostesses for Boxing matches and for the 1/8th Mile Drag racing championships.

Further information from Vladimir Martinez: vm@jjlubricantes.com

INDIA
THAILAND HOSTS INDIAN G CLASS DISTRIBUTOR CONFERENCE



The annual conference of Gulf India "G Class" Distributors was held in Thailand in Phuket and Bangkok, in August. Around seventy G Class Distributors and their partners took part in the conference as well as and Gulf Oil's sales and marketing team. Various performance awards were given to the Distributors for outstanding performance during 2011-12. These included seven Best Performance Awards, eight Hall of Fame Awards, four 15 Years Association Awards and three Special Recognition Awards.

The award for the Best Gulf Oil Region was won jointly by the Northern and Central Regions and, pictured here, are Chhaganlal Amarshi & Sons of the Western Region receiving the year's Highest Award of "All India Best Distributor" from Ravi Chawla, President & CEO Gulf Oil India

The event was rounded off with a Thai Cultural Show, which the delegates enjoyed.

Further details from Bijoy Paul: bpaul@gulfoil.co.in

BANGLADESH
BANGLADESH DISTRIBUTORS MEET



In July, Gulf Oil Bangladesh Ltd staged its annual distributor meeting at the Fantasy Kingdom, Asulia, in Savar close to Dhaka. The event included the company's awards ceremony that recognized and rewarded the best of its distributors. 35 distributors attended the function, which was conducted by the company's Managing Director, Tarun Mitra Mazumder and Gulf's other regional Director, Ranjit Kumar of GOCL, whose presence undoubtedly helped further ensure an extremely successful function.

More details from: tarun_mmazumder@sify.com

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JAPAN GULF OIL X "TOMODACHI CAMPAIGN"



During July and August GOTCO-Japan, Gulf's official lubricant distributor in Japan, embarked on a sales promotion called the "Gulf Oil x Tomodachi Campaign" as shown on the poster illustrated.

The Tomodachi Initiative is a public and private alliance forged after the Great East Japan Earthquake to support initiatives that benefit Japan's short-term needs resulting from the Great East Japan Earthquake. The aim of the initiative is to invest in Japan's next generation and to strengthen international relations.

Japanese lady driver, Keiko Ihara is carrying the official Tomodachi decal on the number 29 Gulf Racing Middle East Lola LMP2 car that is competing in the World Endurance Championship (WEC).

The WEC comes to the Fuji Speedway circuit in Japan in October – and prizes for the campaign include tickets for the WEC race, Gulf blousons and towels as well as a room cleaning robot!

Gulf and Gotco-Japan are also supporting the Tomodachi Initiative through a personal involvement with Keiko Ihara, who is an important member of the program.

More information from Shigeru Matsuda: matsuda@gotco.jp

TURKEY GULF SUCCESS WITH HALKBANK

Delta Akaryakit, Gulf's official distributor in Turkey, continues to work closely with banks in Turkey. In previous years, agreements were signed with the Türkiye İş Bank and the Ziraat Bank. Recently, Delta has entered another agreement with Halkbank, one of Turkey's largest banks. With Halkbank credit cards, customers can now buy fuel from Gulf stations and pay for it 6 months later. This campaign ran in May and June and customers and dealers were so pleased with the results that Delta agreed to launch the same campaign with Halkbank during September and October.

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



INDIA SPECIAL VISIBILITY DRIVE: SHOP BRANDING



In order to increase Gulf's brand visibility in the aftermarket, Gulf Oil Corporation Ltd in India has started a special shop branding programme in select cities across India. To assist this drive for visibility, special dealer signage has been developed - some of it incorporating the image of Gulf Oil Brand Ambassador, Indian Cricket Captain M. S. Dhoni.

Further information from Bijoy Paul: bpaul@gulfoil.co.in

ITALY GREAT EXPO-SURE FOR GULF IN ITALY



Italian official Gulf lubricant distributor, Safecar SpA, has been busy promoting the brand at automotive expos in Italy.

The "Oil & Non oil 2012" exhibition took place in Modena in May and drew in more than 200 companies from the Italian market. Safecar's eye-catching Gulf stand (left) attracted a great deal of attention of visitors and exhibitors alike and featured an oil display, illuminated signage as well as a model fuel station.

Interest in the brand was extremely high. "During the exhibition we made a lot of useful contacts, among which were representatives of fuel stations, vending machine suppliers and other retailers. The Gulf brand has many fans, who have fond memories of it, going back many years. That surprised and gladdened us", reports Timothy Giannella, president of Gulf Italia.

Gulf was also on display at the Moto Fest in Arona, on the shores of Lake Maggiore, one of the most Italy's most beautiful regions. Safecar stole the show with a special Gulf gazebo, which featured a Gulf branded FIAT 500 (above). In addition, the Gulf brand was prominent all over the race track area of the festival.

More details from Oksana Smagina: marketing@gulfitalia.com



TURKEY NEW LOYALTY CARD LAUNCHED IN TURKEY



Delta Akaryakit, Gulf's official distributor in Turkey recently launched a new loyalty card for dealers. With this card, dealers now have a chance to collect customers' contact information so they can keep in long-term contact with them and organise promotions for their customers.

Additionally with the card, dealers now have the chance to tailor campaigns specifically for different customers – for instance they are able to select different discount based promotions specific to individual customers, in keeping with their own requirements.

More details from Baha Sonmez bsonmez@gulf.com.tr

PANAMA GULF SUPPORTED SUZUKI WINS... AT FOOTBALL

Following on from articles in previous issues of Orange Disc Diessa, who are the sub-distributors for Gulf in Honduras, through Gulf Oil Panama, continue to make the headlines with their promotions.

The page illustrated here comes from one of the country's leading newspapers, La Prensa and details the Gulf football tournament, supported by Gulf Oil Panama and staged by Diessa for some of the leading automotive names in Honduras – such as HINO, Hertz and KIA – who are Gulf clients.

Nine teams entered the tournament and all were kitted out in different Gulf football strips. The winning team came from Suzuki Tegucigalpa and, as is evident from both the pictures and reportage, the first Honduran Gulf football tournament was a resounding success.

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



NORWAY DRIFT AWAY

Norwegian Gulf distributor Auto Grip AS is the proud sponsor of three Gulf liveried drift cars; two Nissan Silvias and a Nissan Skyline.

The two Silvia drivers are Christer Halvorsen and Torunn Hegge. The first has a turbocharged BMW 3.0 engine, giving around 750 bhp and an impressive 900 nm of torque. The car is used in the pro and semi pro categories of the Norwegian Drifting series. Christer is also taking part in the NEZ Pro Drifting series.

Hans Hartvikøy drives the Nissan Skyline R33 (pictured), which has a Garrett turbo, tuned to 500 bhp and delivering 700nm of torque. It runs in the Semi Pro Drifting class.

The cars' livery design is inspired by the Le Mans Gulf Aston Martin Racing car and all three cars have generated a lot of publicity and attention in the Norwegian Drifting scene.

For more information contact Trond Bull Enger: trond.bull.enger@autogrip.no

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HUNGARY
A REAL SENSE OF HISTORY IN HUNGARY



Unifilter, Gulf's official distributors in Hungary, were very quick to embrace Gulf's motorsport heritage and have, from the outset, used motorsport to help create brand & product awareness within their market.

Unifilter supported one of the country's premier historic motorsport events in Eger in September. As one of the main sponsors, the event's Historic Rally Tour is now called the Gulf Cup with the plan being that this will become a regular feature. 103 cars took part in the Tour and

each received their itinerary in Gulf plastic bags with a Gulf pen, Gulf car freshener and a small Gulf catalogue.

The 5th stop was exclusively sponsored by Gulf and the competitors had to answer a Gulf quiz, which was a great success, with the prizes being Gulf merchandise from Dakota's collection.

The highlight of the evening's music event was Unifilter's Mihaly Strider drawing the main prize of the tombola, which was a pre-restoration JAWA 05 motorcycle.

In addition, the company also directly sponsored three cars, a Lada and two of the famous, cardboard-bodied Trabants (pictured).

Gulf motorsport activity in Hungary also extends to the company supporting rallying, with a Mitsubishi Lancer and Skoda, as well as having the Alfa Romeo touring car racer, that Unifilter acquired last year, now also liveried up in Gulf colours.

For further information, contact Oliver Czank: czanko@uni-filter.hu

ITALY
GULF RALLYING ON IN ITALY



2012 marks the 40th season of the FIA World Rally Championship. Fittingly, Gulf, through official distributor Safecar SpA, has supported this Gulf-branded Porsche 911SC in historic rallying in Italy. Not only is it great to look at, but the car, driven by Matteo Musti and Claudio Biglieri, has won its category on two events, the Rally of San-Remo and the Rally of Cremona. The car has attracted a great deal of attention and this racing activity is further evidence of Gulf's strengthening return to the Italian market.

Further information from Oksana Smagina: marketing@gulfitalia.com

FINLAND



KUPARINEN TAKES SCANDINAVIAN CHAMPIONSHIP FOR GULF

Gulf BMW Dealer team rider Eeki Kuparinen secured his first Scandinavian Championship in the Superbike class after the final race at Norway's Mo I Rana track.

Kuparinen himself was not even present, but his lead over the Danish rider Steven Tirsgaard was strong enough to take the title with Tirsgaard unable to attend. The only remaining threat for Eeki's crown was Norwegian rider Carl Berthelsen who could only finish third and fifth in the final rounds, so couldn't take the crown from Eeki. This meant a Championship for Finland, Eeki, BMW and Gulf!

"I feel so happy, even though I wasn't present" explained Eeki. "We are busily preparing the bike for the upcoming World SBK Superstock 1000 race in Brno, where I have a wild-card entry so we just couldn't make the whole schedule. We're really looking for a good result in that Brno race!"

More information from Kim Blomberg: kim.blomberg@usparts.fi

GERMANY

SIDE BY SIDE WITH GULF



Racing Team Eilers-Wiesmoor was formed by Dieter Eilers in 1996 to contest the German Sidecar Championship.

For three 3 Years, together with his brother Arnold – a lawyer – it competed nationally, before taking the bold step to contest the World Sidecar Championship, which the team did for a couple of years before returning to the German series.

A few years in the doldrums followed, which included a horrendous accident in Assen, when passenger, Achim Freund was badly injured. Since the start of the season, however, Gulf sub-distributor, Singer Öl & Technik GmbH – Rostock, whose deal includes supporting the racing team with Gulf Products, has sponsored them.

The team reckons that Gulf oil gives added power to the standard Suzuki GSX-R 1000 engine and, after 10 races on the same engine without a rebuild, the unit is still like new.

The Eilers team has already achieved a strong second place podium finish at Assen and, with six races gone, it lies fifth overall in the German championship.

For more information please look at: www.rennteam-eilers.de/index.php or contact Carsten Wonneberg: c.wonneberg@gulf.de

NORWAY

GINETTAS BRING SUCCESS TO GULF IN NORWAY

Norwegian Gulf distributor Auto Grip AS is currently sponsoring a team of Ginettas in the Norwegian GT series, to great effect.

Andrè Falkenhaus – who is the son of Jan Falkenhaus, a manager with Auto Grip – proved he has great racing talent as early as the first round of the championship in the GT3 class. He qualified first with his Gulf liveried Ginetta, 1.6 seconds faster than the Porsche GT3 Cup 996 in second.

In the first race Andrè ran at the head of the field before electrical problems dropped him to third at the end. In race two, Andrè started from second on the grid, and went straight into the lead and stayed there through the race, bringing the car home for a solid win.

Gulf Ginetta team-mate Aleksander T. Schjerpen also showed well, finishing in the top three in both races, with the result that the Gulf Ginettas drivers are lying first and second in the championship. The Gulf team therefore, has much to look forward to throughout the rest of the season and Orange Disc will report their progress in upcoming editions.

More details available from Trond Bull Enger: trond.bull.enger@autogrip.no



GERMANY

GULF LIGHTS UP THE STRIP IN GERMANY



The wild machine pictured here is the 1955 Chevy Bel Air dragster campaigned by the Race Antz team in Germany. Race Antz is a car customising and hot-rodding set-up, based in Celle. The turbocharged, 1600BHP Chevy, driven by Micha Vogt, is one of the leading national contenders and has already set some track records in its category this year.

Gulf support comes through clothing licensees, Dakota (who were also responsible, of course, for bringing to Gulf the newly-crowned European Top Fuel Drag Bike Champion, Ian King, as detailed elsewhere in the magazine) and the car has attracted a lot of media attention, including a major recent feature on one of Germany's main channels (PRO 7).

For more information contact Marco Ruf: marco.ruf@dakota.de

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UNITED KINGDOM

ONWARDS AND UPWARDS FOR GULF UK AVIATION

Building on a history that dates back to 1933, Gulf Aviation (UK) has become the country's fastest growing aviation brand and recently extended its supply arrangement with Cotswold Airport for a further five years.

The airport (located in Gloucestershire, UK), with clientele ranging from 747s to Microlights and even Formula 1 teams, boasts the longest runway of any privately owned airport in the UK and continues to successfully increase traffic alongside its ground level enterprises. August's "Best of British" Show, which the Airport hosted, also benefitted from Gulf's support.

"Cotswold Airport was our first success after re-entering the aviation market in 2009," confirms Alex Murphy, Head of Aviation, Gulf Aviation. "We have established a very good working relationship and are delighted that this will continue."



Suzannah Harvey, CEO of Cotswold Airport was equally positive about re-signing. "We had no hesitation in renewing our fuels contract with Gulf. From the equipment on offer through to training and expertise, Gulf supplies a first class service."

Gulf UK Aviation now supplies fuels and lubricants to more than 30 contracted customers at almost 50 locations and airports nationwide, including Aberdeen, Leeds Bradford, Newcastle, Belfast City, Glasgow and Edinburgh – some of the UK's biggest regional airports.

More details from Alex Murphy: alex@gulfaviation.co.uk

AZERBAIJAN

MAJOR CONTRACT WIN FOR GULF IN AZERBAIJAN

Gulf is celebrating winning a major contract in Azerbaijan in the face of some extremely stiff competition.

Improtex Trucks and Buses (ITB) Gulf's official distributor in Azerbaijan has secured a major lubricant deal with the Complex Drilling Works Trust of Azerbaijan's State Oil Company (SOCAR) who operate in the Oil and Gas sector.

According to ITB's George Shalikiani, Gulf was able to eclipse the other major brands in the market place on the basis of the service relationship, where they were able to provide a competitive quality and price structure specifically on Gulf products.

ITB is currently awaiting the results of a further two major contract bids that it has tendered for and Orange Disc wishes them every success with these and for the further development of the Gulf brand in Azerbaijan.

More information from George Shalikiani: george.shalikiani@az.man-mn.com

GEORGIA

LUBRICANT BUSINESS BOOMING IN GEORGIA



GIG (Global Investment Group) who are the official Gulf lubricant distributors in Georgia, have been delighted with the progress they have been making with the Gulf brand in Georgia.

In the first eight months since they took on the Gulf lubricant distributorship, they have a sales volumes of more than 100,000 litres, which has exceeded their expectations. This has been aided by winning several new tenders for lubricant contracts, as well as getting Gulf product on sale in 20 new lubricant outlets. Gulf point of sale material is particularly strong in the country, as pictured on one of the new lubricant outlets in the city of Senaki.

GIG also distributes lubricants into nearby Armenia and has already seen a strong take up of the Gulf brand there, as well.

Further details from Maryam Meunargia: mm@gulf lubricants.ge

DENMARK

GULF RETURNS TO THE DANISH AGRICULTURAL MARKET IN FORCE

DLG is Denmark's largest agricultural cooperative and, since last autumn, Gulf lubricants have been added to its product portfolio with great success.

Gulf's Danish lubricant distributor, DCC Energi, has enjoyed an excellent relationship with DLG for several years. This long-standing relationship has been enhanced by the introduction of the Gulf brand and reselling Gulf lubricants has strengthened DLG's position in Denmark's agricultural market.

"We are experiencing an increasing demand for lubricants of various qualities and prices. We are therefore pleased that we can now also include a range of Gulf products to cover this need. Gulf left the Danish market in 1986 and did not return until recently, but many of our agricultural customers remember the brand very well and are pleased to have the products back again. For some it has become almost a cult product", says Keld Kruse, director of DLG Service & Energy.

DLG, which is owned by 28,000 Danish farmers, supplies farmers with all kinds of agricultural products such as fodder, seed grain, fertilizers and crop protection products. It also buys harvested crops from the farmers, and turns over more than five and half billion Euros, annually. DLG is also a major player in fuels and in telecoms, and has its own chain of outlets selling home & garden and pet products. DLG increased its market by becoming an important international player so the opportunities for increasing Gulf sales look excellent, going forward. For more info please contact Niels Peter Lund-Boyschau: np@dccenergi.dk



COLOMBIA

GULF EXPRESS IN COLOMBIA



Prolub S.A – Gulf Oil's official licensee – continues to expand its services in the Colombian market.

In August, Prolub CEO, Diego Valdivieso, opened the first Gulf Express at Colombia's prestigious Mall "Arboleda" in Pereira. Prolub plans to continue expanding its national network in Bogota City with four more Gulf Expresses due to open before the end of 2012.

The Gulf Express oil station project is headed by Prolub development manager, Marta Posada. It offers the most complete light vehicle service package yet in a single venue: Oil change & lubrication, wheel alignment and balancing, diagnosis and battery replacement, light calibration etc. This is all carried out using the latest technology and the full range of Gulf mineral and synthetic lubricants. Talent and skills combined with sophisticated software ensure that every customer's vehicle receives top quality maintenance and a unique standard of service monitoring.

Gulf Express outlets will soon also be available to the public at large stores in urban areas, as well as at service stations. Gulf has forged important alliances with Michelin, Yokohama and Varta to ensure this.

In the next few years the Gulf Express Network is set to become the first choice for automotive maintenance in Colombia.

Further details from Diego Valdivieso: dvaldivieso@gulfcolombia.com

GERMANY

EXPANSION FOR GULF'S LARGEST GERMAN LUBRICANT OUTLET

Öl-und Schmierstoffhandel Bielfeld GmbH – one of the largest sub distributors of Gulf's official lubricants distributor, Oil Trading Deutschland, in Germany – has just expanded into new, larger premises.

The company's new warehouse & headquarters is located in Bielfeld, next to the A2 Autobahn, Germany's most important arterial highway. The new site can store around 300,000 litres of lubricant and using this beneficial location can supply customers throughout Germany using its own fleet of 12 transporters. This strong fleet ensures reliable delivery to its many clients ranging from industrial, through transport to automotive workshops.

Öl-und Schmierstoffhandel Bielfeld is a middle sized family business, whose owners, the Kranz family, have worked in the oil-sector for over 100 years. With its long tradition in the business, it is very fitting that it should sell Gulf and it is something of which the firm is very proud. "It is our goal, to bring Gulf closer to the German market and its customers," declares MD, Erik Kranz. This bodes well for further growth in Gulf's lubricant business in Germany.

More information is available through the company's website www.kranzoi.de or contact Carsten Wonneberg: c.wonneberg@gulf.de



UK

IN WITH THE AULD, IN WITH THE NEW



One of Scotland's newest filling stations, Auld Brig (pictured), has signed a long-term contract with Gulf, further strengthening the brand's presence there.

The 1.8million litre Alloa location, heralded as one of the most progressive in the UK, includes a Wi-Fi lounge within its Londis-branded shop, which also features a Costa Coffee outlet. Outside tables and chairs are in place for the summer months, with ample parking available. The shop stocks a full range of locally-sourced produce including a wide selection of speciality beef, steaks, sausages and pies from renowned Scottish Butcher, Hillfoots Country, as well as freshly made sandwiches as part of its "Hot Food To Go" Bakery.

Auld Brig plays an important role in serving the needs of the local community and is on course to achieve its initial weekly shop turnover target of £10,000. With distribution facilities across Scotland, Gulf is becoming one of the country's major forecourt brands.

Further details from Keith Jewers: kjewers@gulfoil.co.uk

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COVER FEATURE: ENDURANCE & GULF



ENDURANCE & GULF

INTRODUCTION

The Gulf brand is one of the oldest brands in the world having been present for over 100 years in the oil industry. In the 1960's and 70's it was part of the 'Seven Sisters' oil brands that formed the top of the industry and today, following many organisation and structural changes, the brand is still considered to be one of the leading brands in the industry. There are many reasons for the brand's success over the years but arguably it is the ability to adapt and endure that has set it apart from many of the other major players in the marketplace.

Endurance is a key value that the Gulf brand focuses on in both its marketing effort and its technical strategy. In this article Orange Disc examines both the technical view, where Dr Richard Pinchin looks at how endurance forms the basis of product development and the marketing angle, where Gulf in India has embraced endurance in their consumer communications. This is then followed by Gulf and its history of success in endurance motorsport, which ties together both the product and the brand marketing through top level sponsorships.

Products & Endurance

VP of Operations Dr Richard Pinchin explains the importance of Endurance in lubricant products and how Gulf is tackling this issue head on.

Most owners of vehicles, cars or commercial trucks or buses, dislike the need for regular mechanical service – partly because their vehicle is not available for use for a period of time, but mostly because it can be quite costly. Manufacturers (OEMs) recognise this and strive to find ways to extend the period between regular services. One factor that has often determined

service interval times is the oil drain period (mentioned in the marketing case study that follows). As the engine runs the lubricating oil inside it works hard to cool engine parts, to prevent corrosion, to reduce friction and to carry away dirt and contaminants. After a period of time the performance-enhancing chemicals in the oil are depleted in activity and the oil is carrying a considerable amount of 'dirt'. Thus the oil is drained out of the engine and a fresh oil charge is added. Evidently the longer the oil can be used the less frequently it has to be changed with the benefit of fewer hours spent in the workshop. Engineering and chemical solutions combine to achieve longer oil drain intervals, which have risen from a few thousand km to up to 30,000km in modern passenger cars; and even up to 150,000km in some of the latest truck engines.

Gulf products can play a role in achieving this, and there are now several long endurance engine oils in the Gulf product portfolio. The boffins who design these products carefully select the most stable base fluids, usually very highly refined hydrocarbons or synthetic fluids. These will comprise up to approximately 80% of the volume of the oil and are chemically resistant to thermal degradation and oxidation as well as having low volatility – thus they impart considerable stability on the oil. Similarly the polymers that are used to make multi-grade oils are chosen to be resistant to breakdown through physical shearing. Furthermore, the viscosity of these modern oils is now very much lower than in the past; hence the friction losses and energy consumed inside the engine are reduced, with the resulting benefit of improved fuel economy – but with an additional challenge for the overall oil formulation of protecting the engine against wear.

A harder formulation challenge is presented by the restrictions on the use of chemical additives to achieve compatibility with exhaust after-treatment devices, such as particulate filters and catalysts. Nowadays low SAPS oils are being called for (SAPS = sulphated ash, mostly derived from calcium, magnesium and zinc compounds; phosphorus and sulphur – the very elements oil makers have relied upon to control engine wear). With such chemical restrictions, oils for engines that are running at very high operating temperatures and for extremely long oil drain periods require more active and persistent performance enhancing additives, very carefully blended to deliver the best possible protection for the engine, cleanliness and wear control, over the oil's life.

Some OEMs now recommend the use of high performance oils for extended oil drain and service intervals in the more modern engines and where the fuel quality is suitable. Examples of Gulf oils suitable for long-drain service, in engines where the OEM recommends extended oil drain, are:-

Passenger cars and Light Commercial Vehicles	Trucks, Buses and Heavy Commercial Vehicles
Gulf Formula GVX	Gulf Superfleet ELD
Gulf Formula ULE	Gulf Superfleet XLD
Gulf Formula GMX	Gulf Superfleet XLE
Gulf Ultrasynth X	Gulf Fleet Force Synth
Gulf MAX X	

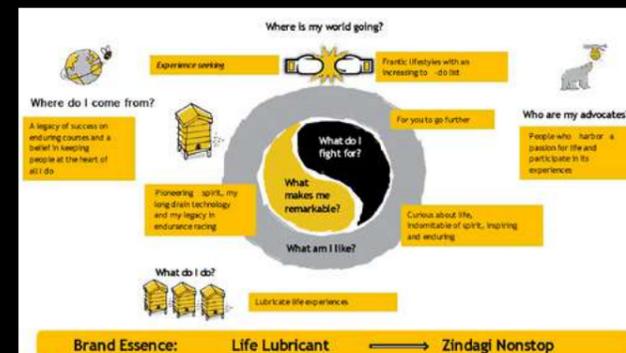


CASE STUDY: ZINDAGI NON-STOP

Background: Lubricants for the private vehicles category in India have been dominated largely by one major brand, which has a 25% plus market share. Over the last few decades the market leader has invested in building strong brand equity through mass media along with a comprehensive distribution network in both urban and rural markets. There are also a number of other major brands who fight for a share of the pie with varying levels of success. These are mainly those that are strong in specific geographic areas and compete mainly on price.

Need: Preliminary research suggested that while 'Gulf' has high brand equity, it had a slightly confused positioning and not instant brand recognition. The long term aim is to establish Gulf as one of the top three brands in the market in the mind of the Consumer, Trade and Influencers. To achieve this it became evident that a clear positioning platform was required that was both impactful and aligned with the brand's core brand values of Care, Courage, Endurance, Inspiration and Youth. In a country that loves stories, we had to tell a story which stayed with people, and touched their hearts.

Defining the Concept: Gulf Oil Corporation Ltd engaged with a new advertising agency, DDB, (in April 2010) and decided to go back to the drawing board and create a long-term identity for the brand that would differentiate it from the competition. DDB established this by using one of their proprietary tools, "The Brand Conviction Springboard" as a base for a series of workshops to help to develop the core idea. The Brand Conviction Springboard looks at the task through four lenses: Company, Customer, Category and Culture. This offers different perspectives on the brand and helps to define the guiding principles for the brand.



'The way to the head is through the heart' - when analysing the market it soon became clear that competitor brands focus their communications on functional promises that highlight the technology

Endurance and Gulf in marketing communications

The Gulf identity that we know and love today was one of the first branded oils in the industry and the distinctive orange disc has largely remained the same throughout its 111+ year's existence. The Gulf brand is bold, is instantly identifiable and its communications and actions have ensured that the company is as relevant today as it was many years ago. There is also a great warmth and passion for the Gulf brand that consumers have identified with over the course of its history. This is arguably what makes the brand stand out from the competition and has kept the brand fresh in the consumers' mind.

The Gulf brand has five core values that it uses to communicate to its partners and customers, these are: Care, Courage, Endurance, Inspiration and Youth. Of these values Endurance is arguably the strongest and is the value that Gulf's brand is uniquely built upon. The value of endurance means a lot to the Gulf brand and explains not only what and who the brand is but also how it relates to consumers across the world.

Below is an explanation by Alok Mahajan, Marketing Manager of GOCL (Gulf Oil Corporation Limited) of the brand positioning project in India 'Zindagi nonstop' that stems from the core value of endurance and relates this to the consumer's life.

and the engineering behind their lubricants. Gulf looked to focus on a warmer message that focused more on the emotional, human side of the brand. Consumer research highlighted that people don't really care about what goes into their vehicle. What matters to them is the experience their vehicle enables them to have. This simple but powerful insight tied in with the brand's spirit of always keeping people at the core of its actions focusing on passions and life experiences in a fast-moving and youthful world.

The Concept: While we wanted to tug at the heart, we also needed a solid foundation based in 'fact' so that the promise made to the consumer could be delivered. In line with this Gulf's flagship products in a variety of segments had a unique selling proposition of "Long Drain Technology", which ensures that vehicles can keep going on and on for longer periods without needing an oil change. This became the tangible product benefit, which we could use to base our brand message and positioning on. With this in mind it became clear that the 'Gulf' brand's role in a consumer's life is that of a "Life Lubricant", a brand that takes care of vehicles so that consumers can enjoy their life experiences and passions.

'We know that you have a busy life and with all the commitments that you have the one thing that you don't want to have to do is regularly change your engine oil. With this in mind and using advanced lubricant technology, Gulf have created long drain engine oils that keep your vehicle's engine in good condition for longer, much longer than any other engine oil could.'

That is how we let you continue without a break, that is how we help you live nonstop'.

We made the decision to articulate the tag line in "Hinglish" – a mix of Hindi and English, which is used colloquially as this would help us cut across the different socio economic and demographic segments that our products catered to. This was how 'Zindagi Nonstop' (Literally translating to 'Life Nonstop' since 'Zindagi' means life) was born.



COVER FEATURE: ENDURANCE & GULF

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ENDURANCE & GULF



Execution: Bringing "Zindagi Nonstop" to life

A strategy is of course only as effective as its execution and with this in mind we communicated the Zindagi Nonstop positioning in various ways:

- Through global associations with Aston Martin Racing, Ian King Racing and local partnerships with the Chennai Super Kings (CSK) and Mahendra Singh Dhoni (MSD)
- Internally through "Town Hall" meetings
- To Gulf distributors in the annual and regional sales and marketing Conferences
- To the retail channel and key influencers through the following:

- Product advertising – an example being the Superfleet LE Max advertisement – "All India Permit". The advert was made in both

Hindi and other languages and featured a person who is really important to us, the trucker. They contribute up to 60% of Gulf's total revenue, and told a story that appealed to every oil buyer. We used the fact that every truck in India has the words "All India Permit" written on them by telling the story of a fan (a trucker) obsessed with Mahendra Singh Dhoni and who is ready to do anything to follow his hero across the nation. The trucker's passion was the fuel to his journey, that and Gulf Superfleet LE Max, with its unique 40,000km long drain capability. Themed adverts featuring MSD and the CSK for Gulf Pride 4T and other tactical adverts were also created using the same concept

- On the ground activities: annual tie up schemes with retailers, innovative mechanic focused schemes and multiple campaigns across core segments, all with the same "Zindagi Nonstop" concept were also rolled out.

Results:

The Gulf brand has grown in its core product segments at a rate significantly above industry growth rates over the last 3 years, achieving the following:

- Fastest growing brand in India in the private sector for the last 3 years
- Estimated 2nd largest brand in Bazaar segment in small packs in Motor Cycle Oil
- No. 1 in South India in New Gen Diesel Engine oils with 29.3% Market share
- 25% increase for the Passenger Car Motor Oil sector
- 35+% increase for the product Gulf Pride 4T motorcycle oil
- 15+% increase for the Gulf product New Generation Diesel Engine Oil

Gulf in Endurance Motorsport

Whilst many of the majors have looked to communicate and associate themselves by focusing on mass media Gulf has always stayed close to its origins and its traditionally strong links with motorsport. Gulf has a long and successful association with top level motor racing, having begun in the 1950s with motorsport pioneer John Henry providing both product and technical assistance in the early days of the sport.

However the brand has and continues to enjoy great awareness and perception in endurance motorsport and in particular the Le Mans 24Hrs, the greatest endurance race of them all. Historically Gulf is an outright winner of the race on three occasions, in 1968, 1969 (with the John Wyer Ford GT40) and in 1975 (with the Mirage GR8 – Gulf Research 8) and still remains to be the only oil company named in a Le Mans winner (the GR stood for Gulf Research).

Gulf has partnered with many of the top drivers of their times, such as Jo Siffert, Derek Bell, Jackie Ickx and makes in motorsport such as Ford, Porsche, McLaren and of course Aston Martin. Since 2008 Gulf has enjoyed a strong and winning partnership with the Aston Martin Racing team having won the great race in the GT category in its first year and winning the driver and team titles in the European Le Mans series the following year. Gulf still enjoys a close relationship with the Aston Martin Racing Le Mans team today and now not only sponsors the team but also supplies the lubricants that they run on, linking the products ever more closely to the value of endurance at its heart.

Conclusion

Gulf as a brand evokes warmth and passion from businesses and consumers across the world. Consumers and distributors alike buy into the brand proposition because it manages to offer the balance between a brand with personality and one that offers a high quality product and service. Endurance plays a part in everything that Gulf does and it explains how the brand has managed to outlast many of its competitors. It forms the core communication value for the brand (through its motorsport sponsorships) and is the driving force in the technology behind its products. It is also one of the reasons for the respect and positive perception that it enjoys with consumers worldwide. Gulf has had to adapt through many changes in both its structure and its actions and yet it has still remained high in the consumer's mind and now, under the strap line of 'your local global brand', Gulf continues to appeal to businesses and consumers across the world.

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



THE CHANGING FACE (BOOK) OF GULF

Over the last five years, the online world has dramatically changed the ways in which people interact, socialise and conduct their business.

Gulf Oil International (GOI) has sought to keep pace with the development of internet-based media as have many of the Gulf businesses around the world.

The GOI website has constantly been reviewed and updated – both in terms of its design and its functionality. The current Gulf website not only provides news, information and merchandise purchase opportunities, but also has an extranet portal to provide vital services to Gulf affiliates the world over.

Every Gulf business around the world now has its own website, most of which are extremely professionally operated and which provide excellent sources of recent news and information for anyone needing it (New Gulf OTP (Poland) website shown top right).

In addition, GOI has recently launched Gulf's own official Facebook page, which has the latest Gulf news and activity and is certainly the place to look for images of Gulf's most recent motorsport endeavours. The timeline on the GOI Facebook page also covers notable events in Gulf history going all the way back to the early days of the brand.

Facebook has been the biggest social phenomenon in the last decade and other Gulf affiliates also now have their own Facebook pages - Mexico (Gulf Oil En Mexico), Georgia, Hungary, Poland (Gulf Polska) Gulf Oil New Zealand, Venezuela (Lubricantes Gulf Venezuela) Trinidad & Tobago, South Africa and Japan to highlight but a few.



Gulf Oil International's motorsport partners, Aston Martin Racing are also very active in social media and their Facebook page always contains up to date news and images of the factory cars in action. Twitter subscribers can also receive tweets from AMR during race weekends, which provide regular progress updates.

Other teams that receive Gulf support – OAK Racing, Gulf Racing and Gulf Oil Middle East, Top Fuel Drag Bike champions King Racing, Norwegian Drifters Team Gulf Motorsport and Swedish Pro Stock Drag team (Gulf Pro Stock Racing), also have very active Facebook pages and again, are often excellent places to follow the most recent exploits of the people who put blue and orange racers on track. Most of the drivers will also have their own Facebook pages – some of which are public pages (as opposed to their own more personal pages).

Such is the power of the Gulf brand that with a little research you will find many Gulf tribute and fan Facebook pages – some of which reveal the startling lengths that people will go to, in order to demonstrate their affection for the brand. Most of them are centred on Gulf's motorsport heritage. The fascinating Gulf Racing Design Facebook page offers a massive variety of different vehicles – some racing and some road-based that people have put in Gulf colours and there is even a Facebook Gulf Racing Motorsport Fan Club page.

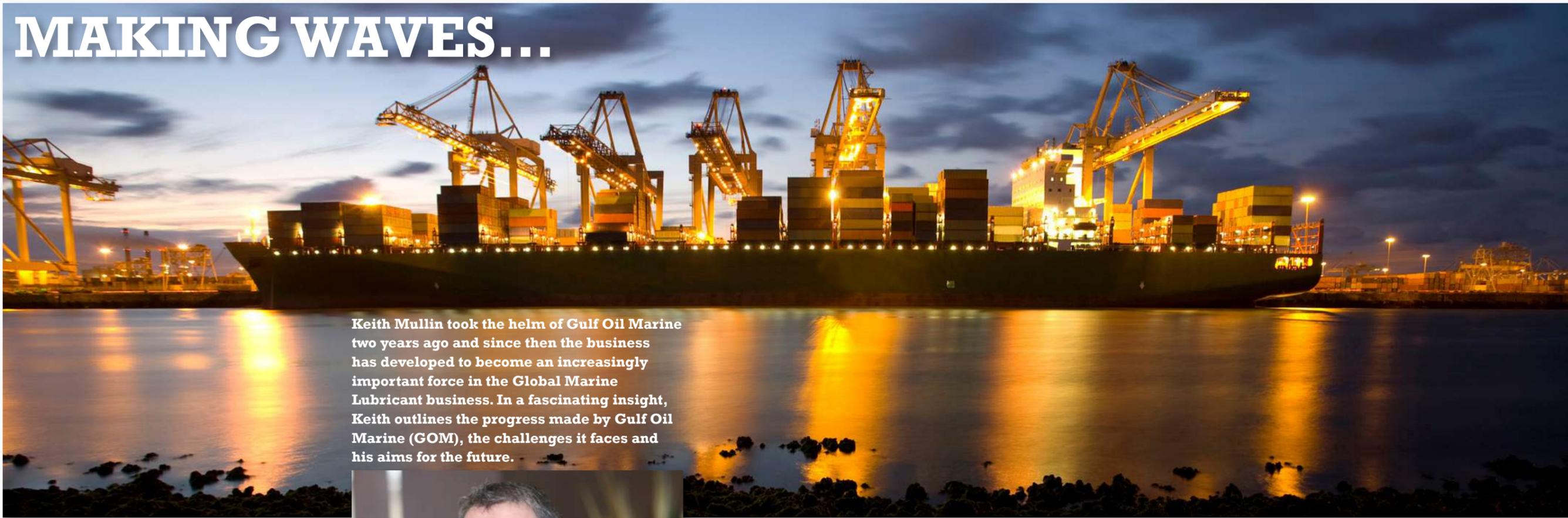
The social media phenomenon continues to grow – Twitter has an increasing role in terms of instant communication and other social media will continue to spring up – increasingly to cover specific areas or needs – the most successful of these probably being YouTube with its incredible selection of video content and Linked-In, which provides person to person business connections.

The downside of social media is that most forms actually require constant monitoring and updating if they are to be used effectively and this is often very resource intensive. One thing is certain however, social media are here to stay and Gulf and Gulf businesses around the world are increasingly embracing them and are proving that they can be very effective communication tools if used properly. No doubt their presence and influence will continue to increase.

For more information on social media opportunities contact Sam Cork: sc@gulfoilltd.com

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MAKING WAVES...



Keith Mullin took the helm of Gulf Oil Marine two years ago and since then the business has developed to become an increasingly important force in the Global Marine Lubricant business. In a fascinating insight, Keith outlines the progress made by Gulf Oil Marine (GOM), the challenges it faces and his aims for the future.



INITIAL CHALLENGES

When I first took over, my priority was to reposition GOM as being a viable Value Partner/Supplier to our customers and the market – and not a price player. When I took over we were pricing at around 25% discount compared to market prices.

The critical part was to reposition the relationship with our third party suppliers – so that GOM was more in control of its business decisions. This included engaging with the GOI global businesses to effectively position GOM as being a serious contender and player in the marine lubricants market.

All this happened at the same time as being faced with the most unstable Base Oil and Additive market in living memory – with costs increasing inexorably every month. It seemed that all we could talk to customers about was price increases!

In the meanwhile there was no management information or tools to evaluate the business. These had to be quickly developed to allow better, more considered business decisions.

I also needed to get costs and spending under control – a critical element being our product costs and discretionary spend.

Last but not least, the team needed to completely change its thinking and ways of working – creating a structured and disciplined approach to every single aspect of the business, while never losing sight of our fundamental promise to customers: never to miss a delivery; to always be there when they need us; and always to look for solutions rather than give up.

Since then we've achieved a huge amount. We're positioned mid-way in market price - clearly our value proposition is being recognized. We are disciplined and professional in the market. Our competitors now see this and can act appropriately and our customers consider us as being one of the majors.

DEVELOPMENTS

We've made fundamental changes to our business model in Singapore – by far the world's largest marine lubricants supply point. These have repositioned us much more competitively for our immediate future growth aspirations and have been a significant factor in business turnaround. We're now much more of a partner than a customer with our blender in Singapore and this will drive further benefits across our business globally. We're now looking to replicate this in other key supply locations.

Also in August we were proud to add Bangladesh to our global supply network. A full range of Gulf marine lubricants is now available in drums and pails for deliveries to GOM customers and as soon as the move was announced we were successfully delivering Gulf products to customers.

Chittagong handled more than 2,000 vessels in 2011 and extending deliveries to include Chittagong is a key step forward for GOM. Not only does it enrich our existing customer supply options in the Indian subcontinent, but for the first time, it also gives local shipping companies and operators access to our products and services.

Thanks to the expertise and experience of our local teams, we can now supply 'duty-free' products to international vessels and 'duty-paid' products to local vessels. Our bonded warehouse is located within the main port of Chittagong and deliveries can be arranged at 3 days notice. Third party barging is also available upon request to serve vessels at the port's outer anchorage.

GOM'S CHANGING MARKET

GOM customers - the Shipping Market – are facing the worst downturn in living memory, with many (if not most) ships operating at a loss when taking into account Operational Expenditure and financing. There's no view of a turnaround in the coming 12 months, which further drives GOM to be efficient in all that we do, providing our customers with the best products and world class service at a competitive but sustainable price.

OTHER CHALLENGES THE BUSINESS FACES

In addition to winning business from our competitors we need to grow the business without jeopardising our core value proposition, which is delivering added value to our customers.

Other challenges include managing uncertainties in the costs of goods (which are often beyond our control) and developing our team to be the best that they can and then rewarding them appropriately.

Legislation is also impacting on the industry with sulphur content of ships' fuels being reduced, creating uncertainty for our customers as well as a need for innovation as we develop the products and services that will be required in the next 5-10 years.

Also, there are many customers facing significant financial risk – we need to work with them in any way we can to help them get through this crisis.

A TYPICAL WORKING DAY?



There's no such thing! What excites me the most each day is the variety and uncertainty (though the occasional "routine day" would be nice!).

We operate a truly global business, requiring us to be available almost 24/7 and necessitates significant travelling, which will only increase as we continue to grow and develop new sales markets.

FUTURE AIMS

Personally I want to see GOM become a true major marine lubricants supplier in every sense – recognised by customers, employees, suppliers, partners and those in the industry as being a sustainable, reliable,



solution-cultured organisation that ALWAYS delivers on its promises, striving to over deliver and surprise everyone by what it can achieve.

I want to ensure a safe and healthy workplace for all employees. I want GOM to encourage people to think openly and to strive to develop new ways of thinking and working. I'm looking for us to continue to attract the talent that is required to underpin our growth aspirations.

Naturally, I also want to deliver a sustainable, profitable global business, delivering top quartile return for shareholders and the appropriate rewards to be able to develop, retain and attract world class talent.

We now have many of the basics in place, but we are really only just starting our journey. We're just over 4 years old, compared to our competitors who have been in marine lubricants business for 80 plus years.

To become a truly world class global supplier of marine lubricants and related services that delivers value to customers and shareholders alike will take a sustained effort over the coming years. We are in this for the long time not short time.

It's all about Endurance; it's a marathon not a sprint!

Keith Mullin: keith.mullin@gulf-marine.com

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THE ENDURING CHALLENGE FOR LUBRICANTS

Since the 1990's, the global engine lubricant market has undergone a period of dramatic change. New emissions legislations have resulted in new engine designs and the advent of exhaust after-treatment systems that require a new generation of advanced engine lubricants to meet the higher performance demands of new vehicles

Fundamental Driving Forces

Concern for the environment is in most cases governed by legislation - for example, the Euro 1 (1992) through to Euro 5 (2009) Emission Standards for new diesel vehicles - is the largest single market driver impacting on the performance requirements of engine lubricants.

So, to meet the emission requirements of European Union (EU) legislation, vehicle manufacturers have developed new engine designs that then needed better performing lubricants, resulting in the development of engine lubricant formulations based around new additive technology.

As well as the environmental drivers for lubricant technology changes, based on Fuel Economy and Emissions, engine Durability is also important. All of these factors are linked to oil endurance, as we shall explain.

Fuel Economy

The need to increase fuel efficiency in vehicles is driven by a number of factors including:

- Reducing carbon dioxide emissions
- Lowering operating costs
- Reducing fossil fuel consumption

There are currently around 250 million vehicles on the EU's roads and these are responsible for about a quarter of man-made CO₂ emissions. In fact, it can be calculated that if you take a typical family saloon car weighing about 1500 kg, by the time the car has used 10 tank-fulls of gasoline, the vehicle has produced the weight of the car in CO₂.

With legislators continuing to look at taxation, fines and other incentive schemes to achieve a reduction in CO₂ emissions, OEMs will undoubtedly continue improving the fuel efficiency of their vehicles.

For heavy-duty vehicles the drive for increased fuel efficiency is primarily focussed on achieving lower operating costs. This is leading to a shift in the typical oil viscosity grades used, from monogrades and 15W-40 (and higher) multigrade oils to 10W-40 and even 5W-30 grades. A recent European survey (data kindly provided by Lubrizol Corporation) of over 1,100 truck operators, showed that just over 50% of engine oil used for 'on road', heavy-duty diesel applications was SAE 10W-40, making it the widest used viscosity grade.

The proportion of Gulf 10W-40 diesel engine oils sold in Europe in 2011 was 20 times higher than in Asia, illustrating the growing impact these oils are having in the market today

Superfleet Supreme 10W-40 (right) is now Gulf's largest selling oil in this grade

When moving to these oils with lighter viscometrics, it is important to ensure they provide the necessary level of engine durability and endurance. Simply replacing thick oil with a thinner equivalent could potentially lead to higher levels of wear and associated damage, as the physical properties of the lubricant change.

Durability

Engine durability or endurance remains a key attribute for most vehicle owners. An examination of different geographical areas highlights different aspects of endurance, yet they all point to one common theme: Engine oils need to provide high levels of engine endurance.

Visitors to China, India, South America and Middle Eastern countries may notice that many commercial diesel trucks appear overloaded with sagging suspension, chugging along at low speeds with cargo stacked high. Such overloading is generally illegal and besides being brutal to the truck and its diesel engine, it is unsafe to the public and bad for public roadways. Yet, overloading frequently happens as truck operators facing economic survival will try to bend the rules to maximize productivity.

Below, we see a heavily loaded/highly stacked diesel truck



The drivers of overloaded trucks tend to run them at full power and maximum torque in lower gears—a prescription for high wear and shortened engine time between overhauls. This severe duty also tends to lead to over-heating, which can break down engine oils. With worn-out oil, metal engine component wear can accelerate. In areas such as India and southern China, the high ambient air temperatures add even more stress.



Such overloaded trucks should have more frequent engine oil changes, but operators usually don't comply with this recommendation. The grades of motor oil typically used – API CD level oils of 1970s/1980s - are now obsolete, putting engines at further risk for excessive wear and damage. Engine OEMs urge use of modern high-performance API CH-4 grades or higher.

Gulf SDMO, a monograde oil meeting only API CD, is still very popular in some Asian and African markets; though better performance oils are always available and their use is encouraged as these will impart benefits in engine protection and durability

Another complication in certain countries is the use of high sulphur (over 1000 ppm) diesel fuels. This can lead to acid depletion of the motor oil, as sulphuric acid is formed during combustion and will find its way into the crankcase. Fresh engine oil starts out with a chemical reserve of acid-neutralising additives, measured by a high Total Base Number (TBN), which is lowered as the acids are neutralised. At the same time, the acid level in the oil, measured by Total Acid Number (TAN) rises with time. When the TAN level rises above the TBN level, then it's time to drain the oil.

The higher acidity of over-stressed lube oil can attack the copper-lead engine bearings used in diesel engines run under such conditions, causing havoc and putting lead contamination into the crankcase.

Highly stressed/overloaded medium-heavy diesel engines have very demanding lubrication requirements. Engine manufacturers may recommend more frequent lube oil changes, under these circumstances.

Soot loading of diesel engine oil can lead to engine wear problems. Diesel engines consume a carbon-rich fossil fuel that liberates soot as a by-product of combustion. Soot consists of micrometer-scale particles of elemental carbon. The existence of soot signifies incomplete combustion, which suggests improper combustion temperature, poor fuel injector spray pattern, insufficient time in the combustion zone, and/or non-availability of sufficient oxidants (i.e. the air/fuel ratio is too fuel-rich). Diesel engines usually run lean with excess air for combustion. However, under acceleration (transient) conditions, a lot of fuel is injected, causing temporary oxygen starvation in the combustion chamber as the turbocharger labors to spool up and deliver sufficient pressurized air to the intake manifold - thus the over-rich fuel air mixture yields unburned soot. Hence, when the driver presses the pedal to the floor, the exhaust turns black with soot and some of this is collected by the engine oil.

Excessive soot in engine oil is harmful in several ways. First is the abrasion challenge, especially if the carbon is agglomerated into clumps, which can cause valve train, piston ring and cylinder liner wear. Soot loading also causes a viscosity increase, which inhibits oil flow, especially during cold weather starts where the soot-laden engine oil takes increased time to reach critical engine parts, such as the valve train.

These considerations highlight the need for:

- high performance lubricants that can handle the contaminants in the oil to mitigate the soot related wear by keeping soot particles dispersed
- powerful antioxidants to assist in high temperature operations
- and adequate detergents to neutralize the acidic by-products of combustion

Emissions

The third factor is the continuing move to reduce potentially harmful vehicle exhaust emissions.

Any new truck operating within the 27 EU countries now has to conform to the latest strict exhaust emission control. Euro 5 is the current standard with Euro 6 due in 2014. The focal points of these standards are to reduce the oxides of nitrogen and particulates in exhaust gases.

OEMs use a number of different engine design solutions as well as exhaust after-treatment approaches to achieve these tough Euro emission standards.

In terms of engine design, the key factors affecting heavy duty diesel are responsive turbocharging and intercooling, retarded engine timing, electronic engine control, new piston designs and improved fuel injection systems. Several of these have placed increased endurance demands on the lubricant. For example, new piston designs means the oil is subject to higher temperatures as the top piston rings are now much closer to the piston crown and the combustion chamber itself. So, suddenly oil the risk of oxidation becomes a real issue.

Another mechanism utilised to reduce emissions is Exhaust Gas Recirculation. This leads to increased levels of soot in the oil and all the associated issues that this abrasive product causes, such as engine wear and oil thickening.

However, it is not just within the engine itself that we need to think about endurance. There are a number of exhaust after-treatment devices that are utilized to reduce harmful emissions. SCR (Selective Catalytic Reduction) units are commonplace and are used to reduce oxides of nitrogen to harmless nitrogen itself.

One other device worthy of mention is the Diesel Particulate Filter (DPF). DPFs capture the particulates in the exhaust gases and prevent their discharge from the exhaust pipe. Collected particulates, mostly soot, are periodically removed from the filter by burning them off at high temperature. After this burn ash residues can be left in the filter and these can block the pores of the DPF, leading to an increase in back pressure, with consequential detrimental impact on the engine's fuel consumption and emissions.

For this reason, a special class of lubricants has to be used, termed 'low SAPS' oil. These oils have restricted levels of sulphated ash, phosphorus and sulphur - the very elements found in many of the performance additives used to make high quality oils - and therefore minimise the impact on the efficiency of the DPF. The challenge for the oil industry is to maintain the high performance and endurance of the oil itself, while also formulating engine lubricants with ever-lower SAPS levels to be compatible with after-treatment devices.



Gulf has a number of mid and low SAPS oils available for both truck and car engines, for example:

- Gulf Supreme Duty XLE
- Gulf Superfleet XLE
- Gulf Superfleet LA
- And for passenger cars:
- Gulf Formula GVX
- Gulf Formula LEF
- Gulf Formula ULE (right)



Conclusion

Providing longer engine endurance in recent years has been a real challenge for the lubricants industry and the challenges will continue to present themselves as operating conditions become more arduous and environmental legislation gets even tougher. We need to ensure we strive together to meet these global challenges and demands.

Orange Disc thanks the Lubrizol Corporation for their invaluable contribution to this article.

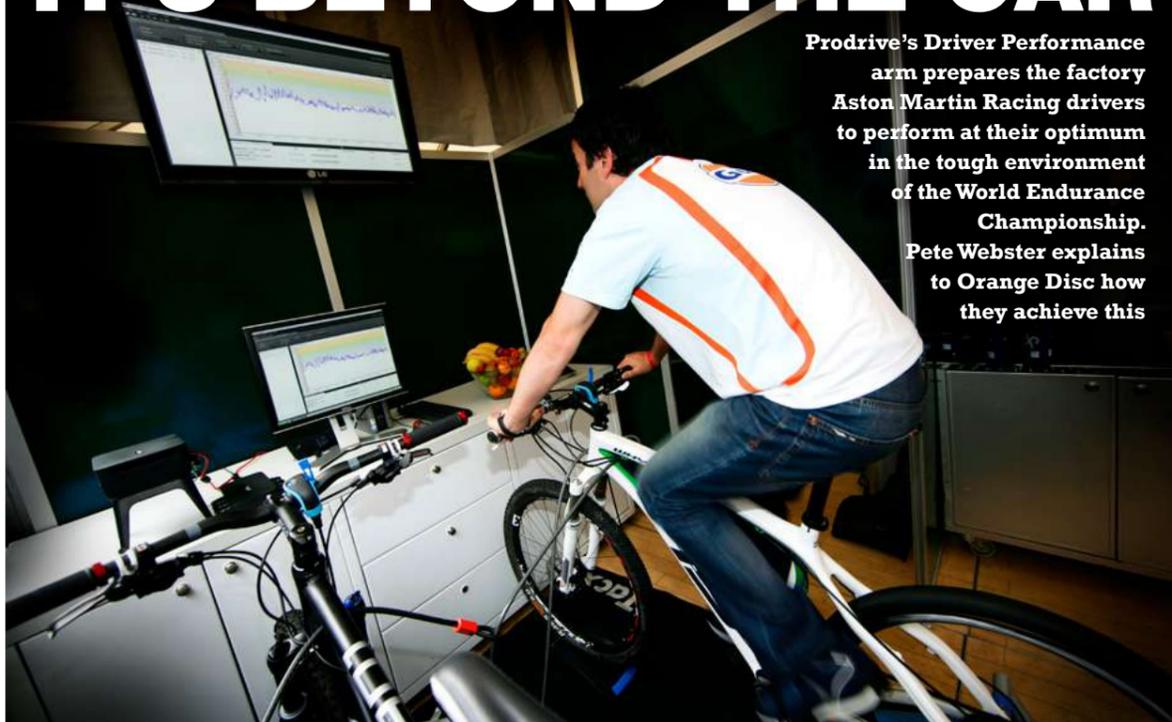
For more information about endurance and heavy duty diesel oils please contact Richard Pinchin: rp@gulfoilltd.com

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DRIVER TRAINING

POSTCARD FROM LE MANS

DRIVER PERFORMANCE: IT'S BEYOND THE CAR



Prodrive's Driver Performance arm prepares the factory Aston Martin Racing drivers to perform at their optimum in the tough environment of the World Endurance Championship. Pete Webster explains to Orange Disc how they achieve this

Drivers are endurance athletes; they are finely tuned to take on the tests and risks that getting into a race car presents. You only have to ask yourself whether you could take on five hours sitting in a car that is reaching up to 200mph and is sometimes pulling up to a G force of 8 in corners, to imagine the physical and mental strains and barriers that drivers go through.

It is obviously hard work to drive a fully-fledged race car, but managing and knowing how the pilots should eat, drink and rest during a race week will dramatically affect the overall 'Driver Performance' and can be a challenging task.

The second a driver steps foot on the circuit, the pit lane begins its stress and fatigue effects; the mix of long days, high tension, loud noise, crammed calendars, media commitments, race commitments and team meetings all drain the driver's body in their own small way.

In recognition of this, companies have responded. Truck loads of equipment get set up in each pit lane, mini villages that travel the world sprout up from the tarmac to feed and water the competing teams and drivers. Physiotherapists and Doctors are in constant demand to soothe aching muscles at the start and fix them at the finish. It works like the roaring engine of the car itself.

A team member once remarked to me, "Physios are easy to spot, as they are always wearing some type of 'shiny' 'breath easy' 'ever flexible' clothing." I looked down and he was right. Combatting the effects of all these elements against the racing driver is hard and this is how Driver Performance does it. It starts in the comfort of home, with good training, even better diets and careful monitoring. The drivers trained physically and are transformed to be resilient to injuries, have great cardiovascular abilities and are soon enough, world-class athletes.

Trackside, it is a case of making sure that that driver is purely

focusing on the race. Our ever-evolving system to achieve this is not based on rocket science; it is simply organisation. Everyone knows what to do, when to do it and where everything is.

Food is pre-planned, based on the calorie expenditure demands of each day; hydration and electrolyte levels have already been established during previous fitness tests. Supplements such as rapid energy drinks give us the benefits of providing a natural vitamin stimulant for a boost in focus and concentration when most needed – which can be at any point in the day. The driver's kit is always ready and waiting, with helmets and other peripherals waiting on standby next to the car and kept cool and dry thanks to a bespoke helmet maintenance unit. Like any well rehearsed routine, what we do is adaptable when required, but still ensures an element of calm over the turbulent buzz of the pit lane.

The heart rate of a racing driver goes from stand still to one hundred and fifty beats per minute in less than a minute. This is not great for the body as all sorts of toxins build up as a result of this manic demand. To eliminate this, the drivers warm up on bikes in the garages, pedalling for the optimum time to prepare the muscles for the looming driver change over.

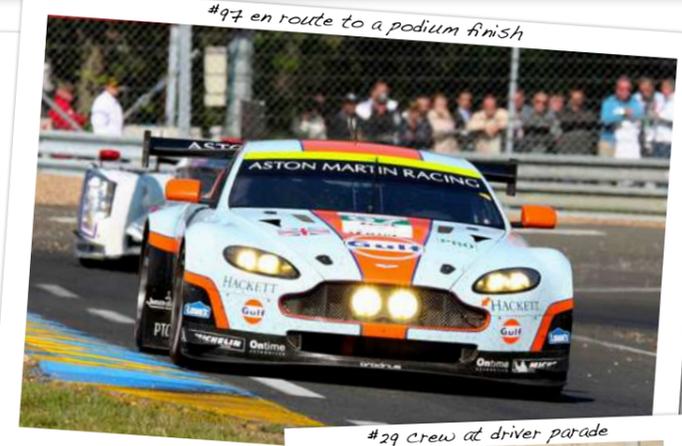
The driver change creates a peak of adrenalin, but within seconds the driver's heart rate returns to a workable level. A factory driver knows how to optimise his or her performance – some manage to keep a heart rate average as low as 130 beats per minute, and this comes with practise, great physical preparation and amazing car control or, in a nutshell, skill.

Building a winning Endurance Racing Team is like building a winning business and the better prepared each element is for the long haul ahead, the greater the chance of success.

The Driver Performance website is www.driverperformance.co.uk



Gulf liveried Harley & Aston at driver parade



#97 en route to a podium finish

Postcard from Le Mans

A record number of Gulf branded cars started the 2012 Le Mans 24 Hours - seven in total - from the OAK, and Gulf Racing Middle East teams as well, of course, as from Gulf Oil International's motorsport partners, Aston Martin Racing.

Le Mans for Gulf is, however, about much more than the on-track action and Gulf's presence at Le Mans this year was stronger than ever. Gulf - through Belgian and French distributor, Caroil - was again a sponsor of the annual Le Mans Driver Parade through the town, which attracted huge numbers of spectators, despite the rain.

The number of stores selling official Gulf merchandise increased yet again over 2012, with the team from Dakota reporting an extremely busy weekend and the result was Gulf branding everywhere you looked.

Gulf visitors from as far afield as New Zealand and India joined others from across Europe for the great race and enjoyed the spectacle that is Le Mans.

Retiring Gulf Oil Vice President, Alain Dujean was given the honour of waving the chequered flag and presenting the trophies for the Aston Martin Festival race that immediately preceded the 24 Hours, giving Alain and Orange Disc Editor, Simon Maurice unique access to the Le Mans Trophy room and victory podium.

The 2012 24 Hours turned out to be a hard race for the Gulf cars, but at the end it was a successful one for Aston Martin Racing, whose Vantage GTE took a podium finish in the GTE Pro category.



#29 Crew at driver parade



shopping for Gulf gear



Mr. Bean with Gulf AMR cap



Aston Martin Hospitality



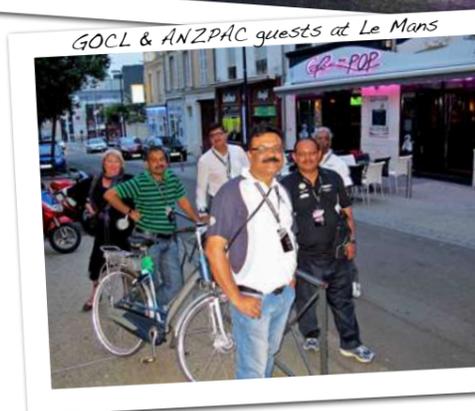
chequered flag for Alain Dujean



#29 in the pits



Gulf & AMR on the victory podium



GOCL & ANZPAC guests at Le Mans



the start... only 24 hours to go

FEATURE: ENDURANCE RACING TRAINING

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