



No.35 • 2016

ORANGE DISC



NEW HORIZONS

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Frank Rutten

Vice President
Gulf Oil International UK Ltd**NEW HORIZONS**

Such is the pace of the early part of 2016, that the holiday season already seems like a far distant memory and we are now well into what is set to be one of the most important and thrilling years that Gulf has witnessed as a brand.

The theme of this Orange Disc – New Horizons – could actually apply to many different topics that we cover in this edition of the magazine but at its central core is us reaching our goals for 2020.

The Gulf Convention in Beijing, in the Autumn of last year, was significant for several reasons. It was, without a doubt, the most impressive gathering of Gulf's global businesses yet and marked a notable step up in terms of the staging and quality of presentations given. It also marked the dawn of a new era for Gulf.

We have embarked on the journey towards the goals we have set and agreed for 2020, when we want to be well established inside the world's top ten lubricant brands – and you will find more details of our new mission and vision statement in these pages.

To help achieve this and further underpin the global nature of the Gulf brand - one which is old and is perceived as being both trusted and trustworthy - we are putting in place a team of key personnel around the world in vital global roles. The structure we are building worldwide for Gulf is designed to support everything to do with the brand and its businesses, as we progress on our journey.

An important part of this is to strengthen the presence and awareness of the Gulf brand around the world. We have looked long and hard at how to bring this about. There are some great marketers in Gulf businesses, who have often demonstrated their ability to successfully implement their own local marketing programmes. Our aim is now to help businesses further capitalise on this talent by adding a portfolio of global sponsorship initiatives that will offer a vast array of local and regional implementation opportunities.

As you will see in these pages, we are partnering up with teams that give us associations with some of the best known global automotive brand names, on a world stage – BMW on two wheels in the World Superbike Championship and Porsche in the World Endurance Championship and, of course, Le Mans.

By the time you read this we will also have signed up to be the Global Fuel and Lubricant partner of one of the world's top soccer teams/brands. This partnership will bring with it opportunities and benefits the like of which Gulf has never witnessed before, in what will be a partnership that lasts, at very least, through to the end of the 2018-2019 season. Successful implementation of this and our other initiatives will certainly help us all achieve the goals set for 2020.

Gulf Oil International is investing in the brand on an unprecedented scale – something we believe reflects the scale of our ambitions for Gulf and its businesses everywhere. Therefore, we embrace everyone who is committed to making this journey with us.

These are exciting times indeed.

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SEVEN MILLION LITRES AND COUNTING

It is nine months since Gulf's Malta-based Gulf Oil Supply Company Ltd (GOSCO) opened for business and the company has developed considerably in that time. The nature of such a significant shift in Gulf's supply operations was never going to make the transition to the new company a simple matter but in the last few months GOSCO has made tremendous strides as it continues to shorten order fulfillment times and fill out the ranges of products for which it is responsible for blending and distributing.

GOSCO passed the landmark figure of five million litres of product supplied before the New Year and in February this year broke the seven million litre mark. With the continual ramping up of production, the company expects to be producing more than a million litres of finished product per month, going forward, and it expects to have reached ten million litres before its first birthday celebrations.

"GOSCO is increasingly able to deliver on the objectives we set for it, and I am delighted that GOSCO has now shipped its seven millionth litre of product," explains Gulf Vice President International, Frank Rutten. "It is another milestone, which has been made possible through the industry and dedication of Gulf staff – and many others – to all of whom I would like to convey my sincere thanks."

In the meanwhile, GOSCO continues to strengthen its team and has recently appointed vastly experienced lubricants sales specialist, Ijsbrand Reijneveld (pictured) as its Commercial Manager. It has also appointed Joanna Camilleri as its finance coordinator.

The new company-specific website is imminent and it allows GOSCO customers to see the latest prices, place orders and access Product and Safety Data sheets - in the customer's local language - for any products in GOSCO's portfolio.

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TOWARDS 2020 – THE GULF EXECUTIVE COUNCIL

One of the new measures that is helping shape Gulf's vision of the future is the recently formed Gulf Executive Council (GEC). The GEC comprises several heads of Gulf businesses from around the world, together with key personnel from Gulf Oil International and the Gulf Group. Pictured on the inset images, from left to right: Frank Rutten, Gulf Oil International; Ravi Chawla, Gulf Oil Lubricants India Limited; Venkat, Gulf Oil Middle East Limited; Keith Mullin, Gulf Oil Marine and Arthur Liu, Gulf Oil China.

The Council has met on two occasions so far, in Dubai in November (the members of the council pictured here, together with some of the Gulf Oil Middle East senior management) and

Mumbai in January – with quarterly sessions due to take place throughout the course of 2016.

By regularly tapping into the experience and expertise on offer, in a "think-tank" format, Gulf seeks to set its strategic aims and regularly review business progress from a global perspective.

The GEC itself will take on new members over the course of time, as the new Gulf Oil International team is strengthened in line with the intention that the GEC should be formed and operated on a truly global basis.

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DISTRIBUTOR NEWS - NEW ZEALAND, NORWAY, TRINIDAD & TOBAGO

Gulf Oil International is extremely pleased to announce that Farmlands Cooperative have renewed their contract to be Gulf Oil's official distributors in New Zealand for another five years.

GOI is also delighted to report that Auto Grip have signed a new agreement to continue as the Official Gulf Lubricants distributors in Norway, which came into operation towards the end of 2015.

At around the same time, we are happy to report that Lange Trinidad renewed their agreement as distributors of Gulf Lubricants in Trinidad and Tobago.

Orange Disc wishes all three businesses continued success in developing the Gulf brand in their countries and looks forward to reporting on their achievements in the future and to them all playing an important role in the drive towards the Gulf brand achieving its objectives for 2020.

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NEW GULF BROCHURES MAKE THEIR DEBUT

Gulf's latest raft of sales material is now at print stage and is headed by two PCMO brochures - one for Workshops and the other for Retail outlets.

The look and feel of the new PCMO brochures mirrors Gulf's other recent brochures but there is a new format for these, which has been planned to make them as adaptable as possible. Both feature an outer fold-out wrap, with sales-oriented information about the Gulf brand itself, working in partnership with Gulf, the range overview and other key points.

In the centre is a pocket, into which fit sheets giving detailed range and product information.

They are designed this way so that changes to products and to the ranges themselves will not necessitate a completely new brochure - only the relevant product sheets and, in that way, it should give longevity of brochure life.

The brochures are in English but are easily adaptable to other languages and the templates and design files will be made available to any Gulf business for translation in local markets.

The PCMO brochures will be followed quickly by an OEM brochure and subsequent to that will be one for Construction & Mining.

Daniela Russell: dr@gulfoilltd.com



STOP PRESS: STOP PRESS: STOP PRESS: STOP PRESS



BLUE, ORANGE AND GREEN....

As Orange Disc closed for press, details came through of a local initiative to put out a team of Gulf sponsored cars for one of the upcoming rounds of the FIA's Green Racing initiative: Formula E.

Because the electrically powered cars produce zero emissions, this global series takes place in city centres around the world and brings racing directly to the local population.

More details about the Gulf Formula E Team in the next Orange Disc....

NEW APPOINTMENTS

Orange Disc is delighted to announce key appointments that have taken place globally in recent months.



Vicki Kipling has joined the Group as Vice President - Marketing and Branding and started at the beginning of February. Initially based in London, and thereafter in our Dubai office, Vicki

will head Gulf's Marketing and Branding function with key focus on targeting customers, managing communication, motorsport activities, and sponsorships. A passionate marketer, Vicki possesses over 20 years of experience across both B2C and B2B market sectors with management and directorial roles with the likes of Budweiser, Black & Decker, and ICI Paints. Prior to joining us, Vicki held the position of Global Brand & Communications Director with BP Lubricants.

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Sanjiv Walawalkar joins Gulf Oil Middle East Ltd. as Vice President Operations and is based in Dubai. Sanjiv has over 22 years of experience with Johnson & Johnson, Castrol, Dabur,

and MELUBCO to name a few. Sanjeev was working as Vice President - Supply Chain for Total Middle East before his move to Gulf.

Email: sanjiv@gulfoilluae.com



Awaluddin Noviardy Latief has joined PT Gulf Oil Lubricants Indonesia as Industrial Business Manager. Noviardy has 21 years of experience in the Industrial Lubes sector with

companies that include Shell and Total. Prior to working with us, Noviardy was with Total as Area Manager for Industrial business.

Email: noviardy.latief@gulfoillub.co.id



Kristianto Wartono has joined PT Gulf Oil Lubricants Indonesia as Automotive Business Manager. With more than 15 years experience in Lubricants he was working

as Automotive B2B Sales Manager for the National Distribution Channel with Castrol in Indonesian territories, prior to joining us. He has also worked for Total in the region.

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Daniela Russell has joined Gulf Oil International UK Ltd as Brand and Marketing Executive. Her international remit comprises sponsorship activation and events,

brand development, digital marketing, new marketing collateral, sales material support, publications and merchandising. Previously she has worked at Dixons Carphone Group, NP Group (IT/Technology recruitment) and Lockheed Martin. She has a BA (Hons) in Marketing from UWE University.

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Gulf Oil China's new National Business Development Manager **Du Ling** joined in October last, reporting directly to General Manager Arthur Liu. Du Ling graduated from Southwest

University of Finance & Economics with a bachelors degree and majored in Internal Trade.

Before joining Gulf, he worked for BP China and used to be the Distributor Manager-North and China Distributor Development Manager. Previous to that, he worked in Shell China where he was the Site Manager.

Email: duling@gulfoilchina.com



In October, **Sandip Jarode** became Operations and Supply Manager at Gulf Oil Marine - India and Middle East. He is based in GOM's India Office and reports to Jack Craig.

Sandip has taken full accountability for implementing the Gulf Oil Marine strategy for all operations and supply chain activities within the region. He graduated from the Institute of Technology and Management with a Masters degree in Business Administration. Prior to joining Gulf Oil Marine, he held the position of Procurement Manager in A.P. Moller - Maersk Group for 5 years and he is a certified member of ICML (International Council for Machinery Lubrication).

Email: sandip.jarode@gulf-marine.com



Andrew Vasaris has joined Gulf Oil International UK Ltd as Project Manager - Operations. His key role is to support the VP of Operations and Production on work across the globe,

problem solving in the supply chain and procurement as well as ensuring the optimisation of operations and production. Previously Andrew has worked as a project manager and engineer at KBR (engineering, procurement and construction company). Andrew has a BEng Petroleum Engineering from London South Bank University.

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We wish them all every success, in what we hope will be long and fruitful careers as members of the Gulf family.



CHINA
THIRD QUARTER STAFF TOWNHALL MEETING

In October, Gulf Oil China held its third quarter town hall meeting. Staff members were addressed by Gulf Oil Vice President International, Frank Rutten and Managing Director of Gulf Oil China, Arthur Liu.

Frank Rutten kicked off the meeting by emphasising that China is an incredible country with huge market potential. He applauded Arthur Liu under whose leadership he believed Gulf Oil China will become increasingly strong.

Arthur Liu pointed out the two major factors that would lead to success are the staff and the quality of the product. Five staff members were presented with a Third Quarter Outstanding Employee certificate and prize by Frank Rutten and Arthur Liu.

Candice Feng: candicefeng@gulfoilchina.com



HUNGARY
WINNING CARS ON SHOW AT HUNGARIAN EXPO

Gulf's Hungarian distributors, Unifilter Kft. who regularly compete in rallies, drift championships and historic motor sport, exhibited their cars at the Auto Motor Sport EXPO in Budapest where they were proud to represent the Gulf brand.

On display, and attracting a large amount of enthusiasts' attention, were the twice European champion Porsche Carrera, the Mitsubishi Lancer – which has been a regular rally winner in Hungary - and the historic rally winning Trabant – whose successful performances had been oiled by Gulf lubricants.

Oliver Czank: Czanko@unifilter.hu

YAS, IT WAS AN EXCELLENT DAY...



Gulf and Aston Martin Racing hosted a spectacular drive event in January that saw both Gulf Oil Lubricants India Limited and Gulf Oil Middle East Limited, hosting VIP customers and guests for an action packed day.

The venue was one of F1's newest venues – the fabulous Yas Marina circuit, home of the Abu Dhabi GP. Participants were treated to the opportunity to race karts at the circuit's dedicated track; to be instructed in the fine art of drifting on a waterlogged course; to perform rapid wheel-change pit stops on an F1 car; to drive Aston Martin Vantage GT4 race cars on the North Part of the F1 track and then Yas' own 3-lite single-seater Formula cars on the southern section of the track.

Throw in reaction tests, good food and the chance for each driver to take away a video souvenir of their experience and it added up to a truly special and memorable day – as evidenced from the group picture at the end of the day and the extremely favourable feedback of those who took part.

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PHILIPPINES
SPONSORED GAME COVERAGE IN A LEAGUE OF ITS OWN

Gulf sponsorship of the Philippine professional basketball league enjoyed fantastic coverage for Gulf Pride 4T, Formula G/Tec and premium synthetic range Fleet Force, thanks to 38 elimination games, six quarter finals, six semi finals and four final games.

The games were shown live on TV5 and streamed on www.sports5.ph. Around 10 percent of Filipinos work abroad, mostly in the Middle East and KSA and, as they are avid followers, this means good Gulf brand coverage was extended to those countries as well.

Arvind Dargan: ad@gulfoilphilippines.com



ARGENTINA
GULF IN THE MEDIA IN ARGENTINA

Gulf Oil Argentina staged an extremely successful press conference in December. Aston Martin Works Driver, Fernando Rees joined Frank Rutten and GOA management at the event, where the company launched the Argentinian roll out of Gulf's New Packaging and outlined Gulf's plans for the future, showcasing GOA's key role in blending and developing distribution of Gulf products across South America.

Gulf's plans gained widespread coverage across Argentinian media and made a TV Star out of GOA Commercial Manager Gustavo Silva, who featured prominently in the AutoExecutive motoring show's coverage feature of the event.

Gustavo Silva: gusilva@gulfoil.com.ar

GULF CONFERENCE LOOKS TOWARDS NEW HORIZONS



GULF VISION AND MISSION 2020

At Gulf, we are fuelled by our vision and mission.

Combining the wisdom and respect earned over more than a hundred years in the fuel and lubricant sector, with a youthful, fresh, Challenger perspective, we will continue to inspire loyalty and trust in our customers, partners and employees. We take pride in being flexible in a changing world.

By 2020 Gulf will:

- Be recognized as a top 10 global downstream company within the oil industry – “Top 10 in value, volumes, EBITDA and brand recognition”.
- Grow by implementation of meaningful customer value propositions, combined with innovative product development and technical solutions.
- Double our manufacturing, marketing and sale of Gulf branded products.
- Enhance the development of Gulf’s branded fuel station network, in its journey of growth from its origins in 5 countries to more than 60.

We will achieve this by being flexible, reliable and responsive - driven by the needs of the many emerging economies. We will ensure that our customers - through our ability to add value to them - remain our priority.

We will nurture the passion of our employees and grow the talent in the Gulf Businesses.

We will ensure we are responsible both to society and to the world in which we live”

Gulf’s 2015 Conference in China heralded the unveiling of Gulf Oil International’s vision for the years to come: Vision and Mission 2020.

It was Gulf Oil International’s most ambitious conference to date and solicited an excellent attendance from Gulf’s Global Family, with more than 90 delegates assembling in the Chinese capital city of Beijing, for what was essentially three full days of conference activity.

The 2015 Beijing Conference days comprised a mix of a half day of presentations - which included breakout specialist-topic workshop booth sessions on the second day - combined with the opportunity of visiting some of the major landmarks in and around Beijing, in order to sample some of the cultural and architectural highlights that the city has to offer. The packed programme also made full use of the evenings, with shows combined with the opportunity of sampling different types of Chinese cuisine. The conference ended in fine style with a gala evening, held in a specially erected marquee atop one of Beijing’s leading restaurants.

To make the conference more manageable, participants were divided into groups and each had a Group Leader who made sure the whole group stayed together during the excursions and restaurant visits. The idea worked extremely well, helping make the complex logistics of getting almost 100 people to various venues at the same time, run smoothly.

The staging was by far and away the most impressive and sophisticated of any Gulf conference and included long distance video links as well as specially commissioned film segments, and the overall standard of presentations exceeded anything previously seen.

Different daily hosts presented each of the individual speakers and the mood of the conference was bullish throughout. Mission and Vision 2020 was the undercurrent to the whole conference, emphasised by the unveiling of Gulf’s new performance mantra “8-80-8,” which defines Gulf Oil International’s medium term aspirations for all Gulf lubricant businesses.

DAY 1
CONFERENCE



“Together we can” - Frank Rutten, Gulf Vice President International, opened the conference and rounded up each day.

Recently appointed Fuel Licensee, Ken Wootton explained how his company will go to market retailing fuel under the Gulf brand in Canada.

Head of Gulf’s Indian lubricant division, Ravi Chawla demonstrated how a well planned segmentation and differentiation strategy have helped Gulf’s phenomenal growth in the Indian Market.



Arthur Liu, MD of host operating company, Gulf Oil China explained Gulf’s strategy to grow its business in this most complex of lubricant markets.

Ernst and Young’s Devinder Chawla advised the conference on Best Practice and improving the bottom line.

Certas Energy’s Bryan Main showcased Gulf’s expanding Aviation business in the UK.

Gulf Oil Marine’s CEO, Keith Mullin explained Gulf’s success servicing an industry that is experiencing tough times.

DAY 2 CONFERENCE



Gulf Oil Supply Company Director, Adriana Vassallo, together with Tobias Tasche, GOI Business Development Manager Paul Stannard and Francois Celton presented GOSCO development plans to conference.



Spot prizes were on offer to delegates who had impressed and here Frank Rutten recognises Chinese sub-distributor Mr Ma, for the impressive Gulf Experiential building he has constructed to help sign up new customers.



Ravi Chawla and Chandrabhan, Head of Marketing in India, examined how effective use of sponsorship in India's number one sport, Cricket as well as the appointment of Indian Cricket Captain, MS Dhoni as Brand Ambassador had catapulted Gulf into the country's top three lubricant brands.

DAY 3 CONFERENCE



GOLIL's Nagendra Pai explains the critical advantage found in selling through distributors rather than to distributors.



Gulf's Swedish lubricant distributors created a fuel retail operation in order to sell more lubricants. Hansen Racing's Peter Sjodin explained how.



Juan Francisco Lopez from Ecuador distributor, Lubrisa, examined how their marketing strategy had paid dividends in terms of increased market penetration.



William McCormick from Gulf's Colombian distributors, Prolub and Gulf Group VP Finance, Camille Nehme described the opportunities on offer from Gulf's global roll-out of the Gulf Express quick-lube franchise.



Ashok Leyland CEO, Vinod Dasari addressed the conference through a live audio and video link to explain how cooperation between AL and Gulf has been of great benefit to both companies.



Francois Celton explained how the right relationship between sales and finance is critical to a successful business.



President of Houghton International China, B C Koh, enthralled conference with his insight into how Gulf's sister company had expanded its Chinese operation.



Gulf's technical Guru, Dr Y P Rao took delegates through how latest lubricant trends are likely to affect Gulf businesses.



The Gulf Oil International panel, hosted by Asif Iqbal took questions from the floor on a variety of topics.



Rob Van Den Bosch from OTP, Gulf's distributor in Poland, described some of their most successful marketing initiatives.



Frank Rutten summed up the conference as a whole and brought the formal side of the conference to an end.

2016
CONFERENCE:
OUT AND ABOUT



China is one of Gulf's key target markets and Beijing was chosen because it is one of the world's most exciting cities. During the conference time participants got the chance to visit no less than three UNESCO World Heritage sites.

On the first day, the Gulf party explored both the huge expanse of Tiananmen Square and the neighboring Palace of the Emperor, which was previously off limits to ordinary Chinese people and was therefore known as The Forbidden City.

The site, with its near 10,000 rooms, was immensely impressive; however, for sheer scale, few man-built structures compare to the Great Wall of China, which the conference visited on the second day. Gulf

visitors walked around two kilometres of the wall, before descending back to ground level by sled – an activity that proved extremely popular – and took only a handful of minutes compared to what would have been a long walk down!

On the final day, it was an early start to reach the park containing the Temple of Heaven. The amazingly beautiful structure was built entirely without the use of mortar and was much admired. In its grounds Gulf guests tried two typical Chinese pastimes – Tai Chi and Kite Flying. The sight of dozens of Gulf kites flying together was breathtaking, but relatively short lived as a strong gusting wind quickly saw the kite lines tangling with each other...

The gastronomy of China was explored in several different forms over the three days – from the famous Tea Ceremony through to dinner in various restaurants in the renowned Hutong district.

The Conference drew to a close with a spectacular Gala evening, featuring amongst a host of acts: dancers, Kung Fu, drummers and the traditional acrobatic Dragon. The climax of the evening was an awards ceremony where Gulf businesses and personnel were recognised for their great work.

It was an appropriately spectacular conclusion to Gulf's most successful global gathering to date.

NEW HORIZONS

HOPES AND WISHES FOR GULF IN 2016

Personnel from around the world of Gulf and from Gulf Oil International share their vision and aspirations for Gulf in 2016.



Our vision for 2020 is indeed inspiring, I am sure we will see the Gulf business evolve in many countries and on the high seas to scale greater heights. Our strong relationships, teamwork, brand, group and professional values will be our guiding light and will enable us to reach our destination. The trust and passion we have for Gulf, our colleagues/partners/customers and the Hinduja group will provide us with the booster to win the race in the global downstream business.

Ravi Chawla
Managing Director
Gulf Oil Lubricants India Ltd



I see 2016 as being a year where we continue strongly on our path of accelerated growth, fired up by our desire to achieve our goals for 2020 and where new initiatives see the gulf brand further strengthen its global presence and position – underpinned by the people, products and service that embody our brand values of Quality, Endurance and Passion.

Frank Rutten
Vice President Gulf Oil International



As Gulf embarks on its journey of strong and sustainable growth to meet the 2020 Vision, we will continue to expand still further the global footprint of our iconic brand. The value and growth of our global brand is dependent on the commitment, dedication and loyalty of our Gulf family, including our employees, suppliers, distributors, partners and customers.

Strengthening our product portfolio, market share and providing an enhanced customer experience are more evident. Our latest partnership initiatives will prove to be the springboard to even more success. We are now partnered with some of the world's best brands - let's embrace these partnerships and, in turn, help drive our growth in 2016 - and beyond.

2016 has the makings of being a "stand-out" year for Gulf.

Sanjay Hinduja
Chairman
Gulf Oil International Group



The potential for Gulf in China has never been in doubt and our progress in the country has been rapid over the last year. My aim for 2016 is that our growth will continue at an even greater pace, so that we achieve a breakthrough in wider recognition of the brand and its qualities in the Chinese market with distribution and sales to reflect this.

Arthur Liu
Managing Director
Gulf Oil China



I see ourselves becoming admired, respected, and at times, even awed, by stakeholders across the marine industry. Gulf Oil Marine's employees will happily be engaged in doing what they do. Ours would be a world-class team, working together with each other across the various global locations as well as with our team-mates in the Gulf group.

Keith Mullin MIMarEST
Chief Executive Officer
Gulf Oil Marine Ltd.

To see Gulf Oil Indonesia as a reputable and professional company in Indonesia. A place where its employees wake up in the morning with excitement and are proud to be part of the team. To see the Gulf brand as a trustworthy brand, carrying quality, passion and performance as its character traits – a brand that brings smiles to customers, business partners, employees, and shareholders.

Adi Tjahjono
General Manager
PT Gulf Oil Lubricants Indonesia



Our vision is to establish Gulf as the fourth largest player in Bangladesh. We have grown over 130% in the last two years and we are striving for excellence in the years to come. We are confident we will establish a market share of 8% around 2020 with a volume of 8 million litres.

Aman Mitra
Chief Executive Officer
Gulf Oil Bangladesh Ltd

As a recent addition to the Gulf Family, I would want to play a critical role in enhancing the brand value of Gulf through products that offer distinctive technical advantages and value propositions. This would be a key enabler to our 8-80-8 vision.

Dr Milind Vaidya
VP Customer Value Proposition
Gulf Oil Lubricants India Ltd



My aspiration is to make Gulf's business a strong, sustainable business that delivers a consistently superior performance in terms of all key business and financial metrics, led through fundamental brand and value creation, leading to customer and consumer delight. My hope is to make GOMEL a robust business led by a strong compliance and business process, making it a great place to work for our employees and a great organisation to deal with for all our stakeholders.

Venkat R. Venkataraman
Managing Director
Gulf Oil Middle East Ltd

I'm looking forward to finishing the first major rationalisation of Gulf's product portfolio and marrying our products up with our Customer Value Proposition to help drive our concept of Value Selling. I'm also very much looking forward to seeing the Gulf Oil Supply Company producing its ten millionth litre shortly as well as it celebrating its first anniversary. It's come an incredibly long way in a very short period of time.

Tobias Tasche
Vice President Purchasing and Operations
Gulf Oil International



While other 'larger' oil and gas companies are struggling to adapt to the highly dynamic marketplace, Gulf is already taking advantage of the new opportunities that are presenting themselves. Our speed and agility provides us with a distinct competitive advantage. To develop this edge and combine it with the passion and power that already exists behind the Gulf brand – with the many exciting new initiatives on the horizon and fresh challenges ahead – is the reason why I am thrilled to be joining you as member of the Gulf crew.

Vicki Kipling
Vice President Marketing and Branding
Gulf Oil International



We look to continue our journey of growth in 2016 towards Vision 2020, of growing our market share and helping make Gulf Oil a well known, respected petroleum company in the Philippines. The only way forward is to keep on bringing new customers to join our growing family and share our brand values of passion and endurance with them, while managing to put a smile on their faces.

Arvind Dargan
General Manager
Gulf Oil Philippines Inc.



As gulf prepares for its next wave of its exciting and enriching journey of global growth towards the Vision 2020 and 8-80-8, the strategic focus of HR will be on the talent management and development, global opportunity for career enhancements and creating a high performance organisation. The employees and partners are our most valuable assets.

Asif Iqbal
Vice President – Human Resources
Gulf Oil International UK Ltd



I hope to see Gulf as a brand known throughout the world as an oil with the highest quality, based on a right technical work in conjunction with OEMs and backed up by a great marketing strategy.

Francisco Lopez
Lubriska, Ecuador



READY TO TAKE ON THE WORLD...

The 2016 season heralds the start of an initial three-year technical partnership with BMW's factory-backed squad in the World Superbike Championship – the Milwaukee BMW Motorrad Motorsport team – run under the auspices of top British race squad, Shaun Muir Racing.

Gulf has been looking for a suitable partnership in a two-wheeled world championship for a while. Opportunities came up in Moto GP and its accompanying championships – but the consensus was that Superbikes have more of a direct and evident link to road bikes than their Grand Prix cousins and being able to relate what you see on the track to what you might ride on the road resonates well with Gulf.

“To see the Orange Disc alongside the BMW “propeller” on a World Championship stage, is a mouth watering prospect,” explains Gulf Vice President International, Frank Rutton. “We have an excellent opportunity to exploit the partnership with Team Milwaukee BMW on numerous levels, with joint branded promotions of all sorts.”

Gulf branding will be prominent on the 1000 RR BMW bikes as well as on team leathers, team wear, pit garage set-up and the team transporter. Gulf will be providing product for the team and the programme offers a host of activation opportunities across both lubricant and fuel retail operations.

The two-bike team features current British Superbike Champion, Josh Brookes, as well as former Moto GP star, Karel Abraham, who is making the transition into World Superbikes after five years in Moto GP, and whose signing shows the intent of the team to field a top class rider line up.

The 14 round championship covers four continents, features a championship race on both Saturday and Sunday and kicks off at Australia's Phillip Island circuit, close to Melbourne, over the weekend of February 26-28.

Each round has two championship races – one on Saturday, one on Sunday

• Feb 26-28	Round 1: Phillip Island, Australia
• Mar 11-13	Round 2: Chang International Circuit, Thailand
• Apr 01-03	Round 3: Motorland Aragon, Spain
• Apr 15-17	Round 4: Assen, the Netherlands
• Apr 29-May 01	Round 5: Imola, Italy
• May 13-15	Round 6: Sepang International Circuit, Malaysia
• May 27-29	Round 7: Donington Park, United Kingdom
• Jun 17-19	Round 8: Misano, San Marino (Italy)
• Jul 08-10	Round 9: Laguna Seca, United States
• Jul 22-24	Round 10: Monza, Italy
• Sep 16-18	Round 11: Lausitz, Germany
• Sep 30-Oct 02	Round 12: Magny-Cours, France
• Oct 14-16	Round 13: Jerez, Spain
• Oct 28-30	Round 14: Losail International Circuit, Qatar

For the majority of the rounds, the team has its own F1 Style hospitality unit and it will be running a VIP Hospitality programme for Gulf businesses at each round.



MILWAUKEE POWER TOOLS

The team's name partner Milwaukee Power tools is the world's fastest growing tool brand.

It supplies heavy duty power tools to workshop professionals and those who want to work with high end equipment.

The brand has been the title partner with Shaun Muir Racing in British Superbikes for the last three years and sees its move into World Superbikes as the logical progression of its marketing strategy. Like Gulf, Milwaukee has signed a three year deal to partner the BMW squad.

THE TEAM

The UK-based outfit is making the step up into the world championship for the first time, but has a strong pedigree in the British Championship, which is renowned as being the most competitive national series of its kind in the world.

The team flying the flag for Gulf, title sponsor Milwaukee Power Tools and the famous German car and motorcycle manufacturer BMW in the World Superbike arena are the current British Champions and have won the title twice in the past four years.

Nestled on the edge of the ruggedly beautiful North Yorkshire Moors, some 200 miles North of London, is the town of Guisborough. There, in a small industrial complex, is a construction company, behind whose walls is the town's best kept secret: the race factory that houses the Milwaukee BMW World Superbike Team – Gulf's new motorcycle racing partners.

The race factory has the visible signs of this success as soon as you walk through the door – an impressively full trophy display, which you immediately realise, on entering the main bike preparation workshop itself, is but a fraction of the silverware the team has to display. Indeed, the trophies are lined up at the top of the workshop staircase and, having outgrown that area as well, are now lined up on the stairs and seem inexorably to be making their way down the staircase towards the workshop floor. Visitors can't fail to be impressed and one can understand why BMW were very quick to sign up with the team, when it became known that they wanted to move into the World Championship.

Contained within the walls is a clean, modern race factory, which includes a fabrication department, an engine building department and an in-house dynamometer, support offices and a loading area big enough to house the transporter inside.

A suite of offices overlooks the workshop and in it are housed all of the support functions for the team – marketing, logistics, administration and the various team management personnel – as well as the offices for Shaun Muir's construction business.

With BMW's factory backed status comes the direct input of the Munich manufacturer. This, in essence, means that the new-to-World Superbikes team is a mixture of the established Shaun Muir racing set-up that has been so successful in the UK championship and BMW Motorrad's own racing technicians.

The team is genuinely excited about having Gulf as a sponsor and technical partner, and Gulf is relishing the prospect of providing lubricants to help the BMW bikes in their quest for glory on the world stage. The team will also be making extensive use of the Gulf Multiauto range of vehicle care products, both on the bikes and around the workshop.

“Milwaukee BMW is thrilled to have secured Gulf Oil as a partner” enthuses Shaun Muir. “The Gulf brand has a magic unlike any other oil brand and, obviously, has an incredible history in motorsport. This partnership marks the start of a whole new chapter for Gulf that we hope will be both long and successful. Obviously, to have a world leader in lubricants and fuels on board as a partner is very exciting for the team.”

The team website offers more background information on: www.milwaukeebmw.co.uk

For more details contact Daniela Russell: dr@gulfcoilltd.com

GULF RACING WITH PORSCHE

This year Gulf's colours in endurance racing will be carried by the Porsche LMGTE Am car of the Gulf Racing Team over a full World Endurance Championship programme – including of course, Le Mans. Renowned Porsche journalist, Johnny Tipler, was at Le Mans for Orange Disc last season for the official test and he profiles the team that will be flying the Gulf flag this year.

A familiar colour scheme barrels into sight, weaving through the Ford chicane and onto the pit straight – it's the iconic pale blue-and-orange livery – but it's not cladding a 908 or 917; the shape's too modern. Yes, it's a 991 RSR GTE, Gulf Racing Team's contender in the 2016 World Endurance Championship – at Le Mans for the Le Mans test weekend a fortnight ahead of the 2015 24-Hour race. And while the works 919s wow the crowds, the Gulf-Porsche reprises the halcyon era when blue-and-orange ruled the roost. Those days are set for a come-back.

Owned and run by Mike Wainwright and, ROFGO Collection owner, Roald Goethe, Gulf Racing was set up in 2012 to contest the European Le Mans Series and is based at Milton Keynes, 30 miles north of London. Drivers Mike Wainwright, Adam Carroll and Phil Keane won the LM GTE Class at Silverstone in April 2015, finishing half a lap ahead of the 2nd placed car.

Behind the legendary circuit's vast pits complex, we chat in Gulf's paddock hospitality enclave. Mike Wainwright outlines the attraction of Le Mans, showpiece of the WEC calendar: 'At this level of GT racing people look to the 24-hour races,' says Mike. 'So from that perspective, Le Mans is special. It's a big circuit, it has all the manufacturers, it has

all the different classes of car and it has this palpable atmosphere - which you really do feel when you turn up here. There's a sense of anticipation here that's quite unique and, as a driver, it's very special because you have the combination of the race circuit and the road sections, and some unique, very fast corners - the Porsche Curves, Indianapolis, Arnage - all these places are really quite special.'

Mike's been racing since 2010, debuting at the Dubai 24-Hours. He started off with a Lamborghini Gallardo, followed by an Aston Martin Vantage GT2, and then Gulf Racing ran McLaren MP4-12C GT3s in the European-based Blancpain Endurance Series in 2013. In 2014 he switched allegiance to Porsche, acquiring the team's current 991 RSR GTE in time to do the last two ELMS races of the season.

The Gulf livery came about in a quite pragmatic way. 'We went to Gulf' and said, "We want to race under your banner." Roald owns the priceless ROFGO collection of Gulf racing cars and we asked if we could race in Gulf livery, and through that we built the relationship. In our deal, Gulf can access the car collection, and we can drive under their livery, and it works very nicely: we get the benefit of Gulf's iconic blue-and-orange colours, and from an international corporate perspective, they get the recognition in return - because the car and the

colours are always out there. It's one of the best-looking cars on the grid, irrespective of whether it's a Porsche or not, because it's so eye catching."

The core of the team is based at the workshop in Milton Keynes where the car's prepared before and after every race. 'They look after the car there, they do all the prep, and all the transportation comes from there. While the team tests in the spring, because I have to balance a full time job, family and racing, a lot of my testing actually happens in the car at race meetings.' That includes Le Mans, where the tricky bits for him are through the back part of the circuit, from Mulsanne corner all the way round to the Ford Chicane. 'It's about being safe, being consistent, and for us as AM (amateur category) drivers the more time you have in the car, the more comfortable you get with it and the easier it gets. It's constant blue flags because of the LMP1s, which are far quicker, even the LMP2s, because there are so many long straights, and they are naturally quicker than us, so the traffic is fairly constant, but the marshalling system is good. It's nice to look forward the whole time but you tend to be looking in your mirrors an awful lot.'

From my vantage points above the pit lane and down at the Ford Chicane, the Gulf Porsche looks every bit the part as it hurtles by. Porsche have only made 15 examples of the 991 GT3 R. 'The 997 GT3



R was on its limits as an old car,' reflects Mike, 'The 991 RSR GTE is at least 2 seconds per lap quicker. That's largely down to telemetry and technology, and of course the engine's a bit better, and there's been a big step forwards on the aerodynamics of the car.' The RSR GTE's centre of gravity is also significantly lower than that of its predecessor, thanks to extensive use of carbon-fibre, from which the front and rear mudguards, front and rear lids, doors, underbody, wheel arches, rear wing, dashboard and centre console are all made. Likewise, all the windows are made of especially thin polycarbonate.

There will be very few 991 RSRs in the WEC in 2016, as Porsche is not running a factory team, unlike the early '70s when the works backed Gulf-JW Automotive squad itself normally ran three or even

four cars. Back at the Milton Keynes workshop there are four full-time mechanics, one full-time engineer, the team manager Matt Beers and the secretary. At a race meeting there'll be at least ten people working on the car, including the mechanics, the tyre guys and the race engineers.

There are two sub-categories in LM GT: AM and PRO, within which there are three different levels of driver ability: Pro, Silver, and Amateur. 'The trick, from a competitive perspective, is to have a good "Am" driver and then the best from the silver and gold category,' explains Mike. 'You are only allowed one from each category in the Pro-Am class.'

'We had a good result at Silverstone last year,' says Mike; 'it was our first victory as a team, but from a driveability perspective, I find Silverstone quite tough,

"The car and the colours are always out there. It's one of the best-looking cars on the grid"

because it's quite technical with fast parts and very complex curved sections.'

As far as rivals in GT are concerned, the Ferrari 458s and Corvettes always tend to be quick, and as Mike says, 'this year we're competing against four good Ferrari teams, two Aston Martins and one of the Corvettes, but we are competitive, and given the chance, we'll do well.'

Gulf Racing will be back at Le Mans this year with their Porsche and it would be fantastic if they could emulate the feats of their blue-and-orange predecessors of 45 years ago.

Gulf's history in Endurance Racing goes back almost 50 years and this new chapter is an interesting and ambitious one.

Gulf Racing is taking the step up to the World Endurance Championship (WEC) and 2016 will most certainly be an interesting challenge for the team, in a year when there will be new contenders from Ferrari and Ford, the latter returning to the world stage with the new Ford GT, after an absence of more than 40 years.

The WEC continues to flourish and this year will see the championship extended to nine rounds with the addition of a new race in Mexico, in the middle of the season.

The championship kicks off with Gulf Racing's home race at Silverstone in April and the full championship dates are shown here:

Rnd	Race	Circuit	Location	Date
1	6 Hours of Silverstone	Silverstone Circuit	Silverstone, United Kingdom	17 April
2	WEC 6 Hours of Spa-Francorchamps	Circuit de Spa-Francorchamps	Spa, Belgium	7 May
3	24 Hours of Le Mans	Circuit de la Sarthe	Le Mans, France	18-19 June
4	6 Hours of Nürburgring	Nürburgring	Nürburg, Germany	24 July
5	6 Hours of Mexico City	Autódromo Hermanos Rodríguez	Mexico City, Mexico	3 September
6	6 Hours of Circuit of the Americas	Circuit of the Americas	Austin, United States	17 September
7	6 Hours of Fuji	Fuji Speedway	Oyama, Japan	16 October
8	6 Hours of Shanghai	Shanghai International Circuit	Shanghai, China	6 November
9	6 Hours of Bahrain	Bahrain International Circuit	Sakhir, Bahrain	19 November

For more information contact Daniela Russell at GOI: dr@gulfolltd.com



PUSHING THE MARINE BUSINESS FRONTIERS IN INDIA



Amit Singh, Head of Marine (India), describes the growth journey of the business and its success in securing a contract with a blue-chip Indian company.

"We started our Marine business in India in 2011. Gulf was considered a new kid on the block then and the prospects that we reached out to ignored us as they had other options."

"Some of them, however, tested us, giving us occasional chances to fulfill difficult orders. To their surprise, Gulf was able to do it - every time!"

"We recently got the business of supplying to Shipping Corporation of India (SCI) in Indian coastal waters. Gulf is the first private company to break into the public sector domain."

"Despite's SCI one-day notice, we managed to make 25 supplies to SCI vessels in the first 20 days across the entire Indian coastline that spans 5600 km; and in the first 5 days, the All-India Truck strike

took place!

"We had additives to plan, depot inventory to top up, manpower and other resources to step up, while maintaining Gulf service levels."

"People worked past midnight, plant operators went out of their work hours and out of their way."

"The result: a satisfied customer."

"This example of how the two Gulf companies got together, streamlined the internal processes and delivered a superb performance, shows that with close collaboration, we will successfully generate synergies and transform our business."

"Despite our difficult start, we never wavered in our offer of quality products and services. Our journey won't be possible without endurance and, along the way, it was of real satisfaction to see the genuine passion in the entire team from both Gulf companies."

"Quality, Endurance, Passion, indeed."

STAR TREK



In early December 2015 Gulf Oil Marine staff members formed part of a 200 strong contingent who took part in a 35 km hike across some of Hong Kong's most beautiful national parks and mountains from Wan Chai Gap Park to the aptly named Big Wave Bay !!

The aim of the trek was to raise funds for 'The Sailors Society' (<http://www.sailors-society.org/>) - an international charity which provides welfare support to the world's 1.5 million seafarers. It operates through a network of interdenominational Port Chaplains who visit ships in port to offer practical and emotional support to the crews, ensuring that all seafarers are supported, irrespective of their background, faith or nationality.

Gulf Oil Marine's #33 "Happy Feet" team came home as Champions completing the gruelling 35kms in 4hours 48 minutes. GOM CEO, Keith Mullin was delighted to have comfortably beaten his 7 hour target, finishing in 6 hrs 20mins, raising a mighty impressive HKD 45,000. The event overall raised a staggering HKD 567,000 (\$58,000).

More information on this extremely worthwhile cause can be found at <http://www.sailors-society.org/>.

Gladys Kwok: gladys.kwok@gulf-marine.com



GULF OIL MARINE – MASTERS OF MACAU!



November sees one of motorsport's most famous international gatherings – The Macau Grand Prix.

The meeting features races for touring cars, motorbikes, GT and Formula 3 cars, with the latter two bringing the world's top teams and drivers together in one place at one time.

For 2015 Macau staged the FIA GT World Cup and Gulf Oil Marine sponsored one of the factory Aston Martin Vantage GT3s driven by GT expert Richard Lyons. GOM was looking to maintain a fine run of GT podium finishes and the car qualified well in what was truly exalted company. Sadly, Gulf's hopes were dashed early on as another competitor pushed the blue and orange machine into the barriers and out of the race.

The Grand Prix itself, however, was a rather different story. Gulf partnered with the legendary Theodore Racing Prema team of three cars, which featured talented rookies Jake Dennis and Lance Stroll, alongside the F3 man of the moment, Intercontinental F3 Champion, Felix Rosenqvist.

Rosenqvist proved that his season-long form had not deserted him, taking Pole Position, winning the Qualification Race and then, apart from a couple of laps at the beginning of the Grand Prix itself, leading the rest of the field without being challenged to come home a most worthy winner.

This gave Gulf Oil Marine its biggest victory to date and absolutely thrilled GOM guests and staff, as well as attracting impressive worldwide media coverage for the brand – and signing off the Gulf motorsport season in fantastic style.

Yew Meng Kwok: ym.kwok@gulf-marine.com

KEEPING MOTORS RUNNING AND ADDING VALUE TO THE BRAND

2015 saw the launch of the Gulf range of fuel additives. Additive technology has the reputation of being something of a “black art,” but additives are used to combat specific problems or to enhance certain properties in fuel. Tom Griffin and Kat Vochoska of Fuel Power Marketing, Gulf’s licensees, unlock the door to the world of fuel additives and explain why the Gulf range presents a new and exciting opportunity for Gulf businesses.

WATER ELIMINATION IN DIESEL FUEL

Water in fuel, even today, remains the number one problem encountered in fuel storage and handling. There has been an exceptional amount of discussion regarding the best way to eliminate water from diesel fuel bulk and vehicle tanks. As fuel injection technology changes, there is concern regarding the traditional ways of handling water in fuel systems.

Recently some vehicle manufacturers have released bulletins discouraging the use of fuel additives that emulsify water in fuel. To clarify this matter and assure customers, Gulf products can be used with all of the latest fuel injection technologies. Furthermore, Gulf products provide the best solution to water in diesel fuel and gasoline, which is crucial, given the scale of the problem.

SOME BASIC DEFINITIONS AND GENERAL PROBLEM SOLVING

Chemical mixtures like diesel fuel and petrol, among others, are hygroscopic (that is, they attract water in all forms). In contrast, hydrophobic chemicals repel water. Both of these two types of chemicals can cause water demulsification.

Despite their nonpolar characteristics, fuels attract water and this poses a major problem for all fuel consumers.

To eliminate water, the most viable solution is to emulsify the fuel by fully encapsulating the water and to allow it to pass safely through the fuel system. The water is then vaporised and harmlessly expelled through the exhaust system. The subsequent size of the molecules is so minute, they are incapable of causing harm or affecting the engine – even in the newest, common rail fuel injection systems.

If this technique isn’t successful in removing all the excess water, it’s also possible to remove water through demulsification or mechanically removing it from the fuel tank.

To clarify things further:

- There are three forms of water in fuel: dissolved, emulsified and heavy water.
- Dissolved water can total up to one tenth of one percent in fuel and is not a major concern compared to the remaining two forms.
- Emulsified water is water that is semi-bonded through forced mechanical mixing - usually caused by agitation.
- The last and most harmful is free water. Free water collects at the bottom of tanks, beneath the fuel, due to its higher specific gravity.

DEMULSIFIERS

Demulsifiers change almost all water in a fuel tank to free water - the most harmful form of water. They do this by separating and preventing the hydrogen polar bonding of water to the fuel, (because, for a fuel additive to truly function as a “complete fuel demulsifier”, the treat ratio of additive to fuel would be economically prohibitive).

The theory behind the use of demulsifier additives is they facilitate the operation of water separators and water filters. This is true - to some degree - but because they don’t provide complete demulsification, the end result is problematic. Indeed, because most diesel vehicles do not contain water separators, this can actually create further uncertainty.

When present, water separators must be maintained, serviced and



replaced regularly. The overall effectiveness of these devices is questionable at best. If an individual whose vehicle does not have a water separator makes use of a demulsifier, all the water in the vehicle will pass through the injectors in its most harmful form - leading to damaging and dangerous results.

THE DETAILS

Water enters fuel in several ways and whether its presence is initiated in the refinery, moisture in the air, or environmental changes, water will inevitably enter the fuel.

Further condensation, poor storage and fuel management techniques exacerbate the problem. This occurs with all types of (ULSD) diesel fuel including #2 Summer, #2 Winter, #1 Kero, Biodiesel and Biodiesel blends. Biodiesel fuel is inherently more hygroscopic (attracts water) than all Petro-diesel (regular #1 and #2), so a blend of Biodiesel can potentially house more water in all its subsequent forms.

HOW DO GULF PRODUCTS SOLVE THE PROBLEM?

Diesel Treatment modifies water into a safe form in order to be eliminated from the tank, as fuel burns. This powerful treatment breaks up the water droplets and encapsulates the emulsified water molecules using surfactant and hydrogen polar bonding chemistry.

The individual water molecules first bond to Diesel Treatment which then bonds to the fuel itself. Diesel Treatment functions as a powerful coupling agent that combines all three compounds together into one homogenous, combustible mixture. The end result is that the microscopic water molecules in the tank are separated from one another, pass through the fuel system, and are vapourised with the fuel.

When Diesel Treatment is used along with a water separator, water elimination is achieved even more efficiently. Diesel Treatment-based products, when used in fuel containing water, provide these four crucial benefits:

- The products make water combustible so it can be consumed.
- They significantly lower the freezing point of water to prevent ice formation.
- The specific gravity of chemical bonded water/Diesel Treatment is significantly greater than the base fuel enabling a proper functioning water separator to remove any remaining water not eliminated by the additive treatment. (Diesel Treatment will only remove a finite amount of water when extreme water quantities are present.)
- The products stabilise the fuel.



agitation and the amount of demulsifiers in fuel additives are not enough to guarantee that all water is removed in the separators, it's important to remain cautious as there is likely to be free water remaining

Finally, don't use a demulsifier chemical in fuel unless you have a water separator or a physical way to periodically remove free water from your fuel tanks.

Summary The fear of water contamination of diesel fuel and related fuels remains the number one concern of fuel/fleet managers across the country. The vast majority of diesel additive products do little or nothing to change or eliminate water in fuel.

The products that demulsify fuel should be used only in certain instances when mechanical water removal is practiced. Even in these cases, demulsifiers can cause winter ice-ups in fuel. Therefore, products that encapsulate the water – such as Diesel Treatment - are the best solution for water contamination in fuel.

The best, most effective fuel additive to eliminate water should provide the following features:

- Water encapsulation by hydrogen polar bonding
- Lubricity improvers
- Anti-icing chemistry to prevent ice-ups in the winter
- Fuel stabilisers to prevent the aging of fuel caused by the presence of water
- Combustion catalyst to maximise complete ignition of the fuel mixture
- Injector cleaner to insure maintenance of a clean fuel system

Gulf Diesel Treatment and the Gulf Fuel Additive Line provide all of the aforementioned features. They are able to provide equipment with superior protection and performance through every season.

The Gulf Additive range is available to all Gulf businesses worldwide and should provide an important opportunity for additional revenue streams if taken up.

Contact: Paul Stannard at GOI: ps@gulfoilltd.com or Tom Griffin: tjgfp@gmail.com for more details.

GENERAL ADVANTAGES OF WATER ENCAPSULATION PRODUCTS

- Eliminate free water
- Reduce the possibility of injector damage from water
- Reduce the possibility of bacterial growth in the fuel
- Help improve fuel mileage by eliminating the negative effects of water in the fuel and further acting as a combustion catalyst

DEMULSIFIER USE, THE FINAL CONCLUSIONS

Demulsifiers, in theory, separate all the water from the fuel thereby converting it to free water.

Demulsifiers are a valid potential water removal solution if - and only if - the vehicle's water separator is functioning and well maintained. Because



GOMEL UNVEILS ITS 2020 VISION



Gulf Oil Middle East Ltd (GOMEL), with CEO K. R. Venkataraman at the helm, unveiled its vision for 2020 at a day's conference that took place in Abu Dhabi in October 2015. Around a hundred people attended and over the day the different aspects of the new vision were revealed, including marketing, the concept of Gulf Express, GOMEL's sales process and credit control. Talks were given explaining the importance of employee

engagement and information was distributed via Gulf branded booths. Attendees were invited to participate in team building games which they undertook with gusto. The event was extremely well received and marks the beginning of a new chapter for Gulf in this vitally important region. Mathan Kumar: mathan@gulfoilluae.com

RECORD ENTRY FOR GULF FOSTER A CHILD RALLY

The 13th running of the Gulf Foster a Child Rally took place in January, with unprecedented numbers of cars undertaking the 130km route between Mumbai and Khandala.

The Foster A Child Rally is held once a year in Mumbai and picks children from two to three adoption centres and underprivileged child institutions for a special day out on the drive.

The participating cars' crews comprise a driver, navigator and a minimum of one child so they are usually driven by a family or a group of friends, along with their children and an underprivileged child.

Pictured here is Ravi Chawla, CEO of Gulf Oil India Ltd (left) together with his son and some of the children who participated in the rally as well as gooil colleague, Younis. The Foster a Child Rally forms one of the key events in the Gulf Corporate Social Responsibility programme in India and its success again this year will hopefully lead to an even bigger event in 2017.

Ravi Chawla: ravichawla@gulfoil.co.in





THEN AS NOW?

A regular contributor to the pages of Orange Disc, is American Gulf memorabilia collector, Vito Schlabra.

Here is a selection of some of Vito's recent acquisitions, which seem to echo some of the stories and issues still current in the world of Gulf.



The final selection tackles the topic of service station facilities, which is a crucial part of the judging criteria for the UK Superstation awards featured opposite.



This ad from 1938 profiles some of Gulf's motorsport successes, as we are doing in this very issue of Orange Disc....

THE WORLD'S MOST FAMOUS RACE SUIT?

Mindful, no doubt, of the recent release of the documentary feature film, "McQueen: the Man & Le Mans," about the making of Steve McQueen's film, Le Mans, one of the three race suits worn by the iconic film star during the movie that remain, came up for sale at a Bonhams auction in November.

The Gulf striped and branded race suit, was similar to those worn by the Gulf-Porsche drivers of the time and had been given to the head of a printing company who put together the poster for the Italian version of the Le Mans Movie. It had remained with the same family ever since 1971 and fetched a staggering \$425,000 at the fall of the hammer. This makes it one of the most expensive movie costumes ever auctioned and arguably the most expensive race suit of all time.



While this commercial extols the virtues of Gulf's products to help make engines run better and longer – shades of Gulf's long drain interval products....

Thanks to Vito for these wonderful old commercials. We look forward to featuring more in coming editions.

BETTER PRACTICE – BETTER BUSINESS IN THE UK

For the past four years, Certas Energy – Gulf's UK fuel retail licensee has promoted best practice in fuel retailing through its 'SuperStation' awards.

Competition entrants are judged for signs of excellence in terms of forecourt appearance, grounds maintenance, diversity of product offering, customer service, innovation in business strategy and setting benchmark standards for the industry.

In 2015, the awards culminated with a gala dinner, with representatives attending from the best performing retail outlets. Award categories include: Best Forecourt Shop, Most Improved Site, Best Retail Initiative, Best Forecourt Assistant and Best Gulf Forecourt.

Strand Garage in Barnoldswick, Lancashire, won the coveted award for 'Gulf Forecourt of the Year' 2015 - a huge achievement against almost 500 Gulf sites across the country.

Ramsay MacDonald, Retail Director at Certas Energy, commented, "The competition is a chance to encourage and inspire everyone to push for better standards. With SuperStation, Certas Energy is also driving forward the agenda for the independent forecourt operator so collectively we grow the business opportunity."

Gulf also shone in the Forecourt Trader awards 2015 – the UK industry's equivalent of the Oscars – as Gulf-branded Carronvale



Service Station, Certas Energy's flagship forecourt, received top prize in the 'Best Forecourt in Scotland (+4 million litres PA)' category. The 'Forecourt Trader of the Year' Awards recognise and reward fuel retailing businesses at the leading edge of their profession. Orange Disc offers its congratulations to all of the award winners which are truly a measure of the high operating standards and entrepreneurial skills demonstrated by Gulf Stations in the UK setting the standards to which others aspire.

Sara Richardson: Sara.Richardson@certasenergy.co.uk

CANADA TEKlub MOVES TOWARDS 2020 FOR ONTARIO SALES



Teklub, Gulf's official lubricant distributors for Canada, have agreed an initial 4-year distribution agreement with L&N Energy, who will focus on developing the car lubricant market for Gulf in Southern Ontario.

To celebrate this partnership Teklub joined L&N Energy's Cross Avenue Auto branch, for its Marques d'Elegance event, where they displayed their Porsche Speedster in Gulf livery and their highly modified Porsche 930.

Cross Avenue Auto is a top independent with the highest quality standards and class "A" technicians, making them the ultimate place for premium service in the Greater Toronto Area. They service high-end cars such as Aston Martin, Ferrari, Mercedes AMG, BMW. Now Gulf and Cross Avenue Auto make the perfect match to serve demanding customers.

Sylvie Gaudet: sgaudet@teklub.ca



GULF RETAIL – A FASCINATING 2016 IN PROSPECT

2016 is already set to see a number of landmarks reached by various parts of Gulf's global fuel retail network.

Gulf celebrates 15 years fuelling the vehicles of Luxembourg and plans for celebrating the anniversary are already well advanced.

It should be a double celebration in the region, as the network of stations in Belgium and Luxembourg will reach the 100 mark early in the New Year.

Also, the 500th Gulf fuel station in the UK will be officially opened in January and UK licensee, Certas Energy is planning to mark the event with major celebrations.

Gulf's strategic partnership with Service Station equipment specialists Mepsan – on petrol equipment technologies - and Opcons - on signage and branding – is adding further value to the Gulf offer. Their ability to convert sites to Gulf, often in a matter of days, makes the minimal closure period converting to Gulf an extremely attractive part of Gulf's value proposition.

Gulf will also announce an important new fuel station network signing in the next month, with the likelihood of several others following in fairly rapid succession.

Paul Stannard: ps@gulfoiltd.com

CERTAS ENERGY SEES BOOST IN 'WIN A CAR' FUEL PROMOTION



Gulf is a brand that prides itself on its motor racing heritage and excellence, so with that in mind the 'Win a car' competition was launched to give customers the chance to win a Gulf branded Mini Cooper. By spending a minimum of £25 on fuel, customers entered the competition by entering their receipt number online. Certas Energy saw thousands of applications through its service stations, encouraging improved volumes as well as the customer's average spending. With every application came increased promotion and knowledge of the Gulf brand, which was after all, the ultimate goal.

For more information please see: <http://winacar.gulfoil.co.uk/>
Sara Richardson: Sara.Richardson@certasenergy.co.uk

UNITED KINGDOM

GULF SHOWS SCOTLAND THE HIGH WAY



Seven forecourts in the Certas Energy company-owned portfolio in Scotland (including Rosyth and Lanark) have undergone a makeover and are now sporting their new Gulf livery.

To complement their growing company-owned portfolio, Certas Energy recently purchased four sites from the Co-op, all now rebranded as Gulf. Two of the sites, in Nairn and Forfar, form part of company-owned portfolio, while the other two, located in Osset and Fairfield in England, were sold and leased to independent retailers.

Sara Richardson: Sara.Richardson@certasenergy.co.uk

ALBANIA



SUN RISING ON NEW ALBANIAN FUEL TERMINAL

Sun Petroleum - Gulf's fuel licensee in Albania and the Balkans - will open a new Fuel Terminal before the end of the first quarter of 2016.

The new facility, near Albania's second city, Durres - seen here, resplendent in its freshly applied Gulf branding - was taken over recently by Sun and was substantially upgraded to become a state-of-the-art plant.

The new terminal has a capacity of 12 million litres per year and will service Gulf Petrol and Diesel needs throughout the region.

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RUSSIA



GULF'S FIRST RUSSIAN FUEL STATION OPENS

Gulf's global service station network continues to expand apace. Russia has recently become the newest country to have a Gulf retail presence, with the opening of the first Gulf site, at Uteshevo, on the outskirts of Moscow, in November.

The reaction to the new Gulf site has been extremely favourable, with locals commenting on the look, feel and facilities of the site, as

well as its commitment to sell only fuel of guaranteed quality.

CJSC ARKON, who are the Gulf fuel retail licensees for Russia, have planned the opening of a further number of fuel stations in the country over the course of 2016.

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BELGIUM



RECORD YEAR AS FURTHER LANDMARKS BECKON

Spindletop - Gulf's retail licensee in Belgium - continues on its journey of growth, with 2015 having seen record sales of fuel and the continuing growth of the service station network in the country.

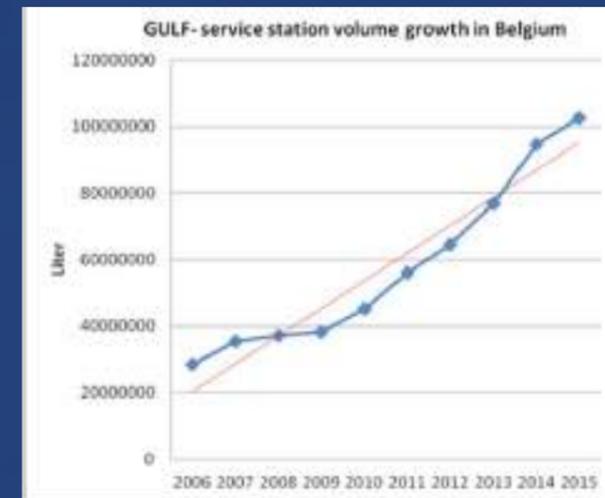
For the first time in the company's history Demarol sold more than a million litres of fuel through its service station network - with the volume sold having more than tripled in the last ten years to reach this landmark.

The service station network is also set to reach the 100 mark in the first quarter of 2016 with further stations set to open over the course of 2016.

Pictured here is one of the most recent station openings, this one in Overijse, close to the Belgian Capital, Brussels.

Congratulations to Sven Van den Brandon and all at Demarol. Orange Disc looks forward to covering the 100th Gulf service station opening in Belgium in the next edition.

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2015 - SO NEAR...

After two years of being able to celebrate World Championships in the GT section of the World Endurance Championship (WEC), 2015 was really a case of “what might have been.”

The GTE Am category has really been the domain of Gulf’s motorsport partners, Aston Martin Racing, for the last couple of seasons, with blue and orange cars taking the Drivers title in 2013 and both the Drivers and Teams titles in 2014.

For Gulf and Aston Martin Racing, the 2015 started from where it had left off in GTE Am, with the #98 Aston Martin Vantage GTE and its driver line up of Paul Dalla Lanna, Pedro Lamy and Mathias Lauda taking victory in the opening two races at Silverstone and at Spa.

At Le Mans, it looked like being a similar story,

as Paul Dalla Lanna headed into the final hour of the 24 with a comfortable lead, only for a moment of over-cautious driving to cost the team not a only a race win, but the world title as well. Dalla Lanna’s more conservative line through the final chicane put him on the dreaded “marbles” (little bits of rubber that flake off the cars’ tyres which mean the surface has much less grip when they are driven over), into the crash barriers, and out of the race.

With Le Mans counting for double points it was an especially cruel outcome, as the gap established by the team’s rivals was too large to overcome, despite a win and two second places in the final three races of the year.

In the GTE Pro category, the organiser’s “Balance of Performance” – the mechanism in

the rules that allows them to adjust the power of the cars to promote close racing – worked against the strong showing Aston Martin Racing put up at the beginning of the season. The subsequent enforced reduction in engine power put them on the back foot to both Ferrari and, particularly, Porsche who took the category win.

That said, Aston Martin finished the 2015 season by clocking up, in Bahrain, its 23rd WEC category win, making it the most successful manufacturer in the history of the World Endurance Championship. Each of those wins was achieved using Gulf oil for the cars’ engine and gearbox needs and Gulf brake fluid for their braking requirements – a superb testament to the quality of Gulf product and something of which the brand can be extremely proud.



2015 saw the greatest amount of activation yet, for Gulf’s motorsport campaign, with record numbers of Gulf customers attending races and many Gulf businesses using images of the Aston Martin Cars in their advertising, marketing and promotional material. The Champions Choose Gulf campaign, launched at the end of 2014 was used across the world by many Gulf businesses to good effect.

It was also another busy season for media taking advantage of the opportunity on offer to become part of the Aston Martin Race team at a WEC race – with journalists working on the cars during practice and qualifying, before being able to watch their handiwork in action during race day itself.



NETHERLANDS

RECORDS TUMBLE AS KING IS ONCE AGAIN CROWNED CHAMPION!



2015 was certainly a memorable year for the Gulf Oil/GPO Drag Racing team and the indomitable Ian King.

Ian claimed his ninth European Drag Racing Championship – a truly remarkable feat – but he had to wait until the final run of the final round to do so, as both he and his championship rival, Rikard Gustavsson, faced each other, both knowing that a win would land them the coveted crown.

En route to the championship, the blue and orange monster motorbike claimed the European record for the quarter mile with an averaged finish line speed record over two runs of 238.70mph [381.93kph] (his fastest run actually being 242.77 mph [388 kph]) – at an amazing 5.830 seconds for the fastest run (in itself one of the ten quickest runs of all time).

It is a fantastic achievement by any standards and a superb quality reference for Gulf products as both the engine and gearbox oils used by the 1500bhp Puma engine are standard Gulf road lubricants – as can be bought from any Gulf stockiest.

Ian King reckons there is still significantly more to come from the bike....

ARGENTINA

GULF DUSTER'S DAKAR DRIVE



Gulf supported car 383 on this year's edition of the famous Dakar Rally that nowadays finds its home in South America.

Driver, Fernando Bradach is a Gulf Oil Argentina customer and his car is a Renault Duster, powered by a Nissan V6, prepared by Oreste Berta, one of Argentina's legendary names in terms of engine tuning.

This was Fernando's third Dakar. He finished 68th in 2013 and retired on the third stage last year.

Sadly, the car was not to make it to the finish of this incredibly tough event, with Fernando and co-driver Roberto Corvalan forced to retire after the 8th of the 13 stages, with gearbox issues.

Fernando has already announced his intention to return for next year's Dakar, to fulfill his ambition of a top 30 finish and we applaud his passion.

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TRINIDAD & TOBAGO

GULF ON STAGE IN TRINIDAD & TOBAGO



Lange Trinidad, Gulf's lubricant distributor in Trinidad and Tobago, has teamed up with a couple of drivers in the local rally series.

The classic white Ford Escort, pictured, competes in the 2 Wheel drive class and is a real crowd favorite. Lange also sponsors a Mitsubishi Evolution in the open 4-wheel drive class and the car enjoyed several podium finishes in 2015. A roll over in the final event has given them the opportunity to get a bit more creative with the body work so Orange Disc looks forward to featuring the new 2016 livery in a future edition.

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FINLAND

SALO MAKES IT NINE IN FINLAND



Congratulations to Juha Salo and co-driver Marko Salminen in their Gulf Peugeot 208 T16 R5 on taking the 2015 Finnish Rally Championship.

This is Salo's ninth title in this extremely highly regarded national championship and it is Finnish Gulf Lubricant Distributor and Fuel Licensee, US Parts Finn-AM OY's intention to be back with Salo and the Peugeot as he goes for a tenth title. Orange Disc wishes them every success in this endeavor.

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NETHERLANDS



MAX KOEBOLT FINDS RENEWED SUCCESS IN THE DUTCH SUPERCAR CHALLENGE

Dutch Day Vtec Team driver eighteen-year-old Max Koebolt, together with his team-mate Wesley Caransa, finished third in the Super GT class in their Gulf sponsored Volvo S60 V8 at the second day of round eight in the Dutch Supercar Challenge.

"It's been a successful race for Gulf" commented Frank Bosmans, Gulf Netherlands Lubricants Manager, "and it's great to see Max back on the victory podium after a hard year's racing".

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CANADA



TEKLUB at Canadian Tire Motorsport Park

Last season, Teklub invited customers to the Canadian round of the Continental Tire Challenge Series at the Canadian Tire Motorsport Park (Mosport). Guests highly appreciated the Mantella Autosport team's hospitality. Drivers, technicians and all of the team members were available throughout to answer questions.

The Mantella Team and Teklub organised an information session for guests and GM Corvette Corral VIP's.

The Gulf Oil #8 Camaro Z/28.R of Anthony Mantella and Mark Wilkins recorded its best finish of the season, finishing fifth after starting ninth.

The outstanding performance of teammate #80 Camaro Z/28.R of Martin Barkey and Kyle Marcelli was another highlight. They finished seventh over the season and on the podium, in third place, at the last race. Teklub are delighted to be supporting the Mantella Autosport team again in 2016 and wish them all the best.

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GULF IS THE FORMULA FOR FORMULA GULF

Formula Gulf series organiser, Barry Hope, describes the rationale behind the championship, Gulf's key role and the success it enjoys boosting fresh talent into higher forms of motorsport.

In the world of motorsport the iconic Gulf Oil brand has long been associated with winning - particularly in endurance racing. But clearly, sporting success is not possible without professional drivers and this raises the question of how do they get started in motor racing. Look closely and you will find that most of today's top drivers learnt their trade in single-seater racing cars known as 'Formula' cars. Fast, lightweight, slick racing tyres, aerodynamics and sequential gearboxes.

Formula Gulf, a family owned motorsport business based in Dubai has more than a decade of experience training ambitious young drivers. Partnered with Gulf Oil Middle East, they own and operate a 'competition driving school' and national single-seater championship called Formula Gulf.

The cars' high-revving 160bhp, 4-cylinder Suzuki superbike engines and their 6-speed sequential gearboxes rely on a lubricant

developed by Gulf to meet the extremely demanding needs of a modern 4-stroke motorcycle engine operating in adverse conditions. Gulf Oil Middle East Ltd developed a unique lubricant, Gulf RACE MAX 15W50. After 15,000 kms at racing speeds the lubricant has exceeded expectations - and the wider opportunity now exists to supply this product to the motorcycling community in the UAE.

Drivers from the age of 15 travel to the United Arab Emirates from around the world to take part in a series of eight 2 day events that take place at the Formula One circuit in Abu Dhabi and the Dubai Autodrome. To date, Formula Gulf has trained 45 drivers from 19 countries, many of whom have been able to move onto higher level events such as BRDC Formula 4, Formula Euro Open (F3), Formula Renault, GT Asia and RXLites.

Intense driver coaching, media training and guidance on physical fitness and nutrition are an intrinsic part of their program making this the 'go-to' series for up and coming young drivers.

More details about this initiative: <http://www.formulagulf.com>
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