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Welcome to this Orange Disc, the 33rd edition of the Gulf magazine since it was reborn in 2002.

This current Orange Disc is a landmark edition of the publication for many reasons, but mainly because it is the first issue to be dedicated to Gulf customers and prospects.

If you haven't seen Orange Disc before, we hope it will give you an insight into the busy and rapidly expanding global brand that is Gulf. This publication is not simply a reflection of Gulf's many business developments and successes but also, we hope, an insight into what makes Gulf such a special and unique brand.

When it was originally established in 1901, Gulf was one of the "Seven Sisters" – a group recognised as the pioneers of the world's oil industry. Today, Gulf is a major force in the global lubricants market and sits proudly at the forefront of the industry.

When the first edition of Orange Disc was published, it heralded the arrival of Gulf's new mantra "Your local global brand". Since then, Gulf has adapted and grown into the global player that it is today, establishing new markets, new customers and new platforms. As such, now is the time to reflect this new enhanced position with a set of core values and a tagline for the Gulf brand of today and the future.

As you will see, both the core values and tagline are encapsulated in three words: "Quality Endurance Passion." Not surprisingly, this forms the central theme of this Orange Disc and everywhere in the magazine you will find examples of Gulf's Quality or Endurance or Passion (or a mix of the three!) in action. Both the cover and main feature highlight Gulf's new values and explore the process behind their birth.

To support this brand identity, a new set of corporate brand standards and a number of globally consistent marketing materials have been, and are continuing to be, produced. Consistency and clarity are essential to this new coherent identity and as such will be demonstrated by every Gulf representative in every country. This new edition of the magazine showcases

and utilises these new standards, and we believe this gives it a distinctly Gulf feel, while maintaining the intrinsic identity that Orange Disc has carefully built up over the past twelve years. This new vision of the magazine is a reflection of the time, effort and passion of the brand and its people.

Finally, as you will see, the magazine features two further milestones for Gulf. The first is the launch in China of a new set of small packs, which is an important step forward in the accelerated growth journey of Gulf. The launch was lauded by media and distributors alike and acted as a perfect demonstration of the quality of Gulf's global offer.

The second milestone (as featured in the magazine and also as a separate poster), is Gulf claiming the top step of the victory podium at the legendary Le Mans 24 Hours. Aston Martin Racing's win with their number 95 car was hugely significant for all concerned, for a number of reasons explained later in the magazine, and is an excellent example of the successes that the Gulf brand is enjoying.

I hope you find this issue informative and entertaining!





CHINESE LAUNCH FOR NEW, HIGH QUALITY GULF PACKAGING GULF READY TO TAKE OFF IN CHINA



One of the distributors present summed up the general mood. "We enjoyed the film and learning about Gulf. It's a global brand with more than 100 years of history, a culture of winning and a passionate and happy lifestyle. Having been at the event, I can see a bright future for Gulf".

All the attendees came away with a general understanding about what Gulf is and what it wants to achieve in China, with the launch of the new pack.

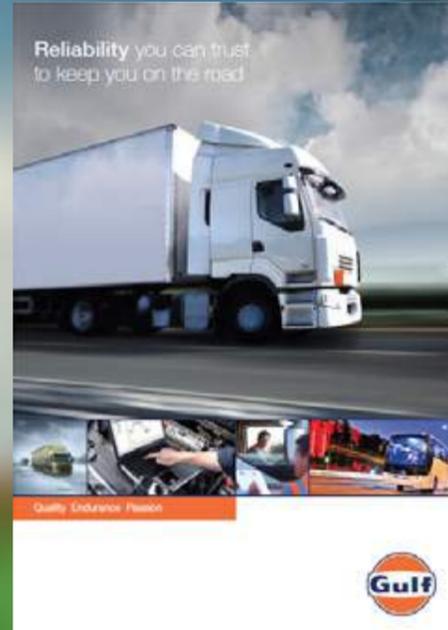
According to Arthur Liu, general manager of Gulf Oil in China, "The new pack launch is just the start for Gulf in reinvigorating itself in the Chinese market. We will consistently now look to provide new products and service solutions in the field of automobile repair and maintenance in the future, complementing industry trends in the Chinese market, with an increasing investment in innovative product research and development. This great launch event for the new pack has helped our plans, and Gulf Oil is confident it will see more success in China and exciting news in the near future."

There are other launches planned for Gulf's new packs at various events around the world, as Gulf rolls out its new packaging on a global basis throughout the rest of the year.

Jan Trocki: jt@gulfoilltd.com



MARKET DRIVEN



A Partner you can rely on

With Gulf you get the benefit of more than 100 years global experience and technical innovation.

With operations in over 100 countries, Gulf remains committed to customer service and a range of solutions available to meet your needs. Our global network of service centres and our extensive technical support team are always ready to assist you. Our commitment to excellence is reflected in our ISO 9001 certification and our ISO 14001 environmental management system. We are also proud to be a member of the Shell Group.

Our commitment to excellence is reflected in our ISO 9001 certification and our ISO 14001 environmental management system. We are also proud to be a member of the Shell Group.

Engine oils

Gulf Superdiesel 5.0 15W-40

Gulf Superdiesel 3.0 15W-40

Gulf Superdiesel 1.6 15W-40

An iconic global fuel brand

Quality Endurance Passion

Champions again!

Gulf Lubricants power the winning Aston Martin to victory in the LM GTE Am category at the 2014 Le Mans 24 Hours.

Quality Endurance Passion

Reliability for all your farming needs

Quality Endurance Passion

Champions again!

The Le Mans 24 Hours is more than just a race, it is the greatest test of endurance.

www.gulfoilltd.com



GULF OIL MARINE SINGAPORE CUSTOMER NIGHT OUT



Taking advantage of the Asia Pacific Maritime Trade Exhibition in Singapore in March, Gulf Oil Marine's Singapore team invited its key partners, customers and prospects to a night out at the Over Easy Restaurant.

The main objectives for the evening were to build further on the strong relationships Gulf Oil Marine enjoys with existing customers and partners, to forge new relationships with key prospects and, of course, to have fun. Judging by the pictures it was mission accomplished!

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HOUGHTON'S EXCITING NEW AMERICAN ACQUISITION



Houghton International has enhanced its global position further through the acquisition of Henkel's North American Steel Mill Business. Key product lines included in the transaction are rolling oils, pickle oils, wet temper fluids and steel mill cleaners.

Houghton has gained vital resources in sales, technology and business development, to continue to serve existing and new customers in this industry. The deal will enable the company to better serve its North American steel industry customer base.

"This acquisition will bring together two talented teams, driving innovation and providing highly specialised industry expertise for our

Steel Mill customers" said Paul DeVivo, CEO of Gulf Oil International Ltd and Houghton International Inc. "We welcome the Henkel Steel Mill employees to the Houghton family and look forward to combining our experiences and industry knowledge."

Following on from the acquisition, in June, Houghton welcomed Michael Brewer (pictured) as director of its metals business segment. His role is to grow sales of Houghton products and services for steel and non-ferrous applications and help integrate Henkel's North American steel rolling business into Houghton's operations.

www.houghtonintl.com

Here are some examples of the latest marketing materials to look out for, coming from Gulf distributors around the world.

The first set includes a commercial vehicle sector brochure, an agricultural oils brochure and a corporate folder and brochure. These will be added to over time with further sector brochures, sub-sector leaflets and promotional items, to meet the needs of Gulf distributors and customers alike.

In addition, following the recent historic win at the Le Mans 24 Hour race by the Gulf lubricated Aston Martin Vantage in GTE Am, there is a raft of different print-ready materials to allow local Gulf entities to leverage this memorable victory. These include posters, print advertisements, stickers and web banners and buttons.

We have included one of the Le Mans 24 Hours win commemorative posters with this edition of Orange Disc, which we hope will find a good home on a wall somewhere near you!

For any questions or further information please contact global marketing: marketing@gulfoilltd.com

ICONIC WARM INNOVATIVE CARING
 PASSION GLOBAL FAITHFUL RESPECT
 FAMILY RENOWNED FAITHFUL RESPECT
 FAMOUS COOL **PASSION** ICONIC WARM
 FAITHFUL LEGENDARY INSPIRATIONAL EMOTIVE INNOVATIVE



Passion

Passion is at the heart of the Gulf brand and makes it what it is today. It is a quality that is conveyed by its employees, distributors and customers alike. It is the differentiating factor for the brand and symbolises the energy and vitality that the brand exudes. Gulf people are passionate; they are dedicated and driven with a determination to do what it takes to get the result. This winning mentality mixed with flexibility and a genuine commitment to go the extra mile, is what sets the brand, its people and products apart.

Examples of this value in action include:

- **The passionate link between Gulf and the emotion of motorsport – as epitomised by the prominence of the Gulf brand in the Steve McQueen film “Le Mans”, and the numerous Gulf fans that flock to motorsport events around the globe, proudly wearing the Gulf brand on their clothing**
- **The emotive identity that the brand enjoys has led to numerous agreements with high profile lifestyle brands who look to leverage this**
- **The Gulf logo and racing livery is so iconic and valued that a large number of Gulf enthusiasts exhibit their passion by adorning a variety of vehicles and objects with them**

The new Tag Line

So what is a tag line?

It is defined in the English dictionary as:

tag line *n* – A short, easily remembered phrase used by an organisation so that people will recognise it or its products

Does this mean that it is just a statement to sum up a brand? Or could it be a call to action that entices potential consumers to purchase that brand? Or, is it something that uniquely identifies the brand amongst the competition?

The answer is that a good tag line should do all of these things and more - so choosing the correct brand tag line is not only very important but also very difficult. The key is to keep the statement as simple, as clear and as easy to understand as possible. This not only ensures that the meaning is not lost amongst different audiences but it also improves the level of recognition.

The Gulf brand enjoys a high level of awareness in many countries and the orange disc has become one of the most instantly recognisable logos in the world. As such the importance to back-up that symbol with a statement that encapsulates the brand is even more crucial. Over its history Gulf has used many different statements to reflect what the brand stands for, but arguably these could be viewed as advertising straplines that were focused on one aspect of the brand to offer differentiation. These statements include ‘That good Gulf Oil’ in the 1930 – 1940s, ‘Quality has a name’ in the 1980s to early ‘90s and more recently,

‘Your local global brand’, which was used 2001 – 2013.

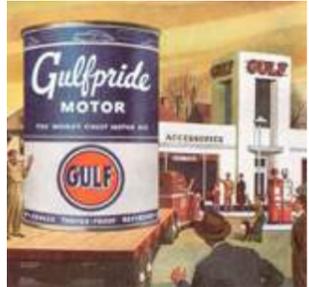
These statements were all good for highlighting strengths of the brand, the quality of the products and global coverage of the brand with the local touch, but arguably did not explain what the brand stands for today.

The new tag line for Gulf is, like Gulf’s new brand values:

Quality Endurance Passion

It has been composed purely from a brand identity view, with the aim of describing the brand in a simple and succinct way. The fact that it directly mirrors Gulf’s new brand values of Quality, Endurance and Passion gives it a powerful mixture of functional, descriptive and emotional words that reflect the strengths that the Gulf brand represents. By using the brand values as a tagline, the three words also offer enough flexibility for communication focusing on one or all of these values (as highlighted previously in the brand values section).

Gulf is a high profile brand in the oil industry and its positive perception offers a big advantage amongst its competitors. Gulf holds a position as one of the top lubricants companies in the world and to support this, the need for consistency is even greater. Consistency helps to improve perception of the brand as a truly global company and raises its profile above competing national brands. This new brand consistency will support the brand on its growth journey and help those who don’t know Gulf to buy into this unique and vibrant oil brand.



NEW ZEALAND

Kiwi heroes Bruce McLaren, Denny Hulme and Chris Amon all drove to success carrying the Gulf colours in the 1960s and '70s. This year, in the drive for brand awareness, Gulf's official distributors, CRT, have used their Ford GT40 replica to tour the country and it has proved to be a hit at Farmlands retail branches and at Agricultural Field Day events.

Nick Hughes:
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INDIA

Last year's star studded Dhoom movie was the highest grossing ever in the history of Indian cinema. Gulf Pride 4T Plus is the fastest growing 2-wheeler brand in the market, so the link-up to the movie with its high-speed motorbike action, provided a real marketing coup for Gulf.

Gulf staged the largest ever point of sale display contest, and anyone buying a pack of Gulf Pride 4T plus was given movie tickets or Dhoom merchandise. TV, radio and cinema advertising as well as massive digital and social media activity around the promotion, sparked Gulf's greatest ever monthly sales in motorcycle products.

Leena Pinto: leena@gulfoil.co.in



HUNGARY



More than 40,000 motor enthusiasts attended the Autó Motor Tuning Show and Gulf's Hungarian lubricant distributors, Unifilter Szűrőtechnika Ltd, grabbed their attention with their latest Hungarian sponsorship initiative - this Gulf liveried Mitsubishi Evo rally car.

A complete car rebuild on the neighboring stand, featuring the use of Gulf Classic lubricants also proved a winner with visitors.

Oliver Czanc: CzankO@uni-filter.hu

POLAND

Pictured here are the winners of Gulf Oil Poland's competition, enjoying their VIP trip to Le Mans. This major nationwide promotion ran for the first four months of the year and was supported by a large advertising and point of sale promotion.

Robert Piotrowicz:
robert@gulf.pl



NETHERLANDS

Maak kans op een stoere Gulf Watch

Actie: Gulf TW Steel
Maak kans op een uniek stoer horloge van TW Steel in de Gulf uitvoering.

Bij iedere besteding van € 500,- (excl. BTW) krijgt men één kanskaart met daarop een uniek lotnummer.

De actie loopt van 01-03-2014 t/m 30-06-2014. De loting vindt plaats in de maand juli.

ACTIEVOORWAARDEN:
Bij de 100 "aanmeldingen" ontvangt 1 kanskaart, bij 1000 " krijgt men 2 kanskaarten, bij 10000 " krijgt men 1 kanskaart, etc.
*excl. BTW
Deelnemers: Lubricants Nederland B.V.

your local global brand

Gulf's Dutch lubricants distributor Gulf Oil Nederland B.V. recently ran a "win-win" customer promotion.

Each time existing customers spent €500 on Gulf lubricants they stood a chance of winning a limited edition Gulf TW-Steel Watch, while new customers could also get their hands on this limited edition watch simply by signing a 3-year Gulf lubricant contract. Frank Bosmans: f.bosmans@enviem.nl

TURKEY

Bu çatı altında yer alanlar Güvenli, huzurlu ve istikrarlı kazanırlar! Gün sonunda kahvelerini keyifle içerdiler.

In a bid to attract new distributors, Delta Akaryakit, the official licensee for Gulf fuels and lubricants in Turkey, ran an advertising campaign in Enerji Petrol Gas magazine about the importance of the Gulf "family" and every single distributor within it. "We are always thinking about your needs and bringing solutions for you," was the theme and Delta say the response has been extremely encouraging.

Banu Onur:
banur@gulf.com.tr

INDIA



Gulf Oil Corporation Ltd recently exhibited at EXCON – South Asia's biggest construction industry event. Their stand's "Gulf Connect" theme emphasised various aspects of the brand's offer: Global Connect, Brand Connect, Technology Connect, Customer Connect and Environmental Connect.

Gulf also proudly displayed its OEM credentials and there was a separate "technology corner" of the stand, displaying "Gulf Care" services.

Leena Pinto: leena@gulfoil.co.in

TRINIDAD & TOBAGO

This is Carlyle Kahn, who won a VIP Trip to Le Mans courtesy of Lange Trinidad Limited, Gulf's official lubricant distributor in Trinidad and Tobago. Carlyle clearly enjoyed himself and was accompanied by Lange's Sales and Marketing Director, Marcus Skinner.

Dealers also won in-store credits, with the top customer prize being a trip for two to Spain. Unsurprisingly, dealer response was phenomenal and sales volumes doubled within 3 weeks.

Marcus Skinner:
miskinner@langetrinidad.com



A PASSION FOR SUCCESS... ARTHUR LIU

GENERAL MANAGER, GULF OIL IN CHINA



“I want us to have a great reputation – not only for lubricants, but also for the service that we provide to our customers”



Top to bottom: Out hiking in the mountains. The Liu family take some time off. Stepping out into a new challenge. Gulf setting out to attack the market in China!

At the beginning of the year, Arthur Liu was appointed as General Manager of Gulf Oil in China.

This marked another important waypoint on Gulf's development in China, tying in with the company opening a new branch office in Shanghai, with its international commercial and cultural links – although the production facility and overall Chinese headquarters remain in Yantai.

In a very short period of time, Arthur has brought his experience and skills to the benefit of Gulf so Orange Disc wanted to find out more about the man heading up Gulf's business in China.

“Before joining Gulf Oil on the first of January this year, I had spent the previous three years working for the Chinese arm of global construction and mining equipment giants, Caterpillar as Distribution Strategy Director. Prior to that I had been in the lubricant industry for fourteen years with BP Castrol.

“In this new role as general manager for Gulf Oil in China,

I am in charge of Gulf's business in the country on a day-to-day basis and am responsible for leading the team in our goal to accelerate business growth throughout the Chinese market.

“Currently China is the number one lubricant market and the number two automotive market in the world, and the trend is still towards further growth. But the competition also is very hot - there are over 4000 companies who maintain almost 7000 lubricant brands across the whole of the Chinese market. However, with Gulf's 100-year history and its brand values, together with our long heritage in motorsport – in particular the Le Mans 24 Hours, the world's greatest endurance sports car race, I firmly believe that we will blaze a new trail and grow Gulf's business in the Chinese market.

“Currently we've embarked on a journey to reinvigorate Gulf's business in China and reposition the Gulf brand in the Chinese market. This means that there seems to be many – and often new – challenges every day, but this makes it exciting. I'm thrilled to

have the opportunity to be a part of the Gulf team and every day it seems like we make progress and that's due to the great efforts that everyone is making.

“I was born in Shenyang, a city in North East China, where the temperature is about minus 20 degrees in winter time and I grew up in Zunyi, a city in south-west China, where I lived until I was 18 years old. Then I moved to Harbin, another city in North East China, which gets even colder in the winter - the temperature can drop to about minus 35 degrees and currently I spend a considerable amount of time in Shanghai.

“In the near future we will also have a branch office in Beijing as well as in Shanghai. I've lived in a number of different cities and this has meant I've experienced and learnt about the diverse culture, customs and lifestyle across China, which has already helped me considerably in what I do and I'm sure will continue to do so.

“I'm married with a 14 year old daughter. When I'm away from

work I like hiking to relax myself and I really enjoying taking in the sheer beauty of nature. Last year, I went to Nepal for ten days hiking around the Annapurna mountain range, and my plan for this year is to spend ten days hiking around the Mont Blanc area at the end of September.

“Looking ahead, we will further enlarge the sales and marketing team in Shanghai and Beijing to enhance our coverage across China, and also to provide better support and service to our distributors and end user customers.

“My aim is to make Gulf a really well known brand in the Chinese market and I want us to have a great reputation – not only for lubricants, but also for the service that we provide to our customers.

“Now that Gulf has managed to prise me away from Caterpillar, I'd like to be able concentrate on Gulf's lubricant business for the rest of my career!”

INDIA **GULF ACHIEVES ISO LANDMARK AND SEALS TOSHIBA DEAL**

In March, Gulf's flagship Silvassa blending plant in India achieved the coveted ISO/TS 16929:2009 certification for its quality management systems and also for supporting processes at the corporate office in Mumbai.

With this Gulf joins an elite group of lubricant manufacturers in India to achieve this landmark.

The standard is in sync with the ISO 9001-2008 standard that Gulf holds and which is being maintained across the organisation.

By achieving this certification Gulf will be able to offer substantial improvements in all aspects of quality, delivery and overall efficiency throughout the supply chain. Gulf customers will now benefit from doing business with a lubricant major that has attained the highest automotive global quality standards.

This will also bring with it improved product and process quality & reliability and improved risk management for business continuity. Overall this will undoubtedly lead to increased customer satisfaction.

"My sincerest congrats to Amrish Kathane, Sumit Patel & particularly all those involved at the Plant in meeting & successfully passing the stringent audit requirements," enthused Gulf Oil Corporation Ltd President, Ravi Chawla.

"A lot of hard work has gone into this by all concerned"

Gulf is also celebrating an important deal with Toshiba Machines, who are a major OEM (Original Equipment Manufacturer) of plastic injection moulding machines used by automotive, electrical and household product manufacturers.

Gulf approached them with hydraulic oils made from superior quality base oils, the promise of longer lead times between oil changes and better protection for their equipment.

After a year of extensive factory and field trials the co-branded product – Gulf Harmony AW Plus Toshiba Machines – was launched (as pictured right).

Ravi Chawla: ravichawla@gulfoil.co.in



The Danish lubricant market is being oiled by DCC Energy, Gulf's official distributors, in partnership with DBU Dansk Biludstyr A/S. DBU, who sell auto accessories, have added Gulf Lubricants to their range.

"We have a large dealer network across Denmark and expect Gulf products to be available through most of these stores," enthused Sales and Purchasing Manager, Flemming Skou.

DBU, who sponsor Aston Martin Racing, will be exhibiting at Denmark's leading automotive trade show and have given space to Gulf and K&N products (they import their filters).

Erik Jensen: ej@dccenergi.dk

CROATIA Tembo d.o.o. – the recently appointed Gulf's lubricants distributors for Croatia – have secured an agreement with the Auto Krešo chain, supplying Gulf lubricants throughout its 29 outlets located across the country.

Auto Krešo is Croatia's second largest supplier of automotive spare parts and is part of Temot International, one of Europe's largest automotive aftermarket trading groups. A large range of Gulf lubricants are now available across Croatia through their network.

The news has been announced in Auto Krešo's magazine, which is read by automotive professionals and in advertising promoting Gulf on the Auto Krešo website.

Kresimir Bakovic: kresimir.bakovic@gulf.hr



Tembo staff taking delivery of their new Gulf - liveried vehicles

ARGENTINA

Vos prepara el equipaje. Nosotros te regalamos la mochila.

CANADA

Teklub, Gulf Oil's Official Lubricant Distributor in Canada, has announced a new sub-distribution agreement with Du-so / Jac-Sil inc. – who are major automotive parts suppliers in Quebec city, with a growing customer base in automotive parts, lubrication, industrial and commercial supply.

Sylvie Gaudet: sgaudet@teklub.ca

MEXICO

Gulf's official lubricants distributor in Mexico, J&J Lubricantes, has invested around half a million Dollars in upgrading its laboratory in Salinas Victoria with state-of-the-art equipment to meet the evermore stringent requirements and quality controls demanded by customers and global certification bodies.

Vladimir Martinez: vm@jllubricantes.com

SLOVAKIA

S Premio are amongst Slovakia's largest tyre retailing chains and resellers of branded tyres from Goodyear Dunlop. They are now actively collaborating with Gulf through promotions at Gulf filling stations and at Premiworkshops through reciprocal loyalty programmes.

Ladislav Lopatka: lopatka@gulfoil.sk

BUSINESS BRIEFS



UNITED KINGDOM

GULF... "BY ROYAL APPOINTMENT"

Spring in the UK has a reputation for bringing wet weather. This year in parts of Great Britain, the weather was so severe that it caused serious flooding and a state of emergency was declared in many areas – including some of the towns just outside London along the Thames Valley.

In one such case, it brought unexpected help for a badly affected Gulf forecourt.

Datchet Green Service Station near Slough had almost flooded once before and was facing an inundation of water from the River Thames when local residents volunteered their help.

Luckily the site is not far from Windsor Castle, and local residents in this case included Great Britain's likely future King, Prince William (above right in blue jacket), his younger brother Prince Harry and members of the Household Cavalry Regiment, who were on hand to help build sandbag defences which kept the floodwaters at bay.

Their intervention helped to limit damage to the site and meant that manholes stayed firm and product contamination was averted. Bilal Naeem, manager of the site, said that despite the water continuing to rise through



the week, and subsequently advancing across the forecourt, the wall of sandbags had prevented it from getting into the tanks.

Needless to say, the Royal involvement created quite a stir among customers and the site featured on almost every news channel because of the help given to it by the British Princes and their soldier aides.

Datchet Green was able to reopen shortly after the waters subsided, although the term 'wet stock' has taken on a completely new meaning!

Paul Muncey: paul.muncey@certasenergy.co.uk

NETHERLANDS

The roads of the Netherlands are increasingly turning blue and orange as Gulf Oil Nederland B.V. – Gulf's Official Lubricants Distributor for the Netherlands – has recently brought in a new fleet of VW cars for the company's Lubricant Account Managers that are resplendent in Gulf racing colours.

This comes in addition to the fleet of Gulf Seat Miis that have been available as hire cars for Gulf customers in the Netherlands for more than a year. Now Gulf staff have also become Gulf Ambassadors, promoting the brand whenever they are on the road visiting customers.

Frank Bosmans: f.bosmans@gulf.nl



VW GULFS

TURKEY

EURASIA EXPO HELPS BOOST MOTORCYCLE PRESENCE

In March, Delta Akaryakit, the official licensee for Gulf fuels and lubricants in Turkey, attended the Eurasia Moto Bike Exhibition in conjunction with SYM, Gulf's largest Turkish motorcycle distributor.

The Gulf display was on one of the fair's biggest stands and the expo attracted an incredible 480,000 visitors. A special Gulf branded and liveried motorcycle drew visitors' attention to the stand, which featured Gulf performance motorcycle products. It also attracted the attention of various motorcycle producers and key motorcycle industry figures.

Banu Onur: banur@gulf.com.tr



CSK SPONSORSHIP CONTINUES TO REAP REWARDS

During this year's Indian Premier League (IPL) game where the Gulf Sponsored Chennai Super Kings (CSK) played the Mumbai Indians, Gulf Oil International UK Ltd Vice President International, Frank Rutten, made an appearance in front of the world's TV cricketing audience, presenting the Man of the Match award. Happily for Gulf, the CSK defeated their opponents and pictured here, is a plainly delighted Frank presenting the trophy and cheque to CSK's Mohit Sharma.

CSK made it to the semi-finals of this year's IPL and have again qualified for the global Champions League T20 cricket competition that takes place in India in the Autumn.

Sam Cork: sc@gulfoilltd.com



RALLYING TO THE GULF FLAG

Gulf's push for accelerated growth is as strong in the fuel retailing sector as it is throughout its lubricant business.

There are currently 19 countries in the world that operate Gulf branded fuel service station networks and this number continues to grow as operators in countries around the world recognise the benefits of working with a global brand, combined with the greater degree of entrepreneurial independence that Gulf offers.

Gulf is currently in talks with companies in an impressive number of new countries, all of whom are keen to take on a Gulf fuel franchise and many of these are at an advanced stage.

Gulf has just published a new fuel retail brochure, which details the benefits of working with Gulf to potential fuel retail network operators and, as may be seen from the story on the following page about our media partnership with PetrolWorld, Gulf is looking to further promote and support the expansion of the Gulf brand on a global basis.

In this section there is news from some of our existing networks, which will help to give an idea of the vibrancy of the brand in fuel retail. If any information is required about how Gulf's retail offer might be of interest, please feel free to contact Paul Stannard, or your local Gulf Oil International representative.

Paul Stannard: ps@gulfoilltd.com

An iconic global fuel brand



GULF TAKES STOCK AND LOOKS TO THE FUTURE



The six million litres per annum Tanderdy Garage, Carmarthen, one of 18 new additions to the Gulf network in the UK

Ramsay MacDonald, Retail Director, Certas Energy, reflects upon a promising start to 2014.

"We had a very satisfactory end to 2013, securing several Group deals, including a 10-site two-part deal with the Co-op, one of the UK's leading supermarket cooperatives. As a result, Certas Energy started 2014 with 18 new additions to its Gulf network, almost all of whom were formerly supplied by the major oil companies.

"We consider ourselves a champion of the independent and a committed long-term partner. As a result we started the year 53 million litres stronger and with a Gulf network approaching 400 filling stations

"One key drive for us and the brand in 2014 is to establish a common credit card platform for every Gulf branded site. As such, we are encouraging all our customers to sign up to our recently launched GemPay terminal and payment platform as soon as possible. There are many benefits, not least the facility to take Shell Fuel Cards, which we are confident will bring in new incremental fuel and shop business. A common platform will also help us develop loyalty and fuel promotions to again mutually grow our sales."

Gulf continues to be one of the fastest growing fuel brands in the UK. Paul Muncney: paul.muncney@certasenergy.co.uk

THE SUN RISES FOR GULF IN ALBANIA, KOSOVO, MACEDONIA AND MONTENEGRO

Gulf's global fuel retail network continues to expand – both organically within territories and in new countries around the world. Orange Disc is therefore extremely pleased to report the appointment, by Gulf Oil International (GOI), of Sun Petroleum Albania SHPK (SPA) as the new Gulf fuel retail licensees for Albania, Kosovo, Macedonia and Montenegro.

The taking on of a new Gulf network is

both testament to the attraction of the Gulf brand for existing licensees who wish to expand their fuel retail footprint – in this case Sun Petroleum in Georgia – and also the brand's ability to attract prospective licensees in other regions.

In this respect GOI is extremely confident that SPA – which was established in 2013 – will be equally successful building a network of high

quality Gulf stations in these countries, all of which are new for the brand, and will provide customers with exceptional service and facilities.

The network is to be managed by Guram Gogeshvili and the branding of sites has already commenced. Further details of this exciting new project will be published in the next edition of Orange Disc Magazine.

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GULF ANNOUNCES LINK WITH PETROLWORLD

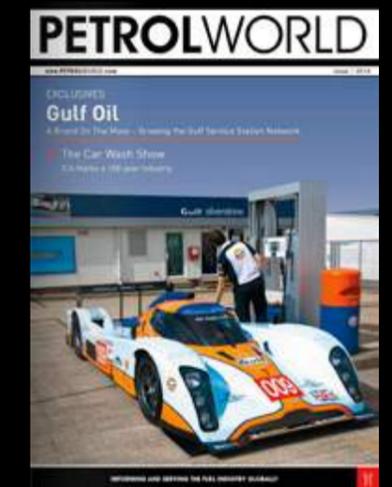
In February, Gulf announced a media partnership with fuel retail industry publication, PetrolWorld. This new association is to support Gulf Oil International's plans to grow the Gulf retail network by actively seeking new partners in countries where there is currently no presence.

"There are still a lot of opportunities for prospective fuel partners to become official licensees," explained Paul Stannard, GOI's Business Development Manager. "These could be business ventures looking to set up a new network or an existing network that is looking to grow its presence through the use of a globally recognised quality brand."

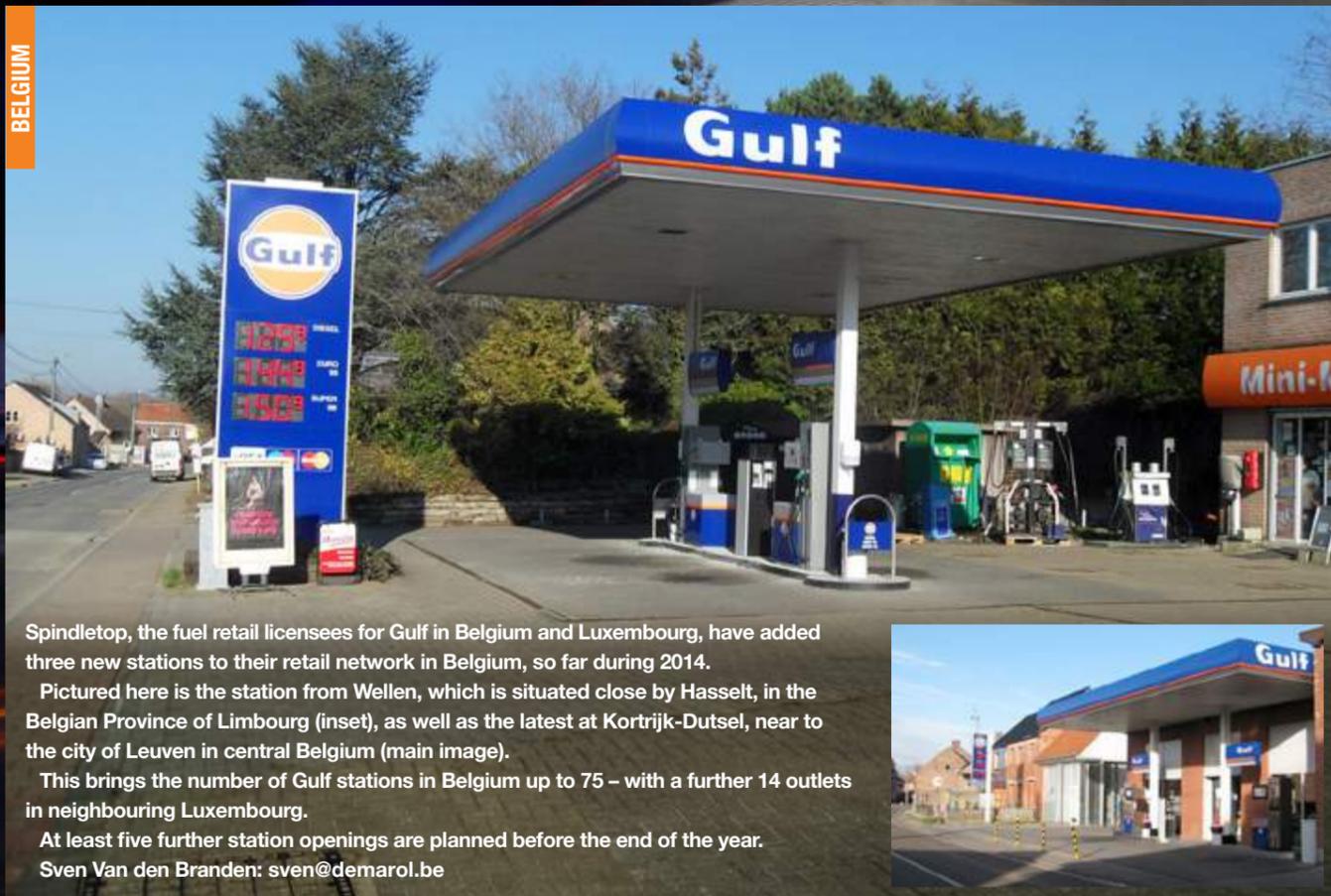
The association started with a front cover and a four-page article on the Gulf retail proposition, which was been printed in the March issue of PetrolWorld magazine with its 4,500 hard copy subscribers, as well as a large global online presence.

This article is the first element of a marketing campaign in PetrolWorld that will encompass several different media in 2014 and Orange Disc will report more on the campaign, in the next edition.

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BELGIUM



Spindletop, the fuel retail licensees for Gulf in Belgium and Luxembourg, have added three new stations to their retail network in Belgium, so far during 2014.

Pictured here is the station from Wellen, which is situated close by Hasselt, in the Belgian Province of Limbourg (inset), as well as the latest at Kortrijk-Dutsel, near to the city of Leuven in central Belgium (main image).

This brings the number of Gulf stations in Belgium up to 75 – with a further 14 outlets in neighbouring Luxembourg.

At least five further station openings are planned before the end of the year.

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QUALITY: A SAFETY-CRITICAL EDGE

The braking system is, without doubt, one of the key safety areas of any vehicle and, within it, brake fluid plays a vitally important role in ensuring safe and efficient braking

In essence, brakes work by converting forward momentum into heat. In a disc braking system, the brake caliper – mounted on the vehicle's suspension – contacts the rotor – mounted on the spinning wheel – and squeezes it: or alternatively, with drum brakes, a set of shoes or pads press against a rotating drum-shaped part called a brake drum, which is mounted on the wheel hub.

Brake fluid

Most vehicle braking systems are hydraulic and, naturally therefore, require a fluid. Brake fluid is used to transfer force into pressure and to amplify braking force. It works because liquids are not appreciably compressible – in their natural state the component molecules do not have internal voids and the molecules pack together well, so bulk forces are directly transferred to compress the fluid's chemical bonds.

The action of braking generates a great deal of heat. This heat transfers into the rotors or into the drums and then into the vehicle's hubs. In a disc braking system it also transfers into the brake pads and, from there, into the brake caliper, where the brake fluid resides. Brake fluid, therefore needs to be able to withstand the heat generated within the system.

Brake fluids need to have a number of different characteristics for the braking system to work properly. As with engine oils, they must meet certain quality standards, which are set by organisations such as the Society of Automotive Engineers (SAE) or local government equivalents. For example, most brake fluid sold worldwide is classified under the United States Department of Transportation (DOT) ratings – such as "DOT 3" and "DOT 4".

The characteristics needed for an effective Brake Fluid are as follows:

Corrosion: Brake fluids must not corrode the metals used inside components such as calipers, wheel cylinders, master cylinders and ABS control valves. They must also protect against corrosion as moisture enters the system. Additives, in the form of corrosion inhibitors, are added to the base fluid to accomplish this.

Compressibility: Brake fluids must maintain a level of compressibility that remains low, even with varying temperatures, to accommodate different environmental conditions. This is important to ensure consistent brake pedal feel.

As compressibility increases, the brake pedal has to be pushed further and further down to maintain the equivalent braking from the brake caliper piston.

Viscosity: For reliable, consistent brake system operation, brake fluid must maintain a constant viscosity under a wide range of temperatures, including extreme cold. This is especially important with anti-lock braking systems (ABS), traction control, and stability control (ESP), as these systems may use a valve with a time-based approach, rather than measuring pressure or volume to control the amount of fluid transferred.

Boiling point: Brake fluid is subjected to very high temperatures, especially in the wheel cylinders of drum brakes and disk brake calipers. So much heat is transferred that it's possible to boil the brake fluid in the calipers. Once brake fluid boils, it creates air bubbles and, since air compresses much better than fluid does, it therefore negates the hydraulic transfer of braking force. In other words, when you press on the brake pedal it goes "soft".

Typically, for a passenger car, van or motorbike, the vehicle will have to be experiencing some pretty extreme conditions for the brake fluid to boil. However, towing a boat or trailer can easily bring about a situation where the brake fluid boils and braking is adversely affected. Often this isn't necessarily obvious at the time, as the airflow around the brakes, when on the move, will help to cool the brake system; the risk is often greatest when a vehicle comes to a stop soon after a really heavy braking session and heat soak then occurs, affecting the brake fluid.

It is critical therefore, that good brake fluid has a high boiling point, to avoid vaporising in the lines.

Quality standards refer to a brake fluid's "dry" and "wet" boiling points. Wet boiling point, which is usually much lower (although above most normal service temperatures), refers to the fluid's boiling point after absorbing a certain amount of moisture, which can be adversely affected by several percent, varying from formulation to formulation.

Most brake fluids used today are glycol-ether based, but mineral oil and silicone-based fluids (DOT 5) are also available.

Glycol-ether (DOT 3, 4, and 5.1) brake fluids are hygroscopic. This means they pull moisture into themselves from the air. No matter what is done this can't be halted, as once the seal on a bottle of brake fluid is broken it starts absorbing moisture. Putting it into the vehicle brake system does not stop this process. Since water boils at a much lower temperature than brake fluid does, the less moisture accumulated in the brake fluid system, the better – as the boiling water in the brake fluid will create potentially dangerous air bubbles.



Non-hygroscopic fluids (e.g. silicone/DOT 5-based formulations), are hydrophobic. They can maintain an acceptable boiling point over the fluid's service life, although at the cost of potential phase separation, water pooling and freezing or boiling in the system, over time.

This is the main reason single phase hygroscopic fluids are usually used, however they will still deteriorate over time so there is still a need for regular brake fluid changes to help ensure safe braking is maintained.

Characteristics of common braking fluids

	Dry boiling point	Wet boiling point	Viscosity limit	Primary constituent
DOT 3	205°C (401°F)	140°C (284°F)	1500mm ² /s	Glycol Ether
DOT 4	230°C (446°F)	155°C (311°F)	1800mm ² /s	Glycol Ether/Borate Ester
DOT 5	260°C (500°F)	180°C (356°F)	900mm ² /s	Silicone
DOT 5.1	260°C (500°F)	180°C (356°F)	900mm ² /s	Glycol Ether/Borate Ester

Wet boiling point defined as 3.7% water by volume.

Gulf has a range of brake fluids that are designed for differing types of vehicle and differing types of usage.

Gulf Super Brake Fluid is a DOT 4 rated product and is the Gulf offering with the widest range of applications. It is a high performance polyglycol based brake fluid specially designed for use in disc, drum & Anti-locking Brake Systems (ABS) of any commercial vehicle, passenger car and motorcycle operating under moderate to severe conditions and requiring a DOT 4 type of fluid. It can also be used in hydraulic brake systems of vehicles requiring DOT 3 or SAE J 1703 quality fluids and hydraulic clutch systems requiring fluids of this quality.

Owing to its higher boiling point, Gulf Super Brake Fluid has been formulated to reduce the impact of moisture absorption and provide reliable braking performance.

Gulf Super Brake Fluid contains oxidation and corrosion inhibitors to resist oxidation at the high temperatures encountered in disc braking systems and to provide superior protection against corrosion of metallic components in the brake system. It is compatible with all seals and metals used in conventional braking systems that require polyglycol brake fluids.

Gulf also produces Gulf LHM Fluid, which is especially developed for brake systems and hydraulic controlled clutches in a number of Citroën cars.

MOTORSPORT: Gulf Competition RF1000 high performance hydraulic brake fluid

For motor racing, track day and some other extreme braking applications, Gulf has Competition RF1000, which is an extremely high performance glycol-based brake fluid, designed for use in cars and motorbikes under racing, lapping, rallying, drift, and auto/moto rally-cross conditions.

Not only does RF1000 far exceed DOT 4 requirements, it has an exceptionally high boiling point, over 320°C, which is amongst the highest available in the market for glycol-based brake fluids.

This feature distinguishes it from standard high performance brake fluids, as it is suitable for use even when the brake discs get so hot they start to glow orange-red.

Under such high temperatures, standard brake fluids would be likely to exceed their boiling point (typically 230-260°C) and start to vaporise, thus seriously impairing braking performance.

Property	Gulf Competition	RF1000
Dry Boiling Point		325°C
Wet Boiling Point		205°C



With its extremely high boiling point, Gulf Competition RF1000 minimises the risk of vapour lock when the brakes get very hot, as often happens under race conditions, which improves the reliability and safe braking performance even under the most severe situations. It offers superior high temperature stability, combined with low temperature fluidity, so the fluid maintains viscosity and lubricity at extreme temperatures, to ensure trouble-free operation.

As with the other Gulf Brake Fluids, it is compatible with all seals and metals used in vehicle braking systems requiring polyglycol brake fluids.

Even though Gulf has developed bespoke engine oils as part of its technical partnership with Aston Martin Racing, the team uses – and endorses – standard Gulf Competition RF 1000 for its WEC campaigns with the LM GTE Aston Martin Vantages.

Gulf Competition RF 1000 has proved itself time and again in the heat of competition – used as it has been to take Aston Martin Racing's drivers to race wins for several years and to World Championship honours in the WEC last season. Most recently, it has proved itself at this year's Le Mans 24 Hours, with the three AMR cars that started the race finishing and the 95 car taking victory in the LMGTE Am category.

In Canada, the Mantella Autosport, Aston Martin Vantage also runs RF1000 Gulf Competition brake fluid and, like Aston Martin Racing, the team has been struck by how well it has performed. "We put these products to the test in the Continental Tire Sports Car Challenge endurance racing series and have been impressed by the performance and protection they offer".

For more information on Gulf Brake Fluids visit the Gulf Website: www.gulfoilltd.com

HIGH FIVE – KING JOINS THE CLUB!

The Gulf Oil/Grand Prix Originals Drag bike of multiple European drag racing champion, Ian King has been chasing success on both sides of the Atlantic in 2014 – and so far is on track for a unique double crown.

In the spring Ian announced his intention to compete in the USA in the prestigious Manufacturers Cup and one of his goals was to become the eighth and final member of the 'five second club'. The club is the exclusive preserve of the first eight people to post a run below six seconds in any American drag racing category and there had been seven people in the Top Fuel Drag bike category who had thus far achieved a five second run – Ian was gunning to take up the eighth and final slot available.

The history books will now show that the Gulf Oil/GPO bike has now become the final member of the five second club – the 5.878 second quarter mile run coming in the final of the Valdosta round. It also ranked as the fifth fastest Top Fuel Drag Bike run of all time and secured for Gulf an important slot in the Drag Racing history book.

So King returned to Europe, with the team in high spirits and looking to start their



European title defence at Santa Pod in the UK. Once again, the team was in fine form and the blue and orange bike showed well in qualifying – running at just over six seconds on both runs, despite shutting down at the 1000ft mark. As it turned out, bad weather, meant that the competitive side of the weekend ended there, but the qualifying times proved the fastest and so points were awarded accordingly and Ian King found himself

heading the chase for the 2104 European title.

The sensational 1500bhp fire-breathing monster motorbike could now be on course for a unique transatlantic drag double – and all this being done on off-the-shelf Gulf engine oil that anyone can buy from their local lube shop. Truly amazing...

For more information on the team and their championship challenges, visit www.gulfoildragracing.com

GULF RACES FORMULA ONE AT MONACO ONCE MORE

In May, the principality of Monaco resounded once more to the sound of V8 and V12 Formula One cars, as more than 100 cars returned to the world's most famous street circuit for the Monaco Historic Grand Prix, one of the leading fixtures on the historic motorsport calendar.

In amongst them were three cars from the amazing ROFGO collection of Gulf racing cars. Collection owner, Roald Goethe, competed in a couple of different races. In the Grand Prix Cars from 1973 to 1978 he drove an Ex Patrick Depailler Tyrrell 007. This is the only Formula One Car ever to have raced in full Gulf colours – driven by Alessandro Pessenti-Rossi. Roald Goethe started the race from 28th position but some great overtaking and



very quick lap times saw him cross the line in 16th place.

contests the European Le Mans Series with Roald and Gulf Racing, drove the Brabham BT26 that Jacky Ickx took to victory in the 1969 German GP. Despite it being one of the oldest cars in the race, Hall qualified sixth but was soon mixing it with the race leaders, finally coming home fourth.

"Being here, racing on the Monaco GP circuit is an incredible experience," commented Roald Goethe, "We'll definitely be back in two years." www.rofgocollection.com



In the 1966 to 1972 race Roald drove the same McLaren M14 that Denny Hulme raced in the 1970 Monaco GP. Starting from 16th he worked his way through the pack to cross the line in 10th. In the same race, current WEC GTE-Am Drivers World Champion, Stuart Hall – who now

2014 SEASON SO FAR. SILVERSTONE • SPA • LE MANS

This year's Le Mans 24 Hours provided another chapter in Gulf motorsport history when the Gulf-liveried #95 Aston Martin Vantage took the GTE Am category honours.

Gulf's Motorsport Partner, Aston Martin Racing, is celebrating its tenth anniversary in 2014, a season that marks the seventh year of Gulf's involvement – Gulf's longest and arguably most successful manufacturer partnership, to date.

This year Aston Martin Racing is continuing with the V8 Vantage GTE, a car which has brought the team podium finishes almost every time out and numerous GT victories to date. Aston Martin Racing is running four Gulf-liveried and lubricated Vantage GTEs – two in the LM GTE Pro category and two in LM GTE Am. GTE Am regulations mean that the team has to run last year's car, so in effect all of the AMR cars are running in the same specification, this year.

The WEC rules only allow updates to the critical Aerodynamics package every two years. This is not one for Aston Martin, so the team – especially in the GTE Pro category – had to box clever in its race strategy, to overcome the intrinsic performance disadvantage. From a technical perspective, this makes Gulf's role in providing lubricants to the cars even more critical than ever. The lubricants – particularly the engine oil – play a key role in determining the car's ability to run at the ideal levels to optimise performance, while maintaining the greatest possible fuel efficiency. A pit-stop saved can be the equivalent of almost a lap gained.

At the opening round at Silverstone, in the UK, AMR took a fine first and second in GTE Am, with the Danish crewed 95 car of Kristian Poulsen, David Heinemeier Hansson, Nicki Thiim coming home seven and a half seconds ahead of its sister 98 car driven by Paul Dalla Lana, Pedro Lamy, Christoffer Nygaard. In GTE Pro the 97 Gulf car ran the winning AF Corse Ferrari close, coming home third behind the factory Porsche 911.

Two weeks later, at the spectacular Spa Francorchamps circuit, the Gulf Aston Martins finished a place shy of their Silverstone results, with Darren Turner, Stefan Mücke – joined by a returning Bruno Senna – bringing the 97 home fourth in GTE Pro, with the sister 99 car finishing fifth in category, while the 95 and 98 cars took second and third in GTE Am.

And so to Le Mans in June – with double points at stake.

Before the race even started, the team lost a car as Fernando Rees, was fortunate to limp away from a heavy accident in the 99 car that couldn't be repaired in time for the race. So he and team mates Darryl O'Young and Alex MacDowell were forced to sit out of the race.

A balance of performance adjustment allowed the Astons to be more on the ultimate pace of the Ferraris and Porsches and the race turned out to be a truly hard fought battle for the majority of the 24 hours. In LMGTE Pro, the lead see-sawed for 19 hours between the Aston and the leading Ferrari, Corvette and Porsche before a loose power steering hose cost the Aston an unscheduled pit stop and a chance of glory, eventually coming home sixth in the category, but scoring third placed points towards the WEC (as three of the cars ahead were not WEC registered).

However it was in GTE Am where the success the team had been searching for, finally came. Earlier on in the race the number 98 car had challenged and led for the majority of the race but unfortunately the same power steering hose problems struck again to end their challenge. This left the 95 car, under the auspices of the Young Driver Team to take the crown. The victory was well deserved for the team, a year on from the tragic accident that befell Allan Simonsen in the same numbered car. The team were determined to honour his memory with the win and that is exactly what they did. It was a hugely well-deserved and emotionally charged victory and one that now leaves the team and its drivers firmly at the head of the LM GTE Am table as the WEC moves on to Austin, Texas in September.



GULF WINS AT LE MANS AGAIN! ENDURANCE PERSONIFIED

Main picture: Victorious AMR crew at Le Mans. Below, left to right: Podium at Spa for 98 car in GTE Am. Le Mans GTE Am winners celebrate victory. Pitstop for third-placed GTE Pro 97 car at Silverstone



POSTCARD FROM LE MANS

Every year it seems that the scope of the Le Mans 24 Hours increases and what was once just a race becomes more and more a festival for motoring enthusiasts from around the world.

Almost 50 Gulf guests from as far afield as India and Trinidad assembled at Le Mans for the 82nd running of the Le Mans 24 Hours. Among the invitees were the winners of the competition promotion in Poland as well as various journalists from British and European publications and online media, who once again "joined" the Aston Martin Team to engage in various activities in the team's pit garages.

More than 263,000 spectators flocked into the circuit and, as ever, the shops selling Gulf merchandise were extremely busy with fans looking to proudly wear Gulf attire in support of the brand.

The 95 Young Driver Gulf Aston Martin's victory in the GTE Am category was one of the great stories of this year's Le Mans and one of the most popular around the paddock – and, as some of the photographs here illustrate, certainly one of the most emotive wins for many years.



LEFT COLUMN:

- Turner, Senna and Mücke with 97 car at scrutineering
- Pit wall celebrations as 95 takes category win
- Get stripping! Journalists try their hand at tyre maintenance

MIDDLE COLUMN:

- Journalists prepare race car bodywork
- The diner's trackside view at AMR hospitality
- Gulf race fans' unofficial enclosure...
- Gulf guests assemble for post race celebrations
- 95 drivers and car owner Jan Struve celebrate victory
- Gulf's new packaging made a pre-launch appearance

RIGHT COLUMN:

- Huge crowds at scrutineering
- 99 drivers enjoying Drivers' Parade
- Drivers topping up before qualifying!
- Start of the race from AMR hospitality terrace

TRINIDAD & TOBAGO

GULF TRINIDADIAN TIME MACHINE



As well as being active in both offshore powerboat racing and Trinidad's thriving kart racing scene, Gulf through distributor, Lange Trinidad Ltd, is also supporting a classic flat-front MkII Ford Escort rally car nicknamed "The Time Machine". Drivers Scott and Sean Sheppard regularly use the car effectively to take on much more modern machinery in Trinidad's rally events.

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CANADA

GULF PARTNERS MANTELLA FOR 2014



Teklub is supporting Mantella Autosport's debut in the 2014 Continental Tire Sports car Challenge.

With its Aston Martin Vantage GT4 factory race car, the eight man, all-Canadian race team based in Caledon, Ontario is on a mission to win 2014's televised 12 race championship.

Experienced and rapid sports car racer, Mark Wilkins, joins team owner, Anthony Mantella, and the car is already proving it has the pace to challenge for top honours.

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INDIA

SUPER SUNDAY SUPER SPECTACLE



In February, the inaugural Gulf Supercross was staged on one of India's best tracks, in the motorsport hotbed of Nasik in Maharashtra and featured a huge variety of two and four stroke races. More than 5000 enthusiastic spectators watched 96 competitors from across India put on an awesome display and the spectacle received TV airtime, as well as newspaper and specialist motoring magazine coverage.



The 25th running of the popular Gulf Monsoon Scooter rally recently took place in India. The picture shows one of the contestants being flagged away from the start... by his son! Leena Pinto: leena@gulfoil.co.in

Pictured here is the Gulf Racing Aston Martin Vantage of Roald Goethe, which together with its sister Porsche 911 is tackling the 2014 European Le Mans Series





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