



No.38 • 2018

ORANGE DISC



FACING THE FUTURE

03 FOREWORD

Frank Rutten looks back on 2018 and forward to the future.

04 GOI

Chennai Plant opening, China launches fuel retail network, Gulf partners Ford and TAG Heuer, Gulf gas+power is launched and more...

10 NEW APPOINTMENTS

Gulf HR wins multiple honours. Recent key appointments.

12 GULF CELEBRATES LE MANS 50

18 FUEL ADDITIVES

How Gulf Nanotech can offer a new income opportunity to Gulf businesses.

20 WORLD OF GULF

People, Marketing, New business wins and more from around the world of Gulf.

26 MANCHESTER UNITED

Orange Disc looks at what makes Gulf's biggest sporting partnership unique.

28 CRICKET AND RUGBY

Gulf are IPL Champions and in New Zealand, Highlanders fly the flag for Gulf in rugby.

30 ISLE OF MAN/ROFGO

Gulf takes on the legendary Isle of Man TT and cements its links with ROFGO and its Gulf Car Collection.

32 RETAIL ROUND-UP

Some highlights from Gulf's Service Station networks around the world.



34 NEPAL

Orange Disc looks at the family business that has made Gulf number one in Nepal.

36 CAR CARE

The new Gulf Car Care range is launched and Orange Disc profiles this attractive income opportunity.

38 WORLD SUPERBIKES

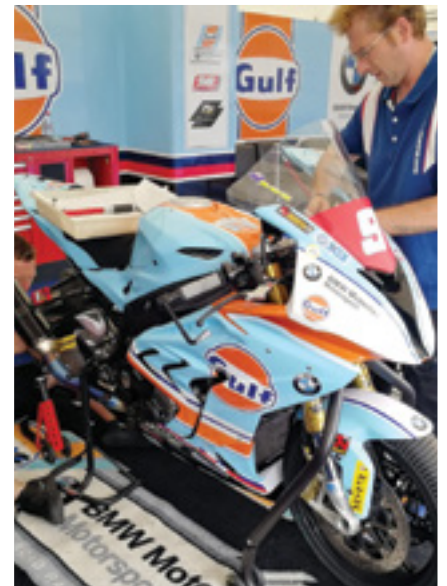
Gulf makes the podium in its third season in the World Superbike Championship.

40 WEC

The World Endurance Championship SuperSeason is well underway. Read about the season so far...

42 SPORTS ROUND-UP

Highlights from around the world of Gulf Sport.



EDITORIAL TEAM

- | | |
|----------------|----------------|
| Simon Maurice | Elio Baptiste |
| Gary Barak | Asif Iqbal |
| Steve Coombes | Alexandra Ip |
| Frank Rutten | Tom Henman |
| Sanjay Hinduja | Tracey Treanor |
| Richard Hoare | Bruce Jones |
| M-J Coombes | Ryan Baptiste |
| Rachit Kapoor | |

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

For all editorial matters please contact
Orange Disc Editor, Simon Maurice
c/o Chicane, Unit 1 Abbotts Business Park,
Kings Langley, UK, WD4 8FR
Tel: +44 (0)1923 269490
Fax: +44 (0)1923 265894
e-mail: sm@gulfoiltd.com

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

A YEAR OF CELEBRATING OUR PAST AND MOVING INTO OUR FUTURE

2018 was always going to be an historic year for Gulf, with an event that we have eagerly been anticipating – namely that of the 50th Anniversary of the first Gulf victory at the Le Mans 24 Hours. The year, however, is proving to be a landmark one, for many more reasons and it is one that will help shape the future of Gulf's business over the coming years.

At the end of last year we staged Gulf's biggest and most important Global Convention to date and we looked at recent achievements, current successes, prospective partnerships and the future trends that will impact on Gulf in the short, medium and long term future. We discussed the impact of electrification on the whole of the global automotive market and on our business. The considered opinion was that while it is undoubtedly having an increasing effect, and will continue to do so, it is not a one-size-fits-all solution. That said, Gulf is also looking very hard to develop opportunities in other lubricant markets.

During 2018 Gulf strengthened its position both in terms of volumes and in revenue, and we saw some outstanding business performances.

There have also been some landmark events. We opened our first fuel stations in two new countries, which are hugely significant to Gulf. Our first Argentinian station opened for business in Villa Maria and the reaction to it was excellent. Recently, we also opened our first Gulf station in China. Both are very significant developments. In China, we have an opportunity to rapidly build an impressive network, which will both strengthen our brand presence and should help further boost the significantly increased lubricant sales in China that Gulf has enjoyed in the last two years.

The opening of any new Gulf blending plant is always a hugely significant event, but few have been more eagerly anticipated than the new Chennai plant, with its state-of-the-art blending and storage facilities. Chennai is therefore a key piece of Gulf's future, not just in Southern India but, with its vitally important new Research and Development laboratory, also from a global perspective.

One of the keys to extending and expanding the Gulf brand and our business has always been our partnerships, with our licensees and distributors, with OEMs, and, of course, our sporting partnerships, the prime example being our ground-breaking deal with Manchester United. This year we have added two new, high profile partnerships: with leading Watch manufacturer, TAG Heuer and with the Ford Motor Company.

In this edition of Orange Disc you can explore all of the above and more in greater detail. As you will see, there is a lot happening as we put in place the building blocks for Gulf's future.

Wishing you good health and good business.



Frank Rutten

Vice President
Gulf Oil International UK Ltd



NEW CHENNAI PLANT UNVEILED

Gulf's new blending plant in Chennai was officially launched for business in May with members of the Hinduja and Gulf family attending the glittering opening ceremony.

The new Gulf plant, the second Indian facility after the well-established Silvassa facility, strengthens Gulf's status as the fastest-growing lubricants brand in India and will allow the company to deliver on its growth plans in the country and worldwide.

With Chennai as India's biggest automobile hub and where vehicle manufacturers (VMs), such as Hyundai, Renault, Nissan, BMW and Ashok Leyland, produce their vehicles, Gulf's strategy of forging closer ties with VMs has been bolstered with a presence in the city.

The plant itself will boast a capacity of 50,000 metric tons per year and will supply the east and south of India, as well as produce lubricants to send for export. Meanwhile, the Silvassa plant will continue to produce for western, northern and regions of eastern India.

Ultra-modern blending, filling and material handling facilities can be found inside, which are designed to develop the lubricants of the future, ensuring Gulf can cater for the present and beyond.

An automatic batch blender, for example, is one of the key pieces of equipment installed. The bespoke piece of technology will significantly reduce the time to switch grades between blending sessions, as will simultaneous metered blending, a drum decanting unit and piggable manifold, all of which were designed and manufactured to Gulf's requirements by ABB France.

Gulf's new handling and distribution facility is absolutely state-of-the-art, with the latest technology allowing, storage and subsequent picking and packing to be fulfilled with minimum human involvement in the process.



When designing the new facility in Chennai, part of Gulf's strategy was to build and house its largest research and development facility within the plant: mission accomplished. The centre adds an edge to the company's products and helps deliver customer value propositions.

The new R&D facility has no less than five different sections. A Rheology Laboratory, which deals in analysing flow properties that are vitally important to all lubricants; The Performance Testing Lab to ensure that products meet their target specifications, particularly with regards to oxidation testing and the control of deposits; the Analytical Laboratory to determine lubricants' constituents of lubricants and finished product; a General Testing Lab, to determine the various properties of lubricants in use and a Tribology Lab to assess the load bearing characteristics of lubricants, and their effects in preventing engine wear.

headed the proceedings. "I am delighted that the whole project has come together and, incredibly, within 18 months," enthused Chennai, Gulf's Vice President International, Frank Rutten, during the unveiling of the plant. "Gulf upholds the strongest quality control and standards, so, as one would expect, this facility replicates those qualities. The magnificent blending facility equips us with an enhanced manufacturing base



The new R&D Centre – and all of its labs – are designed to recognised Global Laboratory and HSE Standards and it will be used to help design the next generation of both automotive and industrial lubricants, in line with Gulf's mission to reduce the carbon footprint by optimising formulations to allow increased economy while helping increase engine durability.

Another important feature is the Gulf Experiential Centre, where state of the art AV Technology combines with artefacts and graphics to interactively illustrate Gulf's history, its global organisation, its sporting partnerships and its motorsport successes.

Sanjay, Deeraj and Shom Hinduja, along with Sunil Jumbastaker, Ravi Chawla and Frank Rutten,

and research facility in India, which will allow us to service our customers and impress prospective ones."

Gulf Oil Lubricants India Limited Managing Director, Ravi Chawla, explained why the new plant in Chennai would be "wonderful for customers to experience": "Within the new plant is also the Gulf Experience Centre. It is the first of its kind in India and illustrates our brand legacy and associations through augmented reality (AR)."

On the plant's new blending and packaging machines, he added: "This plant will equip us to serve our customers' needs more efficiently and quickly. There will be accurate blending, zero contamination and with minimum intervention."

GULF BUILDS OWN-BRAND SERVICE STATION NETWORK IN CHINA



Following the growth of Gulf's lubricant sales in China over the past three years, Gulf Oil has taken the next step in its expansion plans with the launch of a Gulf-branded national service station network in the country.

In partnership with the internationally-renowned Beibei Energy, Gulf will have access to Beibei's vast knowledge and experience in building and running a major service station network. Gulf's initial plan is to establish between 1,000 and 1,200 service stations in China – 25 are set to be opened within the next 10 months – which Gulf Oil International Vice President, Frank Rutten, hailed as a “very exciting development for the brand”.

He added: “Gulf's growth in China has been extremely rapid, and in Beibei Energy we have a partner whose credentials are very impressive, and whom I know can be relied on not only to make a successful introduction of the Gulf brand to fuel service stations and fuel retail in China, but also to ensure that the necessary quality of product and service is delivered, in order to convert customers to Gulf.”

The partnership with Manchester United has been pivotal. The Chinese lubricant market is incredibly competitive, but having one of the biggest and most successful brands in world football – followed by more than 100 million supporters in China – by its side, Gulf has got much closer to the hearts and minds of millions of consumers. It is no secret that the unprecedented success has accelerated Gulf's plans to launch a service station network in China.

Manchester United Group Managing Director, Richard Arnold, said: “This is a perfect example of the power of a strong and creative partnership. Gulf and Manchester United have been working together for more than two years now and from the outset, the company's commitment to China was clear. Bespoke Gulf and Manchester United events in Shenyang, Qingdao and Zhengzhou, coupled with a strong Gulf presence at the popular #ILOVEUNITED match screening events held



for Chinese fans, have demonstrated a significant level of engagement with our fans in China.”

The Gulf Fan Academy in China, launched this year, will deepen that relationship, with customised Manchester United content for supporters in China.

“With over 100 million Manchester United followers in China, Gulf's partnership with the club is stronger than ever and we look forward to expanding it further through these exciting new service stations,” added Arnold.

The first Gulf service station in China opened in September.

Further details from Paul Stannard:

paul.stannard@gulfoilltd.com

GULF AND TAG-HEUER LAUNCH NEW PARTNERSHIP AT GENEVA SHOW



In March, Gulf Oil International entered a new, multi-year watch partnership with leading brand, TAG Heuer.

Gulf and TAG Heuer started worked together almost 50 years ago, when TAG Heuer made Gulf JW Automotive driver, Jo Siffert their first ambassador and the high profile Swiss brand is, like Gulf, a partner of the Manchester United football team.

The first fruit of the new deal was a new Gulf edition of the classic Monaco watch which was launched at the Geneva Motorshow. Going back to the 1960s, the Monaco was the first square faced automatic watch and part of its fame came from it being the watch of choice for Steve McQueen in the movie Le Mans.

The man responsible for the creation of the Monaco, almost 50 years ago, Jack Heuer, was part of a star-studded cast at the launch of the partnership and the unveiling of the new watch, at the 2018 Geneva Motor Show. Jean-Claude Biver, Prince Albert of Monaco, Red Bull Racing boss, Christain Horner, Formula E

CEO Alejandro Agag and Aston Martin CEO Andy Palmer joined Sanjay Hinduja together with other members of the Hinduja family and Frank Rutten at the launch.

The Gulf-TAG Heuer partnership has already been extremely active since the launch, with joint events over the Monaco Historic GP weekend and Le Mans week and two new Gulf Edition watches, the Formula One and the ultra-limited 50th Anniversary of Le Mans Victory Monaco – all 50 of which were sold almost immediately.

TAG Heuer has also become timing partners with both Gulf Racing UK, competing in both the FIA WEC and European Le Mans campaigns and Gulf Racing Japan in their Japanese Super GT Championship and Asian GT Race series racing.

Further cooperation on events and products will happen over the coming months and Orange Disc looks forward to featuring them in its pages.

Further details of Gulf edition TAG Heuer watches from Paul Menezes: paul.menezes.wr@gulfoil.co.in

GULF AND FORD JOIN FORCES TO PRODUCE A UNIQUE CELEBRATORY SUPERCAR



Ford has partnered with Gulf in producing a new Ford GT – the '68 Gulf Heritage Edition.

The new machine represents the first time that a lubricant brand has ever partnered with a major global OEM Vehicle Manufacturer, to launch a production road car and the car pays tribute to the Le Mans and World Championship wins shared by Gulf and Ford.

The exquisite Heritage paint scheme honours the Gulf Ford GT40 – chassis #1075 – that won back-to-back 24 Hours of Le Mans in 1968 and 1969. The 2019 version will don the number nine, to mimic the racing numbers worn by Pedro Rodriguez and Lucien Bianchi in 1968 while the 2020 model will wear the number six carried by Jacky Ickx and Jackie Oliver the following year.

The car launched at the Monterey Historic week – one of the world's greatest motoring festivals – at the end of August, making its debut at the Rolex Monterey Motorsports Reunion at Laguna Seca, with subsequent appearances on the streets of Monterey at the Exotics on Cannery Row event and the globally renowned Pebble Beach Concours.

At Laguna Seca, Gulf's Ravi Chawla joined Ford's Executive Vice President and President of Global Operations, Joe Hinrichs, in front of a large and

enthusiastic media contingent to make the formal presentation, before the new Gulf Heritage Ford GT took to the track, together with the actual 1968 & 1969 Le Mans winner, chassis #1075, which made a very rare public appearance to mark the occasion.

Media coverage has been exceptional. The car attracted global print and online headlines on launch, with TV coverage in specialist motoring shows on several continents and online. The car also attracted the attention of two of the world's leading car vloggers, Shmee150 and Jordan Marron – whose reports of the car, amongst numerous others, generated a quarter of a million YouTube views. Ford reported that the unveiling itself also reached 3.4 million people through Twitter.

By common consent, the fruit of the partnership is an exceptional motor car and a new poster of the car, sanctioned by Ford is available for download (see the back cover).

Judging by the reaction to the car thus far, it is a huge crowd puller.

Gulf Oil International has an example of the car that will be available to Gulf businesses worldwide for use at events. For more details of any marketing or promotional opportunities related to the car contact Rachit Kapoor: rachit.kapoor@gulfoilltd.com

FIRST GULF SERVICE STATIONS OPENING IN ARGENTINA



2018 has seen Gulf move into fuel retail in South America and, in the middle of the year, Gulf Oil Argentina S.A (GOA) launched its first fuel station – located in the city of Villa Maria, in the province of Cordoba, some 350 kilometres North West of Buenos Aires. Gulf's move into fuel retail made headlines in Argentina's motoring press.

GOA also intends to develop a Gulf fuel network in Paraguay and plans are well underway for the opening of the first Gulf station in the country. The aim is to have two South American service station networks open in the near future, with 50 stations targeted in Argentina and 100 further stations targeted in Paraguay.

Paul.stannard@gulfoilltd.com

GULF GAS + POWER IS GO!



This is Gulf's first step into becoming an energy supply brand. Gulf Gas+Power aims to deliver cost effective Gas and Electricity supply to both business and domestic customers, with one of the central parts of its Customer Value Proposition being greater transparency than is conventionally offered by energy companies.

The brainchild of former UK fuel and lubricants licensee Bayford and its owner, Jonathan Turner, Gulf Gas+Power commenced operations in 2018 in both the Netherlands and the UK. Having established its credentials in the market and then gone through the phase of satisfying the various regulatory criteria it needed to fulfil in order to fully roll out its services, Gulf Gas+Power is now targeting both businesses and end-user consumers.

The Tesla electric saloon car pictured is not only a Gulf Gas+Power company vehicle but also a mobile billboard for the new company.

Any Gulf entity can potentially link up to become a Gulf Gas+Power distributor, able to offer Gulf-branded Gas and Electricity, with the prospect of a major potential revenue stream moving into the future. Gulf Gas+Power is already in discussions with a number of Gulf operations and would be delighted to talk any Gulf

business through the Gulf Gas+Power offer.

Check the website www.gulfgas+power.com to get a flavour of the brand's approach to energy supply, or contact Jonathan Turner: jonathant@bayford.co.uk



IT'S AWARD SEASON FOR GULF HR



The Gulf HR team has been walking the red carpet in 2018 after earning a series of prominent industry awards.

At the World HRD Congress, the team walked away with the World Training and Development Leadership award for the Best Organisational Development Programme. This particular prize is unique, as it is the only award of its kind that gives public acknowledgement to achievements in training and development for individuals, as well as companies.

Gulf's very own Asif Iqbal was also honoured as HR Business Leader of the Year by the World Federation of Human Resources Professionals and World Federation of Marketing Professionals.

Meanwhile, to cap off a successful period for Gulf HR, the team's aptitude and professionalism was rewarded with the bronze medal at the Brandon Hall HCM Excellence Awards. The honours are presented to organisations that successfully deploy programmes, strategies, modalities, processes, systems and tools that have helped achieve measurable results.

Known for being fiercely contended and prestigious, the awards attract entrants from leading corporations around the world, as well as mid-market and smaller businesses. Gulf was honoured for Best Advance in Learning Management Technology for SMB.



ASIF ADDRESSES HR INDUSTRY LEADERS



Gulf Oil International UK's Vice President of Human Resources, Asif Iqbal, was invited to speak at the 'Creating a Sustainable Leadership Pipeline' event – one of a series of strategic HR roundtables staged by the Leadership Board in the UK in October in London.

The Leadership Board is a cross-industry, peer-to-peer learning community, developed by global thought HR leaders and HR practitioners in Europe and UK. The speakers were chosen for their experience, expertise & industry reputation. A cross-industry platform, such as this helps showcase the strength of the Gulf brand and of the Hinduja Group as a whole.

Recent key appointments within the Gulf Oil organisation



Alexandra Ip has taken up the post of Vice President – Marketing and Branding of Gulf Oil International UK Limited. With more than 20 years' experience across both B2C and B2B sectors at companies such as HSBC, Nestle, Yahoo, Air Ambulance UK and Shell, Alexandra will lead the marketing and branding function, with a key focus on targeting customers,

managing communication, motorsport activities and sponsorships.

Email: alexandra.ip@gulfoilltd.com



Shiva Raj Mehra has been appointed by Gulf Oil Lubricant India Limited as Head – Automotive OEM Business Operations. Based at Corporate Office in Mumbai, Shiva is responsible for leading the automotive OEM business operations department. He boasts more than 21 years of sales and distribution experience.

Email: shiva.mehra@gulfoil.co.in



Grzegorz Tyszka joins as Chief Operating and Sales Officer at Gulf Polska Spolka z o.o. After qualifying as a senior management professional, Grzegorz generated 15 years' experience in the oil and lubricants sector. He also spent more than a decade with Orlen, with the title of Sales and Commercial Director.

Email: grzegorz.tyszka@gulf.pl



Masud Parvez has been recruited by Gulf Oil Bangladesh Ltd as AVP – Sales and Marketing, based out of Gulf's Dhaka office. Described as passionate and a dedicated sales professional, Masud has built-up a portfolio of working with brands, such as Hero Honda, Valvoline, Caltex and Mobil, over a 12-year period.

Email: parvez@gulfoil.com.bd



Anuradha Bose is welcomed to Gulf Oil Lubricant India Limited, taking the post of Strategic Brand and Marketing Officer. Working out of the corporate office in Mumbai, Anuradha is responsible for creating strategic brand initiatives and strategies, corporate communications, B2B and cluster marketing support.

Email: anuradha.bose@gulfoil.co.in



Suzie Watkins has taken the position of Manager – Marketing (Sponsorships) within Gulf Oil International UK Limited. Throughout her career, Suzie has played an integral part in developing marketing campaigns for a variety of brands, such as SEE, Hilton Worldwide, the McLaren-Honda Formula One team and Lucozade Sport.

Email: suzie.watkins@gulfoilltd.com



Mahabub Alam Chowdhury has joined Gulf Oil Bangladesh Ltd as Regional Business Manager. Posted in North Bangle, Mahabub has built an excellent reputation while working with ENOC Lubricants and provides Gulf with 18 years' experience in sales and management, along with passion and dedication.

Email: mahabub@gulfoil.com.bd



Sean Kiew has been hired to the position of Marine Sales Manager – Singapore by Gulf Oil Marine Ltd. Prior to joining the company, Sean worked as Purchasing Manager at United Ocean Ship Management for nine years.

Email: sean.kiew@gulf-marine.com



Arijit Bhattacharya joins as Demand Fulfilment Manager working out of the Mumbai corporate office. Arijit will be responsible for the sales and operations process, RDC and depot management. He has 20 years' experience within supply chain management, including his last role with Total Oil India Private Limited. His role involved strategy of short and long-term planning of lubricant supply chains and cost optimisation.

Email: arjit.bhattacharya@gulfoil.co.in



Mr. Victor R Salve has joined Gulf Oil Lubricants India Ltd as General Manager – IT. Based in the Mumbai, Corporate Office, he will be responsible for the overall IT of GOLIL and will also be working on various Global IT needs and initiatives.

Victor has over 20 years of professional experience and his last assignment was with the Volkswagen Group Sales India Private Limited as Head of Corporate IT Applications.

Email: victor.salve@gulfoil.co.in



LE MANS 50TH ANNIVERSARY - A WEEKEND TO REMEMBER

The Le Mans 24 Hours is always a highlight of the motorsport calendar, but this year marked an exceptional Le Mans for Gulf as the brand celebrated the 50th anniversary of its first Le Mans victory – and in fine style.



Gulf's place in the motorsport history – and particularly in that of endurance racing – was assured half a century ago, when a Blue and Orange, Gulf-liveried Ford GT40 took victory in the Le Mans 24 Hours – the epitome of the long-distance sports car race.

Fifty years on, Gulf is still competing at the very top level of endurance motorsport – but nowadays this forms just one part of a huge global set of partnerships, a marketing platform the like of which the brand has never previously enjoyed.

Therefore, to come back to the place where, in so many ways, awareness of Gulf on a global scale, was born, 50 years after that first victory, always had the potential to be something a little special... and so it proved.

The concept for the 2018 Le Mans celebrations was to showcase Gulf and motorsport – both then and now – in the context of all of Gulf's current sporting and commercial partnerships, both internally, to the 60 Gulf guests who came to Le Mans, from around the world, and externally to the media.

On Friday of race week Gulf returned to the town of La Chartre sur-le-Loir, whose Hotel de France, 50 years ago, was the Gulf team's base for its attack on the Le Mans 24 Hours. Gulf created its own area within the grounds of the famous hotel – with its focal point being a structure that allowed up to guests to drink, socialise, relax, and ultimately dine with one of the 1968 Ford team cars – #1084, owned by the ROFGO Collection – and one of the two Gulf BMW Road Racing team bikes that was fresh from competing in the Isle of Man TT.

**“Fifty years on,
Gulf is still competing
at the very top level
of endurance
motorsport”**

MAIN PIC: Gulf Racing Porsche at speed.

BELOW, FROM TOP: 1968 team members and GT40 team car. Derek Bell joins the celebrations. Gulf Racing crew relax in the garage Patrick Dempsey, Jack Heuer and Sanjay Hinduja [Image: TAG Heuer].





CELEBRATORY MERCHANDISE APLENTY!

The TAG Heuer 50th Anniversary Gulf Monaco watch mentioned here – limited to only 50 pieces – was as exclusive a piece of merchandise as you could get, but the 50th anniversary had generated many creative ideas of merchandise with which to celebrate and activate the event.

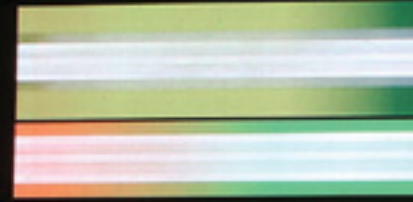
Long time Gulf licensee, Dakota produced a range of 50th anniversary clothing and accessories, which proved very popular at the race itself, while Gulf produced a promotional range to give to Le Mans guests and partners, which proved so popular that Gulf Racing promptly made it their official teamwear.

Tenelenti – who have been producing high quality Gulf sunglasses for about a year, produced a selection of different anniversary sunglasses with the 50th Anniversary motif subtly engraved on the lenses, while Gulf produced a set of five 1:63 scale model cars.

Further details from Rachit Kapoor: rachit.kapoor@gulfoiltd.com



ABOVE: TAG Heuer Gulf F1 watch. Tenelenti sunglasses. Gulf guests on the grid.
BELOW: Gulf Marine LMP3.



Gulf sought to recreate the spirit of the victorious Gulf-JW Automotive team, driving its race cars to the Le Mans race track



TOP LEFT: Le Mans museum display.

ABOVE: Mexican VIP guests [in yellow] included former Mexican President, Felipe Calderon [centre of table].



TOP RIGHT:

Gulf takes over the town square in La Chartre-sur-le-Loir.



RIGHT:

Manchester United legend, Andy Cole and classic Chevrolet Corvette.



Lunchtime was reserved for the invited Media and there were appearances from, and Q&A sessions with, Gulf's current Le Mans contestants, Gulf Racing and WIN Motorsports; Manchester United and England footballing legend, Andrew Cole came along and provided an insight into Gulf's partnership with the world's number one Football club, playing at the highest level and his view on the upcoming FIFA World Cup.

Gulf TT hero, Davo Johnson, charmed the audience with his insiders' view on riding for Gulf in the formidable Isle of Man TT.

These appearances were combined with the launch of two new TAG Heuer Gulf-Edition watches – the Monaco 50th Anniversary Gulf Victory watch and the new Gulf edition Formula One watch – and the appearance of 1968 Le Mans-winning Team Boss John Horsman and other members of the victorious Gulf squad – mechanic Bill Milligan with wife Wendy (who was PA to JW Automotive team owner, John Wyer) and head of spares procurement (and 1968 re-fueller), Maitland Cook.

Sadly, of course, the winning drivers from 1968, Pedro Rodriguez and Lucien Bianchi are no longer with us, but they were both fondly remembered by an emotional

LE MANS CELEBRATES WITH GULF



The Automobile Club de l'Ouest (ACO) who organise the Le Mans 24 Hours, staged an exhibition that ran throughout the summer, in their museum at the Circuit, entitled "50 Years of Blue and Orange" – that was dedicated to Gulf's presence and impact at the Great Race.

The exhibit was excellent and featured nine cars that competed at Le Mans for Gulf, including the 1975 Winning Gulf-Ford GR8.

The ACO put a huge amount of effort into the display with large, informative graphic backdrops, a section on Steve McQueen and the Le Mans movie and, as well as the cars, some of the personalities involved in the Gulf success story.

Many of Gulf's Le Mans guests visited the Museum and 1968 Team Boss, John Horsman was impressed to find himself portrayed, larger than life, as one of the subjects of the exhibit.



John Horsman and members of the Scuderia Hermanos Rodriguez, five of whose members – including former President of Mexico, Felipe Calderon were present, led by journalist and founder Carlos Jalife.

When the 1968 team members took to the stage, the entire assembly spontaneously gave them a standing ovation, an incredible accolade from media who are generally hard-bitten and unmoved by triumph and tragedy alike.

Then Gulf sought to recreate the spirit of the victorious Gulf-JW Automotive team driving its race cars to the Le Mans race track, as happened 50 years ago. Current Porsche race cars and Gulf's Isle of Man TT Superbike were fired up and driven through the streets of the town and down the main road, in the direction of Le Mans along with a number of period race support vehicles and some high-powered Gulf-liveried sports car. Andrew Cole rode also in the parade in a beautiful 1964 Chevrolet Corvette roadster.

Gulf guests arrived in the town in the early evening and they too were treated to interviews with the 1968 team members, the Manchester United Legend and Gulf's current racers.



Saturday, of course, was race day at Le Mans, and Gulf's VIP guests got to join the cars and drivers on the grid before the start of the race; participated in behind the scenes tours of the organisation and of the Gulf Racing garage, together with a host of other activities organised as part of their Le Mans 24 Hours experience.

A few hours into the race and Gulf officially celebrated the 1968 victory at the circuit, with a huge anniversary cake, where guests were joined by Gulf racer and Le Mans winning driver, Derek Bell.

Qualifying and the early part of the 2018 24 Hour race had given Gulf real hope of again mounting the top step of the podium at Le Mans, 50 years on from the initial win but two high speed excursions off track, and the resultant contact with the barriers, put paid to a top-three finish. The Gulf Racing crew twice repaired the car, eventually bringing the Porsche 911 RSR home to a top ten finish in the category.

Reaction to those who attended the Le Mans anniversary weekend was extremely positive and Gulf can truly look back to an anniversary well celebrated, with the prospect of another special year ahead in 2019, when not only will Gulf have a further fiftieth anniversary of Le Mans win to celebrate but this time it will be 50 years since Gulf took victory in what was the closest ever finish in the history of Le Mans. Places at Le Mans 2019 will be limited and will be available on a first come-first served basis.

Details of Le Mans 2019 are already available from Rachit Kapoor: rachit.kapoor@gulfoiltd.com



ADDING EXTRA VALUE AND EXTRA REVENUE TO THE GULF OFFER

The Gulf Nanotec Fuel Additive is already demonstrating its credentials in Gulf Fuel Retail networks, with sales figures thriving and customer feedback overwhelmingly positive, but what makes this Gulf Oil product groundbreaking, and how can it benefit both Gulf businesses and Gulf Customers? **Orange Disc** investigates



Following over a quarter of a century of R&D, billions of miles racked up with superb results, Gulf Nanotec Fuel Additive has been tested and proven to work. In partnership with CleanerGlobe, with the aim of creating cleaner fuels for a cleaner globe, the result is the world's first dynamic liquid Nanotec fuel additive.

Gulf Nanotec – from Gulf licensees, CleanerGlobe – is the world's first dynamic liquid Nanotechnology fuel additive. The blend is proven to transform the performance and efficiency of vehicles using it. Gulf Nanotec is unique to the market, as it works with all fossil fuel, petrol, diesel and biodiesel vehicles.

Gulf Nanotec reduces emissions and improves efficiency, increases fuel economy, unlocks power and performance, cleans carbon deposits in the cylinder linings, and it keeps exhausts and engine oils cleaner for longer.

IT'S ALL ABOUT THE NUMBERS

TUV, Europe's leading independent testing institute, and The Netherlands Organisation for Applied Scientific Research (TNO) both hold figures to back-up the claims; for instance, TNO's own test results showed an average fuel saving of 8% and a 10-30% reduction in harmful emissions and black smoke.

Meanwhile during a separate analysis, TÜV and TNO confirmed that when the additive is added to both diesel

and petrol (even at twice the recommended dosage) they fully comply to EN590 and EN228 respectively, which are criterion that all automotive diesel and petrol must fulfil in order that it can be sold in the European Union and many other European countries. Based on 98/70/EG, it allows the blending of up to 7% fatty acid methyl ester biodiesel with 'conventional' diesel – a 7.93 mix.

Other eye-catching figures include increased engine power of up to 10%, reduced exhaust emissions of up to 50% and, perhaps most impressively, just one litre of Gulf Nanotec Fuel Additive will treat 8,000 litres of fuel.

Focusing on engine combustion: without the additive, there will be potential for problems, such as the fuel not vaporising completely, an uneven air/fuel mixing and irregular combustion. Those issues will reduce power output, waste fuel, produce toxic emissions and carbon deposits.

An injection of Gulf Nanotec, however, will help transform those negatives into positives. The nano-clusters inside the large fuel droplets will spark steam explosions and break-up the droplets and release nano-catalysts; therefore, fuel atomisation and air/fuel mixing will improve.

The result, as well as better fuel economy, an increase in power and reduction in emissions, is a longer and smoother fuel burn and a more complete combustion, as Gulf Nanotec cleans carbon deposits in the cylinder linings and keeps exhausts and engine oils cleaner for longer.



The Worlds First Dynamic Liquid Nanotech Fuel Additive Is Now Licensed Under The Gulf Brand Name
Gulf Nanotec Fuel Additive




PRACTICAL SOLUTIONS

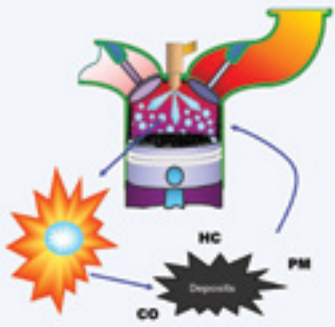
The fuel additive can be introduced into the fuel system at an oil refinery, at bulk tank stage by the fuel distributor or even at a service station by a member of the general public – so it is available as both a trade and a retail product. Either way it offers the opportunity of increased revenue, opening up the possibility of a premium performance grade fuel at Gulf Stations or as a retail product in its own right.

Widespread use of Gulf Nanotec Fuel Additive could help tackle issues of public interest, including the conservation of natural resources (crude oil), improve air quality and tackle climate change.

Economically, its use will benefit businesses, as fuel and transportation costs will be shaved, and expensive downtime on vehicles reduced.

Combustion without Less CG-7



Combustion problems


- Fuel not 100% vaporized
- Uneven air/fuel mixing
- Irregular combustion

Harmful results

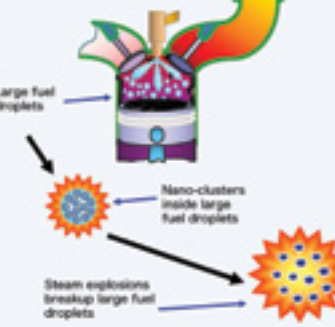
- Reduced power output
- Wasted fuel
- Toxic emissions
- Carbon deposits

In Mexico the fuel additive has already proved a huge hit. Sales figures are blossoming and customer feedback has been overwhelmingly positive. Gulf in Mexico reported an impressive 200% increase generated from the maiden station, over the station’s previous ownership, for which the addition of Gulf fuel with the Nanotec Fuel Additive and the consistent quality it was able to offer the motorist, was certainly an important contributing factor.

It is clear that Gulf Nanotec Fuel Additive has the potential to set a global trend in clean fuels and enhance its reputation as one of the world’s premium fuel brands.



Combustion with Less CG-7

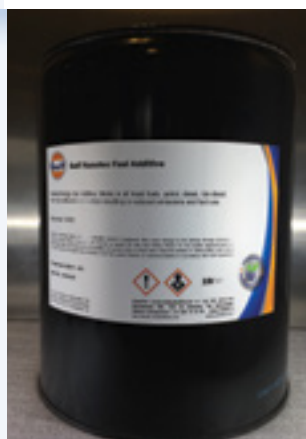


Steam explosions

- Improve fuel atomization
- Better air/fuel mixing
- Releases nano-catalysts

Benefits

- Longer, smoother fuel burn
- More complete combustion
- Improved fuel economy
- Increased power
- Reduced emissions



Gulf Nanotec is available in bulk quantities for entire networks, or groups of service stations and in single packs (pictured) for individual use.

The scientific research is openly available for any Gulf business to access and CleanerGlobe would be delighted to answer any technical or commercial enquiries.

Further details from:
Les Cozzi at CleanerGlobe:
lc@gulf-nanotec.com

ITALY



GULF AND MOTO MORINI TEAM-UP

Gulf Oil Italy has joined forces with Italian motorbike marque, Moto Morini, to produce a Gulf edition of the Scrambler 1200 machine, one of its recently-launched models.

The big V-Twin 1.2-litre engine, retro-styled bike, has proved to be a 'hit' among motorbike enthusiasts and details about the bike can be found on Moto Morini's website:

<http://motomorini.eu/en/?s=gulfamilcare.basso@gulfoilsupply.mt>

MALAYSIA

GULF MAKES ITS MOTOGP MARK IN MALAYSIA

Hundreds of MotoGP fans visited Gulf Oil South-East Asia (GOSEA)'s stand at the recent Malaysian Grand Prix.

A mixture of Gulf merchandise was available to purchase, with mugs and caps particularly well-liked. Fans posed for photographs with a Gulf grid girl and a replica Gulf superbike.

kellyleong@gulfoil-seasia.com



NEW PARTNERSHIP LEADS TO INNOVATIVE GRAPHIC OPPORTUNITIES



Gulf has signed a license agreement with Innovative Service and Media AG (ISM), a leading force in graphic products for service station and forecourts. From individual pump nozzle graphics to large door and window display material, ISM can liaise with Gulf customers to provide them with exactly what they want:

nico.gruessinger@ism-media.net

HONG KONG

WORLD'S FASTEST WEDDING CAR?



WIN Motorsport founder and driver, William Lok, married his partner, Christine Kuo, in a ceremony in Hong Kong. Suitably dressed for the occasion, the team's Gulf LMP3 race car – decorated with flowers and wedding bunting – was, of course, part of the procession!



GULF DRAG BIKE WOWS CROWD IN PRAGUE

Drag racing legend, Ian King, exhibited the 1,500bhp Gulf DragRacing Top Fuel bike at the Harley Davidson 115th anniversary celebrations in Prague.

The Gulf bike was one of the star attractions for the 110,000 visitors from 73 countries that attended, including 60,000 bike riders, which proved an excellent debut event for Gulf's new Czech lubricant distribution outfit.

Petr Bobysud: petr.bobysud@gulfoilsupply.com.mt

FORMER MANCHESTER UNITED STAR PULLS IN VISITORS FOR GULF AT SHIPPING EXHIBITION



Manchester United legend and one of the club's 1999 Champions League heroes, Ronny Johnsen was on the receiving end of questions from Gulf Oil Marine's MD, Keith Mullin, at Posidonia 2018, an international shipping exhibition.

During the event, Gulf Oil Marine released a video – 'Learn from the Best' – which highlights Gulf's many sporting and commercial partnerships.

Watch it at:

<https://www.youtube.com/watch?v=tnBmD1MKqKc&feature=youtu.be>
safit.gazi@gulf-marine.com

MORE THAN 250,000 MINIATURE GREENLIGHT CARS SOLD IN SERVICE STATIONS ACROSS THE GLOBE



A campaign partnership between Gulf and Greenlight, where Gulf service stations can either sell or giveaway a miniature collection of classic Gulf sportscars as part of a promotion, has been greatly received with more than a quarter of a million units traded.

The project has spread between 37 countries, with the United Kingdom proving the most popular market
rachit.kapoor@gulfoilltd.com

GULF STARS AT DUTCH CLASSIC CAR SHOW



Gulf Netherlands and Gulf Gas+Power joined forces to make a formidable team at one of the country's major car events: the Concours d'Elegance.

Translated as 'competition of elegance', the largest classic car event in the Netherlands showcases the finest classic cars in existence – and Gulf attended with its own portfolio, which included two GT40s, a Tesla and Porsche 911 Carrera.

One of the many visitors was 1971 Le Mans 24 Hours winner and Dutchman, Gijs van Lennep (pictured).

h.koetzier@gulf.nl

Gulf Oil Argentina developed patriotic oil drum sleeves to show its support for the nation during the summer's festival of football.

Proudly carrying the Argentinian colours of blue and white, the project was designed, not only to get behind the team, but also to develop the Gulf brand in Argentina.

gmienko@gulfoil.com.ar



ARGENTINA GOES WORLD CUP CRAZY!

GULF DELIVERY VAN MAKES ITS DEBUT!



It's a delivery van with a difference! Gulf Oil Brazil's latest fleet addition made its debut in 2018 and caught the attention of many with the van decorated with a Gulf Racing Porsche.

weines@gulfbrasil.com.br

INDIA

MSD BATS FOR ROAD SAFETY IN A BRAND NEW TVC FOR GULF OIL



Gulf Oil Brand Ambassador, MS Dhoni, fronted a recent commercial in a bid to improve road safety after many fatalities were linked to riders breaking traffic laws in a bid to reach their destination faster.

Gulf Pride 4T Plus resolves this issue faster by providing instant pick-up that helps riders stay ahead. The advert, which aired on various media channels, depicts Dhoni as the 'ideal rider', who is calm and composed on the road, much like his persona on the pitch.

Staying true to Gulf's ethos, the campaign delivers an underlying social message of road safety and one that should appeal to young and passionate riders.

anuradha.bose@gulfoil.co.in

LUXEMBOURG

JACK THE LAD!

Luxembourg artist, Jacques Schneider, was called upon to help Gulf customise a 'bare plaster donkey', in aid of a local organisation's

50th birthday. The donkey, which is the Old Diekrich's mascot, was transformed from bare Jack into Gulf Jack. He also produced a sticker of the donkey, which went viral on social media, as users were tasked with using the sticker in the most creative way possible!

marketing@gulf.lu



DENMARK

A TREE-MENDOUS MARKETING INITIATIVE...



Gulf's Danish distributor, DCC Energi, tasked Danish supermarkets to create innovative ideas in displaying and selling Gulf products and this 'Gulf Christmas tree' was one of the winners.

The Christmas tree was made up of many layers of Gulf products and, unsurprisingly, it proved a head-turner in the store – to the extent that the employees in the supermarket even danced around it – happy about their achievement and selling Gulf."

np@dccenergi.dk

PHILIPPINES

OILING THE (THREE) WHEELS OF SUCCESS

Gulf Oil Philippines and Filipino distributor, Emcor, recently hosted a 'Thanksgiving party' which demonstrated to tricycle operators in the Philippines, the benefits of the Bajaj three wheelers, to encourage them to switch from their usual tri-bikes to Gulf-lubricated Bajaj REs.

In 2016, the agreement between the two parties was Gulf's first OEM venture in the two-wheeler market, but with the partnership blossoming, it has now stretched into the three-wheel sector.

mark@gulfoilphilippines.com





'FIL' TAKES OVER THE CHAMPION'S MANTLE FOR GULF

Gulf Drag Racing team principal, Ian King might have retired from full time competition, but his successor – former Pro Mod rider Filippou Papafilippou a.k.a. 'Fast Fil' – stepped into the seat traditionally filled by the ten-time European Top Fuel motorbike Champion, to pick up directly from where Ian left off.

Any illusions that the team had that Fast Fil might need to acclimatise to the 1500hp monster machine – which runs on STANDARD Gulf Road lubricants – were quickly dispersed when he ran an outstanding 6.099s @214.08mph on his very first pass on a Top Fuel Bike to make him number one qualifier, a position he did not relinquish for the entire first round of the European Championship.

Fast Fil was the dominant force in the 2018 Championship, claiming it even before the elimination runs at the last round and running a 5.783 second pass during the season – one of the fastest ever runs in Europe.

King himself starred at the Goodwood Festival of Speed, doing huge burn-outs to please the crowd, but was actually back in competition in November, at the ManCup finals in Georgia, USA. On his return, Ian and the bike ran strongly, posting two sub-six-second runs en-route to the final, which he lost out on through a tyre-shake issue.

All-in-all 2018 has proved another excellent season for Gulf in Drag Racing.

www.gulfoildragracing.com

GULF SYNTRAC 4T – OFFICIAL OIL FOR DORNA'S RISING TALENT

Gulf entered its first technical supply contract with Dorna, who organises both MotoGP and the World Superbike Championship. After a round of testing various oils, Gulf's

Syntrac 4T Superbike 5W40 lubricant was chosen as the official oil of Dorna's British Talent Cup.

The championship aims to find the World Championship riders of the future and the British Series is rated as one of Dorna's key junior championships. The 22 riders all use the same Honda 250cc Moto3 bike and the high profile six-round, 12 race championship appeared on the programme at MotoGP's, three British Superbike Championship meetings and the British round of World Superbikes.

Gulf branding appeared on the bikes, the riders' leathers and the championship's transporter fleet as well as in the official championship garage area. Scotland's Rory Skinner edged out Thomas Strudwick to take the championship at the final race – look out for both names in the future.

More details:

<http://www.britishtalenteup.com>





GULF AVIATION SECURES CONTRACT WITH BIRMINGHAM AIRPORT

Gulf Aviation continues to make significant inroads into airports and airfields in the UK and has recently secured a contract to provide fuel to Birmingham Airport, adding to its existing portfolio of airport contracts.

Gulf Aviation, which is UK national Gulf licensee, Certas Energy's aviation brand, has now entered into a partnership to provide a supply of Jet A1 fuel to the airport, which is one of the busiest in the UK, servicing more than 13 million passengers every year.

The deal significantly bolsters the existing fuel supply chain to the airport and will also include the refuelling of on-site vehicles. A number of airlines, including Emirates, British Airways, KLM, Vueling, Iberia Express, TUI, Qatar Airways and Thomas Cook Airlines fly from Birmingham Airport, which services domestic flights within the UK and international flights to Europe, the Middle East, the Indian subcontinent, North America and the Caribbean.

Alex Murphy, Head of Gulf Aviation, enthused, "We're thrilled to confirm our partnership with Birmingham Airport and this latest contract win further demonstrates the national capabilities we can offer as one of the UK's leading fuel suppliers.

"The way we've grown as a business is by listening to our customers and developing services and solutions that respond to their needs and that help them run

their companies more efficiently. It's something I know Birmingham Airport was impressed with and it played a key part in their decision-making process."

Gulf Aviation will continue to have strong ties to private and business airfields, alongside flying clubs, but supplying directly to large commercial airports, is a key part of its future growth strategy.

Fuel Proof partnership for Gulf Aviation

In the meanwhile, Gulf Aviation has entered into a new partnership with fuel storage equipment manufacturer, Fuel Proof Ltd, which will see the two brands work together on the storage and distribution of Jet A1 and Avgas 100LL fuels for a range of Gulf Aviation customers across the UK.

As part of the aviation-only collaboration, Fuel Proof will supply a range of bunded tanks with capacities from 330 litres all the way up to 85,000 litres to airports and airfields across the UK serviced by Gulf Aviation.

The storage options will be available through leases, lease purchases or direct sales and can be adapted to meet individual budgets and requirements.

David Dykes, Commercial Manager at Gulf Aviation, said of the partnership: "We're delighted to be collaborating with Fuel Proof to enhance the storage capabilities we can offer our aviation fuel customers."

For more information: aviation@gulfaviation.co.uk

UNITED AND GULF'S GLOBAL PARTNERSHIP GOES FROM STRENGTH TO STRENGTH



The current Premier League campaign represents the third full season of Gulf's partnership with Manchester United. Look back at a previous issue of **Orange Disc** and Gulf was clear about the logic behind the partnership.

One of the key reasons was the club's global following and another was the 'door-opening' opportunities.

Those openings have been exploited in South America, South-East Asia, India and, crucially, China. Reds legend, Dwight Yorke, was a popular choice with the crowd recently, as they gathered to watch the former striker take part in the ceremonies in Guangzhou, as the first Gulf fuel station in China was opened.

It was a hugely significant event in Gulf's ongoing expansion in Asia and testament to the influence the partnership continues to have in assisting Gulf further-develop its business around the world.

Glittering names, like Bryan Robson, Gary Pallister, Andrew Cole, Nemanja Vidic, Denis Irwin and Ronny Johnsen, all of whom have lifted silverware for The Reds, have all supported Gulf at various functions and always been a pleasure to work with. In return, they have helped enhance the Gulf brand in markets around the world, which previously were not always easily accessible.

ON THE PITCH

After an inconsistent start, United have recently found form, both in the Premier League and, in Europe, in the Champions League and a run of unbeaten matches have seen them steadily climbing the table in England, while in Europe, a great comeback win away against Juventus and a 1-0 victory at home over Young Boys means that United guaranteed qualification for the next stage of the competition.

Gulf branding remains prominent on the electronic sideboards, which surround the Old Trafford pitch, throughout the 90 minutes and recently it has promoted Gulf's Fan Academy initiative, the Gulf blue standing out well, within the arena walls of red.



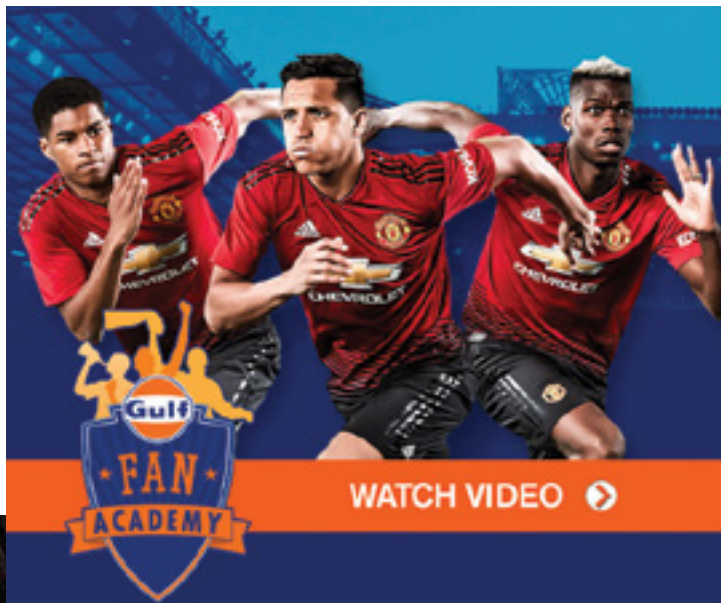
GULF FAN ACADEMY IS BACK – AND BOLDER THAN EVER

Following the success of the debut campaign, where 70 million fans were reached in India, the new season of Gulf Fan Academy has reached 60 countries.

The academy was created so fans of the world's largest football club, could engage with their favourite stars. This term, they can participate in four challenges, share them online and watch a collection of fun and exciting videos, featuring the likes of Paul Pogba, David De Gea and Alexis Sánchez.

The challenges, designed to be easy and fun, give fans around the world the chance to win an all-expenses paid trip to the Theatre of Dreams. Last season, Gulf treated nine superfans to the once-in-a-lifetime opportunity, all of whom made the journey to Old Trafford to watch The Reds take on Swansea City.

Gulf Oil Lubricants India Limited Managing Director, Ravi Chawla, said: “We received a massive response from Indian Manchester United fans last year, and it spurred us to go global this time.



“In the first edition, we managed to reach out to 70 million people through our integrated campaign. I am certain that this year the academy will be able to engage with far more fans from across 60 countries.

“This season, we have packaged it on a grander scale, with 11 of the biggest Man Utd fans from India getting a chance to travel to Old Trafford to see a live match.”

As well as 70 million people reached, the #GulfFanAcademy trended on social media throughout the campaign, thanks to the consistent distribution of digital content. The launch itself was the number one trending story for three days on Twitter and a week on YouTube. Also, the hashtag #GulfFanAcademy recorded 800,000 unique engagements.

Pogba, De Gea and Sánchez all featured in the launch video, released in September 2018.

The winners of the first 2018/19 season Fan Academy test – the blindfold challenge – have now been announced and Gulf looks forward to visiting Old Trafford later in the year with the ‘superfans’ who are the winners of the various challenges.

Next up, the Gulf Fan Academy is challenging fans to become commentators. The results should be spectacular.

#ILOVEUNITED – FAN EVENTS PROVING POPULAR AROUND THE GLOBE



Manchester United's incredible global fan base is a key factor in its brand strength. Gulf's partnership encompasses a number of official club-run '#ILOVEUNITED' events, some of which can attract thousands of fans at a time, usually based around a live screening of a match.

There are United fans everywhere, however, and Gulf businesses are increasingly creating their own Manchester United fan events, often in local bars or coffee shops, with only a few dozen important customers or influencers who are Reds fans.

One thing is constant, however – a fanatical love of the club. Gulf is able to use all of these fan events, whether networking with businesses or promoting product to the public.

United remains one of the world's great sporting brands and, as the relationship has developed, Gulf has continued to refine its use of the platform to ever greater effect.

GULF RETURNS TO CHENNAI AND TO IPL VICTORY



Most appropriately – given the opening of Gulf’s new plant in the city – this season, Gulf returned to partner the Chennai Super Kings (CSK) in this year’s Indian Premier League cricket tournament – and what a season it turned out to be!

For the last two years, CSK had been out of what is undoubtedly the world’s leading national 20/20 overs competition, and the Gulf colours were aligned to the Rising Pune Supergiant team – who were finalists in the competition last year. This year, however, the franchised teams reverted back to the same eight as three years ago, which did not include Pune, so both Gulf and Brand Ambassador, MS Dhoni, have renewed their association with CSK, with whom Gulf enjoyed championship victory in 2011.

This year’s CSK team, led by Dhoni featured a mix of local talent such as, Ambati Rayudu, Suresh Raina and Harbhajan Singh, together with some key international signings.

The combination was a winning one from the start, with some superb performances – the team often pulling out a victory from a seemingly impossible position – and CSK made the final, coming from second in the league phase to defeat Sun Risers Hyderabad and send them into a repechage.

In the end, Chennai Super Kings (CSK) swept to victory in the final, which saw them pitted against Sun Risers Hyderabad, once again.

Set 178 to win, an incredible 117 not out from opening batsman, Shane Watson – the highest innings ever in an IPL Final – was the decisive factor in the match. CSK won by eight wickets, with an over and a half to spare.

It was a truly exciting season for CSK, with the team often

pulling out victory from seemingly impossible situations – with the team, as a whole, performing superbly.

Once again, Gulf Oil Lubricants India Ltd ran some excellent marketing initiatives, including the ‘who is Mr Pride’ #IdhuNammaPride social media campaign, which trended as India’s number one post.

GULF UNVEILS ITS LATEST BRAND AMBASSADOR



With the success Gulf has enjoyed through its association with MS Dhoni, GOLIL has also recently signed Hardik Pandya as Gulf’s second brand ambassador.

The all-rounder is a rising star who has been one of the most valuable players in this year’s IPL and who is fast becoming a youth icon for cricket fans in India. He is flanked here by Gulf’s Nagendra Pai(l) and MS Dhoni himself(r).

More details, Nagendra Pai: nagendra.pai@gulfoil.co.in



GULF MAKES A GOOD DEBUT IN SUPER RUGBY WITH THE HIGHLANDERS

Rugby is a major draw in many countries around the world, but in New Zealand it is very much the national game and, this year, for the first time Gulf has added the sport as a part of its marketing platform.

The Gulf-sponsored regional New Zealand team, The Highlanders, claimed a top-six finish in the intercontinental Investec Super Rugby Championship.

The Highlanders team dates back to 1995 when a very special alliance was formed between the three provincial rugby unions south of the Waitaki River. This alliance was named the Otago Highlanders, and it was formed in order to do battle in the new Super 12 competition, the following year in 1995. After five years in the competition, Otago was removed from the name and since then the team has been known simply as the 'Highlanders'.

The Highlanders finished fourth in the regular season, behind fellow Kiwi sides, the Chiefs, Hurricanes and the Crusaders, to qualify for the Super Rugby championship.

The best-of-the-best teams from Australia, New Zealand, South Africa, Argentina and Japan fought it out to declare themselves champions of regional rugby in the Southern Hemisphere. Gulf partnered Highlanders throughout the season and was one of the team's kit sponsors – with the Gulf logo visible on the club's shorts.

The initiative came about through New Zealand Gulf distributor, Farmlands, and it has been a major business aid to the development of the Gulf brand in the country.

It is the first time that the Gulf brand has been seen

in Rugby Union and the experience has been a positive one in New Zealand, both with the existing customer and distributor networks as well as for helping attract new business.

As one of New Zealand's top teams, Highlanders boast a number of members of the famous 'All Black' New Zealand national rugby team and both they and various members of the coaching staff have thrilled guests with personal appearances and Q&As at games throughout the season.

More details from Sander Kriek:
sander.kriek@gulfoil.co.nz





TERRIFIC TT DEBUT FOR GULF

Although the Isle of Man TT is one of the world's oldest and most famous motorbike races, this year saw a blue and orange bike competing in this incredible sporting arena for the very first time.

Gulf guests came from far and wide to be part of this unique experience – from all over Europe and from as far afield as Argentina and Australasia.

SMR – who were responsible for the Milwaukee Aprilia team in World Superbikes – entered two of the latest BMW S1000RR bikes for the two-week festival of bike racing: one in the Superbike races and the other in the Superstock race, both under the Gulf BMW Road Racing Team banner. David 'Davo' Johnson was the rider selected to take on the 37.73 miles (60km) of ordinary public roads that make up the TT course.

The event is one of pilgrimage for motorcyclists from all over the world, with 60,000 people – the majority on their motorbikes – making the short ferry trip from the UK mainland.

Intrepid Australian, Johnson, finished a superb fourth in both the Superbike and Superstock races – his fastest laps averaging around 134mph (215kmh) around the course, and the Superbike variant clocking a staggering 208mph (333kmh) at its fastest point.

The final race of the competition – the Senior TT – could have heralded an even better finish as the Gulf BMW ran extremely well, heading towards the podium until an electronic problem led to its retirement, a quarter of the way through the four-lap race.

The feedback from everyone who attended was exceptional and Gulf Oil International is looking at the possibility of returning to the Island as early as next year.

More from Rachit Kapoor: rachit.kapoor@gulfoilltd.com



ROFGO PROVING TO BE A WINNING FORMULA IN 2018



While work on the permanent home of the ROFGO Collection continues apace, it has been both a busy and successful time for its racing activities

One of the fantastic features of Roald Goethe's collection of Gulf racing cars is that so many of them are not only kept in racing condition but that they are actually raced and in many cases, this has allowed Gulf to activate events that otherwise would not be feasible.

MONACO

Chief among these events was the Monaco Historic Grand Prix, in which ROFGO entered no less than four famous Gulf Formula One cars. Stuart Hall drove a McLaren M23 and M19, bringing the ROFGO cars home to two excellent second places, while the M14 was raced by Monaco resident, Clivio Piccione, and also paraded around the circuit with no less a star than double F1 World Champion, Mika Hakkinen, behind the wheel. Collection owner, Roald Goethe piloted the only F1 car that ever raced in full Gulf livery – the Tyrrell 007 from 1976 – but was unfortunate to find the barriers when a rain shower struck – Roald was unhurt and the car is now race ready again.

The event attracted Gulf guests from around the world –



with Gulf Marine in particular using it to great effect – and ROFGO kicked the weekend off in fine style by hosting a spectacular party on the Friday night. TAG Heuer gave guests a private tour of the Monaco Motor Museum while the trackside hospitality allowed Gulf guests to tour the pits and even watch qualifying from the pit wall.

CLASSIC LE MANS

ROFGO took to the podium once again in the 2018 Classic Le Mans with the 1971 Gulf-branded Lola T70 Mk3b – shared by Stuart Hall and Roald Goethe. The event uses the full Le Mans circuit and gives competitors both a day time and night time race, with the aggregate results determining the overall position. Stuart and Roald also won one of the races for 1970s sportscars in their Gulf Mirage GR7.

SILVERSTONE 12 HOURS

The Creventic Series of endurance events takes teams of top flight GT3 cars all over the world for a number of 12 and 24-Hour races. At the Silverstone 12 Hours in May, the fabulous ROFGO Mercedes AMG GT3 car ran superbly to record a notable victory – a unique win for a Mercedes in Gulf colours. AMG – Mercedes' official tuning arm – was so impressed that it took a number of full page press ads around the world to celebrate the fact!

ROFGO has also supplied cars from the collection to various Gulf events over the year, and its part in helping Gulf celebrate the 50th Anniversary of the first Le Mans win was hugely appreciated. Orange Disc looks forward to reporting on further collaboration – and hopefully more success – in coming issues.

More info: www.rofgocollection.com

GULF SPONSORS UK RETAILING AWARDS CEREMONY



As the Gulf retail network continues to grow in the UK, Gulf was the principal sponsor once more at the Forecourt Trader Awards 2018, the most prestigious event in the UK petrol retailing calendar.

Girls Aloud singer, Kimberley Walsh, hosted the Moulin Rouge-themed event at the London Hilton on Park Lane, where Maxol's Tannaghmore Services in Northern Ireland took the top honours.

The aim of the awards is to drive standards in petrol and convenience retailing, by acknowledging and rewarding the skills and achievements in the sector and all those who contribute to it.

gerry.welsh@certasenergy.co.uk

GULF PHILIPPINES OPENS MORE SERVICE STATIONS

The rollout of Gulf service stations in The Philippines has continued with the latest site being opened in San Isidro, in the Isabella province.

The opening ceremony was well attended by local dignitaries, which included a priestly blessing of each piece of equipment in the station.

The Philippines was home to Gulf's first service station in South-East Asia. The site in Abucay, in the Bataan province, was opened in 2016 and, at the time of writing, there are 12 fuel stations open, with more expected to follow.

Meanwhile, a new fuel retail license agreement has been signed. Trading under Gulf Star Gasoline Stations, formerly D.F. Lacerna, the goal is to open 15 Gulf station stations within five years. The license agreement covers region two of North Luzon District.

Mary Grace Bartolome: marygrace@gulfoilphilippines.com



GULF NETHERLANDS RECOGNISED FOR ITS 'GREEN' EFFORTS



Gulf Netherlands has been honoured with a Lean and Green award by Connekt, Europe's leading programme for sustainable logistics.

Awarded annually, the prize is presented to organisations that have showed that they are actively working to make their logistics process more sustainable and set a target of cutting CO₂ by 20% within five years.

Gulf Netherlands achieved the target by implementing various measures, such as training to improve driver style and monitoring, the introduction of a fleet management system, addition of Gulf Diesel Green's own fuel-saving product and Gulf's own motor oil product, Gulf Superfleet Synth, which was exclusively developed for the new generation of low-emission, high-performance engines.

Henrike Koetzier: h.koetzier@gulf.nl



Hansen Racing – Gulf's fuel and lubricants licensees in Sweden – has now set up, with partner Platinum Cars, an unmanned racing fuel station with 102 octane race fuel also available.

Peter Sjödin: peter.sjodin@gulfoil.se

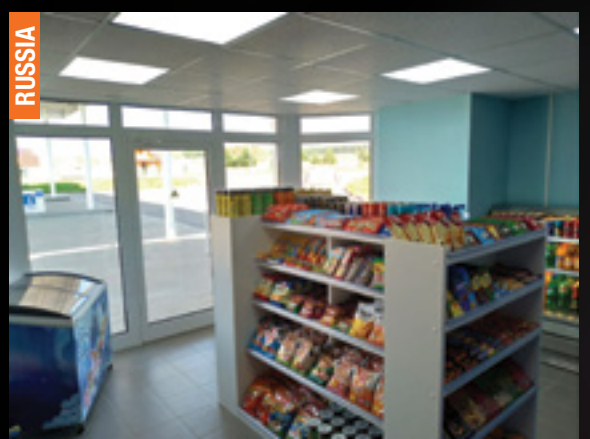


Sergio de la Vega, of IF Vertical – Gulf’s Fuel Licensee in Mexico – has announced that there are now 74 Gulf stations open in Mexico with the latest openings. There are more in the pipeline over the next few months. Sergio de la Vega: sergio.delavega@gulf.mx



The service station network in Belgium continues to expand, as does that in France, with one of the most notable openings this year being near to the new Crepy Circuit, which is the latest enterprise of former F1 Driver turned-race circuit mogul, Jonathan Palmer.

The station opening captured the imagination of local media – making front page news as can be seen from the photograph. Sven Van den Branden: sven@demarol.be



A fifth station has now opened in the Moscow area, with more unbranded stations to be converted to Gulf. Customers have revealed that they very much appreciate the modern style and shops with friendly and courteous staff.

Further details: andreysv2008@mail.ru



SOUTH AFRICA

Aadil Adamjee, from Capital Power, who operates Gulf Fuel Stations in South Africa has reported two stations are now open with another four set to open shortly. A further 20-plus are progressing well, as are the sales of Gulf lubricants in the country.

Aadil Adamjee: aadil@capitalounge.co.za

NEPAL LUBE OIL LIMITED: A FAMILY STORY

Arun Chaudhary recently commissioned work on a new five-star hotel in Nepal, which he promises will be the first the country has. But what does that have to do with Gulf and Orange Disc?

The chain begins with CG Holdings having majority stake in ABB Investment P. Limited, which currently manages Nepal Lube Oil Limited (NLOL), and ends with NLOL being the official licensee of Gulf Oil International in Nepal.

In 2017 NLOL explained to the Gulf Conference in Dubai how it had taken Gulf to the number one lubricant brand in Nepal, outlining its pride in the brand, its building of it in the country, its marketing initiatives and its strategy for the market. It was recognised for its achievements – with the NLOL team joining Frank Rutten and Ravi Chawla to be presented with one of Gulf’s prestigious Business Awards by Manchester United Legend, Nemanja Vidic [bottom right].

NLOL is a licensee transformed; the company started life back in 1984 as a government-owned enterprise, under the Nepal Company Act 2021. After a decade under the Nepalese government’s control, CG Holdings took over the management

of NLOL in 1994 under the privatisation scheme of the government and hasn’t looked backed.

A year ago, Arun joined Satyabrata Das, then Vice-President of Gulf Oil India OEM Business Operations, and former Manchester United hero, Quinton Fortune, on stage to unveil three new Gulf products in the Nepali market.

Gulf PowerTrac 4T, Gulf Ultrasynth X 5W-30 and Gulf Superfleet LE Dura Max were all co-branded with partners Manchester United, further illustrating the excellent success and relationship between Gulf and NLOL.

BACKGROUND: CG HOLDINGS

According to Arun Chaudhary (below, top), Chairman and Managing Director of NLOL, it has been quite an adventure in helping Gulf become the leading brand in the country: “For us, this success has been a journey of sheer hard work, determination and persistence. We take pride in





our high-quality products and strive towards continuous improvement and progress.”

Automotive is only one segment to CG Holdings’ portfolio; the Chaudhary empire continues to swell, with ventures in the education, realty, manufacturing, financial services, retail chain/convenience store markets – and now the hotel sector.

From humble beginnings, the Chaudhary family started a textile business and became an established name in the Nepalese business sector. Lunkaran Das Chaudhary, who passed away at the age of 91 in 2016, raised Arun and his two other sons as not just business professionals but passionate family men as well, as Arun explained in a recent interview with The Nepal Magazine: “I have not been just a businessman; who I am is a result of where I come from. Who you truly are is something you are born with

– nobody can change that. The remaining paraphernalia that you add on as you go is what shapes you to who you ultimately become.

“Each individual is like a precious gem, but you’ll only be able to see how brightly it shines once you go through the tedious tasks of cutting, shaping and shining the gem.”

Arun revealed what he believes is the secret to success in business, telling TNM: “First and foremost you need to find something that you feel an unrelenting passion for. It has to be something that you connect with, something that sends energy coursing through your body from just the thought of it. It has to surpass mediocre interest, and you have to be prepared to completely immerse yourself in it and give it 100%, but even with all the passion, knowledge and hard work, you will still need luck to make it work.”

A visionary, a leader, a family man: Arun Chaudhary’s strategic business decisions have allowed him to create one of the greatest enterprises in Nepal. Elder son, Karan (middle, below) is also part of the family business – bringing a new dynamic into play and has proved to be a key figure in moving forward the Gulf brand. Younger brother, Suryansh is also poised to make his mark moving forward. Arun’s success as a businessman, playing a pivotal role in Gulf becoming Nepal’s leading brand, is there for others to emulate.

A dedicated father and husband, Arun plays many different characters; however, his consistent attitude and approach will mean his achievements will be remembered and his mark in Nepalese business – and the footprint of CG Holdings – is still increasing.

nlol.mktbrd@cg.holdings



GULF CAR CARE 2018



Gulf Oil International is extremely pleased to announce the launch of the Gulf Car Care range from licensees, Autoland.

Based in Poland, Autoland produces high quality vehicle care products, with car care industry accreditations, selling products under their own brand but also for other major oil brands. The new range which is designed for both professional and retail use, is differentiated by blue caps for professional and orange for retail. Included in the range are both spray and aerosol packs to provide customers with more choice, according to their requirements.

Pack designs are extremely eye catching and, of course, conform to Gulf's pack design standards to ensure a constant approach to Gulf's brand standards and look.

SOME RANGE HIGHLIGHTS

Gulf Brake & Clutch Cleaner is for cleaning and degreasing brake discs, as well as car transmission components. It quickly and effectively removes grease, brake fluid, oil and dirt remains, leaves no residue and is safe, as it contains no chlorinated solvents, silicon or acetone. With 360° action, the product is equipped with a special nozzle and ball valve for application from several angles in order to access to hard-to-reach components.

Gulf Tyre Shine Foam restores and regains original colour deepness, giving a wet look for tyres, it is easy to apply and was recently awarded 'Perfect' in Poland's biggest selling car magazine, Auto Świat's Guide

Gulf Inflate & Repair seals and restores pressure in a punctured tyre, making it is the perfect aid while travelling. It enables continued driving to a tyre specialist, without the need for emergency road services and wheel removal, thereby offering the ability to drive with confidence. Inflate & Repair was tested by Auto Świat Magazine and awarded a five-star grade and AS' Recommendation.

Gulf Upholstery Cleaner effortlessly cleans all types of vehicle fabric upholstery, ceilings and carpets. It renovates and nourishes surfaces, to restore the original factory appearance. It removes stains caused by ice cream, coffee, chocolate, sauce and beverages. It also gained five stars in the Auto Świat Car Magazine review.



Gulf Cockpit Tissues naturally and delicately cleans and preserves the dashboard and all plastic, vinyl and rubber parts of a car interior, leaving a satin-matt finish. They remove finger prints, stains and other dirt. They are also an antistatic, providing protection from the build-up of dust. Tested by Auto Świat Magazine, it too was awarded a five-star grade. The product is also Quality approved by TÜV NORD.

Gulf Summer Screenwash, in its ready-to-use form, is a high-quality biodegradable summer screenwash, specially formulated to ensure faster dirt and insect residue removal. It contains glycerin to preserve wiper blades against aging and cracking. It is safe for car paint and all types of headlights, including xenon, and is pigment free. It also contains preservatives to eliminate the further growth of 'Legionella' bacteria.

This formulation has been awarded with a "Very good in removing insect residue" rating by DEKRA GmbH Stuttgart, Germany – with an average outcome of six wiping cycles to fully clean the windscreen.

Gulf Oil International is certain that these products will prove very popular and will add a new and profitable sales channel to your business," enthuses Paul Stannard, Gulf Oil International Business Development Manager. "The products can also be used as promotional items to assist lubricants sales, especially to professional workshop customers."

A dedicated Gulf motorcycle care range is also nearing launch.

The new ranges present an exciting new revenue centre and profit opportunity for Gulf businesses around the world and Orange Disc wishes Autoland every success in selling these Gulf products.

For further details contact:

Darek Szymanski: dszymanski@autoland.eu

or

Adam Królewski – Sales Director: adam@autoland.eu

Andrzej Strzelczyk – CEO: as1@autoland.eu

WORLD SUPERBIKE SEASON CONCLUDES WITH GULF FINISHING ON A HIGH



Gulf's third season in the World Superbike Championship (SBK) has been one to remember, with the obvious highlights being Gulf's first-ever podiums in the sport

It was a season with some excellent performances and a number of extraordinary highs for Gulf's two SBK teams, culminating in podiums and lap-records being broken.

The scenes at Laguna Seca and Milano, where Gulf Milwaukee Aprilia rider, Eugene Laverty, created a piece of Gulf history by guiding his two-wheeled machine to consecutive third-place finishes, ensured new chapters in Gulf's long and proud motorsport history.

The momentum carried through the summer hiatus as well, with Laverty earning a pole position in Portugal and breaking a long-standing lap record in the process; however, in true motorsport fashion, euphoria turned to anguish within the space of three corners as Laverty lead off the line before Xavi Fores collided with the Northern Irishman to end his race and dreams of a first Gulf win.

In France, Argentina and Qatar, Laverty battled gallantly but couldn't quite recapture the form that propelled him

into Gulf folklore. In the season finale, perhaps summing up his end to the season, he missed out on a podium place after encountering tyre issues in the final laps; nevertheless, he finished the year with a solid haul of points and eighth in the final championship standings.

While the season has ended, Gulf's passion for motorcycling remains undimmed



Meanwhile, in the Gulf Althea garage, Loris Baz's season went from strength-to-strength. After a tough start, a morale-boosting "best weekend of the season" in Portugal gave the French pilot the confidence to excel.

He sent the vociferous home crowd happy after delivering two top-10 finishes at Magny-Cours, backed-up by a series of points finishes in Argentina, before his campaign ended in the fashion that his second-half of the year merited.

In Qatar, the 25-year-old charged through the field, a run that included a pair of overtakes on Ducati's Chaz Davies and Yamaha's Michael van der Mark in a single lap.

In the final championship standings, Baz just missed out on a top-10 finish; however, had luck been on his side during the first-half of the season, who knows what the Frenchman might have accomplished?

Over in the European Superstock 1000 championship, Alessandro Delbianco showed no ill-effects of an arm injury sustained in Milano during the final two rounds of the season in Portugal and France.

'DB52' illustrated both attacking prowess and defensive skill to finish a challenging season with two strong performances, sealing a sixth-place and eighth-place respectively. He finished a commendable seventh place in the standings, scoring 55 points.

While the season has ended, Gulf's passion for motorcycling remains undimmed and next year the Gulf brand will be seen, for the first time, in the very top flight of bike racing, as Gulf steps up into MotoGP.

Watch this space...

OPPOSITE: Gulf makes the podium! ABOVE: Loris Baz flat out! Gulf Althea BMW Race Team. BELOW: Eugene Laverty cornering hard.



The World Endurance Championship (WEC) is past the halfway mark, with Gulf Racing UK's drivers delivering some competitive performances.

After much anticipation, Gulf Racing took delivery of its new Porsche 911, which is now the model that the factory Porsche team is running in the WEC. Even though the new 911 RSR looks similar to its predecessor, the new car represents a technological step forward and is the car Porsche is pinning its hopes on in endurance racing, having withdrawn from the prototype category.

Following a trio of races in Europe – Spa-Francorchamps, Le Mans and Silverstone, with a fifth place in the Le Mans 24 hours being the team's best result to that point – the WEC paddock moved onto Asia for rounds in Fuji and Shanghai, where Gulf Racing UK raced valiantly.

While luck alluded the British-based team in Shanghai, it was a different story in Fuji where the Gulf Racing Porsche, piloted by team-owner, Mike Wainwright, and team-mates, Ben Barker and Austrian rising star, Thomas Preining, battled for victory.

There was a tussle for supremacy between Gulf Racing and Spirit of Race Ferrari, which, after the lead was wrestled back-and-forth, concluded with the team taking the chequered flag after racking up 201 laps and finishing fourth in the GTE Am class – narrowly missing out on what would've been a well-earned podium.

Nevertheless, it was a display of driving full of attack, skill and consistency, which left the team optimistic of



GULF RACING UK SHOWS WEC POTENTIAL AS SEASON HITS HALFWAY



The story of Gulf Racing UK's season so far is one of progress and improvement

another strong drive in Shanghai; however, it wasn't to be after a series of on-track spins left Gulf's driving trio with too much ground to make up. They finished ninth in-class.

Off the track, however, it was a different story for Gulf, as 145 guests enjoyed the 'Born to Win – Champion 50' gala dinner in Wuxi and Shanghai – despite the heavy downpour during the race! – while another 20 VIP guests were treated to a garage tour, with many praising Gulf for the 'unique experience'.

The WEC now takes a winter break, before the lights go out at the 1000 Miles of Sebring in Florida, United States, on Friday 15th March.

GULF RACING JAPAN'S SEASON FINALE COMEBACK



Gulf Racing Japan enjoyed an encouraging end to the Japanese Super GT Championship, with its Porsche GT3 R forging its way through the field at the season finale at the Twin Ring Motegi circuit.

After starting in 20th place, Keishi Ishikawa made good early progress. With four new tyres, fuel and a change of driver to Rintaro Kubo, the car returned to the circuit in 24th position and, demonstrating its speed, eventually pitted in 15th place.

Kubo maintained the momentum and continued his attack on the rest of the field, crossing the finishing line in a superb 12th place in the GT300 class.

GULF'S BMX WORLD-BEATERS!

Gulf has a new world champion after BMX star, Niek Kimmann, sponsored by Gulf Netherlands, secured the points needed at the season finale in Argentina.

The 22-year-old, wearing his Gulf-themed overalls, finished sixth after a hotly-contested final, in which the unthinkable almost unfolded after locking-up and nearly crashing while heading into a corner in an attempt to move himself up through the field; however, he regained his composure, picked up speed and recovered to cross the line safely.

With results going in his favour, he collected his championship-winning trophy and assumed the crown of world champion.

Gulf sponsors both Niek and his brother Justin, who is another leading BMX rider, and together with Gulf they have developed a community programme geared towards safer cycling.

More details from Henrike Koetzier: h.koetzier@gulf.nl



ROFGO JUNIORS MAKE PROGRESS



The ROFGO programme of young motorsport development has made a notable step forward in 2018, with the move of Benjamin Goethe out of karting. His Gulf branded car competed in the Spanish Formula 4 championship with great promise in the first year of single seater racing.

The ROFGO Junior Karting team has however, still been extremely active, competing with great success in the French Championship – where Benjamin's brother Oliver finished as runner up – and hopes were high of a good result at the X30 Junior World Championships in October. Unfortunately, having been caught up in a couple of other people's accidents, Oliver didn't make the final, but he will be looking to continue to make further progress in 2019.



WIN-NERS FOR GULF IN ALMS!



Gulf Oil South East Asia (GOSEA) teamed-up with WIN Motorsport for the Asian Le Mans Series, and the team was rewarded with two podium finishes. Five wins and a podium saw them take the 2017-18 ALMS Sprint Cup drivers and teams championships.

Third-place finishes in both the 6 Hours of Buriram and 4 Hours of Sepang, orchestrated by the trio of WIN Motorsport owner, William Lok, and team-mates, Phillipe Descombes and Richard Bradley, ensured the blue and orange Ligier LMP3 car finished the 2017/2018 season on a high. Gulf's Rachit Kapoor interviewed William Lok earlier in the year and the interview can be viewed on Facebook or on the Gulf Extranet.

kelly.leong@gulfoil-seasia.com

PHILIPPINES

SUPREME BOOSTERS DO GULF PROUD

Gulf Supreme Boosters – the basketball team that Gulf Oil Philippines sponsors in the Liga Manila – completed back-to-back-to-back victories en route to this year's play-offs.

Basketball is extremely popular in the Philippines and, led by national basketball superstar, Paolo Hubalde, the Gulf team progressed to the quarter-finals, following eye-catching performances and victories against Vanilla Softi and 2D Taurus Solutions.

However, formidable quarter-final opponents, Phenom, proved just too good and despite a valiant effort, the Boosters were edged out 115-95.

More details from: Mary Grace Bartolome – marygrace@gulfoilphilippines.com



HUNGARY

ZOLTÁN STRIDES HOME IN HUNGARY!



Hungarian rally star and Gulf distributor, Lubricant Hungary employee, Zoltán Strider, flew the flag for Gulf around the Hungarian mountain ranges and countryside, as he claimed victory in the 35th Hungarian Mountain Race. During two days of competition, Strider pushed his Gulf Mitsubishi Lancer Evo IX to the limits. The Mátrai Hegyiverseny is a Hungarian motorsport tradition and is second only to the Formula One race at the Hungaroring in terms of popularity.

Gulf was also the sponsor of Hungary's 2018 historic rally championship and recently hosted the prize-giving for the season – which was, by all accounts, a really excellent event.

Further details about Zoltan Strider and the Gulf rally programme in Hungary from Oliver Czank: czanko@gulf.hu



GULF PRODUCTS' PULLING POWER

DENMARK



Customers of DCC Energy, the Danish distributors of lubricants, are utilising Gulf products to maximise the performance of their competition tractor.

Gulf Supreme Duty XLE 15W-40 and Gulf Universal Tractor Transmission Fluid 80W have been proven to enhance the performance and efficiency of the tractor engine, which produces up to 800bhp, aiding its 'tractor pulling' capabilities.

More information from Niels-Peter Lund-Boyschau: np@dccenergi.dk

DOWNLOAD THIS POSTER FROM THE GULF EXTRANET



W I N N I N G F O R M U L A



H E R I T A G E E D I T I O N

 /gulfoilinternational | #Fordgt | #Gulfoil | www.gulfoilltd.com

GULF FORD GT AVAILABLE FOR YOUR EVENT

CONTACT rachit.kapoor@gulfoilltd.com