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ORANGE DISC



GULF'S CORE VALUE PROPOSITION

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Vicki Kipling

Vice President  
of Marketing

Gulf's Global Vice President of Marketing, Vicki Kipling, reflects on the prestigious partnerships that have been developed so far during 2016, and looks at how they are being used to promote the iconic Gulf brand on a global level.

When I joined the Gulf family in February 2016, I knew that I was about to join a company with exciting plans for the future. However, what I could never have dreamt of was how quickly we would be able to make many of those plans reality, but then I hadn't experienced the true power of our passion for the brand.

The passion for the Gulf brand, from those who work with it, is unlike anything that I have previously encountered. Its effects are contagious, creating dynamic working environments in our businesses, fostering a hunger for growth, and an uncompromising expectation for brand success.

From a marketing perspective that passion has allowed Gulf's marketing teams from around the globe to unify, share ideas, and create a cohesive strategy to promote our iconic brand through a range of prestigious partnerships. These partnerships have been chosen to not only further enhance the visibility of the Gulf brand, but also reflect the core values of our business.

Probably the most high profile of these partnerships is our global sponsorship of Manchester United, arguably the most successful football club in the world, and certainly an iconic brand in its own right. Our objective was to raise awareness of the Gulf brand outside the traditional motorsport arena and, with an estimated 3.5 billion fans worldwide, football was an obvious choice. And if you want to be associated with football then who better to partner than the biggest and most recognised brand, Manchester United? This partnership has already placed the Gulf brand in front of millions of new potential customers, raising the brand's profile and status across the globe.

Other exciting partnerships for 2016 have built on the Gulf brand's rich heritage in motorsports, assuring its continued presence on starting grids around the globe. These include, the Milwaukee BMW World Superbike team, which was the first partnership of 2016, and of course the continuation of our association with Ian King, and the sponsorship of the Gulf Racing team in the WEC – a high point of which was the team's successful involvement in this year's Le Mans 24 hour race, an event itself steeped in Gulf heritage. The Gulf Racing Porsche's "head turning" stylish livery, with its excellent performance in the race, is undoubtedly helping to win a new generation of Gulf fans. These partnerships, and others, have allowed us to create the most exciting and ambitious marketing platform for the Gulf brand yet.

With all this thrilling sponsorship activity now taking place it's hardly surprising that the company's marketing calendar has become filled with literally hundreds of exciting opportunities for us to promote growth and strengthen our brand image in our markets.

Of course we still have much more to do, not the least, to help and support our sales teams and licensees to activate this rich source of marketing collateral. We need to share expert local knowledge and ideas, allowing us as a business to develop a global approach to marketing which is still sensitive to local needs.

This spirit of sharing was epitomised during Gulf's inaugural global marketing forum, an important milestone event, which allowed us to examine Gulf's Customer Value Propositions (CVPs) in unrivalled detail. The ultimate aim is to bring the first batch of products with their own CVPs to market, products that will set themselves apart from the competition. This supports the work of Dr Milind Vaidya, who is developing products which represent a key element in Gulf's future growth, and its strategic aims over the coming years.

In this edition of Orange Disc we look at all these topics in more detail, allowing you to see how Gulf's partnership program has impacted on our entire business across the global network of Gulf businesses.

I firmly believe that we are privileged to be in the midst of a truly historic period in Gulf's evolution, both as a company, and as a brand. Not only are we the fastest growing oil brand, but we have a passion for innovation and success that is unrivalled in this industry. I am sure that we have only scratched the surface of what will be possible with our incredible Gulf brand.

Wishing you all good business and happy selling.



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# MANCHESTER UNITED AND GULF OIL CHINA



Over the course of the summer, Gulf Oil China staged three excellent events in Shanghai – to tie in with the run-up to Manchester United’s 2016 pre-season tour of China, presented by Aon.

### CHINA MEDIA LAUNCH

More than 40 media attended the Manchester United launch event, and another 30 media joined the SUV engine oil launch.

Speeches came from Gulf Oil Vice President International, Frank Rutten, Manchester United Commercial Director, Jaime Reigle and Gulf Oil China General Manager, Arthur Liu, followed by a question

and answer session. Manchester United Team Captain, Wayne Rooney headed the list of current first team players who attended the launch, together with Manchester United Ambassador, Denis Irwin. As with the original launch of the Gulf-Manchester United partnership, the event in Shanghai attracted exceptional media coverage, the world over.

### GULF OIL CHINA DISTRIBUTOR PARTY

Gulf Oil China then staged an extremely successful distributor party, featuring Manchester United Ambassador Dwight

Yorke, one of the highlights of which was the cutting of the cake in celebration of 1 million litres of new Manchester United pack products sales in China.

### SUV ENGINE OIL LAUNCH

Completing what was a very busy forty-eight hours for Gulf Oil China, the company also launched its latest product, an engine oil specially designed for SUVs – see the cover feature on page 18 for further details.

The event, which was extremely successful, featured cars, starship troopers and the setting of a new world record for jigsaw building.



# GULF'S NEW CHENNAI PLANT PROGRESSES



Work continues apace on the new Gulf blending plant that is being built in Chennai, India.

After the ground breaking ceremony four months ago, the new blending plant, which will have as part of it, a state-of-the-art Research & Development facility, is scheduled to be completed at the end of 2017.

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## DR RAO – MAKING THE NEWS



Gulf's Chief Technology Officer, Dr YP Rao has long been regarded as an authority on technical matters in lubricants, both locally and across the wider global industry.

Dr Rao has also been convener of the Transportation and Industrial Fuels Committee of the Bureau of Indian Standards for the last 25 years or so.

His expertise and experience were recognised recently by the Bureau of Indian Standards as they appointed him Chairman of Lubricants and Their Related Products (of synthesis and biological origin) Sectional Committee, which is responsible for the formulation of specifications of lubricants for India.

Dr Rao is a man who is always in demand as a speaker at conferences and seminars. Most recently his talents were put to good use by one of the leading industry publications, Lubes and Greases EMEA, for whom Dr Rao penned a major article in their July edition, on "Opportunities and Challenges in India" – in which he analyses where the lubricant industry currently stands in India and where it might be headed.

It is available to read online at [www.lubesngeases.com](http://www.lubesngeases.com)

Dr YP Rao: [yprao@gulfoil.co.in](mailto:yprao@gulfoil.co.in)

# GULF EXPRESS OPENS IN JORDAN, BAHRAIN, UAE, PHILIPPINES AND IN ARGENTINA



The Gulf Express quick lube outlet concept is said to have changed the motoring habits of a nation, when it was launched in Saudi Arabia around a decade ago. It is now in the process of being rolled out across the world, with recent openings in the Middle East, the Philippines and Argentina.

The first Gulf Expresses are up and running in Jordan, Bahrain and the UAE, with several more openings planned in the coming months in these countries, as well as in others in the region.

In August, Gulf Oil Philippines opened their first Gulf Express in partnership with Arzadon Enterprises (image above and below) – a modern passenger car service centre located on a major national highway at St. Fernando, Illiocos region in North Luzon.

The official launch was promoted by an excellent advertising and marketing campaign publicising the



opening, which was preceded by a motorcade. The event was well attended by senior city officials and was celebrated by a three-day free service camp as well as a host of prizes and giveaways.

Above is the newest Gulf Express – and the first to open in Argentina. It is undoubtedly one the most impressive examples of Gulf Express yet to have been launched, it offers not only oil changes but also light mechanical work, as well as tyres, batteries, shock absorbers, and other service items – all of which are from leading brands.

This will be the Argentinian model for Gulf Express, which will be operated as a franchise in the country – with Gulf’s Argentinian distributors being offered the first option on taking up the franchise in each region.

Gulf Oil Argentina’s partners for this exciting new facility are their distributors from Cordoba, Agro Oncativo and the newly opened Gulf Express is situated in the Avenue Castro Barros in Cordoba – one of the city’s busy thoroughfares.

This latest addition to the Gulf Express global network opened with a major launch party that attracted a large amount of media attention and Gulf Oil Argentina are looking to launch three or four new outlets by early 2017.

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## WORLD SUPERBIKE PROGRAMME EXPANDS FOR 2017



After a promising initial season in the World Superbike Championship with Team Milwaukee BMW, going forward Gulf will be partnering with two World Superbike Manufacturer backed teams, until at least the end of 2018.

Team Milwaukee – run by Shaun Muir Racing – has been given the opportunity, by Aprilia, to run their factory race team in World Superbikes from 2017 onwards and the Gulf partnership will therefore move with them to run with the Italian manufacturer. The RSV4 motorbike has proved itself to be one of the quickest in the SBK field and for 2107 it will be ridden by rapid Italian, Lorenzo Savadori, who has been racing an Aprilia this season, as well as by Ireland’s Eugene Laverty who has ridden with success for Aprilia in the past, and who joins the team after two seasons in Moto GP.

Aprilia is part of the Piaggio Group, which also includes Vespa and Moto Guzzi brands as well, of course, as Piaggio itself. With sales in excess of 600,000 motorbikes a year, it makes them the largest manufacturing group for motorcycles outside Japan.

Gulf will also remain with BMW in World Superbikes, as we will be partnering with Althea BMW – the other BMW Manufacturer-backed team in the championship.

Althea has a strong pedigree in World Superbikes, which includes fielding both the World Champion rider – Carlos Checa – and claiming the World Team Superbike Title in 2010.

Althea will go into its second year of fielding the BMW S1000RR. The team currently boasts two riders who regularly feature in the top ten runners – Spaniard Jordi Torres who finished sixth in the 2016

championship and young German, Markus Reiterberger, who has already confirmed his place in the team for next year.

Planning is already well advanced in terms of activation material and the 2017 programme will swing into action as soon as the 2016 season is concluded, in November.

“World Superbikes has been a great enhancement to our marketing platform this season,” explained GOI VP Marketing, Vicki Kipling. “There has been great engagement by Gulf businesses around the world in the programme, and the opportunity that was given to us to run with two great teams for 2017 and 2018, should prove to give us even more opportunities to activate it in what is a key market sector for many. The superbike programme, however, represents a great opportunity for all Gulf businesses.”

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## “PLAYERS WIN GAMES BUT TEAMS WIN CHAMPIONSHIPS”



The Gulf-Manchester United partnership was signed to boost Gulf lubricants sales and to help take Gulf into the Champions League of lubricants companies.

Hence, all Gulf sales and marketing teams around the world have been working intensively to activate the Gulf-Manchester United partnership.

Gulf’s Global Executive Council – along with key functional heads – spent two days in Old Trafford, in May, monitoring the progress achieved so far in activating the partnership around the world and explored with members of the Manchester United commercial and marketing teams the possible ways of making the association even more successful.

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# SPECIAL PARTNERSHIPS – SPECIAL LUBRICANTS

2016 has seen the launch of Gulf's largest ever marketing platform, with world championship two wheeled and four wheeled motorsport augmenting the global football deal with Manchester United.

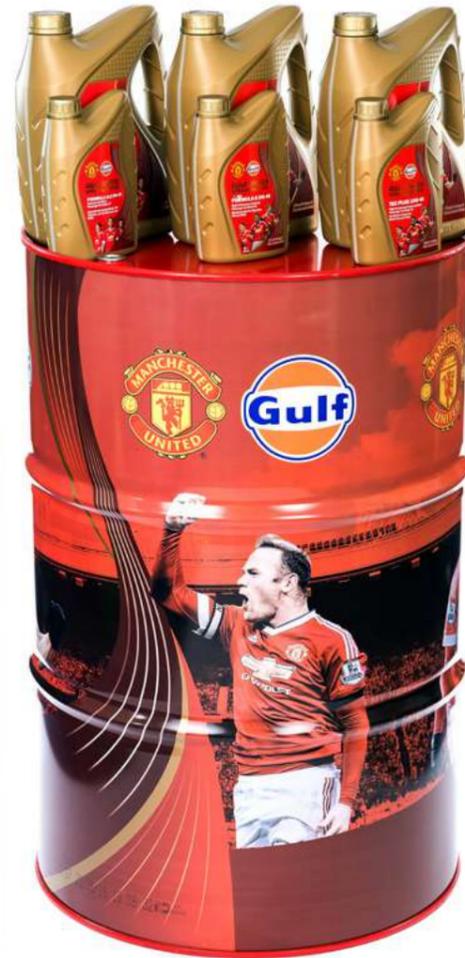
Part of the activation coming out of the partnerships has been the launch of new lubricants – from the technical tie-ups and special editions – which celebrate the new links.

The Gulf United Special Editions are now available on a global basis and come in three formulations: Tec Plus 10W-50, Formula G 5W-40 as well as Formula ULE 5W-30. The oils come in three pack sizes: 1 litre, 4 litres and in a striking 200 litre Gulf United barrel, featuring four Manchester United players set against the backdrop of Old Trafford. They are available filled, or empty as a promotional item.

Gulf's technical partnership with the Milwaukee BMW World Superbike team has also spawned a new Motorcycle Oil variant – the first of several – Gulf Syntac 4T Superbike 10W-50, which is available in 1 and 4 litres and which features the Gulf branded BMW bike on the label.

Gulf has also revised its Classic Oil cans to take account of the latest formulations, but has kept close to the original design, which has proved to be extremely popular.

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## GULF CFO CONFERENCE IN ARGENTINA

Buenos Aires was the venue for the 2016 gathering of the Chief Financial Officers of Gulf-owned operations. The main aim of the conference was to brainstorm the topic of "How can Finance support the business growth?"

With Gulf's ambition being, to double its size by 2020, Finance has an important role to play in that in terms of monitoring customers' credit and inventory levels, negotiating vendors' credit and bank financing, the development of IT structures and corporate governances.

Conference participants agreed that Finance can also contribute to delivering the 2020 vision by working strongly in tandem with CEOs, monitoring sales, participating in customer facing activities, encouraging value selling, stimulating the use of global sponsorships, and encouraging the development of technical sales.

"The Finance community is very excited by the invitation received from a number of business leaders in sales, marketing and



operations to do so" enthused GOI CFO, Francois Celton, "and very much looks forward to delivering on this challenge!"  
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## THE MOST POWERFUL... AND NOW OFFICIALLY THE FASTEST! KING LANDS A NEW WORLD SPEED RECORD FOR GULF BIKE



Gulf has a long history of Land Speed Record attempts and Ian King on the Gulf Dragracing/ GPO top fuel bike recently upheld this fine tradition, by setting a new FIM Motorcycle World Speed Record for a quarter mile from a standing start\*.

During the course of the season, Ian had established new European Records, but for a World Record the FIM (the global governing body for motorcycle sport) demands a two-way pass over the same course within a set time period. This meant that Ian had to abandon the usual, smooth and sticky-

surfaced drag racing strips in favour of an unprepared airfield with a 3000 metre runway – in order to attempt the record.

Elvington Airfield in Northern England was the chosen venue during its annual Speed Weekend in September and, despite a number of obstacles that had to be overcome during the weekend, Ian King managed to set two qualifying runs on the 1500bhp Gulf-lubricated machine that were good enough to give him and Gulf the new World Record.

The record was broadcast on global motorsport TV programmes – Motorsport

Mundial and Planet Speed, with a reach of more than three quarters of a billion homes worldwide between them. It has also proved to be the most popular post yet on Gulf's Facebook page, with more than 11,500 views of the one-minute video of the attempt.

A longer five and a half minute documentary telling the story of how the new World Land Speed Record was set, has now been launched on YouTube.

More about the Gulf Dragracing Team on page 39: [sm@gulfoilltd.com](mailto:sm@gulfoilltd.com)

\* FIM ratification pending

## READ ALL ABOUT IT!

The Gulf Oil International marketing department has been busily engaged in producing brochures for various product sectors this year.

The new brochures have been designed to be as flexible as possible, several of them in wallet format, with inserts that can be used or adapted as necessary.

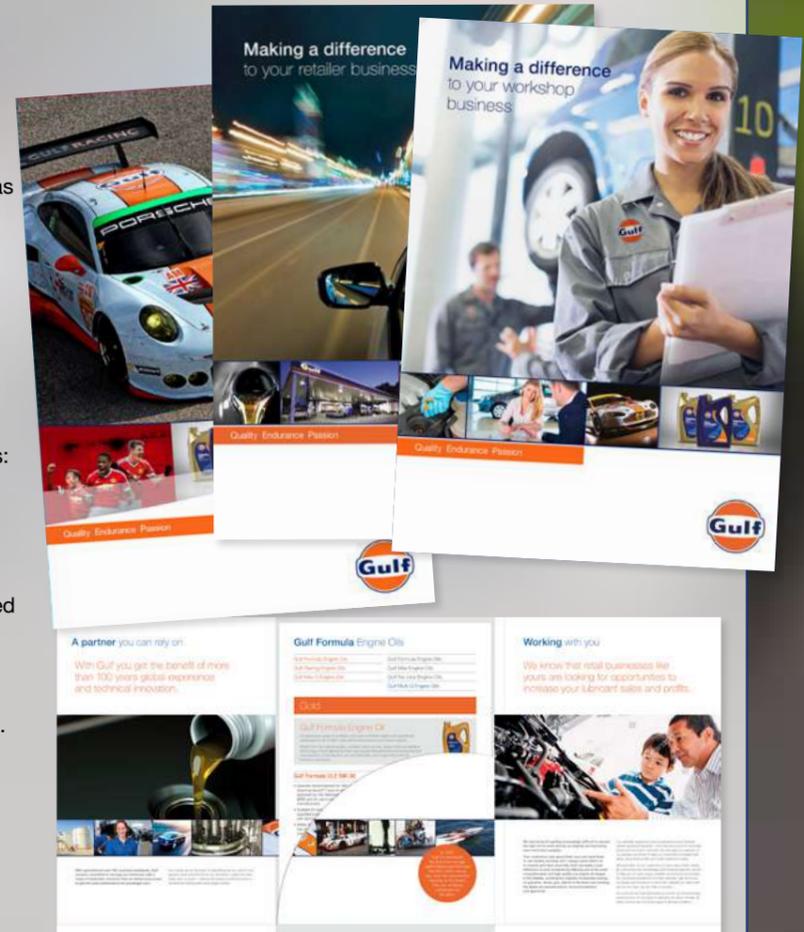
The following brochures are now available – either in downloadable print-ready format or as design files, to be adapted into different languages:

- PCMO – retail**
- PCMO – workshop**
- Fuel Retail**
- Le Mans Lubricants**

The latest crop of brochures, will shortly be joined by a revised motorcycle brochure, and brochures for OEM Approvals and Construction & Mining.

In addition there is now a raft of activation material available for each of the Gulf partnerships. Brochures, leaflets, point of sale, advertisement templates, and much more...

All of the material is available to download from the new Gulf Extranet, but for any individual enquiries, please contact Daniela Russell at Gulf Oil International: [dr@gulfoilltd.com](mailto:dr@gulfoilltd.com)





## MANCHESTER HOSTS INAUGURAL MARKETING FORUM

In June, heads of marketing from Gulf operating companies around the world came to Manchester to meet up with the Gulf Oil International marketing team for the first Gulf global marketing forum.

Old Trafford, home of Gulf's football partners, Manchester United, once more was the venue of choice for Gulf. The three day marketing forum programme looked at planning long term activation for Gulf's global sponsorship platform; at product differentiation & Gulf's Customer Value Proposition and at Digital Marketing as its key topics.

One of the other major aims of

the event was to look at ideas, initiatives and marketing solutions that were already in existence and that had proven to be effective, and that could be shared between marketing departments in Gulf businesses around the world.

Attendees keenly participated and feedback was extremely positive. Some of the results of the programme have already started to filter through into action. It is planned that future forums will incorporate Gulf's national distributors and fuel licensees, so as to help further energise and elevate Gulf marketing activities around the world.

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## BMW WELDT – A UNIQUE OPPORTUNITY!



Gulf's partnership with the BMW manufacturer-backed World Superbike squad, Team Milwaukee BMW, included a number of VIP opportunities to take an exclusive tour of the fabulous BMW Welt Museum in Munich, Germany.

Gulf guests from all over the world toured the facility in both June and September, and with the BMW association continuing into 2017, through Althea, there will be further opportunities for this exceptional opportunity.

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## TON-UP FOR GOSCO



August marked a significant milestone at Gulf Oil Supply Company (GOSCO) with the arrival of Ton Groeneweg as Supply Operations Manager – Europe. With his appointment it really marks the end of the transition project for Gulf's supply chain in Europe and this brings with it an important shift of responsibility.

Ton's start means that Tobias Tasche, VP Production and Operations will step back from regional day-to-day activities to focus on other projects. He will build the global skill pool for Production and Operations – and this photo marks the official handover of responsibilities.

With more than 30 years of experience of the lubricants business Ton will take responsibility for all activities and projects related to production and operations in the region, reporting to Camille Nehme, VP Europe.

Ton is Dutch by background and has lived and worked in the Netherlands and the United States. He has vast experience in supply chain roles, which have covered activities with local, regional and global scope and which have included plant management, logistics management, and operations management. He will be based at the office of Gulf Oil Netherlands in Dordrecht and we wish him every success in his new role. [ton@gulfoilsupply.com](mailto:ton@gulfoilsupply.com)

## GULF FUEL RETAIL LAUNCHES IN MEXICO



Mexico recently became the latest country to join the global Gulf fuel retail network.

New licensees, FF VERTICAL 2, S.A.P.I DE C.V. under the expert guidance of Sergio de la Vega (pictured above right, with Frank Rutten and Paul Stannard, signing the agreement), have been able to swiftly take a advantage of the fact that after more than 75 years of state monopoly, the Mexican government announced an opening of the market for private companies to compete in Mexico.

The Mexican round of the FIA Formula E, electric car championship was used to launch the fuel network in Mexico and, for the occasion, the Aguri Team cars ran in Gulf colours.

It is Gulf's target to convert and open 2,000 fuel stations within three years.

Sergio de la Vega: [sergio@delavega.ms](mailto:sergio@delavega.ms)



## RISING STAR IN THE PHILIPPINES

Gulf Oil International and Gulf Oil Philippines are delighted to welcome JBY Petrol Trading Inc as the new Gulf Fuel Licensee for the Philippines.

JBY Petrol Trading Inc currently operates one of the largest independent nationwide fuel station networks in the Philippines. The company launched in 2004 in Tacloban city and, under the guidance of President & CEO, Mr Boldman Yulangco, it has expanded over the years to more than 100 company-owned and operated stations. The company also operates five large fuel depots, operates at retail with state-of-the-art technology and employs more than 1400 people nationwide.

JBY Petrol Trading Inc has very ambitious plans, aiming to build 15-20 new Gulf fuel stations in the next two years and Orange Disc wishes them every success in this new venture.

Boldman Yulangco: [boldstar72@yahoo.com](mailto:boldstar72@yahoo.com)

## NEW GULF PARTNERS: NETHERLANDS AND GERMANY

In April, Gulf Oil International announced another key move in Europe, with the launch of Gulf Lubricants NWE Holding BV, which is a new partnership that has been set up to cover distribution and sales of Gulf lubricants in the Netherlands and Germany.

The new operation is a joint venture between Gulf Oil International and FinCo – a relatively young, independent Dordrecht-based company that operates in the storage, trading and distribution of oil and oil-related products in Northwest Europe.

Although a young company, FinCo shareholders and employees have many years of experience in the oil industry.

FinCo, headed up by Jan-Willem van der Velden and Peter Nohlmans, owns a bulk liquid storage terminal in Amsterdam (FTA) and is also active in bunkering and wholesale, as well as the direct sales of petroleum products and biofuels.

"The Gulf brand has a long and successful history in the Netherlands and FinCo is delighted to now be able to play its part in continuing this success," comments FinCo Director, Peter Nohlmans. "We have some ambitious plans and, together with Gulf Oil International, have no doubts that our joint entity will be able to take Gulf on from here and secure an even brighter future for the brand and its products in the Netherlands and in Germany."

Peter Nohlmans: [pnohlmans@fincofuel.com](mailto:pnohlmans@fincofuel.com)

## GULF FUEL RETAIL TO LAUNCH IN SOUTH AFRICA

In August, Gulf Oil International announced an extremely significant addition to the global fuel retail network with the signing of GOSA AG (PTY) LTD as the brand's fuel retail licensee for the Republic of South Africa – the first time Gulf has had a retail presence in this important region.

GOSA AG (PTY) LTD operates under parent company, Capital Lounge Management Services (CLMS) and was established in 2006 as part of the Adamjee Group.

CLMS operates a network of service stations with average annual fuel volumes of 3,000,000 litres per station – each with a convenience store on site. The stations are currently leased to other South African fuel companies.

The Adamjee Group's other activities include property, tobacco and security and it has more than 600 employees.

CLMS have been involved in fuel retail for the past 12 years but reached the understanding that there is a definite advantage in operating a network under the brand flag of a recognised international oil company – it will, among other benefits, enable them to sell fuel at higher margins than other 'local' companies.

Looking forward, the plan for growing Gulf at retail in South Africa is to add between seven and ten new Gulf stations each year from the fourth year of operations onwards. In addition to fuel, the stations will also provide a sales channel for Gulf lubricants in the country.

Orange Disc welcomes GOSA into the Gulf family and wishes them every success in building the Gulf presence in South Africa.

Aadil Adamjee: [aadil@capitalounge.co.za](mailto:aadil@capitalounge.co.za)

# NURTURE THE PASSION WITHIN OUR EMPLOYEES, RETAIN AND GROW TALENT WITHIN THE GULF BUSINESSES

## GULF OIL EMERGING LEADERS PROGRAMME (ELP) FOR FUNCTIONAL MANAGERS



**Gulf Oil Emerging Leaders Programme, 2016**  
October 12-15, Mumbai



Gulf Oil International's inaugural Emerging Leaders Programme – conducted by Frost & Sullivan – was attended by twenty experienced Operational Senior Managers from across the world, in Mumbai in October. The programme was aimed at professional development for operational managers transitioning into roles as emerging international leaders. It provided participants with a unique experience of systematically evaluating and interpreting the strategic aspects of business and the way the various diverse functions interlink. The workshop equipped all the participants with a range of tools and techniques to practice and improvise at the workplace and it received outstanding feedback for its design, content, delivery and relevance. The date for the next group will be announced in January 2017.

## GULF OIL INTERNATIONAL HR CONFERENCE



Gulf Oil International's HR Conference – organised in Dubai in May – was attended by HR Heads and their key personnel from across the world. The conference focussed on the HR global “mega trends” for 2020 and the alignment of global and regional HR focus with 2020. The key global initiatives such as the Advanced Leadership Programme, Emerging Leaders Programme, Webinars and performance management systems were devised with the objective of helping drive forward an environment that nurtures passion, retaining and growing talent within the Gulf Businesses.

## GULF OIL ADVANCED LEADERSHIP PROGRAMME (GOAL) FOR GLOBAL LEADERS

Fifteen global leaders from across the world attended the inaugural Gulf Oil International Advanced Leadership Programme in Dubai in August. It is a twelve-month integrated executive development programme especially designed for the senior leadership team. The programme represents a significant investment in the development of Gulf's leadership capability, and the opportunity to build a network of international leaders. Activities included a three-day workshop, a group project working on the strategic initiatives and a 360 assessment based on the Group's leadership competency framework and it was delivered by Gulf's learning partners, Frost & Sullivan. Feedback for the programme's design, content, delivery and relevance was first rate. The next part of the programme for the group will be announced in January 2017.



## GULF OIL LEARNING AND DEVELOPMENT ACADEMY (GOLD) GLOBAL REACH

In September, Gulf Oil international launched its Gulf Oil Learning & Development (GOLD) Academy - a web enabled e-learning training and development platform across all of the Gulf entities. GOLD was launched with the help of Gulf Oil Lubricants India's HR team. To ensure it reaches Gulf's diverse international workforce, the GOLD platform is provided in three languages – English, Mandarin and Spanish. The knowledge repository platform can be accessed from desktop/laptop and smart phone 24/7.



## NEW APPOINTMENTS

Orange Disc would like to congratulate the new appointments as below:



**Amilcare Miki Basso** joined Gulf Oil Supply Company Limited as Commercial Manager. Prior to joining us, Miki held the position of General Manager Lubricants Lukoil South Europe. Miki has spent more than 26 years in Shell, mostly in lubricants business in various responsibility roles ranging from local to global including B2B sales and marketing.

Email: [amilcare@gulfoilsupply.com.mt](mailto:amilcare@gulfoilsupply.com.mt)



**Agung Sumargana** joined GULF Oil Lubricants Indonesia as Sales and Marketing Manager - Automotive Business. Prior to joining Gulf, Agung worked as Head of Business Excellence with PT. Triputra Adhitama.

Email: [agung.sumargana@gulfoillub.co.id](mailto:agung.sumargana@gulfoillub.co.id)



**D.Dhanasekaran** has joined Gulf Oil Lubricant India Limited as General Manager- Projects. Mr. Dhanasekaran will be based in Chennai and will be responsible for the entire Chennai Project Operations.

Email: [Dhanasekaran.sr@gulfoil.co.in](mailto:Dhanasekaran.sr@gulfoil.co.in)



**Mr. Amit Kedia** has joined as Vice President - International Internal Audit, based in Gulf Oil Lubricants India's office in Mumbai. Amit will lead the Company's global Operational & Financial Internal Audit function, and perform continuous assessment of risks. He will be responsible for planning, performing, reporting and following

up on Financial, Operational and Information System audits. Amit will report functionally to Group President Corporate Governance and Development, Mr YM Kale, and administratively to the Audit Committee of the Board of Directors.

Amit brings 15 years of professional excellence in Risk Management, Internal Audit, Internal Controls, Sarbanes Oxley to mention a few areas. His last stint was with Mondelez Foods India Private Limited as Head of Internal Controls, India. He was associated earlier with Tata Global Beverages Ltd., KPMG and the ICICI Prudential Life Insurance Company Limited.

Amit is a Chartered Accountant and has completed his Masters in Commerce from Mumbai University.

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**Ton Groeneweg** joined Gulf Oil Supply Company Limited as Supply Operations Manager (Europe) and he is responsible for all activities and projects related to production and operations.

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**Wei Shao** joined Gulf Oil China Ltd as Business Development Manager Prior to working with us, he worked with Petronas and Shell.

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**Joëlle K. de Cordier** joined Gulf Oil International as Manager - Brand and Marketing, based in London office. Prior to joining us, she was Global Marketing Communications Lead for Loyalty and Convenience Retail with Shell.

Email: [jkc@gulfoilltd.com](mailto:jkc@gulfoilltd.com)



**David Richard**, CFO of Gulf Oil Marine, will be taking the position of VP Business Development, South East Asia, of Gulf Oil International. Based in Singapore, the new role will consist in entering and developing new countries in South East Asia, as well as supporting the Blending Plant project and search for new growth opportunities for the Group.

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**Petr Bobysud** has joined Gulf Oil (GOSCO) as Commercial Director. He is based in Italy, he reports to Mr. Camille Nehme, VP Europe, and will be responsible for leading the business development in Central and Eastern Europe, setting up and executing the business strategy.

He worked over 24 years in the Royal Dutch Shell

Group, in global, regional and national roles, and led the growth of Shell operations, brand presence and financial results in the Central and Eastern European region. The range of roles he performed include areas such as business development, sales and marketing, general management, change management, corporate governance and ethics and compliance in the areas of automotive, energy, industry, chemicals, transport and retail industries. In his recent role in Shell as Business Compliance Officer, he covered the wide portfolio of Shell businesses, activities, investments and support functions in Upstream (crude oil), Integrated Gas, Downstream (sales and marketing of products and services as retail stations, fuel cards, loyalty system, lubricants, aviation, chemicals), Project and Technology (building major projects, licensing, etc), Mergers and Acquisitions, Contracting and Procurement to name but a few.

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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.

### GULF HR HEAD HONOURED BY INDUSTRY



Orange Disc would, therefore, like to offer its warmest congratulations to Gulf Oil International Vice President of Human Resources, Asif Iqbal, who was recently honoured by the World HRD Congress as one of the 100 Most Influential Global HR Professionals of 2016.

## MAKING STRONG CONNECTIONS WITH CUSTOMERS IN KUWAIT



Gulf Oil Middle East Limited (GOMEL) ran its "Champions Club" promotional/loyalty scheme for Kuwait's retail market in the seven months up to March 2016.

It provided the opportunity to forge strong connections with customers through a retail award scheme, the winners of which were recognised in August in Kuwait City.

GOMEL worked with their distributor, the Al Mulla Group to stage the much-anticipated event, and it marked the first such dinner event conducted by the two companies.

Sixty Six prominent retail customers attended this much-heralded event. Everyone was recognised for their efforts and came away from the evening with a memento of the event.

A full programme of activities throughout the function, as well as the unveiling of future marketing plans, ensured that not only was everyone well entertained, but they left feeling motivated to move onwards with Gulf as part of a winning partnership.

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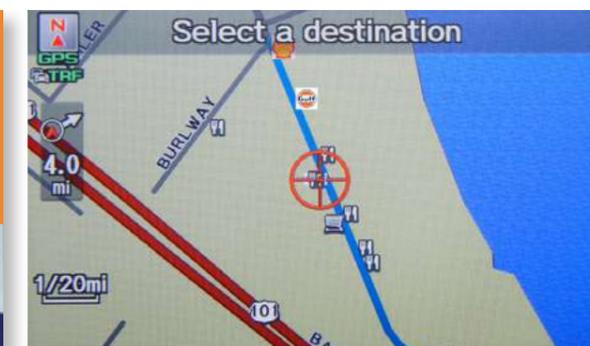
## INDIA LAUNCHES NEW GENERATION MOTORCYCLE OIL

India is witnessing a huge surge in demand for 180+ cc bikes and, to help the owners of these large bikes enjoy the experience of riding these larger engine machines, Gulf has created a new synthetic engine oil. Gulf PowerTrac 4T is designed for this latest generation of motorbikes and is formulated to deliver maximum power for consumers on every ride.

MS Dhoni, Gulf Brand Ambassador and Indian Cricket Team Captain (pictured) was the focal point of the launch ceremony in the city of Lucknow. Dhoni, himself a huge motorcycle enthusiast - with a collection of bikes of his own - explained the ethos of the new product to gathered trade and media: "I am sure passionate bikers across the country, like me, will greatly benefit from the product's promise of Maximum Power and High Performance on every ride."

The new range of Gulf PowerTrac 4T is formulated for motorbikes with engines of 180 cc and above. Available in viscosity grades of 10W-30 and 15W-50, this multigrade engine oil is aimed at consumers who are looking for maximum power output from their bikes.

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## NAVIGATE AROUND THE WORLD OF GULF...

Satellite Navigation is a standard fitment to many new vehicles, and sat-nav units and programmes for mobile phones are also commonplace. In light of this, finding the nearest Gulf Fuel station is about to become much easier for people on the move, thanks to Gulf Oil International signing a new deal with Zenrin USA Inc.

Over the coming months, the agreement will put Gulf logos - signifying the presence of a Gulf fuel station - onto Sat Nav units of both recognised satellite navigation brands and also on those installed as vehicle manufacturers' own OE units. As well as being useful, it should prove to be a great marketing tool for Gulf fuel retail networks the world over.

Paul Stannard: [ps@gulfoilltd.com](mailto:ps@gulfoilltd.com)

# BIRTHDAY CELEBRATIONS



Various Gulf businesses have been celebrating anniversaries in recent months and pictured here are the 18th birthday celebrations of Gulf Oil Philippines, while Gulf Oil Bangladesh celebrated 13 years in business.

As mentioned elsewhere in the magazine Hansen Racing in Sweden celebrated their 50th anniversary, while Gulf's Luxembourg Fuel network has just celebrated 15 years under the Gulf brand.

Congratulations to all involved – here's to many more birthday celebrations to come!

ARGENTINA

# GULF'S HUMAN FORMULA

November sees the first running of Gulf Oil Argentina's "Formula Human" initiative.

Formula Human should see a large number of people turning up at the Autodromo Buenos Aires to take part in a run of either 5km or 10km around the race circuit.

The run aims to attract runners of all standards and entrants are divided into different categories – the winning men and women in every category receive prizes of \$4000 each and every entrant is put into a draw to win a trip for two to Europe to see one of the Gulf Teams in action during the 2017 season.

The Gulf initiative has attracted a number of partners and Gulf Oil Argentina are keen to showcase the Formula Human concept in order to demonstrate that it could potentially become an activity for Gulf businesses the world over. Orange Disc will carry a report in an upcoming edition.

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INDIA



## GULF HELPS PROVIDE GIFT OF LIFE

Gulf was the proud sponsor, from April to June of a unique project: "The Gift of Life Adventure." The initiative, which was led by Anil Srivatsa, saw him and his seven team mates drive more than 20,000 kms across two continents to promote the need for organ donation.

The two Gulf supported – and lubricated – cars, a Toyota Fortuner and Mitsubishi Pajero, started their journey in Bangalore and visited Katmandu, Russia and Finland en route to the UK, where they finished the run at the northernmost tip of Scotland.

They made a huge impression wherever they went and, in the UK, were invited into the British Parliament for a press conference having completed their epic trip.

Abhanshu Chaturvedi: [abhanshu@gulfoil.co.in](mailto:abhanshu@gulfoil.co.in)

DENMARK

## INNOVATIVE DANISH POINT OF SALE PRODUCT RANGE

Denmark has a reputation for innovation and Gulf's Danish lubricant distributors, DCC have come up with some excellent point of sale material, the basic designs of which will soon become available across the Gulf networks.

**Displays:** The cardboard displays illustrated are cleverly produced and come in at a remarkably sensible price. The original artwork is illustrated here, but they have been updated with the latest Gulf racing machinery.

**Pallet Wraps:** These excellent pallet wraps should give Gulf products great visibility during transport, are easy to use and also make a great POS display at places like service stations and supermarkets.

The one shown below right fits euro-pallets, the model above right fits 1/2-pallets.

**Oil Funnels:** DCC have used cardboard oil funnels for some time and have had excellent positive response from their market. They are cheap to produce and ensure no spills in the engine compartment. The funnels are so cost effective that they could be put into in all boxes of 4 and 1 litres coming out of distribution – with the net result that they can go out to all markets and shops with a very low distribution cost.

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[np@dccenergi.dk](mailto:np@dccenergi.dk)



## SITTING PRETTY



Gulf furniture is not a new idea and in previous Orange Discs we have featured some fantastic pieces, but this new range from Hungary has to be one of the most original yet.

If you think you recognise these new chairs, sofas, cabinets, tables and even refrigerators, that's because they started life as oil drums.

The designs adapt the basic oil drum to the specific function desired by the manufacturers and they would look good anywhere – an office, a shop, a Gulf Express or even at home!

The pieces illustrated here, all form part of a larger range of furniture. This includes well-known Gulf favourites such as the Gulf Egg chair and petrol pump-style display cabinets – and the full range is definitely worth checking out at <http://www.gulfdrumdesign.com>

# VALUE SELLING AND THE CUSTOMER VALUE PROPOSITION

Orange Disc looks in-depth at the topic and this vital weapon in Gulf's armoury, with Dr Milind Vaidya, VP of Customer Value Proposition and Technology and Vicki Kipling, VP of Marketing

Gulf is currently the world's fastest growing oil brand and towards the end of 2015 it launched its Mission and Vision 2020 in order to continue this trend to increase the business done by the brand and raise its global presence and worth. One of the main factors that will drive this forward is our ability to reach our selected target markets and the key to unlocking these is our Customer Value Proposition – or CVP.

In today's world there is a plethora of brands available for most products – lubricants being no exception to this. In some markets there are literally hundreds of competitors, small and large. So how do you make a consumer selectively choose your product? It can be only done if you give the consumer what he or she values.

## What is value selling and why is it so important?

"Gulf has been a successful business – growing in a static market when others are struggling. Our major competitors – all big brands with big budgets – are active in the 'value-add' segment, so if we are to continue to grow we need to create a value-added culture at Gulf," explains Vicki Kipling. "The truth is that the markets that have been successful for Gulf have achieved this through

value selling. So, while our brand awareness may be low in some markets, our prompted brand awareness is usually above our market share.

"Our brand strength is obviously something that we can build on, but it requires more than just a great brand. Modern OEM technology has an impact in the way that we formulate our oils and therefore it is imperative that we remain ahead of the curve in terms of our product offers. We have a massive challenge with 2020 to double our business and we understand too well that this can only be achieved by thinking in terms of added value, rather than price. In this way we can maximise the resources we have at our disposal to get the biggest return."

## What exactly is Customer Value Proposition (CVP)?

Customer Value Proposition essentially means giving customers what they value in a language that they understand. This is derived based on deep understanding of what the end user wants and values as well as application needs and converting them into products that fulfil those wants and needs.

"At Gulf, through our detailed understanding of what customer requirements are, we have come up with a simple communication plan for

these customer requirements, explains" Millind Vaidya "Through our strong technical depth, these needs have been converted into product brands to which a customer can relate – both from a brand perspective and from that of a particular proposition.

"CVP is absolutely critical to the Mission and Vision we have for 2020 and for 8-80-8 – Gulf's short formula that encapsulates the driving factors for that Mission and Vision – as it is only through this that we can give the customer what he wants and drive market value both to the customer as well as to the organisation.

**CVP is, self evidently, a global requirement as Gulf looks to build the value proposition across the brand.**

"In each region – or country – based on the relevance of the brand and the product, each Gulf entity will pick up and launch the CVP of a particular product. We have to ensure that each launch will be consistent across the globe and thus make certain that we deliver a harmonised message of the particular customer need being satisfied by the CVP in question.



Quality Endurance Passion

## Gulf Products CVPs

Brand Name	Awareness of the problem	Benefit to the Customer	Customer need satisfied	Technical RTB
Gulf Formula ULE 5W-40 Gulf Formula G 5W-40	Modern cars have smaller engines which need to generate more power and therefore run hotter than before thus requiring extreme performance from the lubricant to keep the vehicle at peak power	Gulf Formula ULE 5W-40 with <b>power max molecules</b> protects your engine from wear and sludge ( that slow down the power ) for a longer durations thus keeping the car performance at Peak Power even under extreme conditions	Retains power for LONGER	<ul style="list-style-type: none"> <li>• 19% better Sludge rating</li> <li>• 39.5% better wear</li> <li>• 10% better rating in ring sticking</li> <li>• The combination of above gives you sustained power for LONGER</li> </ul>
Gulf PowerTrac 10W-30	To maintain maximum power on a sustainable basis, your 2-Wheeler oil has to perform at higher temperature over an extended period of time	Gulf PowerTrac with <b>Power Max molecules</b> allows retention of maximum power even under extreme conditions	Retains power for LONGER	<ul style="list-style-type: none"> <li>• Power Max molecules maintain consistency of the oil for a longer period of time – thus giving you Power Retention for longer</li> </ul>
Gulf Ultrasynth X 5W-30	Your drive experience gets affected by damage causing cold and hot running deposits	Gulf Ultrasynth-X 5W-30 with <b>engine detoxifiers</b> arrest these damage causing deposits; thus ensuring a cleaner and a long lasting engine providing with a <b>smooth drive experience</b>	Smooth Drive for LONGER	<ul style="list-style-type: none"> <li>• Upto 100% less viscosity increase</li> <li>• Upto 100% lesser cam wear</li> <li>• Consistent viscosity and lower wear gives you a smoother driving experience</li> </ul>
Gulf Superfleet LE 15W-40	Modern engines run under higher pressures and temperatures thus requiring better wear protection from your engine oil	Gulf Superfleet LE 15W-40 with <b>Wear Protectors</b> that rapidly forms and maintains a strong film on the surface of your engine thus protecting it for longer	Prolongs engine life	<ul style="list-style-type: none"> <li>• 43% lower liner wear</li> <li>• 22% lower ring wear</li> <li>• Prolongs engine life</li> </ul>
Gulf Harmony AW Plus	Modern Hydraulic equipment is subjected to High Pressure & Temperature i.e. susceptible to degradation	Gulf Harmony AW Plus with <b>360 degree technology</b> prevents your oil from degradation thus giving you end to end protection of your hydraulic system	Protects your hydraulic system for longer	<ul style="list-style-type: none"> <li>• 23% better oxidation stability</li> <li>• 69% lower copper weight loss</li> <li>• 93% lower sludge formation</li> <li>• 360 degree technology protects your hydraulic systems across the board</li> </ul>



## Going forward, the implementation of CVPs will be in phases.

“Each geographical region will pick what is the most relevant for them and pilot it out. Once we get the results from the pilots we will launch all the CVPs at that time and then others as they come on stream.”

The first Gulf products that have been given CVPs have now been launched across market spaces:

- Gulf Formula ULE 5W-40 (PCMO/G5W-50)
- Gulf Ultrasynth X 5W-30 (PCMO)
- Gulf Superfleet LE 15W-40 (Diesel Engine Oil)
- Gulf Harmony AW Plus (Hydraulic oil)
- Gulf PowerTrac 10W-30 (Motor Cycle Oil)

The illustration above showcases the products and their CVPs and the key aspects of implementation.

The plan is to ensure that by the end of December 2017 there is no product in the portfolio for which a designated CVP does not exist.

Milind Vaidya's CVP and technology team is working very closely with the GOI marketing team to ensure that the brands are made visible across Gulf's channels. This will be done through bespoke pack designs and mnemonics (symbols), point of sale call outs and through strong communication from the front-line sales teams.

In some cases individual markets have put forward the business case for a particular CVP requirement in their market and, in coordination with Gulf Oil International, have successfully used the CVP to take advantage of an opportunity that has presented itself – as illustrated on the two case studies that follow on page 22:

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Dr Milind Vaidya: [milind.vaidya@gulfoil.co.in](mailto:milind.vaidya@gulfoil.co.in)

## MILIND VAIDYA:

Dr Milind Vaidya joined Gulf in 2015 from Castrol



With more than 11 years of techno-commercial experience in the lubricant industry, Milind leads the global team for Gulf Oil International for CVP, Technology and Quality.

“This means I am accountable for understanding what the customer need is (working very closely with Marketing), converting that into a product and ensuring that the same quality is translated in our packs through our blending locations.”

## GULF VISION AND MISSION



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 recognised 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 capability, marketing and sales 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.”

## CASE STUDY 1

## DENMARK – SPECIALIST GREASES



In Denmark, Gulf lubricants distributor, DCC Energi – in cooperation with Gulf Oil International – produced four new Gulf greases in a new type of user-friendly grease cartridge for the maintenance of heavy machinery in agriculture and the construction industry.

The cartridges empty via vacuum, providing farmers and engineers easy and clean solutions that eliminate problems with air pockets, grease spills and the risk of dirt in bearings.

Along with the new grease cartridge, DCC Energi also introduced special ‘enhåndsfedtpresser’, tailored cartridges, also known Lube Shuttle cartridges.

**Product CVPs**

**Gulf Crown USG 2.5** – suitable for heavy duty industrial lubrication applications where water and leaching is a problem. For example, on heavy vehicles working outdoors in wet and dirty environments. The grease has improved corrosion protection, very high load capacity, good oxidation stability and excellent water resistance. Likewise, it is particularly suitable for marine lubricating tasks.

**Gulf Crown LC 2** – good at high temperatures and has a very good mechanical stability, high load carrying capacity and good corrosion protection. Suitable for both industrial and automotive lubricating tasks including wheel bearings.



**Gulf Crown EP 2** – top-quality multifunction EP grease with good mechanical stability, high load carrying capacity and corrosion protection. EP 2 can be used for both industrial and automotive lubricating tasks and is suitable for a wide range of plain and roller bearings.

**Gulflex EPG 2** – a universal “moly/black” fat that provides good stability, high load carrying capacity and corrosion protection. It is suitable for heavy, slow-moving bearings as well as wet environments. The addition of solid lubricants, molybdenum disulfide and graphite gives extra protection.

# 坚韧·不羁·率性



## 凯途 动力版 SUV专用机油



## CASE STUDY 2

## CHINA – SUV OIL

One of the highlights of recent Chinese activity was the launch of Gulf’s first dedicated SUV oil. In fact, Gulf is the only lubricant brand that offers an SUV-specific oil.

SUV sales increased by almost 50% in 2015 and have more than doubled over the last five years in China, to the extent where one in every three cars sold in the country is now an SUV.

Chinese social policies mean that more families than ever are able to drive cars and the SUV sector – particularly for small-medium SUVs (or “cross over” models, as they are often referred to) – is increasingly popular, particularly as modern SUVs are more focused on comfort and more suitable for urban use than previously, with similar running costs to normal passenger cars in the same class. In China local brands play a dominant role in the market place, providing more value than imported brands.

Research showed that China’s SUV drivers focus on power and fuel economy as the key needs for their engine – but traffic, air pollution and a variety of complex terrain all make it difficult for engines to deliver their optimum power. Gulf therefore worked with its additive suppliers to produce a solution for this need.

**CVP**

The CVP for Gulf’s new oil – Formula ULE SUV – is its “Power MAX” Molecule technology, which is designed to help ensure power maintenance.

In bench tests, engines filled with the new Gulf Formula ULE SUV 5W-40 demonstrated better results in terms of torque than the same engines using other 5W-40 competitor products.

The high quality base oil and a unique friction modifier also ensured that, in friction tests, engines filled with the oil recorded 39.5% less power loss through friction than the industry standard.

The Gulf SUV oil also contains an active detergency agent for better sludge resistance and less chance of sticking pistons.

Suitable for both petrol and diesel engines, the new Gulf SUV oil is available in 1l and 4l packs and it will be available in 5l tins in the future. The oil meets the OEM specifications of major global vehicle manufacturers such as Mercedes, Audi, BMW, VW, Porsche and Ford.

Initial reaction has been excellent and suggests that sales will be well over target both in volume and in margin.



Research showed that China’s SUV drivers focus on power and fuel economy as the key needs for their engine



# HANSEN - 50 YEARS OF RACING TO SUCCESS

Orange Disc profiles Gulf's Swedish Lubricant and Fuels Licensees – Hansen Racing, who are celebrating their 50th anniversary this year.

Founded in Stockholm, Sweden in 1966, Hansen Racing specialises in supplying the Swedish and the Northern European markets with spare parts and accessories for American-made cars, trucks and vans. The company also supplies products into the marine sector – primarily in the leisure boat market.

Today the company has grown to be the biggest wholesaler for these special market areas in Sweden.

Hansen Racing started business working out of a small basement in Stockholm, but levels of business rapidly expanded. This meant that only two years later, the company had to move to a bigger location, where they set up what the Americans would refer to as a Speed Shop.

All of the merchandise was imported from the USA and the company has always had a policy to sell the customer high quality products, backed up by a promise of the best service - and this goes for all products supplied by Hansen Racing.

Throughout the 1970's, Hansen Racing continued to grow steadily and also expanded into the mail-order market, which meant that it was then able to supply the whole domestic market and also to look further afield to establish exports sales.

Today Hansen Racing has developed into a network of dealers that covers the whole of Sweden and they also work in partnership with several other companies across Europe.

Since 2009 Hansen Racing has been Gulf's official distributor in Sweden for lubricants and chemicals, under the trading name of Gulf Oil Sverige.

The widespread network of dealers, repair shops and stores in which it

operates, has enabled Hansen Racing to ensure that Gulf products are readily available everywhere and for everyone throughout Sweden.

Gulf Oil Sverige has a complete stock of Gulf products in its warehouse – available for immediate delivery: everything from 250 ml bottles up to 1000 litre IBCs, to guarantee 100% supply for the market.

Gulf Oil Sverige now has its own dedicated organisation within the Hansen Racing company with a team for both in-house and field sales as well as a marketing department which ensures their website, printed catalogs and brochures and promotional materials are all kept up-to-date and which runs their promotional activities.

In 2012 Hansen Racing also signed a deal to take on the license for Gulf service stations in Sweden. Together with EMAB – a specialist Swedish fuel retail outfit – they quickly got to work establishing Gulf branded service stations around Sweden – under the "Return of the Legend" mantra. The launch attracted great attention, even making national TV News in Sweden. As well as establishing Gulf as a retail fuel force in Sweden, the move has also led to a notable increase in lubricant sales throughout the country.

To date, Hansen has around 70 Gulf stations up and running in the country. The initial aim, when they took on the license, was to have around 100 Gulf stations spread all over Sweden – but Hansen reckon it is likely that they will have many more than that.

On behalf of everyone at Gulf, Orange Disc wishes Hansen every success in achieving their aims and for their next 50 years in business.

William Hansen: [william.hansen@hansenracing.se](mailto:william.hansen@hansenracing.se)





# GULF OIL MARINE'S PRODUCTS ARE LAUNCHED IN MYANMAR



Group photo with VIPs and invited guests after the event.



Hundreds of invited guests, ship owners and ship operators attended and had a lively exchange of ideas in the event.



Simon Lew, Regional General Manager Sales, South East Asia presented a welcome speech at the beginning of event.

Seaberg Marine and Gulf Oil Marine Ltd. announced their strategic partnership for the distribution of marine lubricants in Myanmar on 29 July, during the Myanmar Maritime Expo 2016. This partnership will further enhance Gulf's supply network operations in Myanmar to better serve customers lifting products in Myanmar's ports.

"We are excited to partner with Seaberg Marine as we embark on Gulf Oil Marine's growth journey," said Simon

Lew, Regional General Manager Sales, South East Asia. "Seaberg's experience and reputation for and commitment to customer service is consistent with our objective to provide a full-range of high-quality lubricants on a worldwide basis. Based on Seaberg's extensive network in Myanmar and its commitment to excellence, we are confident that this partnership will add significant value to our customers."

## GULF TO THE GULF!



This is the stunning new Gulf Oil Marine-sponsored LMP3 car that is set to run next season, in a new six round series in the UK and Belgium.

The car – a Ligier JS P3, run by the top-line United Autosports squad - made its debut at Snetterton in the UK in October driven by Shaun Lynn in a precursor to the 2017 season, and finished in the top seven, first time out.

In 2017 Shaun will be joined by racing stalwart, Richard Meins, but ahead of that, the pair have will get well acquainted with the car as they take on a serious endurance challenge: the Gulf 12 Hours that the Yas Marina circuit in Abu Dhabi hosts in mid-December.

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## GULF AVIATION PARTNERS THE ROYAL AERONAUTICAL SOCIETY

Gulf Aviation has recently become a Corporate Partner of the prestigious Royal Aeronautical Society (RAeS) - the world's only professional body dedicated to the entire aerospace community.

The aim of the Corporate Partner Scheme is to bring together organisations to promote best practice within the international aerospace sector. With over 230 members worldwide, the scheme provides a respected and recognised independent forum of discussion and information exchange on issues facing the aerospace sector.

The partnership will also provide Gulf Aviation with some unique networking opportunities with influential figures in the industry, government and public sector. Joining the Corporate Partner scheme signifies Gulf Aviation's commitment to best practice in the international aerospace community.

Alex Murphy, Head of Gulf Aviation, explained the significance to the company, "We believe that becoming a Corporate Partner



will be extremely beneficial to us. It will enable us to engage with a range of partners, suppliers and customers and share knowledge in order to stay up to date with key industry issues, innovation and progress in the aerospace and aviation sectors".

Lisa Waddington: [Lisa.Waddington@certasenergy.co.uk](mailto:Lisa.Waddington@certasenergy.co.uk)

## GLOBAL TREK AND GULF AVIATION TOGETHER IN BELFAST



Global Trek Aviation is a full service Fixed Based Operator providing world-class aircraft handling with a highly experienced team that operates from its new purpose-built Executive facility at Belfast Airport.

Global Trek Aviation has established itself as the company of choice for VIP Corporate Jets, delivery flights, air ambulances, technical stops and even military support at Belfast International Airport.

Global Trek Aviation's philosophy is that the only way to guarantee a service is to be self-sufficient and therefore all aircraft ground servicing and aircraft refueling is done under their auspices.

Delivering of the services they provide, at a time and manner to suit the customer, is one of the core priorities of the company. To allow them to achieve the best and most cost-effective levels of customer service, they have now partnered with Gulf Aviation. Gulf has dedicated two Jet A1 fuel tankers to Global Trek. The second, a large, 41,000 litre truck (pictured) was delivered in June

In the summer, Global Trek arranged for Gulf Aviation to be allowed to film at Belfast, using one of their aircraft, a Gulf tanker and various other support vehicles. They also arranged for permission to fly a drone around the airport, in order to allow the Gulf Aviation promotional video to feature the aerial imagery that was required.

The results are very impressive as these stills from the video illustrate.

Lisa Waddington: [Lisa.Waddington@certasenergy.co.uk](mailto:Lisa.Waddington@certasenergy.co.uk)

# GULF FUEL RETAIL UPDATE

Gulf Oil International UK Ltd Business Development Manager, Paul Stannard gives an overview of the latest activity in Gulf's growing retail presence.

Gulf has continued to grow its retail networks throughout 2016 with new fuel retail licensees being appointed in Mexico, along with the Philippines and South Africa. The latter two appointments represent real milestones for Gulf as our first retail networks in Africa and in S.E. Asia.

Gulf has ambitious plans to grow the network to 60 countries by 2020. Gulf now has representation at retail in 23 countries and plans to open networks in a further six new countries are underway.

To support our push towards our 2020 Vision for retail, Gulf Oil International (GOI) has recently published a new suite of marketing and promotional material. New brochures have been designed and printed as well as posters and digital ads.

A new Gulf Fuel Retail video is also being made to boost the advertising of the GOI fuel retail franchise model.

The new fuel retail materials have been shared with Gulf affiliates and licensees in order to assist them look for new outlets in their countries and also to help with the search for new networks in their regions.

An advertising and PR campaign has recently been launched with the sector's industry press, the first evidence of this being Gulf being on the cover of leading Global Fuel Industry magazine, PetrolWorld [www.petrolworld.com](http://www.petrolworld.com), with two major features inside focussing on Gulf retail in Mexico and a global overview.

I was delighted to represent Gulf Oil International at the recent 15th Birthday Celebrations of Petroliana (Luxembourg) S.A. the Gulf fuel retailer in Luxembourg. The event was extremely successful and well attended and testament to the impressive marketing activations Petroliana (Luxembourg) S.A. used to further promote the brand at retail and as part of their celebrations.

For further information please email [ps@gulfoilltd.com](mailto:ps@gulfoilltd.com)



## ALBANIAN GULF FUEL TERMINAL OPENING ATTRACTS TV NEWS COVERAGE



In Orange Disc 35 we previewed the opening of Sun Petroleum's new fuel terminal near Albania's second city, Durres.

Gulf's expanding presence is truly becoming national news in many countries and Albania's Top-Channel TV gave the opening extensive coverage.

Sun – Gulf's fuel licensee in Albania and the Balkans – took over the 12million litre terminal and put it through a substantial modernisation programme so that it is now well equipped to supply Gulf fuel needs in Albania and across the Balkans.

Soso Mgeladze: [soso@gulf-al.com](mailto:soso@gulf-al.com)

## MEXICO CELEBRATES FUEL STATION OPENING AT WEC EVENT

The move to a free fuel market in Mexico was something that opened up the market to Gulf and its recently appointed licensee – FF VERTICAL 2, S.A.P.I DE C.V had used the Formula E Championship to promote the Gulf presence in Mexico.

At the Mexico World Endurance Championship event, the company went one step further, celebrating the launch of the first Gulf Fuel Station in Mexico with a "Pop Up fuel station" – heralding Gulf's retail presence in the country to the public. As well as information about Gulf it also offered Gulf merchandise for sale.



FF VERTICAL 2's Sergio de la Vega (second from right) also used the event to showcase Gulf to customers and prospects, with the tours of the Gulf Racing pit garage proving to be one of the highlights of the weekend for those attending.

Sergio de la Vega: [sergio@delavega.ms](mailto:sergio@delavega.ms)

## FIRST GULF FUEL STATION OPENS IN FRANCE



The opening of the first Gulf fuel station in France marks the brand's entry into one of Europe's key markets. Situated at Etréaupont in the Picardie region, the launch attracted a great deal of local interest – despite the weather.

The fuel station is, in many ways, a blueprint for the small fuel station of the future.

Everything is computerised and runs through the Internet: price changes, reports, and even camera surveillance can be controlled online – and via a mobile phone if necessary.

The new station is of pre-fabricated construction and can be built in three days, so the design can be adapted to be installed rapidly anywhere in the world.

Sven Van den Branden: [sven@demarol.be](mailto:sven@demarol.be)



## TON-UP FOR GULF WITH LATEST BELGIAN OPENINGS

The expansion of the Gulf Fuel Network in Belgium continues unabated with six new stations that will have come on stream by the end of 2016: Boezinge, Haren, Houthalen-Oost, Aisemont, Duffel, Houthalen-Helchteren

Pictured here are the stations from Boezinge (above) and from Houthalen-oost (below).

With these new openings the number of Gulf fuel stations under the networks controlled by Demarol – Gulf's fuel licensees in the region – will come to 105 – so it has been a landmark year for the company and for Gulf.

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# FIRST PHILIPPINES FUEL STATION OPENING MAKES THE NEWS



The latest country to join Gulf's rapidly growing global Fuel Retail Network is the Philippines and JBY Petrol Trading Inc celebrated the opening of their first Gulf Fuel station in October in the town of Abucay, located in the country's Bataan province.

Occupying a large area at the side of a major national highway, the fuel station also features a state of art Gulf Express service facility and a Gulf store.



In attendance for the opening were the Provincial Governor and the City's Mayor, as well as senior management from JBY Petrol Trading and from Gulf Oil International.

Launch events included a motorcade of Gulf branded race cars and motorbikes and, with basketball being so popular, a Gulf Oil basketball challenge match was also organised between the city's two top teams. This was very well attended and featured appearances by three of the Philippines' top basketball players to meet and greet the local community during the launch.

Such was the interest that TV Channel ABS-CBN picked up on the story and conducted a lengthy interview about Gulf's plans in the Philippines and SE Asia with visiting Gulf Vice President International, Frank Rutten.

Arvind Dargan: [ad@gulfoilphilippines.com](mailto:ad@gulfoilphilippines.com)



# CELEBRATION MARKS 15 YEARS OF GULF RETAIL IN LUXEMBOURG



In October, Gulf celebrated 15 years in the Grand Duchy with a reception attended by more than 400 people at Hitch in Luxembourg-Limpertsberg.

Among the guests was Luxembourg's Minister for the Economy, Etienne Schneider, who ensured that the event made headline news.

Petroliana (Luxembourg) SA – Gulf's fuel retailer in Luxembourg, operates 15 service stations in the country, which means that on average, one station has opened every year there. The company employs 220 people.

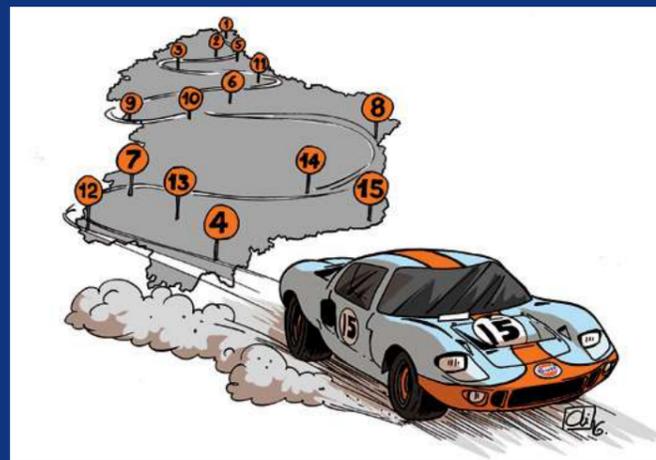
To celebrate the 15th anniversary, Gulf Luxembourg is distributing an incredible 100,000 gifts to customers for 100 days – in a promotion called "Crazy Gulf Days". Among the major prizes on offer are, a trip to New York, two tickets to the music festival 'Tomorrowland' in Belgium and a Jeep Renegade in Gulf's blue and orange racing colours.

This anniversary promotion takes place until 23 December 2016 and uses scratch cards, which are given if 25 litres of fuel or more are bought.

Part of the many celebratory promotions was a series of cartoons below, of the Gulf Stations in the country and a Ford GT40.

Orange Disc congratulates Gulf Luxembourg on its anniversary and looks forward to reporting the opening of new stations and continuing success in the years to come.

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# INDIA GOLIL JOINS INDIA'S TOP RANKED COMPANIES



Gulf's Amlan Mitra, Ravi Chawla and Frank Rutten accept the official Top 500 Plaque from Dun and Bradstreet's Jayesh Bahadur

Dun and Bradstreet, widely recognised as one of the world's leading business information providers, recently released the 16th edition of its flagship publication "India's Top 500 Companies" and this year Gulf Oil Lubricants India Ltd featured amongst its ranks.

Companies are evaluated on income, profit and net worth and GOLIL featured comfortably in the top 500 in each of the three criteria – which reflects the great strides made by Ravi Chawla and his team.

Heartiest congratulations to all.

Ravi Chawla: [ravichawla@gulfoil.co.in](mailto:ravichawla@gulfoil.co.in)

# PHILIPPINES IN ALL SHAPES AND SIZES...



Gulf Oil Philippines, is currently one of the most active Gulf businesses anywhere, in terms of its marketing activities and recently we have seen that, in this country, promotional vehicles come in all shapes and sizes and, in the Philippines it would seem there is something for everyone!

Pictured here is the amazing Gulf motorcycle and sidecar which was present at the recent opening of the first fuel station in the country. Then we have,



anywhere and finally the Gulf Oil Philippines delivery truck, featuring the current "Tear it Up" Motorcycle Oil marketing campaign.

Proof, if it were needed, that when it comes to creating brand awareness, it is certainly not a question of size, but of imagination.

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# ARGENTINA



# TRACK STARS

Track days have become incredibly popular around the world as "touch points" for the public to interact with the world of motorsport. They give enthusiasts, who might not have the resource to compete regularly, the opportunity of using their own cars or motorcycles to experience the excitement that comes with driving a car or riding a bike around a genuine, purpose-built race track – and most race circuits survive because of the revenue they generate.

Gulf Oil Argentina has tapped into this growing phenomenon and recently exhibited at one such track day at the Autodromo de Buenos Aires. Not only was a beautiful Gulf-liveried Ford GT on display but also some of the latest promotional Gulf oil drums – all set off against a background of Steve McQueen and some Gulf fuel pumps. Understandably, it proved to be an extremely popular attraction.

Gustavo Silva: [gsilva@gulfoil.com.ar](mailto:gsilva@gulfoil.com.ar)

**INDIA**  
**GULF & BAJAJ AUTO SIGN STRATEGIC TIE-UP FOR LUBRICANTS**



Gulf Oil Lubricants India Ltd (GOLIL) has just entered into a strategic Original Equipment Manufacturer (OEM) tie-up with Bajaj Auto Limited, India's second largest manufacturer of motorcycles. Gulf will manufacture Bajaj Genuine Oil – "Bajaj DTS-i 10,000" – in the Silvassa plant and will distribute these lubricants in Bajaj Auto's dealer network as well as tap into the bazaar market through Gulf's widespread dealer network and the Gulf Rural Stockist program in rural areas.



Available in two variants, 10W-30 (for bikes up to 100cc) & 20W-50 (for bikes above 100cc), the Motor Cycle Oil (MCO) will be applicable for Bajaj Auto's CT, Platina, Discover, Pulsar, Avenger and V models.

"We are happy to be associated with Bajaj, a brand that evokes inspiration across generations. Bajaj Genuine Oil is yet another addition to the range of products with differentiated value propositions, explains, Ravi Chawla, GOLIL MD. "This association, our first OEM tie-up in the two-wheeler segment, will help us grow further in the motorcycle oil segment.", says Mr. Ravi Chawla, Managing Director, Gulf Oil Lubricants India Limited."

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**MEXICO**  
**MEXICO COVERS ALL OF THE BASES**



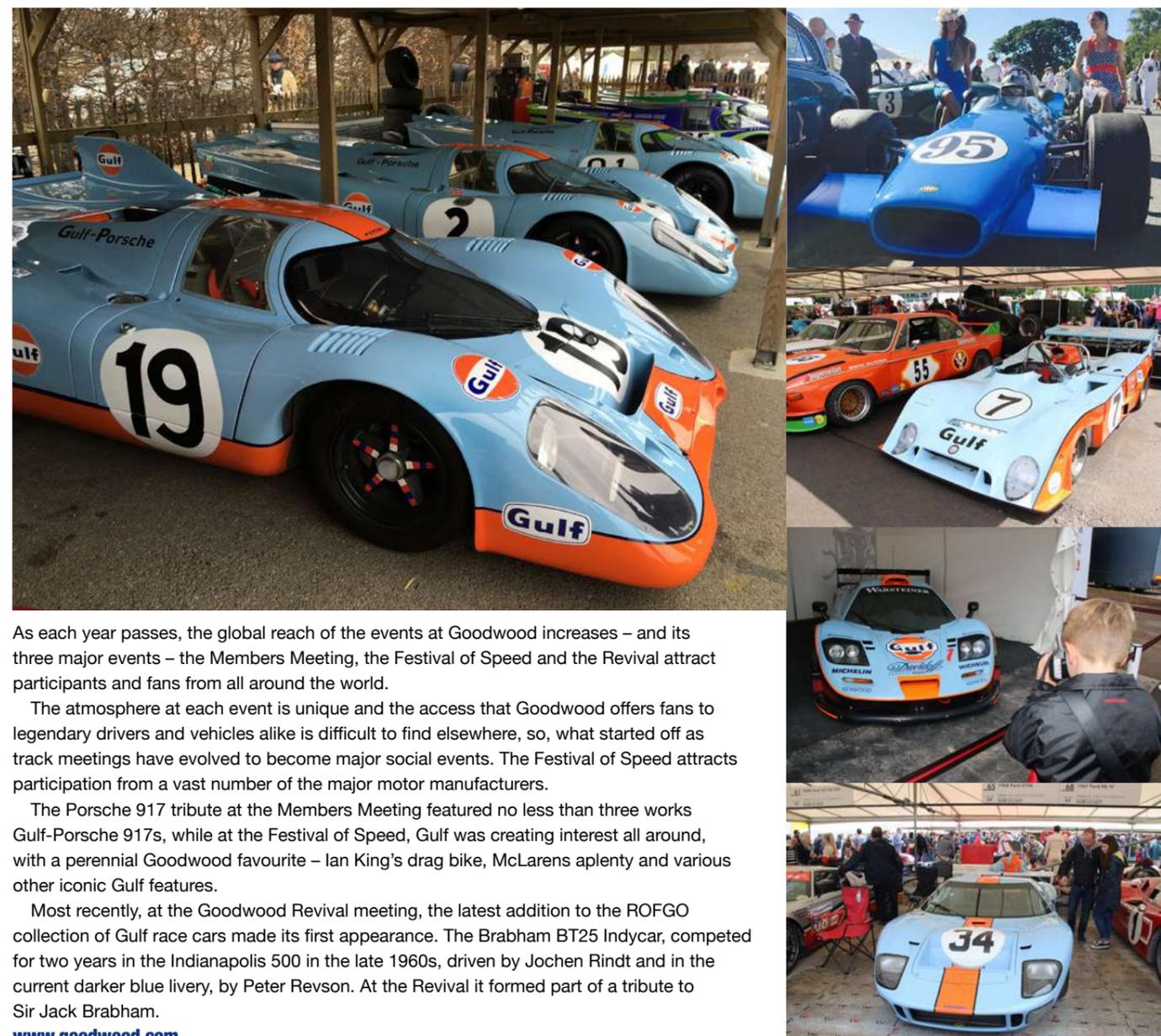
JJ Lubricantes – Gulf's Official Lubricant distributor in Mexico – are now the official sponsors of Sultanes – one of the oldest and most respected teams in the Mexican Baseball League. The club was founded as "Free Cell" in 1939. In 1942 this changed to "Industrial" and they have been Sultanes since 1949.

Nicknamed, the "Grey Ghosts" they have participated in the league for 78 consecutive years and their home, the Monterrey Baseball Stadium, which opened in 1990, with a capacity of 27,000 spectators, is Mexico's largest and is almost certainly the best equipped in Latin America.

Baseball is extremely popular in Mexico and the sponsorship is being activated in a number of different ways – as can be seen in the pictures.

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**GULF AT GOODWOOD 2016**



As each year passes, the global reach of the events at Goodwood increases – and its three major events – the Members Meeting, the Festival of Speed and the Revival attract participants and fans from all around the world.

The atmosphere at each event is unique and the access that Goodwood offers fans to legendary drivers and vehicles alike is difficult to find elsewhere, so, what started off as track meetings have evolved to become major social events. The Festival of Speed attracts participation from a vast number of the major motor manufacturers.

The Porsche 917 tribute at the Members Meeting featured no less than three works Gulf-Porsche 917s, while at the Festival of Speed, Gulf was creating interest all around, with a perennial Goodwood favourite – Ian King's drag bike, McLaren's aplenty and various other iconic Gulf features.

Most recently, at the Goodwood Revival meeting, the latest addition to the ROFGO collection of Gulf race cars made its first appearance. The Brabham BT25 Indycar, competed for two years in the Indianapolis 500 in the late 1960s, driven by Jochen Rindt and in the current darker blue livery, by Peter Revson. At the Revival it formed part of a tribute to Sir Jack Brabham.

[www.goodwood.com](http://www.goodwood.com)

**RUSSIA**  
**GULF ON SHOW IN RUSSIA**

In August, Ravenol, Gulf's Russian lubricant distributors, showcased Gulf and its products, for the first time, at a key automotive industry expo.

"Interauto" took place in Moscow and attracted many key companies from the automotive market. Some four hundred companies from thirty six regions of Russia exhibited together with firms from other countries, including China, Germany and Italy.

These included manufacturers and distributors of machinery, spare parts and consumables for the automotive repair industry, as well as paints, chemicals, accessories, wheels, tyres and service equipment. Effectively, therefore, the entire automotive aftermarket was represented.

Gulf's participation aroused great interest from visitors and during the exhibition the company held some excellent meetings with potential customers and dealers. The expo was deemed a



great success and has helped established Gulf's presence as a brand in this very important market.

Tatiana Duck: [dealer01@ravenol.ru](mailto:dealer01@ravenol.ru)

**ON YOUR BIKE!**



For anyone who prefers to travel under their own power, there is now the opportunity to do it in true Gulf style, thanks to this excellent new licensed product, from the Cheetah bicycle brand.

The Orange and Blue, single-speed bike, built in the EU by General Bikes, pays homage, not only to Gulf through its racing-colour livery, but also, very subtly to the number 20 Porsche 917 driven by Steve McQueen as Michael Delaney in the film, Le Mans.

Made from hi-tensile steel and with hand-spoked wheels, the stunning looking bike has a MSRP of €499 including VAT, plus shipping – with discounted partner rates available for Gulf Businesses. Now for the bad news – only 90 will be produced – and 30 are already sold – so they are likely to become collectors' items.

The bikes are available now, so form a queue...

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# MANCHESTER UNITED NEWS

Having entered into a partnership agreement to be Manchester United's global lubricant oil and fuel retail partner earlier in 2016, Gulf Oil International is delighted with how the world famous club has attacked the new season.

**MANCHESTER UNITED WINS FA CUP**  
Manchester United claimed the FA Cup for a 12th time by beating Crystal Palace 2-1 in an enthralling final at Wembley.

Goalless at half-time, United were rocked and forced to strike back after Jason Puncheon put the London club ahead in the 78th minute. Fortunately, United didn't take long to equalise, with Juan Mata scoring three minutes later after Marouane Fellaini controlled a cross with his chest.

With no further goals by full-time, the final went into extra time and things didn't look good after a quarter of an hour when United defender Chris Smalling was given a second yellow card and so sent off. Then, with just nine minutes left, Jesse Lingard put United in front for the first time, and this proved

to be all that was required for United to complete its FA Cup dozen.

**JOSÉ MOURINHO**

Great things are expected of Manchester United this season, following the arrival of José Mourinho to replace Louis van Gaal as manager, especially as Mourino has encouraged the players to go out and express themselves on the pitch.

Having earned his spurs by guiding Porto, Chelsea, Inter Milan and Real Madrid to eight national league titles, the manager known as 'The Special One' sees Manchester United as providing him with his biggest stage yet and is determined that he will extend that this season to nine national titles with five clubs.

Asked if he can help to bring the fear factor back to Old Trafford, Mourinho quipped: "Not me, but the team, yes, and the fans can help too. Everything starts with the relationship between the team and the fans. The way we play will help and, if the fans play a part too, there will be no chance for the opponent."

Certainly, it has been a positive start to the partnership, starting with the FA Community Shield, a match between the Premier League Champions and the FA Cup winners. This ended

with two goals for United and one for Leicester City, allowing United to stretch its record in this annual competition to 21 wins.

The early stages of the Premier League saw some encouraging performances but the consensus is that United have still to hit top gear. Currently they are in a good position to progress in the Europa League and have reached the quarter final stage of the English Football League Cup.

**TRANSFERS**

Manchester United's two key signings for the 2016/2017 season were Paul Pogba and Zlatan Ibrahimovic. Pogba has been at United before as an Academy graduate who made his Premier League debut in the 2011/2012 season. The 23-year-old French international midfielder was signed from Juventus for £89.3 million, a world record fee.

United great Bryan Robson is thrilled at the signing, saying "He's a terrific player. He showed great ability when he was with us before, but matured at Juventus and has come on as a player. At 23, we're buying a young player, which is good. We just hope that he performs and goes on to prove that he is one of the best midfielders on the planet."

Goalkeeper David de Gea reckoned "Paul feels like this is home and we are really, really happy to

have him in Manchester again. He looks like he never left the club and he's really good for the team."

Ibrahimovic arrived on a free transfer from Paris St Germain. The 6ft 5in Swedish striker has been signed to impose an aerial threat that United lacked last season. Although he has played for Europe's top clubs, winning six national titles in four countries, the 34-year-old is already aware that United is a step up. "It's massive. It's top level. I played for Barcelona, Juventus and Inter Milan and the support is everywhere, but I think this could be one step more."



His impact was instant, with Zlatan scoring the match-winning goal against Leicester City in the FA Community Shield with a well taken back post header. Showing his intent, Zlatan said afterwards: "I came here to win trophies, not to waste time..." and Mourinho expects the Swede to become a fixture at Old Trafford. "He has a very high motivation, so I see him here, no doubts, for the next two years", said United's Portuguese boss.

United also captured the signature of Eric Bailly,



the 22-year-old bought from Villarreal for £30m to help shore up the defence and his pace will be a great asset. United also landed the signing of Borussia Dortmund right midfielder Henrikh Mkhitaryan. The Armenian captain, signed for £26.3m, has been brought in to offer another attacking option.

Victor Valdes left on a free transfer to Middlesbrough. The former Barcelona goalkeeper played only two matches for United before he was sent on loan to the Belgian side Standard Liege.

**THE SUMMER TOUR**

Gulf Oil International and Manchester United made their debut together in China, as part of the 2016 Tour presented by Aon, a key marketplace for both Gulf and the world's most famous football club.

United's commercial director Jamie Reigle reiterated why both parties are so keen to work together in Asia, saying "We've been proud to underline our continued commitment to China, both on and off the football pitch. We enjoy the passionate and loyal support of more than 100 million followers here, making this the country with more United fans than any other."

The first match was played against Borussia Dortmund and resulted in a 4-1 loss in sweltering conditions, leaving new manager José Mourinho to opine: "I think in pre-season the team that wins is always the team that is in an advanced stage of preparation. It's never the best team, just the team that is more advanced. The team with four matches in its legs will always beat the team with one match in its legs." United's goal came from new signing Mkhitaryan against his former club.

Emphasising the global importance of this high-profile summer tour, United took the occasion of a visit to Adidas Republic of Sports in Shanghai to launch the 2016-17 home kit, with Mkhitaryan and fellow new signing Eric Bailly joining Wayne

Rooney and Juan Mata at the unveiling. With a nod to the two-tone kit of the Newton Heath & Lancashire Railways Football Club from which United evolved, the strip has a vertical divide between two shades of red.

The second match of the tour was due to be played against Manchester City in the International Champions Cup, at the National Stadium in Beijing, the 'Birds' Nest', but it had to be cancelled due to torrential rain in the days before the fixture that left the pitch unplayable.

**CLUB AMBASSADORS**

Manchester United leads the way in keeping its greatest players close to its heart after they've retired from the game, using them as ambassadors for the club they represented with such passion. To this end, since the signing of the partnership with Gulf Oil International in March, United's 1990s' defensive rock Gary Pallister visited Poland back in June to help develop the Gulf brand there. Former United striker Dwight Yorke has also been busy through the summer months as he went to Brazil in April, Vietnam in May, Indonesia and then China and the Middle East in July on the club's behalf.





# WEC ROUND-UP

**Gulf and Porsche have been reunited on the world sportscar racing stage for the first time since the early 1970s and this is how they've got on together so far this season.**

The step-up from the European Le Mans Series to the FIA World Endurance Championship has proved to be an exciting challenge full of highs and lows for Gulf Racing, exemplified by the way that the season started with good pace followed by a major setback in the opening round at Silverstone.

With a line-up of team owner Mike Wainwright and Adam Carroll, who raced together in the ELMS in 2015, plus Ben Barker who drove for the team in 2014 before focusing on the Porsche Supercup the following year, Gulf Racing hoped that the opening round would give it a firm first step on the WEC ladder with its Gulf-liveried Porsche 911 RSR GTE. After strong form in practice at Silverstone, and then qualifying fourth in class, expectations grew for a useful points haul in the GTE Am class. Unfortunately, these hopes were dashed in the third hour when Wainwright was at the wheel, not long into his second stint, when Porsche works driver Brendon Hartley came up to overtake him in his considerably faster LMP1 works prototype, going around the outside at Farm, where they clashed, eliminating both from the race in the blink of an eye. Fortunately, both drivers were unscathed, but the team had to take a very battered car back to its nearby Milton Keynes base for a full rebuild.

The WEC's second round at Spa-Francorchamps put championship points on the board as the trio came home fifth in class after six hours of racing around the

epic Ardennes circuit. Had it not been for a drivethrough penalty for exceeding track limits and an additional pitstop to have a faulty tail light repaired, a podium finish would certainly have been possible.

Then came the jewel in the crown, the Le Mans 24 Hours, and sportscar racing fans the world over were delighted to see the Gulf colours return to the Sarthe on a Porsche for the first time since the early 1970s. There was also a minor performance boost for teams fielding Porsches following a Balance of Performance ruling, with the 911 RSR being allowed an extra eight litres of fuel at each stop.

Conditions were so wet that the start had to be taken behind a safety car and it wasn't until the third hour that the track became less than treacherous. By dawn, the car was still running strongly and Barker, Carroll and Wainwright brought it home fifth in class, but they took home the points for third as two cars ahead of it in class weren't registered for WEC points.

"That was a great effort from everyone involved," enthused Wainwright. "As always, the car was immaculately prepared and a pleasure to drive. I'd like to thank everyone involved, including Porsche and Gulf Oil International for their continued support."

The WEC calendar is dotted with long breaks until the second half of the season, so the team was glad to get back to racing for round four at the Nurburgring, although changeable weather made finding a set-

up quite tricky. On this occasion, Gulf Racing's Porsche was 28th at flagfall. This was good for fifth place in class as the AF Corse Ferrari crew of Rui Aguas, Emmanuel Collard and Francois Perrodo claimed the 18 points for second position in class to leave them 41 points clear of Aston Martin Racing's Nurburgring winners Paul dalla Lana, Pedro Lamy and Mathias Lauda, with Gulf Racing's crew ranked sixth overall.

"Doing the WEC has been great," enthuses Team Manager & Chief Engineer Matt Beers. "Knowing that we would be racing at Le Mans was our initial thrill, but that was about proving ourselves. Since then, it has been about having a solid first season at this level, about following a learning curve and hopefully picking up some silverware along the way. Arguably, after Silverstone, we were a race behind our rivals, but we've enjoyed taking it to the others. We shown that we can do the job as a team."

The next three rounds of the WEC - Mexico City, the Circuit of the Americas in Austin, Texas and Fuji in Japan - have all produced fourth placed finishes for the Gulf Racing Team. They have, however, led the class on several occasions during these most recent outings and have been agonisingly close to a top three result. They have certainly demonstrated the potential to be amongst the contenders. Hopefully in one of the final two races of the season they will achieve the place on the podium their efforts so richly deserve.



# POSTCARD FROM LE MANS

The 84th running of the world's most famous endurance race – the Le Mans 24 Hours - was a successful one for Gulf both on and off track.

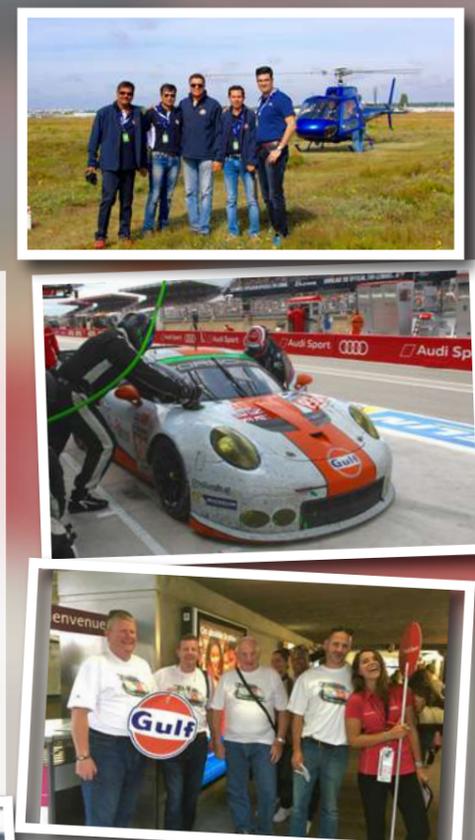
Forty Gulf guests from around the world came together to experience the celebration of motorsport that Le Mans has become as Gulf staged its most ambitious Le Mans programme yet, seeking to give participants a real flavour of as many of the different aspects of the great race as possible.

As ever Gulf was very much in evidence on the clothing worn by race spectators, in the shops and stands in the Le Mans "commercial village" and stands around the track and, as is now seemingly the

case every year at Le Mans, Gulf branded vehicles were everywhere around the French town.

Gulf's motorsport partners, Gulf Racing, provided a very personal perspective on how to go endurance racing, with extended pit tours showing guests just what it takes to put a world championship contending car on the grid and keep it going throughout 24 hours.

The team finished up as the third GTE Am car home of those entered in the World Endurance Championship – running almost faultlessly throughout and giving Gulf guests something to celebrate before heading home.



**In rows - L-R, top to bottom:**  
 Gulf guests tour Michelin tyre facility; Frank Rutten welcomes everyone; Helicopter view of Le Mans; The cars really do race on roads!; Frank Rutten gets a high speed lap of Le Mans; Gulf fan vehicles come in all shapes; Gulf Racing Porsche comes to the end of a lap; Drivers Parade; Helicopters were a part of the weekend; Pit stop action; the Gulf welcome crew at Le Mans Station; Enthusiastic start to race day; Garage Tours were excellent.



## BRING ON THE WORLD!

The debut season for Gulf in the World Superbike Championship (SBK) has seen one of most successful sports programmes that Gulf has yet staged.

Partnering up with BMW's manufacturer-backed squad, Team Milwaukee BMW has added a vibrant new dimension to Gulf's marketing platform and demand for places at races across the continents that SBK visits, has been higher than could have been imagined, with the promise of even more excitement in the seasons to come.

Shaun Muir Racing (SMR) is the team organisation behind the Milwaukee BMW squad and the team came into the championship fresh from winning the premier national series – the British Superbike Championship – for the second time.

In the paddock and in the pits SMR proved to be at least the equal of any of the well established contenders. The bikes are superbly turned out, the team is full of experienced personnel in all departments and their fabulous hospitality unit offers an absolutely top-level experience for those who visit the races.

After a pair of opening top ten finishes for British Champion, Josh Brookes and ex-Moto GP winner, Karel Abraham, everyone had high expectations of moving forwards as the team and riders gained more experience throughout the season.

Spirits in the camp were high yet, hard as they tried (and though the team scored points at just about every race and frequently made the top ten) they couldn't quite make the breakthrough into being top five contenders, which was their goal, in terms of where they wanted to be by season end.

Josh Brookes proved himself to be master of a track drying out after rain – and his charge from 14th on the grid at Assen through the field, to lead for the majority of the race until his tyres couldn't take any more, was undoubtedly one of the highlights of the entire World Superbike season.



Karel Abraham was only an occasional top ten finisher but he too had his moments, often being very quick in practice and qualifying. He became the first of the Team Milwaukee riders to make it through to Superpole 2 – which determines the top 12 positions on the grid.

It will be all-change next season at Team Milwaukee as the Gulf Orange Disc will adorn the factory Aprilias. The team has a history of winning – and despite having experienced a relatively tough debut season at World Championship level, they remain unbowed and convinced that 2017 will see the step up in performance they want. In former Aprilia factory star, Eugene Laverty, returning from Moto GP, they could well have the dark horse of the 2017 SBK – though he will undoubtedly face stiff competition from team-mate Lorenzo Savadori, a rider who has already performed well on the latest Aprilia.

Add to that Gulf's continued partnering with a manufacturer-backed BMW Squad, in the shape of former SBK champions Althea Racing – both of whom will be hosting Gulf guests over the 14 race series – and next season looks to be a really mouth-watering prospect. Don't miss it!!

## KING OF HIS DOMAIN



2016 will be noted, in drag racing historical statistics, as the year in which Ian King, on the Gulf Oil Dragracing /GPO motorbike, took a record tenth FIM European Top Fuel Drag title – and also as the year in which he set a new FIM Motorcycle World Land Speed record for a quarter mile from a standing start.

The statistics, however, will undoubtedly not portray the dramatic nature of these two feats.

After the first round at Santa Pod when the blue and orange Gulf machine decimated some European records and Ian managed to set no less than five of the top twenty fastest motorcycle quarter mile runs in history – all under six seconds, a feat that nobody in the sport had ever even come close to before – en route to victory, he looked an odds-on certainty for his tenth crown.

Despite not winning the final at the penultimate round – the Nitrolympix at Hockenheim – Ian was still favourite for the title. All he had to do was progress beyond the first round of eliminations...

Much to everyone's amazement, however, the first round was as far as he progressed. A problem led to Ian not completing the run at full speed and he had to wait out the rest of the day, knowing that either of two rivals, by winning, would take the crown. As in 2015, the title rested on the result of the final run of the season. If 2015 runner up, Rickard Gustafsson could beat Filpos Papafilippou, he would become European Champion. In the event, however, Gustafsson had a poor run and lost out to his rival – thereby ensuring that the Gulf machine and its rider were champions again.

The plan had always been hatched, at the beginning of the season for Ian to attempt a new FIM world land speed record as his final outing for the year at Elvington's Speed Record weekend. The bike and its rider were obviously capable, but in the event, Ian had to contend with being banished from the main runway onto a slippery side track, which despite it being a step into the complete unknown, he bravely volunteered to do

– once the weeds had been cleared off it! Then a noise complaint from a house on the edges of the airfield threatened to stop the Gulf bike from making the return run that was necessary in the rules to establish a world record. So for a while the whole record attempt hung in the balance. After much lobbying and some forthright discussions Ian was eventually allowed to make the run and, in doing so, was able to set a new World Land Speed Record – the latest in Gulf's long history of Speed Records, that dates back to the 1930s.

The new record, as with all of Ian's competitive runs, was established using standard Gulf road lubricants – something of which Gulf can be truly proud. The world's most powerful motorbike had also become the world's fastest and a short documentary was launched on YouTube in November telling the story of the weekend. It makes for dramatic and compulsive viewing.

Congratulations Ian – from everyone at Gulf – on an incredibly special season.



HUNGARY

# STRIDING TO VICTORY



In only his first year at the top level, Zoltan Strider has taken the Hungarian National Title in his Gulf-sponsored Mitsubishi Lancer Evo IX together with Co-driver Peter Koch. Previously, the pair had competed in historic rallies in a Trabant. They won three out of the six rallies that they entered in their category, competing both on asphalt and gravel roads. The majority of the challenges took place in Hungary but they also finished on the podium in the Slovakian Kassa Rally. A third place on the season-ending tarmac-based Ózd Rally gave them the most points in the category so they took their first Hungarian Rally Championship title and a first for Gulf. Zoltan works as commercial and technical director at Unifilter Szurestechnika, Gulf's official Hungarian distributor. Oliver Czank: [czanko@unifilter.hu](mailto:czanko@unifilter.hu)

FORMULA E



# GULF CHARGES THROUGH THE STREETS

Gulf Oil made its presence felt in the second season for the exciting and technologically ground-breaking Formula E category when it joined forces with Team Aguri. Antonio Felix da Costa was its leading driver through the campaign that ran from October 2015 until its finale in London's Battersea Park this July. Despite being held back by his equipment, as the team stuck with the original car while most rival teams took the opportunity to use their own motors for the first time, the Portuguese racer managed claim of trio of sixth place finishes – at Putrajaya, Punta del Este and the first of the two London races – and would have scored more had he not lost likely podium results due to mechanical problems in Beijing and Buenos Aires. As a result of this, he ended up just 13th in the championship, but he was selected as the fourth best driver of the season by a panel of the team principals.

Three drivers had runs in the other Gulf-liveried car, with Nathanael Berthon being replaced by Salvador Duran after three races and then China's Ma Qing Hua being brought in to finish off the campaign. It will be all change for season three, as da Costa will be joining Andretti Autosport, with Jean-Eric Vergne joining Ma Qing Hua in the line-up, while the team is being renamed Techeetah as its ownership passes to SECA, one of China's leading sports marketing companies. Looking ahead to the third season of Formula E, which starts in a new venue in Hong Kong in October, as the first of five new destinations for this burgeoning series. Other Formula E debutants will include Marrakech, Brussels, Montreal and New York, with Monaco making a return to the calendar. Sergio: [sergio@delavega.ms](mailto:sergio@delavega.ms)

PHILIPPINES

# SUCCESS ON TWO WHEELS IN THE PHILIPPINES

Keen to promote its motorcycle oils, Gulf Oil Philippines has teamed up in 2016 with two-time national superbike champion Dashi Watanabe who is racing for the works Kawasaki team in the Philippines championship. Having claimed podium finishes in each of the first four rounds held before the first week of August, the reigning champion has helped gain a new level awareness for Gulf's motorbike oils, setting the stage for a national launch of Gulf superbike oils later this year. Gulf Oil Philippines has also signed a one-year partnership with Team Spec V, a Yamaha-backed team in the lower categories. There was also considerable coverage when Gulf Oil Philippines attended IR Bike Fest Manila and showcased its range of motorcycle oils to the 10,000 bike enthusiasts who turned out across the two days, with many drawn to the Gulf stand by the presence of Watanabe and his Kawasaki superbike. Arvind Dargan: [ad@gulfoilphilippines.com](mailto:ad@gulfoilphilippines.com)



MEXICO



# DRAGGING IT OUT

Drag Racing is an extremely popular sport across the American continent and Gulf's Mexican Lubricant distributors, JJ Lubricantes, have long seen the benefits of being involved. This year, Gulf has been exceptionally prominent in Mexican Drag racing, through the Capi Gulf Racing team, not only with the Pro Stock Dodge (pictured above), but also with a VW Beetle Super Comp, a Junior Dragster and with the Black Rat Jet Dragster, (pictured above left) which is one of a trio of Jet cars that are big crowd pleasers at the Monterrey Autodrome. Vladimir Martinez: [vm@jjlubricantes.com](mailto:vm@jjlubricantes.com)

# RECORD NUMBERS FOR MONSOON RALLY

INDIA



The Gulf Monsoon Scooter Rally in July was sponsored by Gulf Oil Lubricants India Limited. Run in association with Sportscraft, this 27th running of the event was contested by more than 40 scooter riders around a gravel and dirt course of more than 20 miles in the backwoods of Navi Mumbai. "The Gulf Monsoon Scooter Rally personifies the spirit of endurance, a core value that Gulf Oil proudly embodies," said Ravi Chawla, Managing Director of Gulf Oil Lubricants India Limited. "In a country where scooter sales are growing at more than 12% year on year, our leading association with the rally highlights the strength of our high quality products with superior benefits for the consumer, ranging from long drain interval to instant pick up." Chandrabham: [chandrabham@gulfoil.co.in](mailto:chandrabham@gulfoil.co.in)

SUPER GT

# SUPER GT IN JAPAN



While Gulf Racing UK is waving the flag for Gulf Oils in the FIA World Endurance Championship, there's also a Gulf Porsche competing in the Super GT series in Japan. This is entered in the junior GT300 class by Gulf Racing with Pacific, driven by Ryohei Sakaguchi and Hiroki Yoshido, with the pair joined at the second round at Fuji Speedway by Belgian driver Dylan Derdaele. With three of the championship's eight rounds still to run, the best finish for the 911 GT3 R has been 13th place at both the third round at Sugo and the fifth round, the longest race, the Suzuka 1000 Kilometres. Takashi Fujita: [fujita@gotco.jp](mailto:fujita@gotco.jp)

TRINIDAD AND TOBAGO



## AIMING HIGH IN RALLYING

Lange Trinidad Limited – the Gulf lubricant distributors for Trinidad and Tobago – have continued their support of local rally aces Ryan Pinheiro and co-driver Ross Veira in their Mitsubishi Evo.

The Gulf sponsored pairing have finished on the podium in class no less than five times this season, so far – winning it on the Ultra Mid Term Review Rally in July.

This excellent photo shows the crew in action on this year's Rally Trinidad where the duo finished second in class and fourth overall.

Marcus Skinner: [MSkinner@langetrinidad.com](mailto:MSkinner@langetrinidad.com)

CANADA



## MANTELLA MARCHES ON

Gulf Oil International's Canadian distributor Teklub has supported and provided technical support for Mantella Autosport through 2016 as the team has tackled the challenge of replacing the Chevrolet Camaros it ran successfully in 2015 for a pair of ultra-light KTM X-Bows in the GTS class of North America's Pirelli World Challenge.

Anthony Mantella and Martin Barkey have campaigned the Austrian/German-built GT4 category cars with success. Running with his X-Bow in full Gulf livery, Mantella peaked with victory in one of the pair of races at the most recent round at Miller Motorsports Park in Utah in August. Barkey's best results are a pair of third place finishes at Lime Rock and Road America. With races still to run at Sears Point then Laguna Seca, Barkey ranks 10th overall with Mantella holding down 11th. The team sits eighth and KTM tops the points standing with the points accrued both by Mantella Autosport and ANSA Motorsports.

Mantella Autosport has run a full programme of hospitality and Teklub's commercial and technical director Alain Faleix is convinced by the programme, saying "Mantella Autosport is a huge value added for our market and we believe that the team would also be an added value at international level too."

Alain Faleix: [afaleix@teklub.ca](mailto:afaleix@teklub.ca)

ROFGO RACING



## START THEM YOUNG!

ROFGO's activities have now expanded into karting where they have been running a three-kart junior team in the famous orange and blue colours, over the course of 2016. It includes ROFGO Collection owner, Roald Goethe's children, Oliver and Benji in its line up and they have already climbed the victory podium this year.

It is excellent to see that the next generation of Gulf racers is already taking shape...

INDIA

## VENTO WINNERS CLAIM WEC PRIZE VISIT



In line with its aim to increase the awareness of motorsport in India, Gulf Oil Lubricants India Ltd (GOLIL) has continued its association with VW Motorsport again this year as lubricant partner for the German manufacturer's single-make championship in India, the Vento Cup.

As part of their prize, the top two award winners for the season – including Karmander Singh, pictured here – have won a trip to see what World Championship motorsport is all about as VIP guests of GOLIL at the upcoming WEC Finale in Bahrain.

Chandrabhan: [chandrabhan@gulfoil.co.in](mailto:chandrabhan@gulfoil.co.in)

ROFGO RACING



## SUCCESS FOR ROFGO IN 2016

It has been a busy spring and summer for the ROFGO Collection, with Roald Goethe's wonderful collection of Gulf-liveried racing cars out in action at the Monaco Historique, while he also competed in two contemporary events

Held a fortnight before Monaco's World Championship round in May every second year, the Monaco Historique continues to grow in popularity, with packed grids for the seven races. Gulf had a strong presence in the pair of races for cars that competed in the 1970s, with Stuart Hall racing a 1971 McLaren M19A from the ROFGO Collection that had been driven in 1971 by Denny Hulme, Peter Gethin and Jackie Oliver, then in 1972 for Penske Racing by Mark Donohue and David Hobbs. Also sporting period Gulf stickers in the same race was a McLaren M19C raced by Joaquin Folch-Rusinol that had been driven in 1972 by Hulme and Peter Revson before being raced in 1973 by Hulme, Revson and Jody Scheckter.

Goethe was also in action, in the event for the most recent cars at the Historique – for F1 cars from 1973 to 1976 – driving the ex-Patrick Depailler 1975 Tyrrell 007 that was then entered in assorted rounds of the

1976 World Championship in Gulf colours by Scuderia Gulf Rondini Italian racer Alessandro Pesenti-Rossi. Hall also had an outing in ROFGO's ex-Revson 1973 McLaren M23 that continued with the works team through until 1975.

Goethe and Hall also carried Gulf colours into battle on more modern machinery, with an outing in the opening round of the European Le Mans Series at Silverstone in a Gulf-liveried Aston Martin Racing V8 Vantage. Sharing with Richie Stanaway, they finished 22nd out of the 44 starters. This was good enough to get to enjoy the view down from the podium as they ranked third in the GTE class behind the Aston Martin sister car driven by Darren Turner, Alex MacDowall and Andrew Howard and just in the wake of the AT Racing Ferrari driven by Alexander Talkanitsa and his son, also Alexander, with Alessandro Pier Guidi.

Hall arranged for RAM Racing to run a Mercedes-Benz AMG GT3 in Gulf livery in the Paul Ricard 24 Hours for Roald's 56th birthday in the middle of July. This was the first time that Gulf colours have adorned a car carrying the famous three-pointed star. It seemed a natural fit from the outset



for Goethe, Hall, Dan Brown and Jamie Campbell-Walter as the Mercedes qualified eighth and then came out on top of a four-way battle for second place in the closing hour of the race. The pale blue and orange Mercedes completed 577 laps, which equates to 3371km (2095 miles).



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