



No.31 • 2013

ORANGE DISC



SYNERGY GULF AND HOUGHTON: THE FIRST 200 DAYS



syn·er·gy

Definition:

1. The interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual effects
2. Cooperative interaction among groups, especially among the acquired subsidiaries or merged parts of a corporation, that creates an enhanced combined effect

As demonstrated by the rowing image on the cover of this edition, maximum synergy is required between

the members of a rowing team in order to move the boat ahead as efficiently and quickly as possible, in order to achieve its goal: to be the first past the winning post.

Many of you will have read in the previous edition of OD, about the acquisition of Houghton International, the number one metal working fluid company in the world. Since then, Gulf and Houghton have been working closely, via a steering committee and various working groups, on areas where Gulf Oil International (including Gulf Oil Marine) and Houghton, could benefit

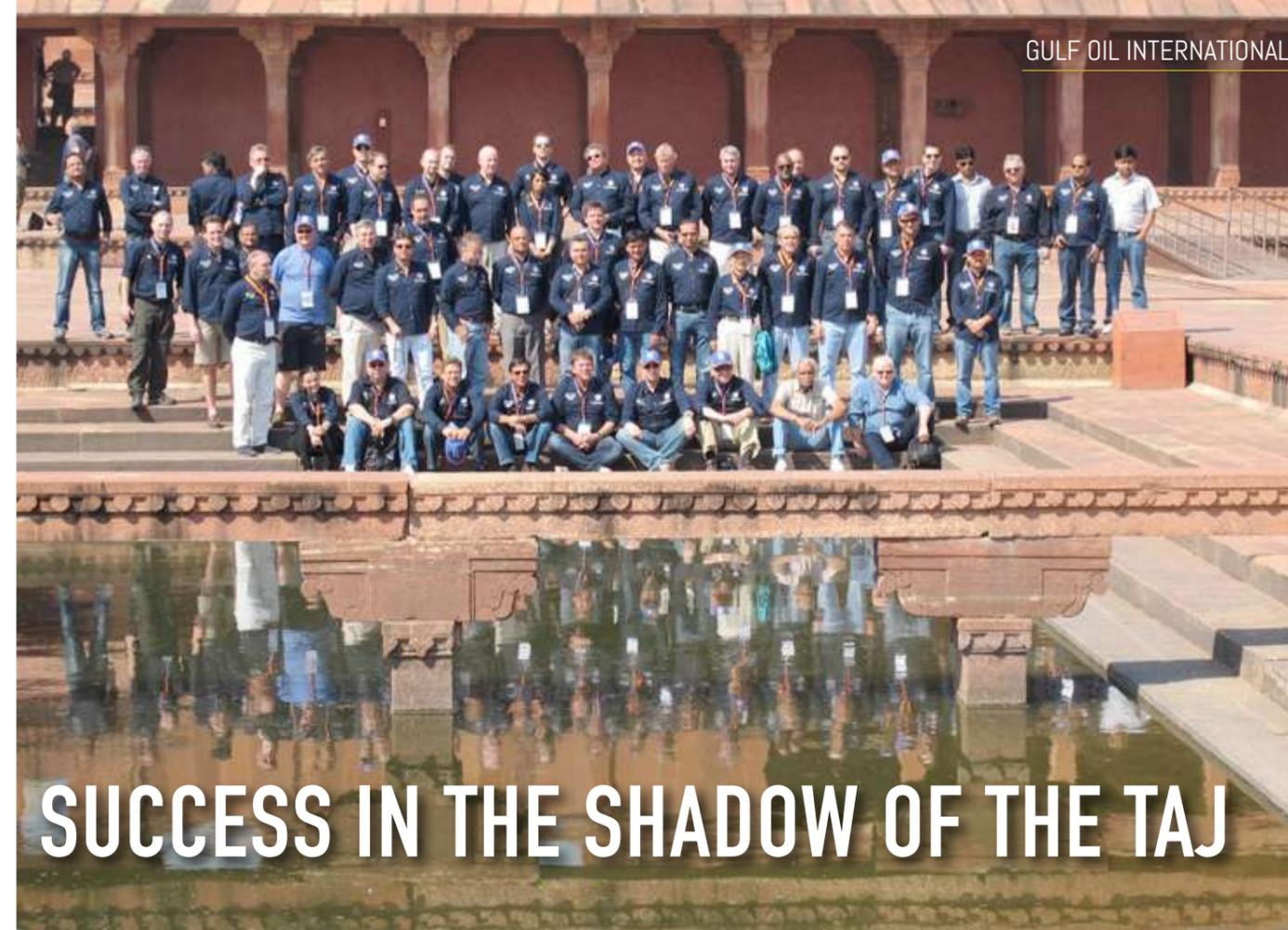
from complementary areas of business, including manufacturing and supply, logistics, sales and procurement (amongst others).

These working groups meet on a weekly basis, either via telephone conference or face to face, wherever in the world is necessary to bring about the synergies required. An initial 100 day target was set by the steering committee to realise some of the benefits of the collaboration and in this latest issue, some key synergies are highlighted.

The latest Gulf Oil International Convention, which we report on opposite, also offered up another example of synergy, this time within the Hinduja Group through collaboration with sister company Ashok Leyland Ltd (AL). AL is the second largest truck and bus manufacturer in India, with an ever-expanding network of sales agents across the world. Following AL's presentation at the Convention, several Gulf distributors have expressed interest in becoming AL agents in their countries and talks are now ongoing.

The Gulf & Houghton synergy project is still very much work in progress and through the co-operation of all stakeholders there is no doubt that the most important target – satisfied customers – will be achieved.

Paul Stannard
Business Development Manager
Gulf Oil International UK Ltd



SUCCESS IN THE SHADOW OF THE TAJ

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The 2013 Gulf Global Convention was without doubt the most vibrant gathering that Gulf has yet witnessed. This was undoubtedly due, in no small measure, to the fantastic setting and the amazingly warm reception that India and the host country organisation offered to delegates. More important however, was the positive nature of the convention theme and the way it was delivered by the presenters – as well as the activities that helped bring delegates together and charge their spirits. The Convention's "Let's talk about success" theme seemed fairly self-explanatory and indeed, many of the presentations offered excellent examples of this in Gulf operations throughout the world.

ABOVE: Photo call for 2013 Convention at India's former capital, the now deserted Fatehpur Sikri hill fort

LEFT: While in Delhi, Convention visited the famous Qutb Minar tower

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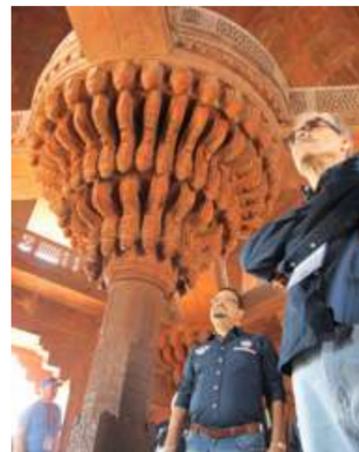
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ABOVE CLOCKWISE FROM TOP: Frank Rutten – “Accelerated Growth the key to future success”; Inside the Fatehpur Sikri; Dr Y P Rao; Gulf gathers at the Taj Mahal



“Accelerated Growth for Gulf on a global scale” was most certainly the message that all of the delegates took away from the Convention”



Highlights included Gulf Oil Marine MD, Keith Mullin’s overview on how the company had been turned around and developed into a true global player; an overview of how Gulf had succeeded in Peru from Roger Lescano; Gulf’s technical advancements from Dr Y P Rao and the history of the successful company that is Houghton International, as described by Houghton CEO Paul DeVivo.

The presence of several key Houghton executives at the Convention was a most welcome addition and allowed both companies to get to know each other on a business and personal level.

Gulf Conventions are always a blend of social activities and pure business – and the opportunity afforded to network amongst Gulf people from around the world is always done with style and in some interesting and memorable locations.

Of course, few come more spectacular than the Taj Mahal – a highlight of any trip to India. The trip was also supported by a history in musical theatre of the Taj Mahal based on the love story that led



to its creation. Gulf delegates were given tours of Delhi before and after the stay in Agra and they visited the old hill-fort city that was India’s capital before the Taj Mahal was built. As well as some amazing Indian meals a gala night became the focus of the event, organised at the Jaypee Palace, (the location of the business days), where everyone dressed up in Indian clothes and one of India’s leading popular music bands, played a live set, together with a well-known dance duo.

The pictures featured here tell much of the story, but when pooled together, the convention, as a whole undoubtedly seemed greater than the



ABOVE – CLOCKWISE FROM TOP: Group shot at Delhi’s India Gate. Photos with M S Dhoni cut-out proved popular at the gala evening; Convention in full flow

CLOCKWISE FROM LEFT: Paul DeVivo; Sanjay Hinduja; Indian dance duo; Convention Opening Ceremony

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NEW DISTRIBUTORS: GUINEA

As the Gulf brand continues to increase its presence and influence in the global lubricants arena, Gulf Oil International is extremely pleased to announce the appointment of HQ Trading Co. Ltd, (www.hqtcompany.com) as the new Gulf official distributor for lubricants in the African Republic of Guinea.

Incorporated in 2005, HQ is based in Freetown, Sierra Leone. It has 75 staff and its primary business activity is light and heavy-duty vehicle hire. It also hires out earth-moving equipment to construction firms and mining companies in Guinea, Sierra Leone and Liberia. The company supplies genuine products including spare parts, lubricants and

fluids to its corporate clients.

HQ's main targets with Gulf products will be mining and construction companies - where they already have customers - and they plan to transfer their existing lube sales over to Gulf to accomplish this. HQ also plans to enter other sectors and Gulf products are an important part of helping this expansion. Products will be supplied by Gulf Oil Middle East Ltd.

Please join Orange Disc in welcoming HQ to the Gulf family and wishing Dr. Abu Bash-Taqi and his company every success in expanding Gulf business in Africa. Abu Bash-Taqi: abu@hqtcompany.com



NEW DISTRIBUTORS: IRAQ

Gulf Oil International (GOI), is extremely pleased to announce the appointment of the Al-Qaswaa Group as the new Gulf official lubricant distributor for Iraq.

Pictured is the design for a Gulf showroom in Baghdad, where Al-Qaswaa is based, and which forms part of the company's ambitious marketing plans for the brand in Iraq.

Founded in 1919, the Al-Qaswaa Group, based in U.A.E, is a leading power generation manufacturing company selling different types of power generators at OE level. It is also involved in general trading and contracting in Iraq, with branches and showrooms covering Baghdad, Erbil, Basra, and Najaf.

Al-Qaswaa has a history of selling lubricants, alongside their other activities, and now look forward to representing the Gulf brand and building significant sales volumes.

Al Qaswaa are committed to providing the most reliable service and efficient products, through highly experienced engineers, technicians and administrators. In 2011 they won a major contract to supply the Ministry of Water Resources with power generators for projects throughout Iraq and this was followed in 2012 by another important contract to supply

the Iraqi Ministry of Electricity with power generators.

Gulf Oil Middle East Ltd are supplying product and orders are already underway and GOI is providing guidance and marketing assistance.

Please join Orange Disc in welcoming Al-Qaswaa as an official Gulf lubricants distributor and wishing them every success in growing the Gulf business in this most challenging of markets.

Mohamed Al Obaidi is the General Manager and first point of contact for all enquiries: m.alobaidi@alqaswaa.com



The centenary celebrations of Aston Martin have been continuing through the year and with the intensity growing over June and July, the Aston Martin factory in Gaydon has most recently been the key focal point for the British Marque.

Pictured is the impressive display in the lobby of the factory, which has their current factory race car – the Gulf liveried Aston Martin Vantage GTE – as the central car in the display.

HAPPY BIRTHDAY ASTON MARTIN!
www.astonmartin.com

PEOPLE & PLACES

GOTCO PRESENTATION IN LONDON

Pictured here (left) is the retiring President of GOTCO Japan, Gulf's official Japanese distributors, Mr Shigeru Matsuda, on a visit to London. He visited the GOI offices together with the new head of Gotco GOTCO, Mr Takahshi Takashi Fujita (inset).

Gulf Vice President International, Frank Rutten presented Mr Matsuda with a limited edition Gulf watch in recognition of his efforts and achievements in Japan with the Gulf brand. Although Mr Matsuda is stepping down and is looking forward to concentrating more on his other love, Tai-Chi, he will be continuing his association with GOTCO in a Marketing Communications capacity. Orange Disc and GOI wish him a very happy retirement, but at the same time look forward to maintaining contact with him through until at least 2104.

Shigeru Matsuda: s_k.matsuda@agate.plala.or.jp
Takahshi Fujita: fujita@gotco.jp



SUPERSTATION 2013 – LET THE BATTLE COMMENCE!



Gulf dealers in the UK are once again competing in Superstation, the retailing standards competition introduced by Gulf's UK Fuel Licensees, GB Oils in 2012 to improve forecourt facilities and service.

With judging already underway, retailers are waiting to hear if they've been selected as a finalist and invited to the Awards Gala Dinner at the prestigious Belfry Golf and Leisure Resort (pictured here) on Thursday 24 October.

"Dealers of all sizes enthusiastically welcomed the launch of Superstation last year and the 2013 event is driving standards

even higher," says Jenny Lockwood, Retail Commercial and National Accounts Manager. "It has started with area managers evaluating every site and, during July, the GB Oils management team are developing a shortlist for the judging panel to consider."

The coveted Superstation Awards up for grabs for Gulf dealers in 2013 are:

Best GB Oils Site; Best Forecourt Facilities; Best Shop and Best Gulf Site.

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RETAIL EXPANSION CONTINUES IN BELGIUM

Gulf's Fuel licensee in Belgium, Demarol n.v. continues to expand the Gulf retail presence with new service station openings taking place at the rate of almost one a month.

Pictured on the right is the fuel station that opened at Peppino Lommel, not far from the border with the Netherlands in Belgium's Limburg region.

A new service station has also recently opened near Antwerp in Hove and another in Bocholt not too far from the Dutch border. With other openings scheduled throughout the summer, this brings the number of Gulf stations in Demarol's Belgian network to more than 70 in total.

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

Sven Van den Branden: sven@demarol.be



STAR PICTURE



SHOWING OFF GULF IN TURKEY



Delta Akaryakit, the official licensee for Gulf fuels and lubricants in Turkey, had a major presence at the 11th International Petroleum, LPG, Lubricants, Equipment and Technologies Trade Fair in April.

The event was extremely successful, with more than 1000 people visiting the Gulf stand. Overall, the fair attracted almost 50,000 visitors in total, 12,300 of whom were foreign and, it was more than 20% up on the previous record set in 2011.

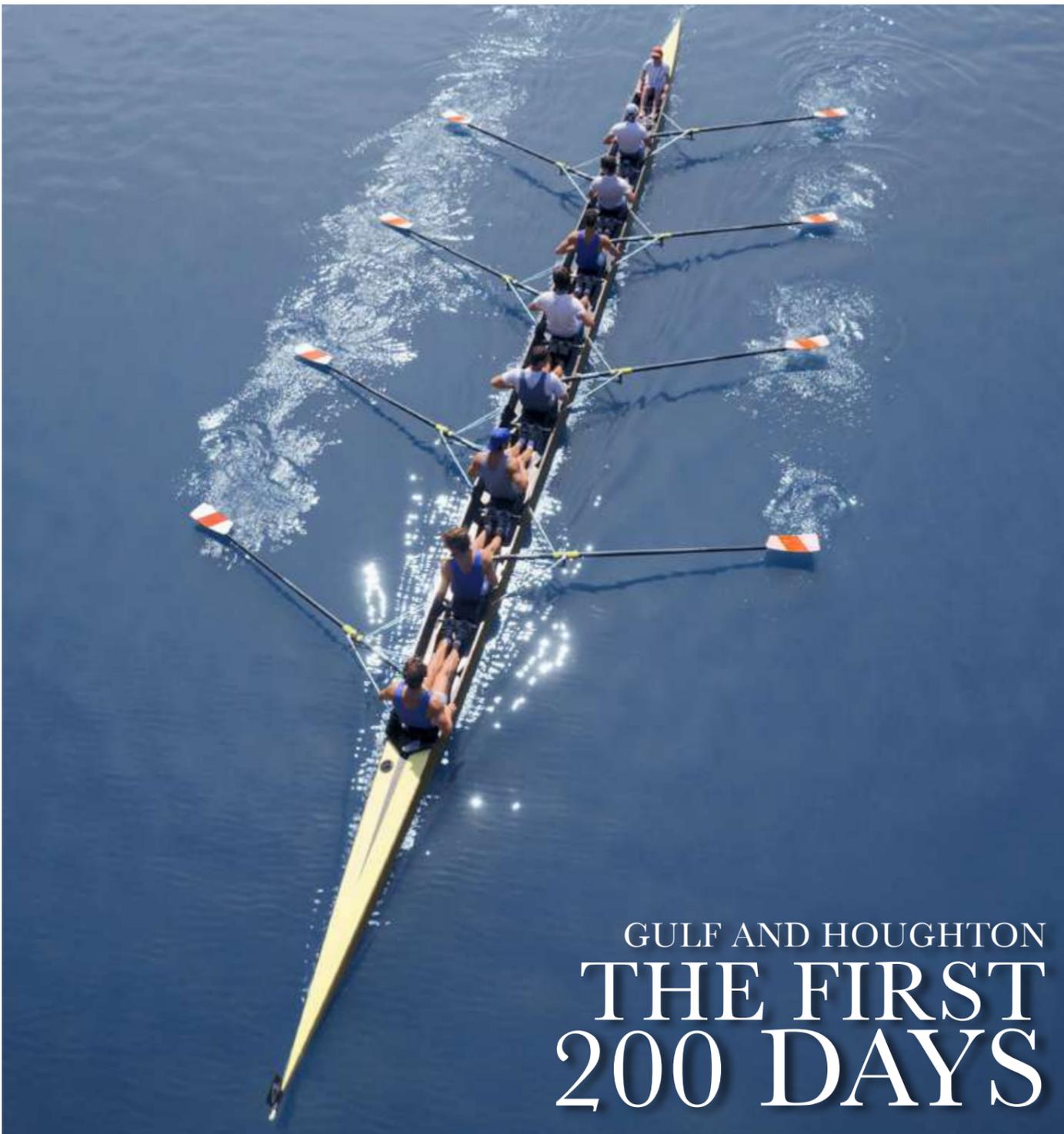
The Gulf stand was one of the biggest stands of the fair. As can be seen from the pictures, it featured a 36 metre long Time Tunnel, which Delta used to show the history of Gulf.

Starting in 1901 and going through to 2050, 27 Gulf milestones were displayed in the time tunnel - each with a picture and description. For 2050 Delta designed a space station! All of the visitors enjoyed their trips down the time tunnel, with the general consensus being that it was like taking a museum tour.

Delta also exhibited vintage Gulf pumps, old advertisements and lubricants in the tunnel. A Gulf-liveried Aston Martin also featured prominently on the stand, which was one of the major talking points of the fair and attracted the attention of Mr. Taner Yildiz, the Turkish Minister of Energy and Natural Sources. Visitors to the stand were also able to enjoy a tasty coffee from Caffe Nero, which is one of the Delta group's other companies.

Delta hosted both existing and prospective dealers on the stand, and as well as Mr Taner Yildiz, visitors also included leading figures and opinion formers from the general energy sector, as well as from the Fuel, LPG and lubricants sectors.

Baha Sonmez: bsonmez@gulf.com.tr



GULF AND HOUGHTON THE FIRST 200 DAYS

The 8th July this year marked 200 days since the completion of the deal that saw Gulf and Houghton International join together. When Gulf Oil International acquired Houghton, identifying synergy opportunities became a top priority. Synergy can be simply defined as “cooperation between groups that creates an enhanced combined effect.”

Orange Disc takes a look at some of the key synergies that have so far been achieved and the necessary processes involved by way of some practical case studies:

GULF & HOUGHTON SYNERGY: ADDITIVE PROCUREMENT

The coming together of Gulf & Houghton has provided many opportunities for capturing synergy benefits in different areas. One clear example is in additive procurement considering that the union of Gulf and Houghton created one of the world’s top ten lubricant companies.

To leverage economies of scale benefits created from this union, the joint teams of Gulf and Houghton set about analysing several different priority areas. Of these areas arguably the biggest is the procurement of raw materials (base oils, performance additives and packaging materials).

The major benefits that were identified from these newly found economies of scale were as follows:

- Access to world class technology
- Increased opportunity for producing products that stand out from competitors products
- Joint development of regional/segment specific products
- Pricing in line with major lubricant companies

After quantifying the collected data, a buying leverage was identified. Five major additive suppliers were short-listed, out of which two are mainly meant for Gulf and one for Houghton, with two more having products that are used by both Gulf and Houghton based on their relative strengths in different product segments.

After quantifying the collected data, it was identified that there would be a strong buying leverage. Five major additive suppliers were then short-listed, out of which two traditionally supplied Gulf and one Houghton. Two more had products that are used by both Gulf and Houghton based on their relative strengths in different product segments.

In today’s fast changing era of engine/vehicle technology it is extremely important to have access to world class technology to have a level playing field to meet the ever increasing stringency of emissions norms and fuel economy demands coupled with durability requirements.

Given how competitive today’s world is, it is critical to collaborate with additive technology providers by identifying the projects, in order to create product differentiation as well as to identify and develop regional/segment specific products at the right costs – to keep things in line with the “majors”.

Keeping the above requirements in mind, the additive procurement strategy was evolved. Implementation is planned for the next quarter and it is expected to benefit both Gulf and Houghton, by way of availability of the right, differentiated products at the right time and at the right cost.

GOCL & HOUGHTON: SYNERGY INITIATIVES IN MANUFACTURING

The Houghton India and Gulf Oil Corporation Ltd (GOCL) synergy project commenced with plans for synergy in manufacturing, warehousing, logistics and office space. It soon became apparent that the manufacturing synergy will result in the maximum savings.

In view of this importance, concerted efforts were planned and implemented. All Houghton products were categorised in 3 groups, based on ease of manufacturing and number of components involved. Phase I, had five products: two oil soluble products and three neat cutting oils.

Future plans include a separate 700m² work area in GOCL’s Silvassa plant, with state-of-the-art blending and filling facilities

Raw Material procurement was planned, based on lead time and expected receipt date for additives, as confirmed by respective suppliers. The manufacturing plan was then finalised, date-wise.

The manufacturing infrastructure requirements and modality was studied for production feasibility of the short-listed products in GOCL’s Silvassa plant. It was confirmed that GOCL has similar product and all the required production facilities to manufacture these products.

Houghton experts from USA visited, to guide the GOCL team for the first batches, along with the Technical Director of Houghton India. These were manufactured per the quality requirement and were approved for filling by Houghton’s Technical expert. This was achieved in the normal batch processing time and was very smoothly carried out, generating mutual confidence in the capacity of GOCL’s Silvassa plant to meet Houghton production requirements.

The first phase will be followed by 2 more phases with around 75 more products. The synergy in manufacturing will result in a considerable saving in tolling charges that Houghton was paying in India to get its products manufactured.

Future plans include, a separate 700 square metre work area in GOCL’s Silvassa plant, dedicated to Houghton production, which will have state-of-the-art blending and filling facilities with separate storage and dispatch facilities.





**LEVERAGING ON HOUGHTON'S INDONESIAN PARTNERSHIP:
PT DWI CENTRO PERKASA AND GULF OIL MARINE**



KC Tseng, Gulf Oil Marine SE Asia Operations & Supply Chain Manager, recalled the challenges that Gulf Oil Marine faced for its Indonesian operations. "Importing lubricant products to Indonesia was extremely challenging. It would take us at least 4-5 weeks to get our products through the Indonesian customs and other requirements. And this is despite the geographical proximity between Singapore and Indonesia. The supply difficulties in the past created significant operational limitations, and regrettably resulted in frequent lost business opportunities

"As such, the integration with Houghton, couldn't have come at a better time. When GOM found out that DCP was Houghton's appointed Indonesian distributor, we realised that we could leverage on that partnership to try to overcome our logistical limitations. In fact, it was on the basis of DCP's relationship with Houghton that we were able to establish commercial alignment with DCP quickly – within two months!"

PT Dwi Centro Perkasa (DCP) is part of a group of companies that specialises in various lubricant products in Indonesia. While its main activities are in Java, it has a good network

throughout Indonesia. The group pioneered the importing of foreign-made lubricants into the Indonesian domestic market and has been actively doing so for the past few decades, a clear testimony of its local market strength.

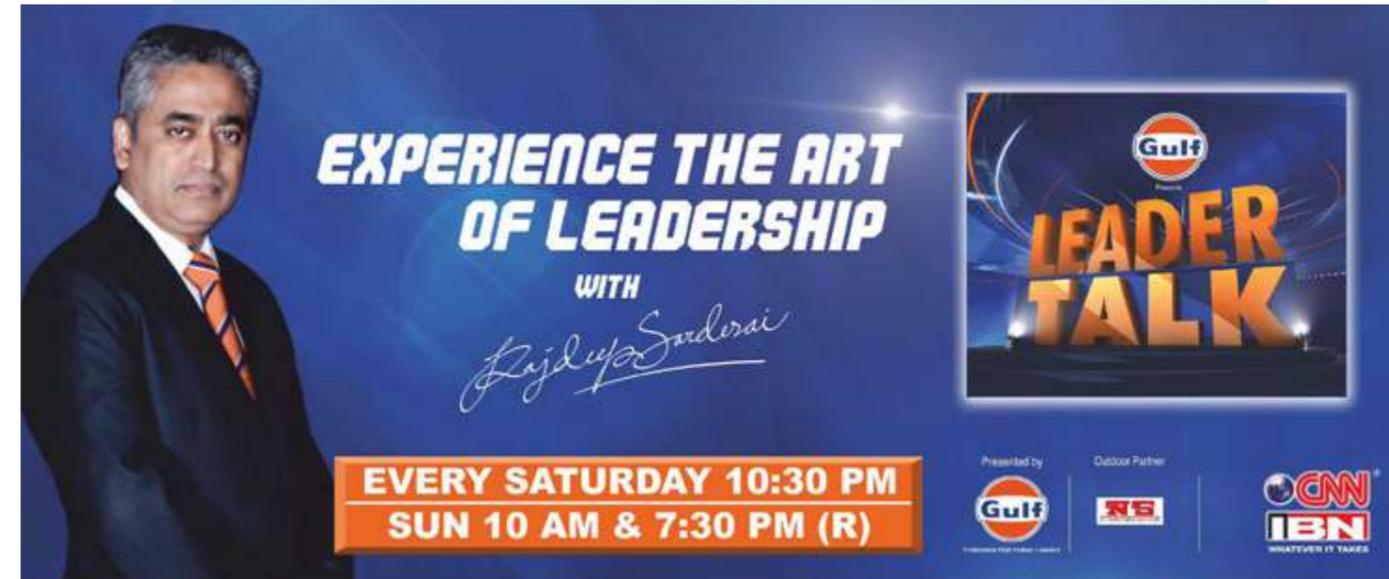
In 2010, DCP was appointed by Houghton for exclusive distribution of its offshore and industrial products in Indonesia. And very quickly, DCP facilitated in securing major global accounts such as ConocoPhillips, for Houghton's offshore products.

DCP became a valued partner of Gulf Oil Marine in April 2013 and GOM looks forward to working with them to enhance its supply operations into Indonesia. It will now be able to better serve global customers lifting products in Indonesian ports and equally important, DCP will be able to offer Gulf Oil Marine products to its customers in the coastal and domestic markets in Indonesia.

"This has made DCP the first integrated partner of Gulf and Houghton's businesses. This development is a great example of how the Gulf and Houghton organisations can leverage on each other's marketing and business network, and grow from each other's strengths", enthused Keith Mullin, CEO of Gulf Oil Marine ●

"This development is a great example of how the Gulf and Houghton organisations grow from each other's strengths"

**GULF PARTNERS CNN
IN GROUND-BREAKING
NEW SERIES**



Gulf Oil Corporation Ltd (GOCL) has entered into a specially focused partnership with the CNN-IBN TV channel to be exclusive partners for a pathfinder series 'Leader Talk' that is being broadcast from mid-July though to the end of September.

The Curtain Raiser episode – which aired as Orange Disc was going to press - has excellent coverage for Gulf and features Sanjay Hinduja, Frank Rutten, Paul DeVivo and Ravi Chawla.

The series, presented by leading Indian business broadcaster, Rajdeep Sardesai, will feature high-level corporate and sporting leaders. For example, the following episode featured Narayana Murthy from Infosys & former Indian cricket team captain, Anil Kumble.

The main objectives of this tie-up are to build the Gulf brand, communicate Gulf's core brand values and strengthen communication on Gulf's value proposition of 'long drain & high performance' among a B2B target audience on the Indian sub-continent. The series should emphasise to an audience that will comprise business leaders, decision makers and senior managers in OEMs, infrastructure companies, mining operations, fleets, marine and general industry, the fact that Gulf are leaders in these different fields in India.

Leader Talk should make a B2B impact with existing and prospective customers alike and create an excellent platform from which to expand Gulf business in the region.

In addition, the exposure – as well as the sponsorship and communication associated with the series – should give the Gulf team confidence to strive further to attain the top three position in the Indian lubricants market.

The initiative as a whole should also give positive reinforcement to the financial community and its leadership, as well to audiences in general. This should have a positive rub-off effect on GOCL's automotive consumers and retailers, as well as on mechanics and even India's youth.

GOCL pre-empted the launch with two email communications for current and prospective customers, as well as for select OEM and business leadership targets.

A new TV Commercial with GOCL's latest B2B positioning line 'Endurance that makes Leaders' has been produced to air alongside the series. The supporting marketing campaign will feature billboards throughout India (pictured), as well as PR from CNN-IBN and GOCL, which will be augmented by direct mailers and online promotions.

A major effort has gone into putting the initiative together and GOCL's Ravi Chawla is very excited about what it will mean to Gulf's Indian business: "We are confident that this will be yet another innovative step for us to further strengthen our place in the Industry. ●"

Ravi Chawla: ravichawla@gulfoil.co.in

GULF ASTON MARTIN EARNS ITS STRIPES WITH LE MANS LIVERY COMPETITION

Back in April, GOI together with partners Aston Martin Racing, launched a competition to design a bespoke livery to coincide with two special anniversaries; the 90th year of the Le Mans 24 Hours and the Centenary year of Aston Martin. The competition encouraged individuals of all ages from around the globe to enter and design a livery for the #97 Aston Martin Racing Vantage GTE using an online template, whilst keeping in mind the iconic theme of Gulf orange and blue.

By the end of the first week close to a 100 entries had been received and this excitement grew, with fans sharing favourites and receiving prizes for the 150th, 200th and 250th entries via Gulf's Facebook and Twitter channels. Engagement levels reached hundreds of thousands on social media networks and, by the end of the month, the competition had received almost 500 entries online and by post.

It left the 97 Vantage GTE drivers, Peter Dumbreck, Stefan Mücke and Darren Turner with the difficult task of selecting the winner, as hundreds were filtered down to ten. The design chosen, entitled 'From Daylight to Dusk' was created by Jonathan Wesley (below right) from the UK. The creative art worker designs on a

professional basis, but had never attempted a car livery before this competition. The full design was revealed to the vast number of fans and assembled media in Le Mans town centre at Scrutineering on Monday 17th June.

Jonathan's prize was a VIP trip to Le Mans and he took his father, David as his guest. The #97 Vantage GTE took a podium, third place finish in LM GTE Pro in the Le Mans 24 Hours and was an impressive standout design among the other art cars that were created for this year's running of the legendary race.

Runners up were also treated to exclusive Gulf Aston Martin Racing clothing packs and model cars.

The second place prizes went to Lynn Williams (UK) with an orange and blue art deco car, and Romain Devillers (France), with a modern take on the union jack design.

The special junior prize was awarded to Ben Jonathan Hancock aged 9, with his intricate hand-drawn design, capturing the true spirit of racing.

Third place prizes went to Louis Niogret (France), Rose O'Brien (Canada), Christoffer Ahlin (Sweden), Stephen Chaplin (UK) and Daniel Hounsell (USA).

Sam Cork: sc@gulfoilltd.com



GULF – HOUGHTON SPECIAL EDITION COMPETITION



In March this year, Orange Disc launched a special edition of the magazine to announce the new partnership between Gulf and Houghton International and to give employees and stakeholders a better understanding of both businesses. The magazine also

included an internal employee competition to celebrate this new milestone for both companies. Entrants were instructed to answer four Gulf /Houghton based multiple choice questions (taken from the text in the magazine), followed by a tie breaker, asking employees to give their view on what makes Gulf and Houghton a winning combination in less than 30 words.

The prizes on offer included 2x first prizes of a special edition Gulf branded Tag Heuer watch, 5x Gulf / Aston Martin Racing clothing packs and 10x model cars of the 2012 Gulf sponsored Aston Martin Vantage GTE.

Entries flew in during the month-long competition, and almost 200 entries were received by the closing date from 81 locations globally across the two companies.

The answers received gave a very positive take on the

accelerated growth that both companies are embarking upon together, giving the competition judges a truly tough task to select the winners but after much deliberation the winners were selected (some of the winners pictured and detailed below).

Below are the answers of the first prize winners, who offered two very unique views of the Gulf – Houghton union:

CHARLES E. VARGA – Houghton Valley Forge, USA:

'Like the Aston Martins they sponsor, Gulf Oil International has the horsepower to succeed globally while Houghton has the finesse to handle the twists and turns of evolving industrial processes.'

ROY ANDRÉS BUENO TORRES – Gulf in Colombia:

'Prescription to be a winner; 1 Cup Experience, 1 Cup Innovation, 1 Cup Persistence, Prescription GULF/Houghton; 2 Barrels Experience, 2 Barrels Innovation, 2 Barrels Persistence'

Congratulations to all the winners and Orange Disc gives its thanks and appreciation to every entrant who took part in the first Gulf-Houghton Competition.

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Winners, clockwise from top left: Third-prize Gulf winner; Wang Bin Ling from China; Roy Andrés Bueno – first prize-winner; Niels Peter Lund Boyschau from Gulf in Denmark – second prize-winner; Houghton's Eddie Malley receiving the second-place prize; David Han, GOM Hong Kong – second prize winner

BEHIND THE SCENES WITH.... JOHN GAW

ASTON MARTIN RACING MANAGING DIRECTOR

Being Managing Director and Team Principal for Aston Martin Racing (AMR) is very different from the type of work that I've been involved with in the past.

To be honest it's not really like work for me – I find work is only work if you would rather be doing something else, and over the past few years this job has been more fun than I could ever have imagined work could be. Because of that I wouldn't want to be anywhere else right now!

Yes, it was a bit of a culture shock for me at first, when I took on the job. Previously I had spent a few years as a Management Consultant and before that I had been at PepsiCo for over 15 years in many different types of roles across the world. Like any role, therefore, it's been both challenging and fun at times, but having partners like Gulf who understand the highs and lows of a Motorsport Partnership has been critical to the direction we have taken at AMR over the last few years.

The recently signed extension to our long term partnership means that it is now the longest continuous partnership that Gulf has had with a team, and AMR is proud to be associated with such a successful, loyal and iconic brand.

In fact, I remember well that it was at a partnership review meeting in London in late 2011 that Sam, Alain and I jointly agreed on the direction we would take. Frank, Sam, Jeremy and Warren then built and grew this last year and here we are in 2013 running 5 fully branded Gulf cars in the pinnacle of Sportscar racing, the World Endurance Championship.

I see a dream as a compelling vision that is too big to accomplish without the help of others. Our aim is to win the World Championship and having the help and partnership of the Gulf team is simply fundamental to our objectives.

I find there are 3 types of people in business. In good times it's difficult to find out who your real partners are but,

when it's challenging it becomes clear there are those who stick with you, those who leave and those who cause the challenging times themselves!

Gulf has very much been the type of organisation we want to continue to stick with and enjoy the pinnacle of our partnership, which I am sure is to come in the very near future.

2013 is a very exciting year for AMR as it's the Centenary of Aston Martin, so we have a very extensive, successful and competitive programme.

We are halfway through the season, as I write this. With the races in Europe now finished, it's all very tight and close between Aston Martin, Porsche & Ferrari and very different to last year, when Ferrari had a clear lead in the championship at this point and we were chasing.

Being a true World championship, we are about to compete in South & North America, Asia and the Middle East in the second

half of the year, and with experience of the circuits from last year, as well as a truly competitive car and driver line up, it looks good for us in the title fight that is to come.

Knowing Motorsport, there'll be some incredible highs and perhaps some challenging moments over the remainder of the year, but we are well prepared and, with Gulf's help, focused and ready to fight for every last piece of tarmac that will make the difference.

Away from AMR, I like to spend time with my wife Samantha, travelling and meeting different types of people and experiencing different types of cultures. We like variety and are rarely found doing the same thing on any weekend.

I can't honestly say I get too stressed about life and I like to take some risks and live life for today. I believe the biggest risk of all is spending your life not doing what you want, gambling that you can buy yourself the freedom to do it later... ●



TESTING TIMES

WORLD ENDURANCE
CHAMPIONSHIP 2013



Silverstone 6 Hours

Gulf Oil International's motorsport partners, Aston Martin Racing enjoyed a superb start to the season at the team's home race at Silverstone.

Four Aston Martin Vantage GTEs were entered for the race – two in GTE Pro and two in GTE Am – and qualifying showed them to be right on the pace, straight away.

The race proved that the Gulf liveried Astons had both race pace and endurance, and the team finished first and third in GTE Pro. The #97 car driven by driven by Darren Turner (GB), Stefan Mücke (D) and Bruno Senna (BR) started the race on pole and took a superb flag to flag victory, while the #99 car of Frédéric Makowiecki (FR), Pedro Lamy (PT) and Paul Della Lana (CAN) came home a fine third.

In the GTE Am class, the "Young Driver" #95 car, with its all-Danish crew of Allan Simonsen, Christoffer Nygaard and Kristian Poulsen brought home an excellent 3 lap victory, having initially run in formation behind the #96 of Stuart Hall (GB), Jamie Campbell-Walter (GB) and Roald Goethe (D). Their Gulf-liveried Aston came home a strong fourth in GTE Am, only a minute behind the third placed Ferrari, having been in contention for a podium for much of the race.

6 Hours of Spa

At Spa, the team fielded a third car and shuffled the driver line-up around a little to be able to accommodate this addition. This time the Ferraris came back into contention and the timing of a safety car period, when it rained, favoured the red machines, leaving the Gulf liveried cars to take a brace of runners up positions on the podium.

It was the new #98 Vantage GTE Pro car, driven by Bruno Senna, Fred Makowiecki and Rob Bell (GB) that took second, with Darren Turner (GB), Stefan Mücke (D) and Peter Dumbreck (GB) finishing fourth in the #97 car and Pedro Lamy (PT), Paul Dalla Lana (CN) and Aston Martin Racing newcomer Richie Stanaway (NZ) finished in sixth in the identical #99 car.

In GTE Am the Danish trio of Allan Simonsen, Kristian Poulsen and Christoffer Nygaard also finished second with the #96 car piloted by Jamie Campbell-Walter (GB), Stuart Hall (GB) and Roald Goethe (D) finishing fourth in a highly competitive pack of nine cars.

Le Mans 24 Hours

Le Mans was obviously totally overshadowed by the accident early in the race, that claimed the life of the talented and likeable Danish driver of the 95 Gulf Aston Martin, Allan Simonsen – a tragedy that was felt not simply by the team, but throughout the whole of the WEC "family" and indeed the wider motorsport community.

It was a double blow for AMR and Gulf, as Le Mans had looked like it was there for the taking – the cars being fastest at the Official Test and then again being the dominant force in qualifying, and this despite a "success" weight penalty being levied on the cars.

Out of the five AMR cars, the 95 car had probably looked the most likely to come home with a win, and after its loss the team considered pulling out of the rest of

ABOVE:
Five Gulf liveried Aston Martin Vantage GTEs
line-up in the Le Mans pit lane during qualifying



Above: Gulf livery competition winning design AM Vantage at Le Mans.
Right, from top to bottom: SPA GTE Pro victors Bell, Makowiecki and Senna; Silverstone kerb hopping; Happier times for Danish-crewed 95 car – GTE Am winners at Silverstone
Below: Gulf glamour in the Blancpain Series



and then to come so close to achieving a victory with which to honour his memory – speaks volumes about the character of the team.”
The WEC is currently on its mid-season six-week break, which gives the team time to regroup before the championship recommences, in Sao Paulo, Brazil at the beginning of September, with the team looking to re-establish its challenge for WEC honours in what are most certainly testing times.

2013 WEC Calendar – remaining races

- 6 Hours of Sao Paulo – 1st September
- 6 Hours of Circuit of the Americas – 22nd September
- 6 Hours of Fuji – 20th October
- 6 Hours of Shanghai – 10th November
- 6 Hours of Bahrain – 30th November

Blancpain Endurance

The Gulf Racing McLaren squad has come into its second year of the challenging Blancpain series and has put the experience gained from its 2012 campaign to good effect.

The Blancpain is a series of endurance races, which also encompasses the famous Spa 24 Hours that took place at the end of July. With a field of almost 70 similarly spec'd GT3 cars it is incredibly competitive and gaining any kind of a decent finish is a remarkably tough ask. Therefore a third place and three top-15 finishes in the four races so far, for the UK-based Gulf Racing squad can be viewed as a real step forward for the team.

The team runs two of the gorgeous McLaren MP4/12Cs – one for team co-owner Mike Wainwright, which is shared with Andy Meyrick and the other for all Pro drivers Rob Bell, Adam Carroll and Nico Verdonk.

Gulf also enjoyed further success in the Blancpain when Aston Martin Racing, in celebration of Aston Martin's centenary, entered a car carrying Gulf branding and, of course, using Gulf lubricants at the second round of the series at Silverstone, for factory drivers, Stefan Mücke and Darren Turner. The car challenged from the start and after taking the lead about a quarter of the way through the race came home to a superb victory, in what is currently arguably the most competitive GT series in the world.

The final race is the Nürburgring 1000kms – 22nd September
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GULF OIL DRAGRACING BIKE MAKES HISTORY

The third season of the drag racing initiative shared between Gulf Oil International, Grand Prix Originals (Gulf's official clothing licensee), and various Gulf Oil distributors around the world, has started in fine fashion.

Ian King, the defending European Top Fuel Drag Bike champion, has taken a win and a semi-final place in the two UEM Top Fuel Championship Rounds so far as he bids to retain his title and take an incredible seventh European crown, as well as a win in the non-points scoring meeting at Santa Pod.

Perhaps the most noteworthy performance in 2013, however, came at Tierp in Sweden, as King became the first UK Drag Bike racer to post a sub-six second quarter mile run with a blistering 5.98 second run.

In doing so he became only the second rider ever outside of the USA to beat the magic six second mark and Ian King ran with a helmet camera, so the historic event was captured for posterity and it can be viewed at: <http://bangshift.com/blog/video-ride-along-on-a-helmet-during-a-5-98-second-quarter-mile-nitro-drag-bike-pass.html>

Ian King's amazing 1500BHP machine runs on standard Gulf motor oil and, as anyone who has seen the flame spewing monster will willingly declare, this is about as extreme a set of conditions as any motor oil is likely to experience. It speaks volumes about the quality and performance of Gulf products.

King is convinced there is still more to come from the machine and Orange Disc will carry further updates as the season progresses.

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MOTORSPORT: INDIA



GULF MONSOON RALLY SURPRISES

The 24th running of the Gulf Monsoon Rally in July broke new ground, both in terms of entrants and also with regards to the winning rider.

The 25km special stage section of the rally is always tough for the competing scooters and riders, with several steep inclines and hairpin bends on the slushy gravel and rock course in Mumbai – and although it hadn't recently rained, as can be seen from the picture, it was still extremely wet in places.

For 2013, the event featured a lone lady competitor, 21-year old fashion student, Loretta Mathew D'lomen (pictured), who fulfilled a long held ambition by competing in the Monsoon Rally and attracted major media coverage in doing so.

The major surprise, however, came from the fact that none of the fancied runners ended up on top of the victory podium as Muzaffar Ali of Bhopal emerged as the new champion. The 32-year-old rider saw off last year's champion Rustom Patel, and former champions Manjeet Singh Bassan, Avtar Singh and Shamim Khan. With 40 riders and excellent media coverage, this year's Gulf Monsoon Scooter Rally once again proved itself to be a roaring success.

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RAS AL KHAIMAH PLANT INAUGURATION

In March, Gulf officially opened its new blending plant in the Emirate of Ras Al Khaimah. In the presence of H.H. Sheikh Saud bin Saqr Al Qasimi, Council Member and Ruler of Ras Al Khaimah, H.H. Sheikh Nahayan Mubarak Al Nahayan, Minister of Higher Education and Scientific Research, United Arab Emirates, the Indian Ambassador Mr Lokesh and a host of distinguished guests.

The new plant, which is a joint venture between Gulf and the Investment and Development Office of the Government of Ras Al Khaimah brings with it a number of commercial advantages.

It also contains a greases manufacturing plant, which is being operated in conjunction with Standard Greases and Specialties Pvt Ltd, one of the biggest grease manufacturers in the world.

The new state-of-the-art facility brings Gulf Oil's UAE annual lubricant production capacity to more than 150,000 tons and its yearly greases capacity to 10,800 tons.

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ABOVE: Inside the new plant.
LEFT HH Sheikh Nahayan Mubarak Al Nahayan (left) and Sanjay Hinduja (right) at the opening ceremony

NEW ARGENTINA PLANT INAUGURATED



April heralded the second official opening ceremony of the year for a new Gulf blending plant, this time, Gulf's new Argentinian facility, situated just outside the country's capital city of Buenos Aires.

The new plant has an automated assembly line, where raw material enters at one side and finished product for distribution leaves at the other end. It is the first plant in Argentina to run with such a fully integrated design concept.

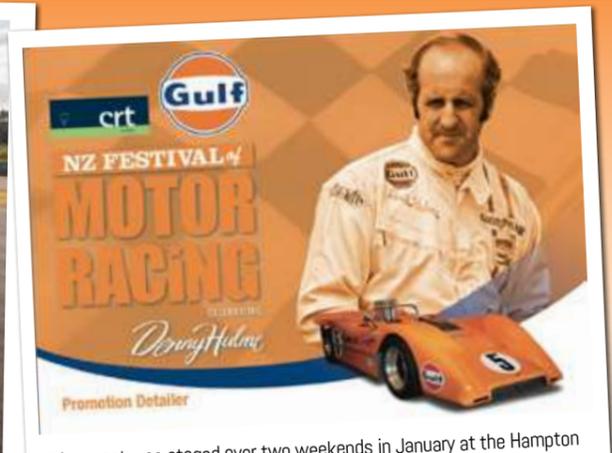
Located in the town of La Reja, a province of Buenos Aires, on the Acceso Oeste highway that links the main routes of the Mercosur customs union countries (Argentina, Brazil, Paraguay, Uruguay and Venezuela), the new plant should logistically offer Gulf products an important competitive edge in the region.

The official opening was preceded by a Media briefing to explain the reasons for a new plant and Gulf's strategy in Argentina as well as the region as a whole.

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The fourth New Zealand Festival of Motor Racing was sponsored by Gulf and commemorated 1967 F1 world champion, Denny Hulme, who competed in 59 Formula One races, and 22 Can Am races under Gulf sponsorship, taking the Can-Am title in 1968 and 1970.



The event was staged over two weekends in January at the Hampton Downs track and the title sponsorship included specific naming of the Can-Am revival races to celebrate one of the classes that New Zealander Denny, a Gulf-backed driver himself, raced in. CRT ran promotions around the event, which was attended by over 25,000 spectators.

THE GULF DENNY HULME FESTIVAL



CRT chief executive Brent Esler said it was a perfect opportunity to host customers and prospects in a social setting. "We used the Gulf transporter during the day with food and refreshments, while racing took place, and then moved to a Gulf sponsored barbecue on each of the Saturday nights, which gave us a variety of opportunities to look after our invited guests."



The celebrity driver on the second weekend was living F1 legend Howden Ganley, who was also a BRM teammate of Jo Siffert and together they secured second place at the Le Mans 24Hrs in 1972 in a Gulf Mirage



For the first weekend, the GT40 was driven by celebrity drivers Chris Amon, former Ferrari Formula 1 driver and 1966 Le Mans winner with Bruce McLaren in the first Ford GT40 win. Chris also hot-lapped the Hampton Downs circuit with Jan McLaren, sister of the late Bruce McLaren – a significant tribute to McLaren in the 50th anniversary of the year he started McLaren Racing Ltd, the beginnings of what would become one of the most famous international motorsport brands.



Official Gulf lubricants distributors, CRT, targeted around 250 significant customers and prospects for the event, which proved to be extremely successful with hospitality, spot prizes and hot laps during the lunch breaks which left some lucky customers breathlessly delighted.



The acceleration of three Gulf branded Porsches led by the sleek Gulf GT40 hot-lapping Hampton Downs, for the entertainment of the crowd and passengers alike, was a sight to behold.

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EXCITING NEW GULF CLASSIC CAR RANGE

At the request of various Gulf distributors around the world, Gulf Oil International, in collaboration with Transnational Blenders BV (TNB) in the Netherlands, is launching a new product range for Classic Cars: Gulf Classic.

The classic car market, although specialist, is one of the largest areas of the automotive sector and in many countries runs into hundreds of thousands of vehicles. Classic car enthusiasts cherish their cars and this new range offers lubricants that are specifically designed to meet the needs of the older car. Such is the popularity of classic cars that this new range represents a very profitable opportunity for many different countries and take up has already been strong.

The new Gulf Classic range comprises of three different products: Gulf Classic 30, Gulf Classic 50 and Gulf Classic 20W-50, which should cater for the overwhelming majority of classics around the world.

As the image of the product shows, the label is designed to create an older 'classic look' and this is in part due to the use of the 1950's Gulf logo. Gulf Classic will be supplied in 5 litre rectangular metal cans, a format that proves very popular with classic car enthusiasts.

Gulf Classic has been produced to fulfill a specific demand from the market place and will become fully available before the end of Q3 2013.

Additional marketing backup by way of specialist PR support for a launch campaign will be offered to every distributor who takes up the Gulf Classic product range.

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HUNGARY MOTORSPORT: HUNGARY

GULF GOES FOR RALLYING IN HUNGARY



Unifilter, Gulf's official lubricants distributor in Hungary, has largely switched its motorsport activity from racing into rallying. Such is the love for that branch of the sport in Hungary that it attracts much bigger crowds than any of the circuit-based events.

As can be seen from the accompanying image, the vividly liveried Mitsubishi Lancer Evo VI features extremely prominent Gulf branding and is competing in the Hungarian National Rally Championship. This is a seven round series that comprises a mixture of tarmac and gravel road events.

The car is crewed by Zoltan Strider and Peter Koch and has established itself as a contender for class honours in the series.

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TRINIDAD & TOBAGO MARKETING: TRINIDAD & TOBAGO

Lange Trinidad Limited has teamed up with the local motorsports facility to re-furbish and brand the Race Control Tower and VIP Hospitality suite. This means that the Gulf brand will be front and centre for events every week of the year.

For 2013 Lange has also become a sponsor of the Trinidad and Tobago Karting Association, helping to groom the next generation of automotive competitors and giving future Gulf drivers early exposure to the brand.

This year also sees a dramatic facelift for the delivery fleet of Lange Trinidad Limited's Lubricants department. With creative new liveries, utilising Gulf's partnership with Aston Martin Racing as inspiration, these new colour schemes provide a much greater visual impact than previously and also offer an interactive element to the design.

With Lange's 24/7 delivery service, these vehicles offer a round-the-clock opportunity to showcase the Gulf brand's strong ties to performance and reliability.

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COLOMBIA BUSINESS DEVELOPMENTS: COLOMBIA

GULF INUAGURATES ITS FIRST FUEL STATION IN COLOMBIA



Gulf is now a fuel retailer in Colombia. Pictured here is a customer at the first Gulf service station in Medellin, Colombia's second biggest city. With this opening Prolub S.A joins the growing number of official Gulf distributors who have expanded their operations to include fuel retailing.

Further fuel station openings are planned in the remainder of this year and the programme should further strengthen the emergence of Gulf as a fuel retailing brand throughout the South American continent as a whole.

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JAPAN MARKETING: JAPAN

GULF NOSTALGIA IN JAPAN

GOTCO-Japan, Gulf's Japanese distributors, sponsored a series of Classic Car Shows in Japan, this year, which were known as the Gulf Nostalgic Car Festival 2013 (<http://www.nostalgic.co.jp/>). There were three such Gulf Festivals this year, in the cities of Nagano, Tokyo and Nagoya in April, May and June respectively.

Gulf branding was prominent everywhere at both the events and also in the marketing & promotional material. Also, at the events there were a number of excellent Gulf liveried cars, which proved to be extremely popular.

GOTCO-Japan used the occasions to provide special oils for classic cars (SAE 40, 50 and 20W-60 oils), which are grades not commonly available nowadays and these proved extremely popular with the car owners.

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INDIA MARKETING: INDIA

MSD STARS IN NEW "DOMINO" GULF TV COMMERCIAL



Gulf's brand ambassador, India's Cricket Team Captain, M S Dhoni, stars in the new 20 second TV commercial that GOCL has made, which aired in India during the ICC Champions Trophy cricket tournament.

'MSD' is known to be a massive motorcycle fan – so much so that he has his own Superbike Racing Team – and the new ad shows him championing Gulf Pride 4T Plus motorcycle oil – the only oil to stand up as others fall in a "domino effect" – to highlight the long drain (10,000 kms) prowess of this range, which is double the length of the competition.

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 BUSINESS DEVELOPMENTS: UNITED KINGDOM

A NEW DAWN FOR THE PARK GARAGE GROUP



Thanks to the attractive offer for the Gulf brand that has been developed for independent fuel retailers by UK licensee, GB Oils, the fuel station network in the UK continues to expand.

Amongst the latest recruits to Gulf is the Park Garage Group, one of the UK's largest dealer groups with sites in London and across South East England. They recently rebranded 11 forecourts to Gulf and the first impressions from this move are very positive.

"Moving to Gulf was the natural transition," explains group chairman Balraj Tandon who, with brother and managing director Sunil, took over the running of the company from their father in 1984.

"The Gulf brand is going places, it represents a step into the

future and the sites have been refreshed by the new livery."

The £200 million turnover, family-run, business works closely with many major fuel brands and wants its suppliers to be active in the market place.

"Where Gulf is already leading by example is in its relationships with dealers," continues Sunil. "So many fuel suppliers have scaled back field staff and interact by email or phone or visits to HQ and not across our network of sites. That is not the way to understand the business and develop empathy. Running a forecourt is a rollercoaster ride – you gain great confidence in knowing that your supplier understands the micro and macro issues."

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 MARKETING: GOMEL

ELECTRICITY EXPO GENERATES BUSINESS FOR GOMEL

In February, Gulf Oil Middle East Lubricants Ltd. (GOMEL) participated in the Middle East Electricity exhibition, in partnership with the American Ergon Corporation.

It's the largest exhibition of its kind in the Middle East and Africa and it attracted more than 1,100 exhibitors from all over the world, who displayed their goods to over 15,000 influential visitors from more than 120 countries.

GOMEL distributes Ergon Transformer Oils in the Middle East and Africa. The lubricants, which are naphthenic, conform to the latest IEC and ASTM specifications and GOMEL is the only such supplier in that part of the world. It carries a large stock of transformer oils, allowing it to capitalise on its ability to supply any quantity throughout the region within a few days, whereas competitors take a minimum of 4-6 weeks to supply the equivalent.

At the expo, GOMEL showcased Ergon's range of Hyvolt transformer oils, the Gulf range of Transcrest transformer oils and other fluids like turbine and engine oils used in power generation.



The stand generated a huge amount of interest among users and traders alike. Key OEM users, such as Siemens, Hyosung, Hyundai, ZTR, SGB, Voltamp and Al Ahleia all visited the stand.

Participation in the show has proved invaluable for GOMEL, who are currently the supplier of choice to Siemens, Brush, Lucy and Federal in the UAE. They also supply Al Ahleia in Kuwait and Hyosung for their Qatar Phase 10 project and a number of key electricity providers in the region.

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MOTORSPORT

GULF DRAGRACING IN THE NEWS



Ian King's defence of his European Top Fuel Motorcycle is now well underway. In the third year of the project this year his efforts seem to be attracting more media attention than ever before.

Europe's leading weekly motorcycle title, the famous Motorcycle News (MCN) recently ran a major feature on the team. In the four page article (pictured) MCN spent a weekend with the Gulf Oil Dragracing Team and the paper not only chronicles this but also profiles the bike and gets Ian to describe what it takes to make a 6 second run with 1500BHP on offer for a twist of your right wrist.

Ian has also been asked to participate in a TV programme, featuring bike racer, Guy Martin, who is attempting to break the world record for a gravity-powered sledge. There are many

similarities between what Guy Martin is doing and Ian competing with the Gulf Dragracing bike, so the bike is set to feature prominently in the show.

Orange Disc wishes Ian every success in helping the world record attempt and, of course, in his Top Fuel title defence.

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DID YOU KNOW? GULF AND BASEBALL

Thanks to Trond Bull Enger from Norway and Gulf memorabilia collector, Vito Schlabra for bringing this fine photograph of the Gulf-sponsored Port Arthur baseball team from 1923 to the attention of Orange Disc. If anyone else has something unusual as a Gulf collectable we would be happy to consider it for inclusion in a future edition of the magazine.

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AMBITIOUS GOI MEDIA PROGRAMME PAYING BIG DIVIDENDS

Gulf Oil International has embarked on an ambitious and innovative plan for 2013 to help Gulf distributors around the world gain coverage for the brand and its motorsport programme with their key national media. It is designed, at the same time, to build on existing media relations or establish important new ones with distributors' local media



The basis of the programme is "Endurance" and it involves inviting a number of journalists to a truly special weekend at a round of the World Endurance Championship. Each journalist gets to become a working member of the Aston Martin Racing Team, during Official Practice and Qualifying – and, by doing this, gets to experience first-hand what Endurance is all about for Gulf, in action – as illustrated.

Activities include, preparing the cars for the track, changing wheels, working the pit wall, tyre management, an insight into the communications & data processing sections, helping on sub-assembly and of course, checking lube and fluid levels for the race cars so that they get to see Gulf products in use live in the World Endurance Championship.

There is a full and detailed tour of all of the different behind-the-scenes aspects of Gulf's motorsport partners, Aston Martin Racing's race weekend set up and incredible access to drivers, engineers and even top AMR management.

"I cannot understand why any distributor would not want to participate – the input required is so small and the returns are spectacular"

Then, come race day, the journalists get VIP Hospitality treatment from the Team so that they can watch the World Endurance Championship Race unfold, now with a true insider's knowledge of what Endurance racing really takes.

This innovative programme has been incredibly well received and has generated fantastic coverage in all different sorts of media, from TV & radio through newspapers & magazines to online.

Highlights include 15 minutes of dedicated coverage on CNBC's Overdrive programme in India (repeated half a dozen times), two dedicated half hour programmes on London's Zone One Radio, an eight page feature in Top Gear magazine in Poland, a feature in Italy's number one motorsport publication Autosprint, a major feature in one of the UK's leading national newspapers – the Daily Mirror - online section, a feature on Eurosport's Le Mans 24 Minutes programme and an amazing pair of features online and in print in Hungary's top motor racing magazine, Formula.

All dressed up and ready to go: journalists from Germany, Italy and Poland came to the Le Mans Test.

L-R: Activities include liverying up body panels and driver helmets, tyre changing, wheel washing and scraping excess rubber off the tyres



TV Journalists have been an important part of the programme – here CNBC's Overdrive re-attach the front splitter.

Aston Martin Racing team members on hand to help and advise. A chance to get to grips with the vital task of data logging in the pits garage

"I have been truly overwhelmed by the level of interest and coverage that we have had so far from this initiative," explains Gulf Vice President International, Frank Rutten. "I had the chance to spend time with the journalists we hosted at Le Mans and talk to them about Gulf in their local markets. It became clear that we have the opportunity to give some real opinion formers an understanding of Gulf – way beyond the motorsport activity, but also from a business perspective – both for their local market and globally. Frankly, I cannot understand why any distributor would not want to participate – the input required is so small and the returns are spectacular."

Journalists have come from as far afield as Ecuador and the

Philippines and there are already a number of TV companies and publications lined up for later rounds of the WEC. Places are limited to six journalists per race and there are a limited number of opportunities still available for distributors for key local media outlets to benefit from the programme in 2013. The resource input required from distributors is minimal, as GOI has wrapped much of the required elements into its overall programme with Aston Martin Racing.

If, as a Gulf licensee, affiliate or distributor, you want to take advantage of this superb opportunity to increase your media coverage and better your relations with your key media, contact Sam Cork at GOI: sc@gulfoiltd.com

KEEPING CLASSIC WHEELS ROLLING



Today there are millions of classic motor vehicles that are lovingly looked after and regularly used by their owners. Gulf's Dr Richard Pinchin looks at the particular lubrication needs of these cherished pieces of automotive history

Gulf Oil has a long-standing association with a number of classic motor car designs, primarily through its sponsorship of sports car racing. Of all the types of car, it is probably the open top, sports or roadster car that has attracted the affection of motor enthusiasts around the world. At classic car shows such models are always the star attractions, and are usually lovingly restored and presented with as many original features as possible.

The owners of such vehicles also enjoy the pleasure of motoring, even the thrill of participating in classic car races, and thus they seek out oils that are compatible with their cars' engines.

As car designs have developed considerably over the past few decades and, with this progression, so too engine oils have evolved – thus the lubrication requirements of the older engines are not precisely matched to the properties and composition of modern oils.

There are many important design changes that affect the need for a specific type of oil; essentially, engines now have much more power per litre, run much faster and are expected to last longer with far less maintenance. Overhead camshafts and roller lifters have replaced the old cams and push rods with flat lifter systems. Fuel injection has largely replaced carburetors. More durable and lighter weight materials are used, oil seals are more resistant to leaks.

Older engines used to need regular service - and not just regular oil and filter changes – but also adjustments to the ignition and valve timing, with occasional complete re-bores and even decoking. Do-it-yourself car maintenance used to be an essential part of the driving experience, more than just a hobby, but nowadays the need for service and the complexities of modern engines and their electronic management systems put this work very much in the hands of experts.

Fuel quality too has changed; for example, leaded petrol has been phased out in many countries as one of the steps necessary to meet emissions legislation in combination with the use of catalytic converters in the exhaust systems.

All these design changes have an effect, even if sometimes indirect, on the nature of the lubricating oil needed in the engine.

Leaded petrol itself contributed a lubrication effect, which was particularly noticeable on valve seats. Wear of valve seats - or valve seat recession - has been overcome by the switch to



Classic car events are extremely popular and provide a great reason for keeping old cars on the road. Here, a 1960s Ford Mustang participates in Gulf-sponsored classic car rally in Hungary

KEEPING CLASSIC WHEELS ROLLING



In the UK, Goodwood's Festival of Speed, Breakfast Club and Revival Meetings attract tens of thousands of classic cars. The story is the same in many other countries around the world. Photos: Goodwood/Adam Beresford, Paul Melbert & Marcus Dodridge

more precisely engineered harder materials but, in older engines, the soft valve seats must now be protected by the oil, assuming, that is, that unleaded petrol is still being used.

In the past, wear of cams and flat lifters – where there is sliding metal to metal contact – was effectively controlled by oils having relatively high zinc content. No, not the metal itself, but a remarkable class of compound called a zinc dithiophosphate (ZDDP). The levels of such anti-wear additives often took the zinc content to levels in excess 1600 ppm.

Nowadays, to meet the needs and prolong the life of catalytic converters much lower (less than 800ppm) levels of ZDDPs are used in lubricants, along with other anti-wear chemicals. Such modern oils would struggle to prevent excessive wear in the older engines' valve trains. Detergents and dispersants (to keep the engine clean), anti-oxidants and viscosity modifiers are commonly used, and these, in conjunction with ZDDPs, make modern oils the marvels they are today.

Before the advent of the use of ZDDPs, oils that had no chemical additives at all were commonplace. Such 'detergent-free' oils can still be bought in some countries, but their use cannot be endorsed, even in older models, because every engine will benefit from the cleaning effect that detergents and dispersants provide. The use of such additive-enhanced oils is the way to avoid the build-up of deposits that can lead to sticking piston rings (with the resulting loss of compression and power) and eventually the need to de-coke the engine.

Since the 1980s the higher specific power levels and engine speeds, with a move to leaner burn combustion (associated with exhaust after-treatment devices), has led to the risk of formation of a heavy black sludge in the engine. Hence, motor oils underwent a significant reformulation exercise, leading to much better combinations of dispersants and anti-oxidants, together with all the other additives.

Classic car engines, that is those built to designs from the four decades since the 1940s, do not necessarily need such advanced oil formulations, but they certainly do benefit from the higher levels of ZDDP to protect their cams and lifters from excessive wear.

All oils get thinner, or runnier, as they get hotter. This change

of viscosity with temperature is an inconvenient phenomenon for engines that have to start from cold (and sometimes from well below freezing point) and later run at normal operating temperatures approaching 100°C (controlled by thermostatic cooling systems) or on occasions even hotter.

The oil has to be able to flow around the engine when cold to avoid oil starvation of critical parts and also to retain sufficient viscosity when hot to keep an oil film between the heavily loaded components, such as bearings, cams and followers. The discovery that dissolving a type of rubber in the oil helped reduce the thinning effect of increasing temperature led to the invention of multigrade oils. Such oils are effectively thickened more by the rubber at higher temperatures than when cold.

Unfortunately some of the earlier multigrade oils just did not hold up in use – the rubber would break down and thus the multigrade effect was lost, or the unstable rubber was responsible for deposit formation in the engine. Nowadays the polymers (rubbers) we use in motor oils are much more robust. Even engines in classic cars will benefit from the use of multigrade oils, and more so if the oils are made with modern polymer technology.

In 2013 Gulf Oil elected to introduce a passenger car motor oil specially formulated with moderate levels of detergency – typical of oils made in the late 1970s – for petrol engines used in classic cars. To best match the product to the engines, a shear stable SAE 20W-50 grade multigrade oil formulation was selected. Then an extra dose of the same ZDDP additive that was commonly used 40 years ago was included in order to mirror the performance of the high zinc oils of the 1950s and 60s and to provide the degree of anti-wear protection that the classic car engines need.

This combination of more traditional additive types and levels with the stable additive chemistry now available has resulted in an oil that is matched with the engines of old yet is able to deliver a really high level of engine protection. The oil is packed in a metal can decorated in a retro style so it is very reminiscent of the engine oils of the 50s and 60s, and is called quite simply "Gulf Classic Oil" ●

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“Engines in classic cars will benefit from the use of multigrade oils”

GULF OIL MARINE PARTNER TRAINING

Gulf Oil Marine (GOM) embarks on a journey of growth with its valued partners with three business partners from across South East Asia - Infinity Logistics from the Philippines, Malaysia's Marquis Oil, and PT Dwi Centro Perkasa from Indonesia - assembled in GOM's Singapore office to attend the first ever training sessions for its distributors.

Conducted over two days, the training began with CEO Keith Mullin's overview of the Hinduja Group and the Gulf brand's core values, as well as Gulf Oil Marine's business and its business values.

Mr Manimaran, Managing Director of Marquis Oil was plainly impressed; "The overview presentation gave me a very clear perspective of GOM's business, its global standing and critically, its vision."

KC Tseng, SE Asia Operations & Supply Chain Manager, then explained the requirements of being a GOM distributor to those participating. GOM's distributors are expected to help maintain its cherished Customer Value Proposition (CVP) of providing outstanding customer service, 24/7. At the same time, he pointed out that while the company expected good results, the way the results are obtained is also an important consideration: it must conform to GOM's own stringent standards of business practices and ethics.

When Vicky Lew, Supply Chain Planner, presented the company's supply chain, delivery and inventory management and guidelines, it clearly made a significant impression on Mr Jojo Calubaquib, President of Infinity Logistics. "It made me realise the importance of the role that we, the local partners, play in the overall scheme of Gulf Oil Marine's global delivery system."



On the second day of the training session, Irwan Jaafar, GOM's Senior Technical Manager, took the participants through the company's product and technical services. Topics covered, amongst several others, included basic marine lube product knowledge, training, used oil analysis and ship visits.

"This is the beginning of the journey and there's no doubting that it is a pretty decent one," said KC Tseng summing up the session. "From here, further work will be needed to help our partners build competence, so that they become ready to capture all viable opportunities." This was something that Marquis Oil's Mr Manimaran fully agreed with, "We at Marquis Oil, stand ready to be Gulf Oil Marine's partner for its growth journey!" ●

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GOM AND HOUGHTON TOGETHER AT SEA ASIA



In another example of this issue's theme, Synergy, Gulf Oil Marine and Houghton shared a stand at this year's Sea Asia Expo. The exhibition is the foremost showcase for marine products and services in the region and both parties reported a successful show



FIFTY UP!

Gulf's long-term European blenders, the Netherlands based Transnational Blenders (TNB) celebrated their 50th anniversary in June

The TNB blending plant officially opened on the 6th May 1963, initially as the "International Cooperative Petroleum Association" (ICPA); the plant covered an area of 10,000 square metres in Dordrecht. The name Transnational Blenders came about in 1995 when the cooperative changed its status to become a LTD company.

In 2000, TNB was taken over by Enviem Lubricants Holding. With the new ownership came major investment, which resulted in a doubling of size of the facility up to 20,000 square metres.

Today, the plant has no less than 29 base oil tanks and 75 tanks for additives and finished product, a capacity that allows TNB to be a valued partner for Gulf and many others as well.

TNB staff celebrated the anniversary on 29th June with a memorable party. Around 80 employees participated in the day's events, with activities such as riding a Segway, Canoeing and going on a Solex tour in one of Holland's most beautiful nature areas.

The evening programme took place on board of an old steam vessel (the Majesteit) that is moored in Rotterdam. Sailing along with the Rotterdam skyline in the background, everybody was treated to a fine dinner with cabaret and dancing to follow. Many celebratory glasses were enjoyed over the course of the trip!

One of the initiatives that TNB has embarked on to commemorate their 50 years is the publication of a special company magazine. This magazine offers a unique insight into the company that is TNB. Any Gulf distributor who has a connection with TNB can expect copies of the magazine to be delivered to them soon and TNB hopes it will be an interesting and enjoyable read.

Transnational Blenders and its staff are highly motivated to offer Gulf the best possible service and look forward to working towards the next 50 successful years.

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SWEDEN – FUEL RETAIL

GULF RETURN MAKES THE NEWS IN SWEDEN

When Gulf was an active fuel retailer during the latter half of the 20th Century the brand acquired an almost legendary status in the country – particularly in rural areas where Gulf fuel stations were often the cornerstone of local communities.

Therefore when Gulf returned to fuel retailing in Sweden, earlier this year, it was big news, important enough to make the daily news round up on tv4 – one of Sweden's top terrestrial TV channels, with almost 20% of the nation as its regular viewers.

It has provided a great start for Hansen Racing AB, and partner group EMAB, who took on the Gulf fuel license at the beginning of the year in their aim to bring about a full revival of Gulf as a major fuel brand in Sweden.

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PEOPLE & PLACES: UKRAINE



GULF ON DISPLAY IN THE UKRAINE

In April, Premium Oils and Lubricants LLC – Gulf's official lubricants distributor in Ukraine - presented Gulf branded oils at the country's largest automotive show, SIA'2013.

The show has developed year on year and this year it was included in the international calendar of the International Organization of Motor Vehicle Manufacturers (OICA).

Gulf products formed part of "SIA-AutoTechService" section of the expo. This is the largest event for marketing auto parts and aftermarket services in the Ukraine. This meant that not only did it attract specialists from every region of the Ukraine, but it also introduced the Gulf brand to the wide audience of motorists who visited the exhibition during its five days.

"The exhibition has yielded good results for the development of our sales network. Now we are focused on expanding the numbers of consumers for Gulf products as well as on attracting new partners – of small and medium-sized businesses engaged in selling motor oil and spare parts - in different regions of Ukraine. At the show we received rave reviews about Gulf lubricants, and despite the harsh economic situation and tough competition, the show helped us ensure a number of good prospects for Gulf in our country," summed up Rostislav Matyuhin, Marketing Manager for Premium Oils and Lubricants.

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BUSINESS DEVELOPMENTS: DENMARK

GREENLAND GETS GULF



DCC Energi, Denmark's official Gulf distributor has recently appointed Orsiivik Ltd. as a reseller of Gulf lubricants in Nuuk, Greenland.

Orsiivik is well positioned, strategically, in the port of Nuuk and can serve all types of customers, from automotive to marine.

Greenland is important for DCC and this new business development represents a major step forward in serving its North Atlantic customers. Pictured are CEO Clas Hjelmeland (right) and Nuka Poulsen who is responsible for lubricant sales at Orsiivik.

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GOODWOOD FESTIVAL OF SPEED

GULF STARS AT GOODWOOD



The twentieth running of Britain's biggest motoring weekend, the Goodwood Festival of Speed, featured a number of Gulf cars making a big impression on the 200,000-strong crowd.

This most British of events – which takes place every year in the grounds of the Earl of March's Goodwood estate in southern England – sees the public mixing at close quarters with the legends of motorsport in both human and wheeled form.

Aston Martin Racing showcased their six year long motorsport association with Gulf, with the successful Le Mans DBR9 from 2008, the DBR1-2 LMP1 Le Mans prototype that took the Gulf brand to numerous outright race wins as well as Drivers' and Teams titles in the Le Mans Series. This also included the Gulf livery design competition winning Vantage GTE that recently finished third in LMGT Pro at the Le Mans 24 Hours. Aston also had the CC100 concept car, complete with Gulf branding.

Wherever it appears the Gulf Dragracing Top Fuel Bike makes a massive impression and the Goodwood Festival was no exception, as European Champion Ian King's 1500bhp flame spewing monster shattered the quiet of the Sussex countryside. Such was the impact made by the Gulf bike that it was selected by Lord and Lady March to receive the Goodwood Choice Award as the most impressive Motorcycle of the event.

Every year the Festival pays tribute to a number of leading marques and this year one of those featured was McLaren, who celebrate their 50th anniversary in 2013. Gulf has a long history with McLaren and one of the Gulf-McLaren F1 GTR sportscars from the 1990s ran some demonstration runs up the course. One of the Festival highlights was ex-World F1 Champion Jenson Button wrestling one of the immense 8.0 litre 700bhp 1970 Gulf-McLaren M8D Can-Am sportscars up the 1.1mile racetrack.

Also making runs up the course were a Gulf-Porsche 917K and the amazing Gulf-sponsored Howmet Jet Car, which competed at Le Mans and other endurance races in the 1960s, and which now form part of the fabulous ROFGO collection of Gulf race cars.

This year's Goodwood Festival proved to be one of the best yet, and if you were lucky enough to be a Gulf enthusiast with tickets, it provided some memorable orange and blue moments. If, however, you couldn't make the sold-out event, SKY Sports TV also broadcast two hours of highlights and live coverage, which featured most of the Gulf machines.

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Goodwood/Adam Beresford

BUSINESS DEVELOPMENTS: SOUTH AFRICA

JOINT LUBE PROGRAMME FOR SOUTH AFRICA

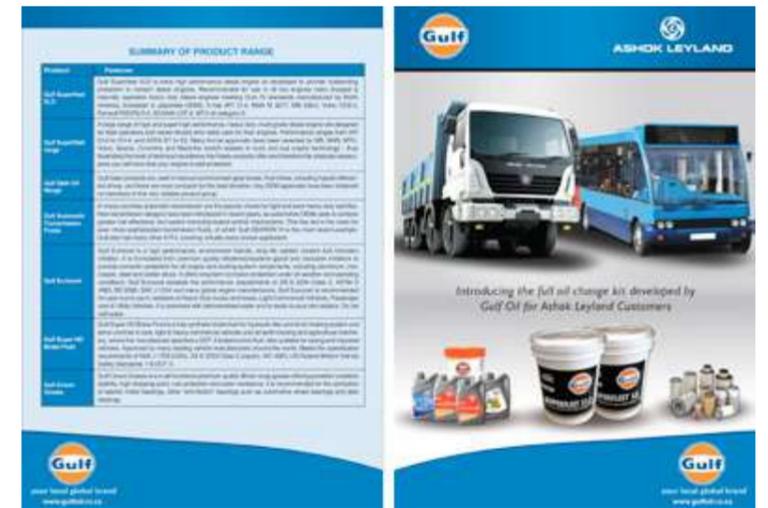
Oil Direct (PTY) Ltd, Gulf Oil's official lubricant distributors in South Africa are becoming the latest Gulf distributor to look to take on the joint venture range of products produced by Gulf specifically for Ashok Leyland commercial vehicles.

The range has now been available for a couple of years and in South Africa the plan is to put together a complete oil change kit that even includes a new oil filter for the vehicle.

Oil Direct have enjoyed great success with a similar scheme for Jinbei vehicles for the last two years, selling hundreds of cartons of lubes to the taxi market, and so are looking to achieve even greater success with Ashok Leyland's ranges for buses and trucks.

Mr P G Nilsson, International VP at Ashok Leyland, is extremely positive about the prospects, "It is good to see that the two brands are working together to unleash business opportunities, building The Group's presence in new markets."

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PEOPLE AND PLACES: GOMEL

GOMEL PROMOTES STUDENT AWARENESS IN DUBAI

Looking to influence the potential opinion formers of the future, Gulf Oil Middle East Lubricants Ltd (GOMEL) invited students from DUBAI's Institute of Management Technology (IMT) degree completion programme for an industrial visit to the Gulf blending plant.

The DCP group was welcomed by Gulf, who then proceeded to give the students a presentation about Gulf Oil – its history and its future plans. The Gulf motto: "your local global brand" and its relevance to the company's overall business strategy were explained, as was Gulf's focus on quality, which was

demonstrated by a tour of the company's Quality Control Lab. This showcased the lab's state-of-the-art machinery and the exceptional quality of the Gulf staff.

The students returned home with the knowledge of just how important "Quality" is to Gulf and how hard the organization works to meet the expectations of its market. Above all, Gulf Oil's commitment towards its consumers was acknowledged and appreciated by the students.

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BUSINESS DEVELOPMENTS: NEW ZEALAND

CRT MERGER EXPANDS THE MARKET FOR GULF IN NEW ZEALAND



Gulf's official distributor in New Zealand, CRT, is now part of a much larger organisation that should significantly increase Gulf's sales in the country.

CRT has joined forces with the Farmlands Cooperative – a similar organisation to CRT – and the merger more than doubles the number

of retail outlets in the network, which gives Gulf access to 49 additional agricultural supplies stores in the North Island – with the brand being rolled out there in the spring and summer. The new company instantly became the number one agricultural supplies entity in New Zealand.

CRT has been using the NZ Classic Driver magazine over the last two years to communicate various Gulf brand messages. The magazine is very supportive of the business and the Gulf brand, and will be one of the primary media through which the newly merged company will communicate messages about expanded national coverage for Gulf lubricants.

The company is currently also running a major Facebook Promotion, with the prize being a superb 1.4 metre long painting of the 2008 Le Mans GT10-winning Gulf Aston Martin DBR9 (above)

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WIDE WORLD OF GULF

PERFECT FOR A NORWEGIAN WOOD



Norway has more than its fair share of beautiful countryside and what better way to escape for a weekend than in this beautiful little Poletta caravan.

Kjell Vidar Moland's wonderful little machine is not only Blue and Orange on the outside, but the interior décor also pays homage to the famous Gulf racing colours.

The Gulf caravan is already proving to be popular wherever it goes and one of its most recent outings was the Grimstad Powerboat Show, where it drew many admiring glances and favourable comments from other attendees.

More information from Kjell Vidar Moland:

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INDIA SUPER KINGS COME SO CLOSE...

The 2013 Indian Premier League came to a dramatic conclusion at the end of May and once again, after three months of intense competition, the Gulf-sponsored Chennai Super Kings made the grand final – this time against the on-form Mumbai Indians.

India is the most enthusiastic cricketing nation in the world and Gulf's support of the Chennai Super Kings – now in its third year – is the focal point for a huge multi-layer marketing campaign in the country, based around the brand's involvement with the team and with Gulf Brand Ambassador, M S Dhoni – himself a key player in the Chennai Super Kings team.

The Super Kings were the first team to lock-in their final place and it was to be the fourth time in the competition that the two teams had met, with the Super Kings leading 2-1 in victories.

Mumbai Indians posted a very respectable but not spectacular 148 on the board in their



20 overs, but in response, though the Gulf team was scoring at a reasonable rate they lost a succession of quick wickets. As a result, by the time Gulf Brand ambassador and Indian Cricket Captain, M S Dhoni walked in to bat – at No 7 – the Super Kings were reduced to 36 runs for the loss of five of their ten wickets. MSD managed to hold the innings together, but ultimately ran out of balls and partners.

So, for the second season in a row the 2010

and 2011 IPL Champions made the final and ended up as the Runners Up.

However, as Runners Up, the Chennai Super Kings qualify for the T20 Champions League, which brings together all of the leading T20 Club sides from around the world in India in the Autumn. Orange Disc wishes the Chennai Super Kings every success in this prestigious global cricket extravaganza.

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MARKETING: HUNGARY BRAND EXPO-SURE IN HUNGARY

Unifilter, the official Gulf Lubricants distributor in Hungary enjoyed an extremely successful time at the country's biggest auto expo - the Auto- Motor and Tuning Show. The event offers excellent opportunities for data capture and this was facilitated through

prize draws, offers, coupons etc. It also enjoys superb media coverage through the print press, online and television helping to offer extra coverage for the brand.

As with many other areas of the world, the Gulf brand seems to attract enthusiasts who will go to extreme lengths to demonstrate their affection for the brand and Hungary is no exception. One particular restorer, Classic Automobile, only deals with British cars and continues to build ever more beautiful cars with each new restoration. Unifilter is attending a number of classic car events and is featuring some of the Gulf branded cars that they have restored. For the purpose of this show a Triumph Spitfire was featured and there is currently a Jensen-Healy and an Aston Martin DB7 under construction. Each of them will be resplendent in Gulf colours, alongside a recently completed Marcos Mantula.

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Mexico has a long tradition of motorsport with Gulf, going back to the 1960s and the legendary Pedro Rodriguez.

For 2013, JJ Lubricantes, Gulf's official distributors in Mexico, have been gearing much of their marketing efforts around motorsport and, in particular, a series of Gulf Grand Prix races.

The first took place in Mexico City and it was followed by race meetings in Monterrey and Guadalajara. Full grids and packed audiences, averaging more than 50,000 people have made the races extremely successful events, but the story goes further.

Gulf is now also both a sponsor and technical partner of the F2000 championship, Mexico's premier open wheel formula. The cars are the

equivalent of the Formula 3 cars in Europe (which have traditionally been a major stepping stone to Formula 1) and run on 2 litre engines.

Each car and each driver carries Gulf branding but, even more importantly, they all run on Gulf oil, which offers tangible proof of Gulf's ability to supply high quality lubricants – something JJ Lubricantes is keen to leverage, in terms of public awareness – and ultimately, therefore to translate into enhanced sales.

As the photos illustrate, the race meetings offer quite a spectacle and the overall package seems to be going from strength to strength as the year progresses.

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PEOPLE & PLACES: GOMEL GOMEL COMES TOGETHER TO APPRAISE



The entire management and supervisory staff of GOMEL and Gulf Ras Al Khaimah (RAK) came together at the Al Raha Beach Resort, Abu Dhabi in April, for the annual Integrated Performance Enhancement System (IPES).

The program started with an overview of last year from GOMEL CEO, V Ramesh Rao, and it was followed by presentations from the various department heads about last year's achievements and their plans for next year. The methodology of IPES was explained to all and the evaluation process was carried out in a totally professional manner. Every employee was first appraised by their immediate superior and then reviewed by the next level

up in the company, with the 'Key Result Areas' for 2013-14 were discussed and mutually agreed. The first day ended with a Gala Dinner allowing everyone from the entire GOMEL and Gulf RAK staff from the UAE, Oman, Bahrain, Jordan and Qatar to interact with each other.

The IPES continued the next day, with further appraisals and a review of the entire appraisal process to ensure bias elimination. All employees returned home satisfied with their evaluation from last year and even more importantly, with the 2013-14 goals clear in their minds.

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ALLAN SIMONSEN

“An extremely talented and experienced sportscar driver who had raced in every corner of the world and was highly respected by his peers and his team. For many in endurance racing, Allan was above all a good friend who displayed his passion for racing on and off the track.”

Jean Todt, President of the FIA and Pierre Fillon, President of the ACO



Allan Simonsen Memorial Fund
Donations can be made until 31st December 2013
on the following account number in the Danish bank,
Jyske Bank A/S:
IBAN DK1350780001117416, SWIFT (BIC-address): JYBADKKK.