



No.30 • 2013

ORANGE DISC



EVOLUTION, NOT REVOLUTION

EVOLUTION NOT REVOLUTION



On behalf of everyone at Gulf Oil International, I am delighted to welcome you to the 30th edition of Orange Disc since the magazine was re-born in 2001.

As you will notice, if you have read any previous editions, this issue has a dramatically different look and feel to it, reflecting the biggest evolution that the magazine has ever undergone.

First and foremost the front cover and masthead has changed. Designer, Ryan Baptiste, was tasked to come up with a look that was cleaner and that better reflected the high quality the brand represents, but at the same time had the feel of the original Orange Disc published by Gulf up until the 1980s. Hopefully you will agree that he has succeeded admirably.

Inside, you will still find news from both Gulf Oil International and the various Gulf distributors and operations around the world, as well as features about different aspects of the Gulf brand and Gulf's partners. However the formal news sections have now been replaced by one all-encompassing news mix. Into this are blended the various types of news story that are the magazine's lifeblood – Business developments, People-based stories, Sponsorship and Marketing initiatives and New Products – all of which originate in Gulf businesses from around the world.

The magazine has increased in size, reflecting the growth of the Gulf brand, its businesses and the activities that it carries out.

We also wanted to allow for a more creative approach to both the design & editorial, with a greater feeling of space throughout the magazine and, finally, we simply wanted to make it a better and more involving read, with some additional features and some new content.

There is now a dedicated section for Gulf Oil Marine and we will regularly profile some of the key people in Gulf businesses around the world, to give an insight as to what makes them and what they do so special.

The Gulf brand inspires people in ways that are often both surprising and fascinating and part of this new content will be stories that we have named "Wide World of Gulf." These stories illustrate the lengths that people go to in their devotion to the brand. We also wanted to highlight some of the most important news stories around, as well as promote and recognise, some of the great Gulf photography we come across.

We hope that you like the "new" Orange Disc and as ever, we welcome your feedback as well, because your continued contributions are what make the magazine.

Wishing you good health and good business in 2013.

Simon Maurice
Editor
Orange Disc



CONTENTS



03 GULF OIL INTERNATIONAL

Gulf Convention; Gulf and Houghton join forces, GOI Racing Plans, Distributor News

07 WORLD OF GULF 1

Gulf news and other stories from Gulf and its businesses around the world

12 COVER FEATURE

Evolution not Revolution – Gulf's new plants in Argentina and Ras Al Khaimah

17 WORLD OF GULF 2

More stories from Gulf and its businesses around the world

20 GULF OIL MARINE

Chittagong latest; Macau McLaren Success; Lloyds List awards

22 ASTON MARTIN 100 YEARS

As Aston Martin Racing and Gulf team up again, Orange Disc looks at Aston Martin's Centenary celebrations

24 TECHNICAL FEATURE

Houghton's Hank Limper offers an insight into Metal Removal Fluids

28 RAVI CHAWLA

Getting to know GOCL President and CEO of Lubes Business, Ravi Chawla – the man and his work

30 WORLD OF GULF 3

Rounding-off Gulf news from around the world

34 MOTORSPORT REVIEW

A look back at a year of success on track for Gulf in endurance motor racing.

Editorial Team

Gary Barak
Steve Coombes
Sam Cork
Frank Rutten
Sanjay Hinduja

Richard Hoare
Richard Pinchin
Ryan Baptiste
Karun Jung

Orange Disc is edited on behalf of **Gulf Oil International** by **Chicane**

For all editorial matters please contact **Orange Disc Editor** Simon Maurice
c/o Chicane, Unit 1 Abbots Business Park, Kings Langley, UK, WD4 8FR

Tel: +44 (0)1923 269490 **Fax:** +44 (0)1923 265894 **e-mail:** simon@chicanemarketing.co.uk

All material, unless otherwise stated, is the copyright of **Gulf Oil International** and reproduction in whole or in part of any text, photograph or illustration without written permission of the publishers is prohibited. While all due care is taken to ensure that the contents of **Orange Disc** are accurate the publishers cannot accept liability for omissions or errors.



The 2013 Gulf Convention is set to be the best attended global Gulf event of all time. With its “Let’s talk about success” theme, the 2013 Convention will tackle Gulf’s expanding present and future global activities in the downstream lubricant sector. Gulf continues to buck the trend and strengthens the brand’s position in the sector, eclipsing the activities of those companies traditionally regarded as “Majors”.

75 delegates will assemble at the Kempinski Ambience Hotel in Delhi, where Gulf Vice President International, Frank Rutten will initiate proceedings with a welcome speech, before everyone embarks on a tour of the city to visit key sights such as India Gate, Parliament and the Lotus Temple. Delegates will then move to the Jaypee Palace Hotel in Agra, where the majority of the convention will take place.

The first day in Agra will be spent visiting some of the world famous sights such as the Fatehpur Sikhri, Red Fort and, of course, the legendary Taj Mahal.

The business element of the meet will then take up the next two days. “Let’s talk about success” will feature presentations from some of Gulf’s most prominent and successful businesses around the world, as well as some of the leading Gulf licensees.

GOI will present the latest technical, marketing and business updates and the convention will climax with working group discussions and presentations of their findings.

On the final day delegates will return to Delhi, to visit the Qutub Minar, before a final lunch signals the end of the 2013 Convention.

Orange Disc will report fully on “Let’s talk about success” in its next edition.

Sam Cork: sc@gulfoiltd.com



MAIN IMAGE:
The Lotus Temple
in Delhi.

LEFT: Hotel Kempinski
Ambience Delhi,
Agra’s Red Fort and
the Jaypee Palace
Hotel in Agra where
the majority of the
2013 Convention
will be hosted





GULF AND HOUGHTON JOIN FORCES



In November Gulf announced the signing of a major deal to acquire Houghton International, the leading global supplier of metal working fluids, from US Private Equity Group, AEA Investments, and in mid December, completed the deal.

Houghton has a global footprint, with sales in more than 75 countries and is supported by 12 manufacturing facilities in 10 countries. With a scale and a global market position nearly double that of its nearest competitors; Houghton holds the #1 position in both North America and Europe and the #2 position in the fast-growing Asian market.

"This is a very exciting opportunity for both companies," enthuses Gulf Oil Vice President International, Frank Rutten. "The Global lubricant business is in the midst of an important transition. Many of the world's largest oil companies are moving out of downstream operations and this movement is creating a void that needs to be filled. Strategically therefore, Gulf and Houghton coming together gives the new entity an extremely strong downstream presence and reinforces Gulf's commitment to its core business in the downstream lubricant industry."

Gulf and Houghton joining forces creates the World's ninth biggest lubricant company. The acquisition fits extremely well with Gulf's existing lubricants portfolio and Houghton's strong industrial portfolio ideally complements

Gulf's strong presence in the automotive lubricants sector.

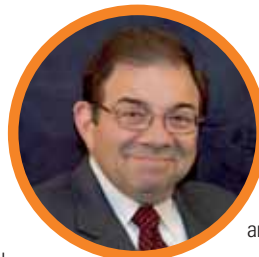
Houghton will continue to be operated as a standalone company, working as a sister outfit to Gulf, and the acquisition should cause minimal disruption to existing Houghton staff and customers alike.

"This deal does not change anything about our Vision, Mission, Values or commitment to our customers, but it ushers in a vital new era for Houghton and its development. Joining forces with a successful and famous global brand such as Gulf brings with it numerous benefits and opportunities for our stakeholders," remarks Houghton CEO, Paul DeVivo. "Moving forward we believe that Houghton customers will see considerable benefits as a result of this deal, but on a day to day basis it is going to very much 'business as usual' for Houghton with little obvious external sign of change."

Founded in 1865, Houghton is the most recognized brand in Metal Working Fluids (MWF) oils and lubricants,

"This deal does not change anything about our Vision, Mission, Values or commitment to our customers"

Houghton CEO, Paul DeVivo



especially in the North American and European markets. Houghton possesses the industry's broadest offering in the MWF segment and related speciality chemicals. It has an extensive library of high-performance, proprietary chemical formulations, which are highly technical and are customized to meet specific segments.

Houghton acquired DA Stuart in 2008 and in 2011 acquired Shell's MWF business to strengthen its position in the USD7.0 billion global MWF market. Houghton's management team is highly committed, with extensive experience of the segment, which is one of key reasons why Houghton has delivered consistent growth and an improvement in returns.

"Houghton's global metal-working position and the reputation of the brand, and its products – along with its highly talented and committed staff – were all major factors in the decision to bring Houghton into the Gulf family," continues Frank Rutten. "Houghton's strengths are there for all to see and we don't plan any dramatic changes. We look forward to Houghton and Gulf's continued success and a great future together."

www.houghtonintl.com

 MOTORSPORT

2013 MOTORSPORT PROGRAMME:

STRONGEST YET



MAIN IMAGE:
Aston Martin Racing
Team Drivers line up
behind the 2013
GTE Pro car.

BELOW:
F1 Star Bruno Senna
joins the list of team
drivers for 2103

Aston Martin Racing

Gulf is delighted to announce that it has extended the brand's motorsport partnership with Aston Martin Racing (AMR) through until at least the end of 2015.

Gulf's link with the famous British sports car manufacturer's factory race team commenced in 2008, the same year that they both took GT honours together at the Le Mans 24 Hours. It is fitting, therefore that Gulf and AMR are committing their future plans to achieving success in the GT categories of the burgeoning World Endurance Championship (WEC).

This year will be second full year of the WEC and AMR ended 2012 as GTE-Pro Championship Runners Up, securing the slot by winning at the final WEC round in Shanghai.

For 2013 AMR is considerably upscaling its presence in the WEC and will run four cars at every round – including Le Mans – two in the GTE-Pro and two in GTE-Am categories.

Driver line-up is all but finalised. In car 97 will be Stefan Mücke, Darren Turner and Peter Dumbreck. In car 99 will be Bruno Senna, Frédéric Makowiecki and Rob Bell. Car 95's line-up consists of Christoffer Nygaard, Allan Simonsen and Kristian Poulsen while the 96 car has Roald Goethe, Stuart Hall and Jamie Campbell-Walter driving it. With such an ambitious programme, AMR has been working hard over the winter to further develop its cars and the 2013 version of the Vantage GTE has already commenced testing.

Gulf Racing

The Gulf Racing team will be providing one of the four Vantages for AMR to run (as it did at the Silverstone WEC round in 2012). The team is also continuing its presence in the hotly contested Blancpain Endurance GT series, with at least one – but hopefully two – Gulf-McLaren MP4/12Cs, and team co-principal, Mike Wainwright as one of the drivers.

Making the most of Gulf's 2013 programme: Incredible new opportunities for Gulf businesses around the world!

"The nature of our newly extended partnership with Aston Martin Racing marks a major step forward for Gulf. Not only does it represent a stable, long term alliance for the brand, but we are also considerably increasing the overall investment in the programme to incorporate more activities than ever, to help our Gulf businesses around the world to benefit from the programme," explains GOI Brand and Marketing Manager, Sam Cork.

"This year we will be looking to exploit the programme in ways which we have not previously been able. Increasing brand recognition is our main aim and to drive this there will be PR activation and an increasing number of centrally driven campaigns. This combined with AML's centenary celebrations mean that we are set for an exciting season ahead".

Sam Cork: sc@gulfoilltd.com



2013 WORLD ENDURANCE CHAMPIONSHIP

6 Hours of Silverstone	UK	14 Apr
6 Hours of Spa-Francorchamps	Belgium	04 May
Le Mans Official Test	France	09 Jun
Le Mans 24 Hours du Mans	France	22 Jun
6 Hours of Sao Paulo	Brazil	01 Sept
6 Hours of Circuit of the Americas	USA	22 Sept
6 Hours of Fuji	Japan	20 Oct
6 Hours of Shanghai	China	10 Novr
6 Hours of Bahrain	Bahrain	30 Nov

2013 BLANCPAIN ENDURANCE SERIES

Monza	Italy	14 Apr
Silverstone	UK	02 Jun
Paul Ricard HTTT	France	30 June
Spa-Francorchamps	Belgium	28 Jul
Nürburgring	Germany	22 Sept

NEW DISTRIBUTORS: LIBYA

GULF STRENGTHENS AFRICAN PRESENCE

As Gulf Oil International continues to strengthen the presence of the brand in Africa, the company is extremely pleased to announce that Arak Industrial Equipment Co. has been appointed as Gulf's official distributor for lubricants in Libya.

Arak supplies instrumentation, hydraulics, pneumatics, filtration systems and other products for the industrial equipment sector. Based in Tripoli, the company also owns one of the global chain 'Parker Store' retail outfits, that offers a vast range of motion and control systems.

With an established industrial client base and distribution network, Arak should be well placed to distribute and sell Gulf lubricants. The company has already received a delivery of 8 containers of Gulf product from Gulf Oil Middle East Ltd and Orange Disc welcomes Arak to the global family of Gulf businesses and looks forward to reporting on the growth of the Gulf brand in Libya.

Ahmed Alsahli: ahmed@arak.com.ly

NEW FUEL LICENSEE: SWEDEN

HANSEN TAKE ON FUEL LICENSE FOR SWEDEN

Hansen Racing AB – who are already the Gulf Official Distributors for lubricants in Sweden – have also now become the official licensees for Gulf branded fuel stations in the country.

There is significant historical recognition of Gulf branded stations in Sweden from times past and many parts of Sweden where Gulf is still remembered fondly as a fuel brand.

Hansen Racing AB, in association with a partner group, EMAB, will commence rolling out the new Gulf service station network in 2013.

William Hansen: william.hansen@hansenracing.se

NEW DISTRIBUTORS: ROMANIA

GULF PREMIUM FOR ROMANIA

Gulf Oil International is extremely pleased to announce that Premium Part SRL has become the Gulf Official Distributor for Romania.

Premium Part is located in Oradea, a key economic centre in North West Romania, close to the Hungarian border. The company's main activity is importing and distributing spare parts for trucks and trailers.

Premium Part has nine branches in Romania and an existing customer base that is almost 4,000 strong, that serves truck fleets, truck repair workshops and resellers. The company is committed to

further developing its sales network and increasingly has been getting requests for lubricants to be supplied with the spare parts, therefore it offers a very good opportunity to develop Gulf sales via the existing customer network.

Premium Part's General Manager, Daniel Costas, will be responsible for Gulf sales and Orange Disc wishes him and his colleagues every success in developing the Gulf brand in Romania.

Daniel Costas: office@premiumpart.ro

COLOMBIA

FIRST GULF SERVICE STATION TO OPENS IN COLOMBIA

In Q1 2103, Prolub S.A will open Colombia's first Gulf service station. This will mark Gulf's entry into the fuel distribution segment in Latin America and the move will strengthen its image and increase its business in the region and, of course, especially within Colombia itself.

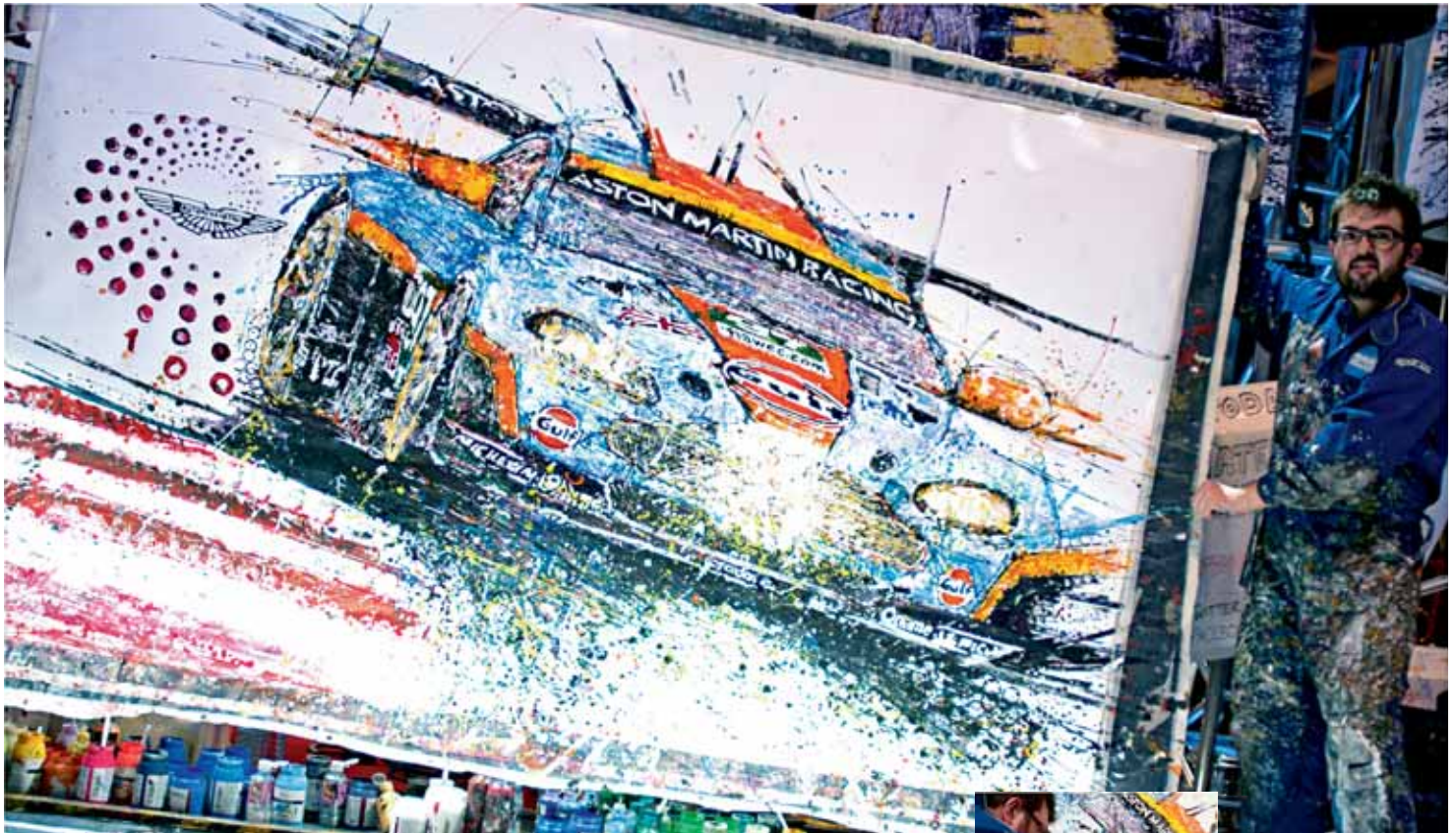
Prolub S.A. has been Colombia's official Gulf lubricant distributor for 7 years and is now proud to represent Gulf as the licensed fuel distributor for the country.

The first Gulf service station will be located in the Posted area of Medellin, Colombia's second largest city. The city is a centre of commerce, industry and fashion and presents a great strategic opportunity for establishing a retail fuel presence in Colombia's Northern Territory.

29 Gulf stations are due to open in 2013 across Colombia and sites will include Bogota, Colombia's capital city, as well as other major cities such as Cali, Barranquilla, Santa Marta, Ibague, and Bucaramanga. By virtue of this latest initiative, Gulf will become one of the largest and strongest fuel and lubricant brands, not just in Colombia, but throughout Latin America.

Marta Montoya: mmontoya@gulfcolombia.com





STAR PICTURE

RADIO-CONTROLLED ART

Without doubt, one of the Autosport International show's most fascinating attractions was the PopBang Colour stand, where motoring artist, Ian Cook was creating a large canvas of the Aston Martin Racing Vantage in action during the days of the show.

Ian is unique amongst motor sport artists as he actually uses moving cars to create his art. His "brushes" are actually radio control model cars, which he carefully positions and drives – as seen on the photo – to put the paint onto the canvas. The results are dynamic and spectacular and his original paintings are becoming increasingly sought after.



 BUSINESS NEWS: NEW ZEALAND

LANDMARK ORDER IN NEW ZEALAND

Gulf recently reached the milestone of its 2,000th wholesale order in New Zealand. Quality Vehicle Servicing in Dunedin placed the order and it marks something that ANZPAC's general manager operations, Rob Wilby, sees as an indication that the brand is trusted by the shareholders of CRT – Gulf's official distributor in Australia and New Zealand – and Gulf's wider client base.

"We have seen regular quarterly sales volume growth for the brand which has supported an increase of the Gulf business," says Rob. "There has been great acceptance across the board as it's become recognised that the products have excellent technical capabilities and the extensive range completely covers rural and commercial needs".

"Gulf has not been limited to CRT FarmCentre exposure because of the nature of the co-operative, which has contributed to the brand's growth, enabling it to reach this milestone. CRT Fuel's national business has given Gulf country-wide exposure and more bulk fuel customers are recognising the 'whole package' solution that's available. It's also meant that CRT suppliers have been introduced to the brand, and it's fast becoming known for its value for money and quality across New Zealand."

In recognition of the landmark order, the staff from Quality Vehicle Servicing were presented with Gulf gear by local business manager Dave Honeyfield.

Rob Wilby: rob.wilby@gulfoil.co.nz



PUBLIC AIRING FOR ROFGO COLLECTION AT SALON PRIVÉ



London's historic Syon Park played host in September to the seventh and most successful Salon Privé yet and the Gulf cars of the ROFGO Collection formed one of the central displays of this exclusive event. Salon Privé certainly did not disappoint, with the weather at its glorious best for three days in the beautiful surroundings provided by Syon Park.

The guests arrived in large numbers, dressed in their finest attire, to see a stunning collection of prestigious supercars. The ROFGO collection was one of the star attractions, with the 20 Gulf race cars on display, wowing the guests as they enjoyed the luxuries of a Champagne and Lobster Luncheon.

Salon Privé showcases some of the world's most desirable motor



cars in a spectacular yet relaxed garden party atmosphere and the Gulf brand was certainly a prominent part of the 2012 running of an event that is now firmly established as one of the highlights of the British Automotive calendar.

Further information from Sam Cork: sc@gulfoiltd.com



🇯🇵 BUSINESS: JAPAN

JAPAN GOES SWEET ON GULF

GOTCO-Japan – Gulf's Official Japanese Lubricant Distributor has, over the years, come up with a number of excellent business development items that have proved winners with customers.

The latest, over their winter sales campaign, was a Gulf colored candy sweet package for customers. As can be seen from the photo, the design is exactly the same as a 4litre can of Gulf Arrow GT50 10W-50, which is one of the top quality PCMOs in GOTCO's performance range.

Inside, the can contains Sakuma Drops – a brand of sweets that were very popular during 1940-1970 and which are currently in the middle of a big revival as a wave of nostalgia sweeps over middle-aged Japanese people. Gulf is riding the wave with this item, which recalls the old good days, and it has proved to be an extremely popular and effective business tool.

Shigeru Matsuda: matsuda@gotco.jp

 BUSINESS: PERU

ISOPETROL CELEBRATES 20 YEARS OF PROGRESS

Isopetrol, Gulf's official lubricant distributor in Peru – and also in Chile and Bolivia, celebrated its 20th anniversary last November.

Gulf Oil International's Paul Stannard flew to Peru to join the celebrations and also take a tour of the operations in the country.

"I was impressed by what I saw," reported Paul Stannard.

"I received a tour of the blending plant where Isopetrol manufactures for Gulf. They have a well-equipped lab that also tests used oil and they offer a lube diagnosis service for 3rd parties, which provides an extra income stream for the plant. There's also a good quality packaging facility."

Isopetrol are currently investing heavily in upgrading the plant, building a brand new fully automated warehouse and new storage tanks. Lubricants will be made in the plant and then pumped through to the new warehouse, where the filling lines will be located.

They have a network of sales personnel and warehouses located in the main populated areas. With competitors pulling out of downstream oil in Peru, Isopetrol are picking up new business and recently appointed new distributors, who appreciate that Gulf



has the right range of products and deliveries are made on time. Sales in Chile and Bolivia are progressing well – and business in Bolivia is exceeding the company's expectations.

The 20th Anniversary was celebrated with a gala evening function, with more than 500 guests – the majority of whom were customers. In honour of the occasion GOI presented Isopetrol with an engraved piston head from one of Aston Martin Racing's Vantage GTE race cars to commemorate the anniversary and the gift was very well received. The event went very well and those attending had an entertaining and enjoyable evening.

Paul Stannard: ps@gulfoilltd.com or
Roger Lescano: rlescano@isopetrol.com.pe

 MARKETING: GEORGIA FUEL

SCRATCH FOR SUCCESS!

Gulf fuel customers in Georgia currently have the chance to win big with Gulf each time they visit a Gulf Fuel station. The "2013 Prize from Gulf" promotion is a major lottery that started at the beginning of December and runs through until the end of March. Once a customer has bought 20 litres or more, they receive a lottery scratch card.

One of the big advantages of the promotional raffle is that every customer is given a chance to instantly win one of the prizes – nobody has to wait for a prize draw. Scratching off the protective coating reveals symbols that tell customers whether they have won a prize or not. The chances of winning are higher than most other lotteries and even if someone is not an instant winner they can still participate in a Grand Lottery Draw, on March 31 where they could win one of the grand prizes, a Range Rover Vogue and a Range Rover Evoque.



There are also trips to Paris and Rome and smaller prizes, which range from TVs, iPads, and shopping vouchers, through furniture and household goods to McDonalds meals and free

petrol. There are hundreds of prizes to be won in total and, unsurprisingly, the promotion is already proving to be extremely popular with customers.

Kakha Kirtadze: k.kirtadze@gmail.com

GULF'S SPEEDY BUSINESS IN TURKEY



Customers nowadays have less & less time and so good service at an affordable price is essential. This, and more, is now on offer at Turkish Gulf fuel stations, following a new agreement between Speedy & Gulf.

Speedy has more than 30 years' of experience in Europe's automotive fast-fit sector, with more than 2,500 stores marketed under three brand names. It has captured the hearts of customers in each market with its offer. All makes servicing; only changing the parts that are necessary; no appointment process; warranty on all services & parts, and affordable prices with no surprises have made Speedy an outstanding success.

Turkey's Gulf fuel station network is growing rapidly and the company is very keen on enhancing the customer

experience. Speedy and Gulf will work together to supply the best possible customer service. Customers will be able to solve all their vehicle's needs: tyres, brakes, maintenance, suspension, electrics and car detailing & valeting.

Gulf franchisees will also have the chance to grow customer loyalty and numbers with a "turn-key" Speedy operation, which includes regular training. This should result in a growth in income through a business model that enhances the customer's experience and improves loyalty. Speedy signed the agreement with Gulf after trialling an initial service station in Balıkkesir. Speedy outlets in Gulf stations should now become an increasingly common sight throughout Turkey.

Baha Sonmez: bsonmez@gulf.com.tr

🇬🇧 PEOPLE AND PLACES: UNITED KINGDOM

GULF ON SHOW AT AUTOSPORT INTERNATIONAL

Autosport International is, for petrol heads, the real start of the year. The annual motorsport and performance car expo in Birmingham is one of the largest in Europe and this year there was plenty to attract Gulf enthusiasts.

Apart from the Gulf Edition M3W Morgan, Gulf fans could get up close and personal with one of AMR's works Vantage GTE team cars, on display and attracting a great deal of attention on the stand of high performance hose company, Goodridge. The company is currently using the car in an advertising campaign that also features Ian King's Gulf Dragracing Top Fuel bike.

Simon Maurice: simon@chicanemarketing.co.uk



Above: Gulf-AMR Vantage GTE draws attention at Autosport International.
Left: Gulf limited edition Morgan M3W 3-wheeler. 0-60 in 4.5 seconds, 100 to be built, yours for around £50,000

MOTORSPORT: TRINIDAD & TOBAGO

GULF OFFSHORE POWERBOATS DOMINANT IN 2012



The Gulf Fireone offshore racing powerboat (right) became only the third team to claim back-to-back victories in the 43 year history of the annual 90-mile race between the islands of Trinidad and Tobago.

This, alongside 3rd and 4th place finishes by the other Gulf Oil teams, did no harm in aiding official Gulf lubricants distributors, Lange Trinidad Limited (LTL), to promote the brand in the marine pleasure boat market.

This brand awareness and acceptance allowed LTL to secure the business of Budget Marine, the Caribbean's largest marine retail chain with outlets on eleven islands, including marine hot spots such as St. Maarten, Antigua, Grenada, Tortola and St. Thomas.

LTL has also purchased a Mazda RX8 - which will be painted in Gulf



livery in January 2013 – to further strengthen its marketing options in various promotions and car shows nationwide.

Christopher Skinner: CSkinner@langetrinidad.com

BUSINESS: BELGIUM FUEL FUEL NETWORK GROWTH CONTINUES APACE

It has been a busy end to 2012 and start to 2013 for Demarol n.v. – Gulf's Fuel licensee in Belgium – with a raft of new service station openings.

November saw the opening of the Gulf station in Florenville, near the French border and this was followed the subsequent month by new stations in Kluisbergen, which is also close to France in North West Belgium and Kaprijke, near the city of Gent.

In January, new sites at Elversele, in the North and Philippeville in South Central Belgium came on stream and this brings the total number of Gulf stations in Demarol's Belgian network close to 70.

The company plans further new stations throughout the course of 2013.

Sven Van den Branden: sven@demarol.be

WIDE WORLD OF GULF



RACE WITHIN A RACER

Gulf enthusiasts will often go to extreme lengths in their devotion to the brand, but this is undoubtedly one of the most impressive examples that has yet come to our attention.

Pictured is a full-sized Gulf Porsche 917 replica, which actually conceals a 1:32-scale working wooden slot car track reminiscent of Le Mans. Painted with the #20 race number—in homage to Steve McQueen in the movie Le Mans—the 917 replica body opens up to reveal the track within. The whole thing is built in fantastic detail with realistic landscaping, a pit complex, the famous Dunlop bridge and it even has period signage illuminated by working streetlights.

Quite fantastic, but not exactly easy to pack away after use...!

EVOLUTION...



NOT REVOLUTION

Introduction

By any standards, the last quarter of 2012 and the first half of 2013 are set to be nine of the most significant months in the history of Gulf, and certainly of the brand since internationally it became part of the Hinduja Group.

The acquisition of the world's leading metalworking fluids company, Houghton International is a major development by any standards, but this must be seen only as part of a much more strategic move by Gulf.

As many of the other major lubricant brands move out of the downstream lubricant business, Gulf is taking advantage of the opportunities this offers to strengthen its presence in the sector. Bringing Houghton on board is one piece of the jigsaw; aligning the Gulf brand globally with Aston Martin's factory race team for at least the next three years, another. Both of these are detailed elsewhere in the magazine as are other important developments, but Gulf is still evolving – and at a rapid pace – as is evidenced here by new agreements and new facilities in the Middle East and South America.



ARGENTINA – GULF’S NEW PLANT SET TO OPEN

As a result of steady growth over the last five years, mainly in automotive lubricants, Gulf Oil Argentina has invested in a new blending plant, which was officially opened in the summer.

Gulf’s old plant, which was situated in a residential and business district on the outskirts of Buenos Aires, presented the company with limited space for development and also offered certain logistical difficulties. Thinking not only of current requirements but also future needs, the new plant has been built on a 20,000m² area – with 6,000m² of that being covered space – in the town of La Reja, a province of Buenos Aires.

Some 38km from the country’s Capital, the new plant is located on the Acceso Oeste highway that links the main routes of the MERCOSUR customs union countries (Argentina, Brazil, Paraguay, Uruguay and Venezuela), which logistically offers an important competitive advantage for Gulf products.

The plant became active in June, and has an initial production target of 6,000 tons a year. For the next three years production is estimated at 9,600 tons p/a with it ultimately planned to reach 15,000 tons p/a in five years, from a single shift. At this volume, Gulf Oil Argentina will be providing for 5% of the national market.

Six different companies currently operate lubricant plants in Argentina, with the country having a total annual market volume of 300,000 tons.

The plant has a fully automatic blending capability and a semi-automatic filling area with five lines of one, four, 20 or 205-litre lubricant packages. The plant also boasts a bespoke line for packing Spray Oil drums.

Base Oil storage capacity is 1,100m³. This comprises 33 tanks of 33m³ each. The tanks are located in the plant’s outer area, which is dedicated to handling bulk commodities. Each type of raw material has its own exclusive filling line in the blending zone, thus preventing any contamination between raw materials. The plant can also stock 1,150 pallets of finished products, the equivalent of 1,000m³ of product.

The plant has a truck scale for precise control of raw material movement and bulk finished products, for both Gulf and Gulf Marine products.

The next phase will be the construction of a section of the plant dedicated to grease production, so that GOA can expand the range of compounds it already produces for the oil industry.

The plant currently employs 42 staff, which covers commercial, administrative and production functions. It has ISO 9001:2008 certification and this should prove an extremely useful tool in helping service and enhance customer relations.

The new plant is located in an exclusively industrial zone, which ensures it can function without interfering with urban life in the area.

Clockwise from bottom: Argentina plant’s bulk storage facilities; warehouse; packaging line; laboratories





RAS AL KHAIMAH: GULF'S NEW COMPETITIVE MIDDLE EAST ADVANTAGE

Gulf Oil has set up a joint venture in the Emirate of Ras Al Khaimah (RAK) for manufacturing lubricants and greases in Maritime City, Ras Al Khaimah. The joint venture enjoys an LLC status and is a Government of Ras Al Khaimah company.

Background

Gulf Oil already has a substantial market share in the Gulf Cooperation Council (GCC) area of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the UAE, as well as in Arab League countries like Jordan, Lebanon, Morocco, and Algeria etc.

As the joint venture company has LLC status it is able to take advantage of fiscal benefits and is permitted to offer better prices to customers in the GCC area. The reduced customs duties between GCC countries means the benefit to customers may be substantial and as much as a 20% reduction compared to the prices offered by Gulf Oil Middle East Ltd based in the Jebel Ali Free Zone.

The new plant

The facility is strategically located by the side of Saqr Port canal and offers direct pipeline access from ships to the company's base oil storage tanks. This reduces any problems of transporting bulk cargoes such as tank rentals, contamination. In addition, it has small pack filling line facilities, a drum decanting unit for blending and drum and filling facilities. The current bulk storage facility is approximately 7000 MT for base oils and 2000 MT of finished products. The present lubricant blending capacity, on 3 shift basis, is 12,000 MTPA.

Expansion is on the cards and, with new machines & equipment, the blending capacity will be increased to 44,000 MTPA. The factory can fill up to 19,000 MTPA of small pack lubricants and also boasts a grease production & filling capacity of 13,000 MTPA. The production shed covers a 30m x 90m area to cater for blending, filling and storage of finished products. The whole area of the facility covers around 10 acres.

The new factory in RAK will be automated and is expected to run full time by around the end of March 2013.



Clockwise from left: Ras Al Khaimah bulk storage; blending tanks; tanker; meeting room; laboratory; grease reaction & cooling kettles; filling line

The Strategic fit with Gulf's existing plant.

The lubricant market in the GCC area is about 1.5 MN tons and is currently growing at around 8% per annum. It is the second biggest regional market in the world, after that of the Asia Pacific region.

Through the Gulf branded products emanating from the RAK plant, the management envisages a market share of at least 3% to 5% in the next four years. The company predicts that this should comprise business from existing Gulf RAK Oil customers and GCC customers currently served by GOMEL's Jebel Ali plant as well, of course, as new customers.

The Investment Development Office (IDO) has a very clear vision of continuous development and growth in RAK through investment in existing and new business, as well as in the infrastructure to promote and collaborate with partners who are specialists with a proven track record of success.

Gulf Oil, with more than 110 years of expertise specialising in lubricants, greases and other speciality products in the oil and gas industry, was an obvious choice to join hands with the IDO and give shape to the Organisation's long-standing dream of seeing real time growth in the manufacturing industry sector.

The combination of these two partners should give it a clear advantage in terms of entry into Governmental, IDO-owned enterprises and also to foreign companies of IDO subsidiaries as well as to other companies investing in RAK.

IDO owned subsidiaries include RAK Cements, RAK Ceramics, Julphar Pharma, Stevin Rock, Saqr Port and many other huge lubricant consumers.

As of today, Gulf RAK is the ONLY lubricant producer in the Emirate. Gulf, as a group, plans to expand its blending and filling capacity from the present 30,000 tons per annum to 200,000 tons per annum to meet its increased market share and sales.

Grease Manufacture

Gulf Oil, through another joint venture, also plans to start a grease manufacturing facility in the same facility at Ras Al Khaimah. The new company, which is called Standard Greases & Specialities LLC, is a joint venture between Gulf Oil, the Government of Ras Al Khaimah and Standard Greases & Specialities India.

Grease manufacture in the new facility will decrease product costs, will instigate a new line of business and will achieve a higher rate of organic growth. Construction of the grease plant in RAK is already under way and it is hoped that production will commence in March 2013. Initially the focus will be on the volume business for EP & MP greases before slowly moving into other speciality products.

The new joint venture will also toll blend lubricants and manufacture greases for other major companies in the region. ●

 UNITED KINGDOM


GB OILS INITIATES NATIONAL FORECOURT AWARD SCHEME

In 2012 GB Oils launched SuperStation – a UK forecourt standards competition that was open to all GB-supplied independent petrol retailers. The finalists were selected following judging by the sponsors and GB Oils management team, with results announced in a Gala Awards Dinner at the celebrated Ryder Cup Golf venue, the Belfry (below).

Gulf-branded forecourts won two of the six prestigious categories; 'Best Forecourt Facilities' went to St Kew Service Station (above), located near Wadebridge in Cornwall in the UK's West Country and 'Best Gulf Site' to St Blazey Service Station, also situated in Cornwall. Auld Brig, Alloa, Scotland, was a runner-up in two categories, Best Gulf Site and Best Forecourt Facilities. Other notable Gulf finalists were Great Glen, Inverness and Martins of Andover.

The event was hailed as a success by all and Ramsay MacDonald, Retail Director, GB Oils, confirmed that the feedback has been so overwhelmingly positive that SuperStation will become an annual fixture.



St Blazey Service Station award (left): Gareth Williams (Account Manager) & Jason Davies from sponsors Henry Howard Finance with Charles and Barrie Richards of St Blazey and Paul Muncey of GB Oils

St Blazey has become one of South West England's most successful forecourts and car wash centres, "We only moved to Gulf a year ago and to be named the Best Gulf Site is a great achievement," enthuses St Blazey's Charles Richards. "We are delighted by this award and proud to be a Gulf retailer."

St Kew was recognised for its role within the community and its extensive range of services, from a supermarket to its on-site doctor's surgery. "12 months ago we were gearing up for Gulf after Jet had decided to vacate the South West," commented Kristian Godfrey, proprietor of St Kew. "The change has been good for our business and this award is a very special reward for the long hours that go into running a petrol forecourt."

"SuperStation clearly demonstrates our ambition and support for the independent sector, as we propel the Gulf offer at retail to become the partner of choice for forecourt operators," explained Gulf Retail's Paul Muncey.

Paul Muncey: paul.muncey@gb-oils.co.uk

INDONESIA BUSINESS: INDONESIA



GULF INDONESIA POWERS IN

The Pelabuhan Ratu coal fired power plant is one of ten that are part of the Indonesian Government's ambitious plan to add 10000MW of additional capacity by 2015. Nine are being constructed by Chinese companies, in collaboration with local contractors, under a fast track scheme.

The Pelabuhan Ratu plant was constructed by the Shanghai Electric Power Corporation (SEPC) in collaboration with Maxima Infrastruktur Indonesia and has an installed capacity of 3x335MW.

Each Shanghai Electric Power-built turbine requires approximately 75,000 litres of lubricants which means a total order of 225,000 litres. After rigorous tests conducted by SEPC and despite tough competition from other major oils brands, both on pricing as well as OEM approvals,

Gulf Oil was able to secure the order. It represents the highest quantity of oil ever supplied in a single order for Gulf Lubricants Indonesia (GOLI).

Veteran power generation sector expert Mr. Jiang Tao of PT. Indo Universal was appointed by SEPC to source turbine lubricants. He chose Gulf Oil, because of GOLI's support and response to the necessary requirements.

This represents a major breakthrough for GOLI in the power generation sector. It has given the company valuable experience and also, with the support of Mr. Jiang Tao, allowed it to target other power companies from China who are constructing power plants in Indonesia.

KG Ravi: kgravi@gulfoillub.co.id

UK MARKETING: UK



GULF MULTI AUTO ON DISPLAY

Gulf Multi Auto got together with one of the UK's leading Porsche Parts suppliers and service workshops, Porscheshop, during the second half of 2012 to boost both companies' presence at some of the UK's major enthusiast car shows. The Porscheshop stand was manned by Austin and Vicci (pictured) in the busy autojumble section of the shows and featured an extensive display of Gulf Multi Auto Products. This resulted in a raft of favourable enquiries for the products which, as well as being sold through the Porscheshop are also extremely highly rated by the company for use in their own workshop, www.porscheshop.co.uk

Bill Day: bill.day@autoday.com



JAPAN MARKETING: JAPAN:

The GOTCO-Japan 2013 Calendar uses images from Gulf's motorsport activities around the world for a high quality product, that will no doubt again make it extremely popular on the walls of workshops and garages throughout Japan.

Shigeru Matsuda: matsuda@gotco.jp

MARKETING: TURKEY

SUCCESSFUL AEGEAN ADVERTISING CAMPAIGN

*İmzamızı ilklere,
adımımızı geleceğe atıyoruz.*

1927'den itibaren
potansiyellerini en iyi şekilde yansıtan bir petrol markası.

1901'de
Amerika'da
kuruldu.

1912'de
dünyanın ilk
modern akaryakıt
markasını açtı.

1927'de
dünyanın ilk
sarımsak motor yağ
markalarını buldu.

1962'de
La Marea'da
ilk şampiyonluğu
kazandı.

2004'de
Türkiye'de
faaliyete başladı.

Delta Akaryakıt, Gulf's official licensee for fuels and lubricants in Turkey has recently undertaken a major local advertising campaign in Turkey's Aegean region, using the Hurriyet Ege newspaper and Ege TV. Hurriyet is the most famous newspaper in Turkey and Ege TV is the most watched TV station in the region.

In October, November and December, Ege TV aired four 35 second commercials each day throughout prime time viewing, while Hurriyet Ege published the Gulf advertisement during each weekend in October. The campaign was extremely well received by customers and dealers alike.

Baha Sonmez: bsonmez@gulf.com.tr

MOTORSPORT: COLOMBIA

GULF TEAM'S EXCELLENT START TO 2013

The Gulf Kart Team finished 2012 on a high and started 2013 the same way.

In December's Rotax Max Challenge Kart finale, the Gulf Team took heat and final podiums and took a further podium finish in 2013's first round.

Again, this year, the Gulf team has two well-known Colombian Kart Drivers, Santiago Mejia and Joaquin Caicedo and both started on the front row for the first championship round, on the street circuit in Cartagena.

After two rounds of the series, the Gulf Kart Team lies fourth in the championship's best-contested category, DD2.

"We had very positive year in 2012 and are now focusing on 2013's objective: to win the National title and represent Colombia at the World Finals in New Orleans," enthused Joaquin Caicedo. "Being on the "star drivers" podium in Cartagena and taking second place at Tocancipá Circuit, confirms our pace and our progress in a category that is currently very strong".

Colombia's 2013 Rotax Max Championship consists of 10 races at five different circuit and October's final order will determine the qualifiers for November's World Finals.

Marta Montoya: mmontoya@gulfcolombia.com



ALL IN A DAY'S WORK

In the last Orange Disc we reported that Gulf Oil Marine had opened up operations in the key Bangladesh port of Chittagong, giving local shipping companies and operators access to the full range of Gulf Oil Marine products and services.

Business came in almost immediately and in January, Gulf Oil Marine made its first bulk delivery out of Chittagong, successfully moving more than 10,000 litres to a ship moored in the port of Mongla, some 800kms away.

It was not the simplest of deliveries, as Mongla is known as a difficult port into which to supply and, indeed, Gulf Oil Marine had to contend with bad weather, difficult customs personnel and the practical aspects of supplying to ships at anchor.

Nonetheless, Gulf personnel successfully overcame all of these difficulties to make the delivery, once again demonstrating the exceptionally high level of service that is one of Gulf Oil Marine's key differentiating factors.



A NIGHT TO REMEMBER



In November, Lloyds List Asia hosted its annual Awards Night at the Raffles City Convention Centre in Singapore. The prestigious awards ceremony covers various aspects of marine operations, from Port, through legal and admin to environmental and ship management.

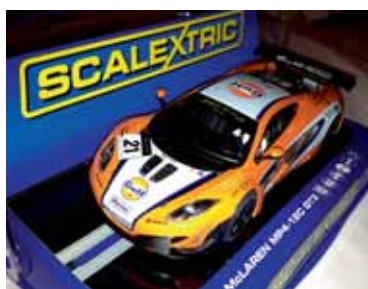
Gulf Oil Marine sponsored one of the night's key awards, that of Ship Manager of the Year. Gulf Oil Marine's Chief Executive Officer Keith Mullin was on hand to present the award to Bjorn Hojgaard of Univan Ship Management, whose business grew by 40% in 2011 and established new working relationships with some of the highest quality and most forward-looking ship owners.

SUCCESS AT MACAU

The Macau GP meeting is one of the highlights of the motorsport year in Asia and one of global motor racing's key meetings. As well as the long running International F3 race and the finale of the World Touring Car Championship, Macau also hosts one of the most prestigious non-championship sports car races of the season.

In 2011 Gulf Oil Marine sponsored leading GT driver, Danny Watts in a fabulous Gulf liveried McLaren MP4/12C and Watts secured a great podium finish for the team. Gulf Oil Marine was back for more in 2012, again sponsoring Watts and team mate Richard Meins in a pair of McLaren MP4/12Cs.

Gulf Oil Marine used the event to great effect, with an excellent hospitality area to entertain VIP guests from the Marine industry and the United Autosports team proved to be extremely competitive. Gulf Oil Marine was rewarded with another trip to the podium as Watts finished third for the second consecutive year.



RACE YOUR OWN GULF OIL MARINE MCLAREN!

One of the latest offerings from the kings of slot car racing, Scalextric is this excellent 1/32 scale version of the very Gulf Oil Marine McLaren MP4/12C that Danny Watts drove at Macau in 2011. If ever you needed a good excuse to experience the delights of Scalextric, this is surely it...

ASTON MARTIN: A TON UP



As Gulf's partnership with Aston Martin's factory race team, Aston Martin Racing, will now run until at least 2015, Orange Disc looks at 100 years of the famous British Sports car manufacturer that, this year, celebrates its centenary.



Founded on January 15th 1913 by Robert Bamford and Lionel Martin as 'Bamford & Martin Ltd', Aston Martin developed into an iconic brand synonymous with luxury and elegance and some of the most beautiful sports cars ever produced.

1914 actually saw the birth of the name 'Aston Martin' – following one of Lionel Martin's successful runs at the Aston Hill Climb in Buckinghamshire, England. Within a year, the first Aston Martin had been built and registered with the name and by 1920 the business had relocated to Henniker Mews, Kensington, in the heart of London. Appropriately therefore, a plaque to commemorate the centenary was unveiled there on 15th January, heralding the start of a number of centenary events.

Though in many ways the wider world knows Aston Martin for its association with the world's best loved fictional spy, James Bond – first with the gadget-laden DB5 in Goldfinger, and most recently with the DBS – Aston Martin, much like Gulf, has always used motorsport as a key part of developing its brand.

Aston Martin won the Le Mans 24 Hours outright in 1959 and of course Gulf and AMR took GT1 honours there in 2008 with the DBR9. Le Mans this year should see four Gulf liveried Vantage GTE's again competing for GT honours and will certainly be one of the

motorsporting highlights of the centenary. Even before that, however, in May, Aston Martin will compete at the Nürburgring 24 Hour race with a spectacular line up of cars. The event will also include an impressive pre-race demonstration featuring some of Aston Martin's most iconic cars.

July and August will be the key months of centenary celebrations, with a number of organised drives around the world and the Aston Martin Centenary Week – July 15-21 – which climaxes with a glamorous party in London.

The Silverstone Classic event will feature Aston Martin as its celebrated marque, and there will be extensive car displays representing the company's eras of development from 1913 through to the present day. A 100-car parade on the British Grand Prix circuit should prove to be a major highlight.

Aston Martin has designed a special centenary logo and its first public airing was as part of the picture of the Gulf liveried Vantage GTE painted live at January's Autosport show. This year's blue and orange works race cars will all carry the official centenary logo throughout the 2013 World Endurance Championship.

Orange Disc wishes Aston Martin congratulations on reaching this landmark and Gulf looks forward to starting the second century as partner to the factory race team and, hopefully, to another successful season. ●





METAL REMOVAL FLUIDS

Houghton International's Market Development Manager, Hank Limper offers an insight into Metal Removal Fluids and the approach to product development that has made Houghton the leading name in the sector



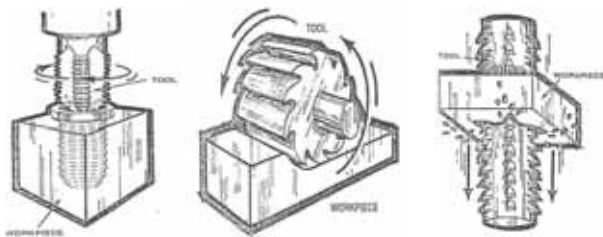
METAL REMOVAL FLUIDS

Houghton International has an extensive product portfolio of metalworking fluids and services. It manufactures and sells many different kinds of functional fluids, but on a global basis, Houghton's largest product line is metal removal fluids.

Customers take blocks of metal, which could be aluminium, steel, cast iron or very exotic materials, and use Metal Removal Fluids (MRF) to cut those blocks into a wide variety of finished parts. Houghton helps its customers make engine blocks, transmissions, farm equipment, aircraft and aerospace components, bearings and all sorts of different metal products. If it is made out of metal, Houghton's metal removal fluids can help.

A typical customer will buy expensive tools to actually cut the metal (the images illustrated left to right below are examples of tools used to tap, mill and broach metal). Houghton never loses sight of the fact that it is these expensive tools that actually cut parts to shape, but the metal removal fluid a customer chooses will largely determine how successful and cost effective the operation will be. In all the examples illustrated, Houghton metal removal fluid would be sprayed at the contact point where the tool meets the workpiece. Why? Because the most important job for a metal removal fluid is to "cool the tool!"

For this reason, most people refer to metal removal fluids as 'coolants'.



What does the MRF do?

• COOL THE TOOL

This is the most important thing a metal removal fluid must do because it helps the tool to last a long time. If a tool gets too hot, it wears out very rapidly.

• REDUCE FRICTION

If fluids are as "slippery" as possible, they will reduce the friction that is generated when the tool meets a piece of metal, and the part will have the best opportunity to meet customer expectations for a very smooth finish.

• FLUSH CHIPS

When metal is cut, it creates tiny slivers of metal that build up in piles and interfere with the machining process.

A good coolant will flush them away to the desired collection point.

• CORROSION INHIBITION

Water is typically inexpensive. Houghton customers would cool their tools with plain water if they could, but wet metal will rust. It is necessary to incorporate very good corrosion inhibitors into metal removal fluid to protect machines, tools and the parts the customer is making.

• PROVIDE BIOSTABILITY

By design, Houghton metal removal fluids are diluted at the customer's machine with water, but a body of water left unattended will spoil in time, because bacteria and fungus are everywhere! Swimming pools, a puddle in a back yard and poorly formulated coolants will all turn rancid, unless specific anti-microbial ingredients are part of the formulation.

• PROVIDE AN OPERATOR-ACCEPTABLE ENVIRONMENT

An operator will typically work with fluid in his machine for 8-10 hours a day; 50 weeks a year and perhaps 40 years over a working career. It is critical that the fluid performs as specified while not adversely affecting the workers' environment with regards to health and safety.

Houghton International sells more metal removal fluids than any other company in the world. It has worked very hard to accomplish that feat and is very proud of its accomplishments.

HOCUT 795: the single most used coolant in the world!

Hocut 795 represents a breakthrough in coolant technology from the standpoint of biological issues. Biological issues (and the related bad odour that a poorly formulated coolant will generate) are the number one reason that an operator will ask his employer to find a better coolant. Houghton's research and development team sought to formulate a metal removal fluid that would revolutionize the metalworking industry.

Bacteria and fungus are everywhere in this world; the air, soil and water. They are living breathing biological entities that feed upon and decompose other entities. So when a tree falls in a forest, it is the bacteria and fungus that attack and feed upon it and cause it to decay. If a predator catches and eats its prey in that same forest, it is typically the bacteria that will finish the job, remove any remaining flesh and leave just the bare bones – given enough time to do so. As long as there is both a food source and a water source, the environment is conducive to biological attack.

However, this can be overcome by changing the environment to make it less hospitable to biological activity. This is why chlorine is added to swimming pools & drinking water and why fungicides are added to automobile floor mats and shower curtains.



“Houghton’s largest customers have saved more than one million dollars”

In these and many other extremely common cases, something is added to change the environment to make it hostile. So even though bacteria and fungus will get into our swimming pools & drinking water and will be spread as we step on the floor mats in our cars with our wet, dirty shoes, the environment has been altered so that the bacteria and fungus cannot survive there.

Simply stated, to a bacteria or a fungus, most metalworking fluids (which includes metal removal fluids, metal forming fluids, heat treatment fluids, metal cleaners and metal protecting fluids, to name a few) are nothing more than water and a food source(s), and that’s all they need to survive and flourish.

Consider the fact that if bacteria and fungus are growing in a metalworking fluid, they are breaking down the functionality of that fluid as they consume it – as a food and energy source – rendering it to be something less than was intended. One might further postulate, that if the bacteria and fungus are growing in a metalworking fluid, then the operators who work with the fluid are exposed to biological endotoxins (by-products of biological activity that elicit an immune response in a human host), and this is not a situation that is in the best interests of the health of any operator and it is certainly a condition that health and safety-responsible employers would want to eliminate.

Houghton rationalised that if bacteria and fungus need both food and water to survive, and that the water element of that equation couldn’t be eliminated (because the water is fundamental to cooling the tool), then it could focus on eliminating as many food sources as possible. Houghton spent years in its Valley Forge, Pennsylvania organic chemistry lab developing raw material building blocks that imparted lubricity, corrosion-inhibition, emulsification and many other functions. The key was that Houghton was able to identify or synthesise materials that the bacteria and fungus could not utilise for food or energy.

We explain it to customers as our, “what happens to a man in the desert?” theory. If a man finds himself in a desert, nothing kills him per se, but he is placed in an environment in which he

simply cannot survive, as there is no food and no water. A similar situation occurs when bacterial and fungal spores land in Hocut 795. There is water present, but there is no food available to them, so they cannot survive.

Houghton’s research and development mindset and subsequent effort allowed us to introduce Hocut 795 to the metal working industry and that product is utilized in more than 1000 major customer locations with sales of more than 25 million sump gallons in the US alone. The customer base includes the likes of Ford, Chrysler, General Motors, Timken, Toyota, Misubishi, Caterpillar, John Deere, Briggs & Stratton, Harley Davidson and Tecumseh.

Aerospace customers use Hocut 795-B and include Boeing, Goodrich Aerospace, Champion Aerospace, Rolls Royce, Sikorsky Helicopter, and NASA!

Hocut 795-B (for aerospace machining) differs from the standard Hocut 795 (for general purpose and non-aerospace machining) in that it contains some additional, multi-purpose ingredients. These ingredients protect aerospace aluminium from staining and also allow the necessary tools to best machine titanium, inconel, stainless steels and other exotic aerospace alloys.

In addition, Houghton’s unique research and development approach allowed for the use of optimally lubricious materials that give the majority of customers the chance to achieve maximum tool life and the associated part finish. Some of Houghton’s largest customers have saved more than one million dollars, simply because they switched to Hocut 795 technology!

Houghton’s bottom line to its customer base is simple: “the implementation of our product into your manufacturing process will remove the coolant-related issues from any list of problems you deal with on regular basis. You will be able to focus upon manufacturing your components and not have to deal with problem resolution related to our coolant. Our coolant solves your problems.” It is very satisfying to be able to say that to a prospective customer and know it to be true! ●

Hank Limper: hlimper@houghtonintl.com

BEHIND THE SCENES WITH PRESIDENT & CEO LUBRICANT BUSINESS GULF OIL CORPORATION LTD, INDIA RAVI CHAWLA



My role as President & CEO for India's lubes business is to lead the team to successfully deliver the year's business plans as well as develop our organisation for sustainable longer-term growth. We have taken on the challenge of being a top three brand in the country in the private sector and of growing our volumes by two-three times the industry's average growth rate. We have achieved this for the last 4 years on a CAGR (Compound Annual Growth Rate) basis and are now well ahead of the current market leaders in terms of growth rates. We now have close to 7% market share in the automotive market (bazaar) and are no.2 in both motorcycle oils and in new generation diesel engine oils in India, amongst the country's private sector brands.

My first task was to inject confidence into our GOCL team and create higher levels of motivation by defining a common vision and our strategies, segment-wise. This was followed by implementing a slew of marketing, sales and new product initiatives to 'put our mark' on India's channel-related automotive business.

The second phase was to establish and enhance our teams' performance levels, strengthen their mindsets and create the will to deliver the necessary accelerated growth in the automotive and infrastructure segments.



The future will be to build even stronger competencies and grow our B2B business, as well as establish ourselves as an alternative to other majors in the consumer's mind.

Given our global brand values and our association with sports, we developed a brand communication strategy around "Youth". Our sponsorship of the Kings Punjabi XI and then the Chennai Super Kings (CSK) teams in India's new and burgeoning cricket league – the Indian Premier League – caught the imagination and attention of all.

In 2011 we made the next move; we signed up India's premier youth icon as our brand ambassador:- Mahendra Singh Dhoni (MSD) the Indian cricket captain who took our country to glory by winning the cricket World Cup. This game-changing move will certainly enable us to reach our goal of enhancing Gulf's brand value. MSD stands for all our brand values and is personally committed with us to take the brand to even greater heights.

When not at work, my biggest stress buster and motivation in life is playing games with my kids and being with my family, which consists of "dream , princess and peace"... and me! Ravi means Sun in Hindi, Sapna, my wife of 19 years means Dream, my daughter Trisha is Little

"The future will be to build even stronger competencies and grow our B2B business"

Princess and my five-year old son Aarav's name is Peace. His name also contains the Rav from my name & the A's from my wife and daughter's names.

I love reading autobiographies of sports and eminent personalities and the most important personal value to me is Integrity. I'm mild mannered, I talk a lot to give people lectures but actually I'm quite happy with my own company and I love food & music.

I'm very passionate when India, MSD, CSK and Gulf win. In fact, I have a passion for sport in general and nowadays play tennis once or twice a week. In fact, I look on work as a sport where teamwork, playing hard and respecting everyone is important. ●



CRICKET IS THE TICKET IN SOUTH AFRICA!



Oil Direct (PTY) Ltd., Gulf Oil's official lubricant distributors in South Africa, took advantage of the arrival of cricket's T20 Superleague series in the autumn of last year to launch a multi-platform marketing campaign, aimed at both promoting brand awareness in the country and helping South Africa's aspiring young cricketers.

As is well documented, Gulf Oil Corporation Ltd. has Indian Cricket Captain, MS Dhoni as Gulf's brand ambassador and the company also sponsors leading T20 Indian Premier League Cricket team, Chennai Super Kings (CSK) – for whom "MSD" plays. CSK was one of the teams who qualified to play in the Superleague, joining the top T20 cricket teams from all over the world, who came together to play in the tournament.

Oil Direct's Gulf Oil business is predominantly B2B business, so they used this opportunity, which targets consumers, to enhance the consumer portfolio by introducing Gulf High Mileage 25w60. Creative executions to launch this product featured a cricket promotion whereby consumers won tickets to the matches as well to attend a special "Meet & Greet" function with the players, the media and Provincial Government officials.

For the young aspiring cricketers, a special promotion with a theme, "You too can become a king" was launched. The promotion attracted attention from across South Africa's media including leading TV companies, and news press.

Franck Naidoo: franck@gulfoil.co.za



 **MARKETING: NEW ZEALAND**

THE GULF DENNY HULME FESTIVAL

The fourth New Zealand Festival of Motor Racing was sponsored by Gulf and commemorated 1967 F1 World Champion, Denny Hulme.

Staged over two weekends in January at the Hampton Downs race circuit. The title sponsorship included specific naming of the Can-Am revival races, to celebrate one of the classes that Denny Hulme, a Gulf-backed driver himself, raced and won in the 1970's. Hulme was Can-Am champion twice and runner up three times while racing for McLaren, taking a host of race wins during these years.

It was a perfect opportunity to host customers and prospects in a social setting using the Gulf transporter during the day with food and refreshments, while racing took place, as well as a Gulf sponsored barbecue on each of the Saturday nights.

Official lubricants distributors, CRT, targeted around 250 significant customers and prospects for the event, which proved to be extremely successful.

CRT also put on three related promotions around the event.

"Take the Chequered Flag with Gulf Oil" gave away two weekends for the festival. The competition prize included two nights in a hotel and transport & entry to Hampton Downs, hospitality at the transporter, as well as hot laps in Gulf's "GT40" or a CanAm car during the event.

Promotion for the event included magazine advertising, a dedicated flyer and branded email communications and to qualify customers needed to purchase a minimum quantity of Gulf product



Promotion Detailer

from November through to mid-December. There was also a bulk purchase promotion to go into a draw to win a set of four motor racing icon books.

CRT used Facebook for a competition where they gave away 20 copies of the Best of Classic Driver magazine.

In support of the Bruce McLaren Trust, CRT are promoting the sale of very special motor racing books: the new Denny Hulme book just in time for the festival, plus books on Chris Amon, Bruce McLaren and a Bruce McLaren scrapbook.

Rob Wilby: rob.wilby@gulfoil.co.nz

 **MARKETING: INDIA**

"SPEED BOLT" PROVES TO BE A MASSIVE HIT



In November the factory Aston Martin Racing Vantage GTE was transported to India to form the focal point of a number of activities for press and customers that formed the "Speed Bolt" event.

For four days the car was on display at one of New Delhi's leading shopping malls, the Select City Walk Mall in the Saket area of the city where, as expected it attracted a great deal of attention.

At the end of this time GOCL hosted a cocktail reception at Delhi's Lalit Hotel for a glitzy evening event with around 80 people. The Gulf race car went through a pit stop demonstration, with the evening also featuring a live band and speeches from GOCL's Ravi Chawla, GOI's Sam Cork and Warren Jones from Aston Martin Racing.

The following day the action moved to the Buddh International Race circuit that had, but a few weeks before, hosted India's Formula 1 Grand Prix. There a number of lucky VIPs, Media personnel and competition winners were treated to hot laps in the race car, alongside AMR Team Driver, former Le Mans Series Champion, Stefan Mücke. The day also featured an impressive fleet of Harley-Davidson Motorbikes, spectacular "burnouts" on the track and live trackside musical entertainment for a select number of guests, who were invited to enjoy the show from the stands.

Speed Bolt was a huge success and helped increase interest in both the brand and its motorsport partnership with Aston Martin Racing, ahead of what will be an extremely busy 2013.

Sam Cork: sc@gulfoiltd.com

GULF CAR LEASE WOOS DUTCH CUSTOMERS

WIDE WORLD OF GULF



BACK TO BASS-ICS

If you happen to be a regular at Denmark's music festivals, keep an eye out for Peter Schoedt's band De 3 Bukke Fra Brugsen and, in particular, his Gulf Bass Guitar.

Unlike the majority of musicians, Peter actually crafts his own instruments and this latest one, pictured, pays homage to generations of Gulf Racing cars. It looks fantastic and, according to Peter sounds and plays as good as it looks.

For more information contact Peter Schoedt: freebyrd@sol.dk



Gulf Oil Netherlands (GON) has launched an ambitious Gulf Car Lease initiative, aimed at increasing customer sales volumes and loyalty while, at the same time, further promoting the brand throughout its local market.

In partnership with Mobility Service Netherlands, GON is offering its garage customers the opportunity of leasing Replacement Courtesy Cars at extremely advantageous rates for the garage's customers to use while their own cars are being worked on. Garages can also use the cars as rental vehicles, offering them a good income and profit stream if handled well.

The vehicles – SEAT's new Mii city cars – come attractively liveried in Gulf's famous blue and orange racing colours, as can be seen from the picture and the participating garage also has the opportunity of branding the front of their cars with their own identity.

To qualify, each garage signs up for one of a number of long term lubricant deals, ranging from two to five years, or a bulk lubricant package.

Gulf customers also have the opportunity of acquiring the cars at a minimal cost at the end of the lease term.

Gulf Oil Netherlands is delighted with the way the scheme has progressed so far and, if as successful as is hoped, it could prove to be an interesting model for other Gulf businesses elsewhere.

Sandra Lambers: s.lambers@gulf.nl

MOTORSPORT: PHILIPPINES

GULF PRIDE 4T MASTERS TROPHY



Gulf Oil Philippines, again proudly sponsored the prestigious Masters Trophy Class at the Sixth Annual Motolite Inside Racing Grand Prix (IRGP) in November at the Philippines' historic Carmona Circuit.

The "Gulf Pride 4T Masters Trophy" was contested by beginner, novice and expert riders using the fastest "underbone" models from participating manufacturer teams. Powered either by 170cc/2 valve engines or 150cc/4 valve power units, with open modifications, it was the highest performance category at the meeting and continues to push forward the technical boundaries.

The event is the biggest annual year-end meeting for the country's motorcycle road racing fans, as it aims to provide a "GP" style race event for the local racers and teams. Top local racing teams and riders participate and amongst them is Gulf-sponsored, leading local rider and IRGP champion Jeff Chan.

Joy Sarkar: js@gulfoilphilippines.com

 **PEOPLE & PLACES: JAPAN**

Keiko Ihara, the Japanese racing driver who drove in the World Endurance Championship (WEC) throughout 2102 representing Gulf, recently visited GOTCO-Japan's offices to express her appreciation for the support that Gulf's Japanese official lubricant distributors gave her during the season.

Gulf's International motorsport programme proved an invaluable component of Gotco's Japanese marketing activities. The WEC round in Fuji (Japan) was used effectively in Gotco's sales campaigns and Keiko's own and unique activities meant that the Gulf brand featured heavily in a pair of two hour programmes aired on one of the major Japanese TV channels, NHK-BS1.

Shigeru Matsuda: matsuda@gotco.jp



KEIKO AT GOTCO

 **MARKETING: RUSSIA**



ON SHOW IN MOSCOW

The European Oil Company (EOC) – Gulf's official lubricant distributor for Russia – again last year took part in the Moscow International Motor Show, Automechanika 2012, at the 'Expocentre on Krasnaya Presnya' exhibition centre.

"We're always very serious about planning our presence at the show. Our target for this exhibition was to better last year's results" explains Irina Logunova – General Director of EOC.

"This year, our company had a unique exhibit on display – the "combat" UAZ 31512 Sport autocross car of legendary Russian autocross veteran, Igor I. Borisenko. EOC was greatly honored that he visited the stand during the exhibition. At the age of 75, Igor is still taking part in – and winning – competitions. He's amazing! And of course, the engine of his UAZ uses Gulf lubricants. The location of our stand, this year, meant it had a record number of visitors. We are really pleased with the results and look forward to working with many new and potential partners."

Ilena Yakovlena: I.yakovleva@gulfoil.ru

 **MOTORSPORT: DENMARK**

MAX RESULT FOR MAX



The Gulf sponsored Danish rally team of Max Christensen and, co-driver Ole Frederiksen took their high flying Subaru Impreza WRX (pictured) to an impressive result in the Danish Rally Championship. Not only did they win Group N Cup for standard production cars, but they even took second place in the Danish 4WD Championship, where the Group N cars faced strong competition from many of Super 2000 rally cars which are intrinsically much faster, being purpose designed rally cars.

At the start of the championship finale, the Danboring Rally, the two Gulf drivers were second in Group N, but the very high speeds took their toll on the other main Group N title contenders, forcing one to crash and the other to retire with a broken engine, leaving the road free for Christensen and Frederiksen.

"I don't think we could have done much more than we did," said newly-crowned Group N winner, Max Christensen on the podium, after the rally. "My Subaru has done brilliantly well all season, with absolutely no problems at all. We will now look at the regulations for next year, once they are published, and then decide what to do."

The team also attracted the attention of Danish TV and can be viewed at: <http://www.tv2nord.dk>

Niels Peter Lund-Boyschau: np@dccenergi.dk



MAIN IMAGE: Mount Fuji offered a spectacular backdrop to the Japanese WEC Round.
CLOCKWISE FROM BOTTOM LEFT: Gulf Racing MP4/12C in Blancpain action; OAK Racing LMP2 Morgan is chased by LMP1 OAK Pescarolo; GTE Pro Vantage awaits the start at Silverstone; Victory in GTE Pro for Gulf and AMR in China; End of season AMR Team celebratory photo in China.



GULF OIL INTERNATIONAL 2012 MOTORSPORT ROUND UP

2012 was a season that heralded some excellent performances for Gulf sponsored cars in International Competition and was marked by a brilliant return to form by Gulf Oil International's motorsport partners, Aston Martin Racing and some other notable successes along the way.

WORLD ENDURANCE CHAMPIONSHIP

The inaugural World Endurance Championship added a new dimension to Gulf's chosen primary motor sport discipline: Endurance Racing. The championship took in famous race tracks from four continents in an eight round series that included the world's greatest sports car race, the Le Mans 24 Hours.

ASTON MARTIN RACING

AMR contested the full championship in the GTE Pro category with its Vantage GTE. This was complemented at some rounds by additional entries in the GTE Am category.

Ever present in the driving team were Stefan Mücke and Darren Turner, who were joined at some races by Adrian Fernandez – all seasoned and successful Aston Martin campaigners.

With the return to its GT roots, AMR hit the ground running. At the famous Sebring 12 Hours, which kicked off the WEC, the Gulf sponsored car led at times and, despite a 25 minute stop after an incident, came home to a fine finish on the podium in third.

Europe beckoned and more particularly the Six Hours of Spa. In the race, the Gulf machine sprinted away from the rest of the GTE field in the early wet conditions before a gearbox problem proved to be terminal.

Next up came Le Mans itself, with a second Gulf Aston entered in GTE Am and both cars looking like potential category winners. Indeed, both led the race at various times, before problems intervened, but the regular GTE Pro car of Mücke, Turner and Fernandez, came home a strong third, returning Gulf and AMR to the Le Mans podium for the first time since 2008.

A three car entry for the team's home race at Silverstone once again yielded a podium finish – this time the runner's up slot and it was to be the same story at the next two rounds, in Brazil and Bahrain. All certainly excellent results, but promise yet to be truly fulfilled.

In Japan, the Porsches suddenly came alive and relegated the championship leading Ferrari to second and Aston Martin to third, so although it marked Gulf and AMR's fifth podium in a row, it meant that the final race in China would decide the championship runner up position between Porsche and Aston Martin. The mission was simple, finish ahead of the Felbemeyer Porsche.

This was achieved in fine style with the team signing off the season with its first victory – leading for most of the race, having started from Pole Position.

OAK RACING

Jacques Nicolet's extremely professional Le Mans based outfit contested the entire WEC and most of the European Le Mans Series (ELMS).

The team ran their OAK Pescarolos in the LMP1 division and Morgan-badged cars in the LMP2 category powered by Judd and subsequently Nissan engines. The LMP1 car suffered engine woes for much of the season and took a break from LMP1 for the middle part of the year, while the team decided to change to Honda engines. The switch looked promising but they were always playing "catch-up" with their competition.

In LMP2 it was a different story. The Morgans were always in the hunt for category podiums, taking third in Brazil, Japan and China and second at the opening round in the USA. OAK's season highlight came in the ELMS where the team took an extremely well deserved overall victory at the UK round at Donington Park.

GULF RACING

Gulf Racing entered a pair of McLaren MP4/12C sportscars in the highly competitive Blancpain Endurance GT series.

The beautiful blue and orange machines boasted a pair of McLaren works drivers in Stuart Hall and Rob Bell who teamed up with Gentleman Racers, Roald Goethe and Mike Wainwright. The cars were often fast enough to be in contention for class podiums but couldn't quite realise their potential.

Gulf Racing also provided a third factory-supported Aston Martin Vantage GTE for the Silverstone WEC round and will do so again in 2013. ●

Simon Maurice: simon@chicanemarketing.co.uk





ASTON MARTIN

CELEBRATING 100 YEARS WITH 100 CENTENARY EDITIONS —



A 100th birthday deserves celebrating in style, so to mark our first century we have created four exceptional Centenary edition models. Based upon the Vantage, DB9, Rapide and Vanquish lines, production of each Centenary edition model will be limited to a maximum of 100 examples.

Distinguished by unique graduated two-tone paint scheme, special leather and contrast stitching — these Centenary edition cars are united in demonstrating the unrivalled level of craftsmanship that exists within Aston Martin.

Solid Sterling silver wings badges with exquisite enamel inlay and numbered hallmarked solid Sterling silver commemorative plaques are suitably exclusive finishing touches to what are sure to become covetable collectors' cars of the future.



1913 – 2013

TO FIND OUT MORE ABOUT OUR CENTENARY YEAR & CENTENARY EDITIONS VISIT WWW.ASTONMARTIN.COM/100

Official government fuel consumption figures in mpg (litres per 100 km) for the Aston Martin Range: urban 48.7-11.6 (5.8-24.3); extra-urban 62.8-24.1 (4.5-11.7); combined 56.5-17.3 (5.0-16.4). CO₂ emissions for the Aston Martin Range 388 g/km-116 g/km.