

Orange Disc

your local global brand

ISSUE No4 2003

- BIODEGRADABLE INSIGHT
- GULF CORPORATE NEWS
- GULF GLOBAL NEWS
- FINLAND IN FOCUS
- DEREK BELL PT 2



AT YOUR SERVICE

GULF'S PROMISE
OF GLOBAL CUSTOMER
SATISFACTION

FOREWORD



As we move into the second year of Orange Disc with this, the fourth issue of the reborn magazine the Editorial team remains conscious of where the magazine has come from and

where it can progress to. Driving this onwards is our constant aim to improve the offering to you, the Orange Disc reader.

In only three issues, Orange Disc has addressed or started to address, many of the aspirations with which the title was relaunched a year ago and it seems, from the feedback we have been given, to have found a welcome place amongst Gulf affiliates, partners and customers around the globe.

Chief amongst our initial aims for the publication was to help bring everyone involved in Gulf's global activities closer together. We often blithely talk about "the Gulf Family" – almost as if it is something we take for granted. Far from it. With Gulf having a presence in more than 100 countries, building the Gulf Family is very much an ongoing process. There have, however, been many occasions over the past year when we have been conscious of a real sense of family having emerged. Gulf affiliates from around the world have regularly and proudly contributed their latest achievements and offered their problems,

solutions and initiatives for others to read about, learn from and, in some cases, be inspired by.

This is something we intend never to lose from Orange Disc.

After a year of publishing Orange Disc we feel we have a basic product that can not only fulfil this role but can now concentrate even further on helping Gulf and its partners and customers build more successful, more profitable businesses.

To that end you will notice some new developments from this issue onwards.

Firstly, the Round-Up section of Orange Disc has become more focussed and now covers the various specific areas of Gulf's business. This will hopefully make the magazine more purposeful as well as being more user friendly. We will also be able to run more feature material in the magazine which, again, we hope will be both interesting and useful to all. You will also hopefully notice a greater sense of space to Orange Disc – something we have been working very hard to achieve, whilst still maintaining the level and standard of content.

One factor remains constant, however, and that is the interaction we rely on from you, our readers and contributors. We are always conscious that producing the magazine requires many people taking time out of their busy working days to produce material for the magazine. Please remember, Orange Disc is your publication and without your input the magazine would ultimately cease to be.

We hope the latest developments in Orange Disc – many of which have come in response to the feedback we have received – continue to meet with your approval. We look forward to hearing your comments.

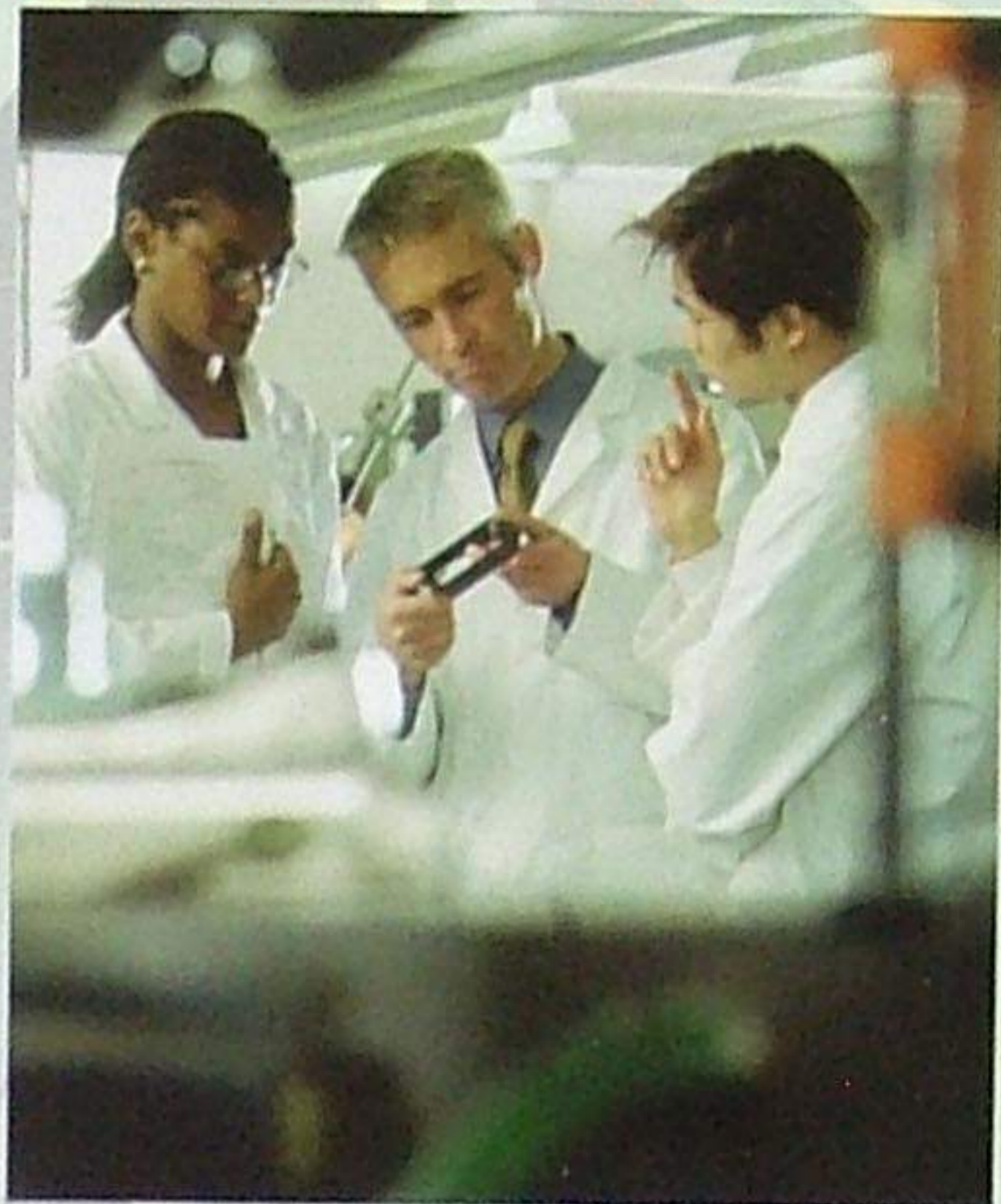
Wishing you all good business!

Priyansha Raina
Brand Manager, Gulf Oil International
pr@gulfoilt.com



Cover photography: Barbara Piemonte

IN THE NEXT Orange Disc



TRAINING – A VITAL STEP TO SUCCESS

- TECHNOLOGY: FILTERS AND FILTRATION
- NEW GULF AFFILIATES
- SOUTH AMERICA IN FOCUS
- NEW PRODUCTS, NEW BUSINESS, MARKETING AND MORE...

Orange Disc

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For all editorial matters please contact Orange Disc Editor Simon Maurice.

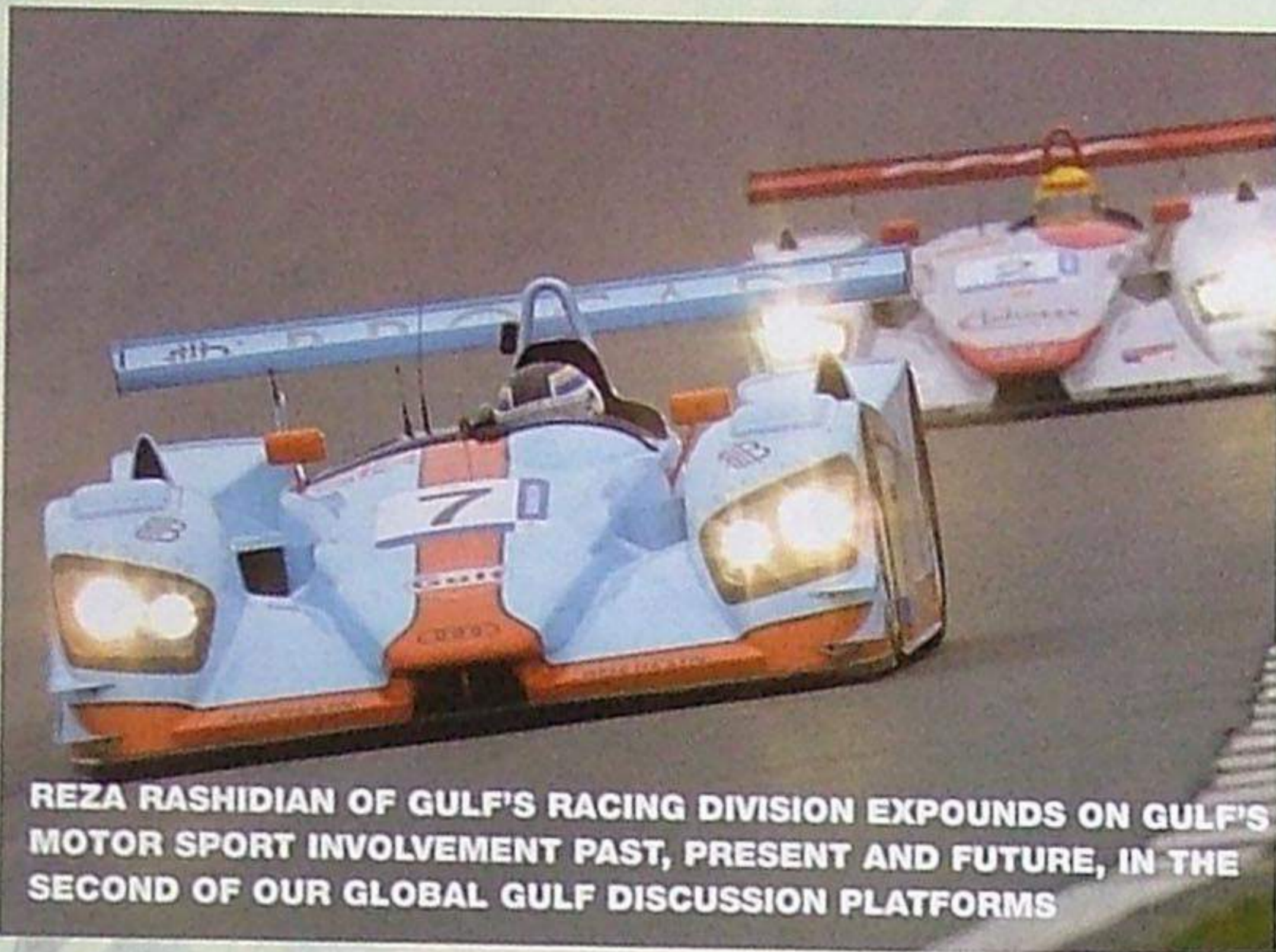
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INTERNATIONAL TALKING POINT



REZA RASHIDIAN OF GULF'S RACING DIVISION EXPOUNDS ON GULF'S MOTOR SPORT INVOLVEMENT PAST, PRESENT AND FUTURE, IN THE SECOND OF OUR GLOBAL GULF DISCUSSION PLATFORMS

The legacy of Gulf Oil in the world of motor racing is well documented. The legendary status of the brand has been forged through a series of successes across a broad spectrum of disciplines within the sport, including: Formula One, sports cars, rallying, Grand Turismo, Can-Am and Indy Cars. The responsibility of building on this level of kudos is hence an onerous one. However, we have never been a company to rest on our laurels. We have therefore continued to embrace motor racing with the same degree of enthusiasm as our predecessors. Our desire to win has not faded with time either.

In 2001 Gulf sponsored one of the all-conquering Audi R8s, with ex-Formula One star Stefan Johansson at the helm. This program culminated in overall victory in the European Le Mans Championship.

Whilst we enjoyed a great degree of success on the track and generated an incredible amount of interest from the general public and international press, we lacked the medium through which we could utilise this program internally. As I received my copy of the first issue of the Orange Disc it became amply clear to me that this was the ideal internal forum through which all our successes

in the world of motor racing could be disseminated. This flow of information will not only fan the flames of enthusiasm for a centrally conceived campaign, but on a more pragmatic level it will allow our partners throughout the Gulf family to utilise our success on the track as a marketing tool within their own respective markets. Whilst I am always equally curious and delighted to see locally sponsored motor racing activities, a central campaign based around success in the international arena continues to be our greatest source of interest generation in the brand.

Motor racing has been one of the most important sources of outreach for Gulf Oil throughout its history. As we look to the future, the racetrack will continue to provide us with opportunities to develop products, enhance brand value and increase the retail demand for our products.

The Orange Disc could not have been re-born at a better time. As we carefully consider several exciting projects in the world of motor racing we are all too aware of our responsibilities to the brand.

I am confident that the direction we will take will be a source of great pride for the entire Gulf family.

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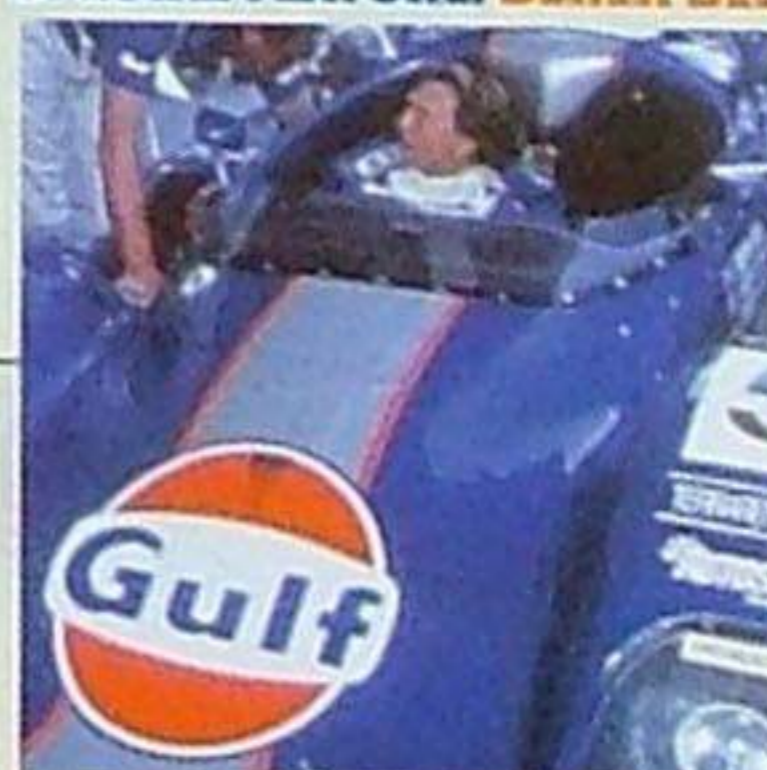
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INTERNATIONAL

BRAND NEW GULF MERCHANDISE ON-LINE

The Gulf website, www.gulfoilltd.com continues to expand its information and services base for the benefit of Gulf entities around the world.

One of the key areas, now on-line, is Gulf merchandising, which was launched at the end of last year. A trip onto the site allows Gulf entities to purchase Gulf merchandise, which is currently divided into three product categories: Promotional, Lifestyle and Memorabilia.

The Promotional section offers up almost twenty Gulf-branded items ranging from T-shirts and keyrings, through mugs, holdalls and umbrellas to caps, flags and bunting. Lifestyle goes more into branded goods territory, with ballpens from the famous Cross company.

GOI's Brand Manager, Priyansha Raina, is overseeing the continued development of the Gulf Website and comments, "With the



Merchandising programme, we have started with a base range of 'necessities' and as time goes on, we will expand both the number of product categories and the product ranges within them."

"We made a promising start," continues Priyansha, "with several Gulf entities making use of the merchandising opportunities on offer. We are looking forward to greater participation and are very keen to receive feedback on new products and product areas that people would like to see included in the merchandising programme as well as general ideas on how we make it more useful."

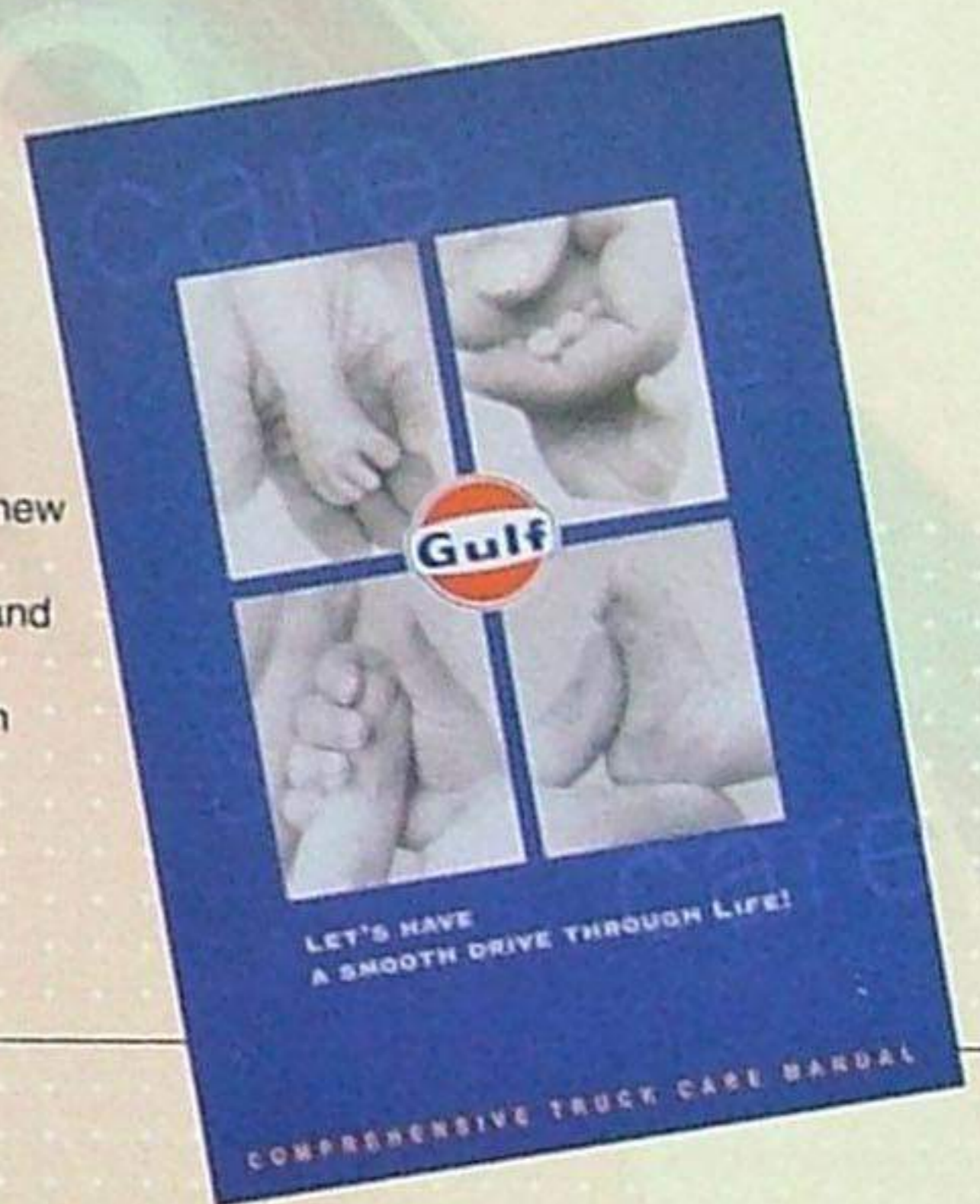
More information: pr@gulfoilltd.com



FLEET MANUAL LAUNCHES NEW TECHNICAL PUBLICATION SERIES

Gulf Oil International is delighted to announce the launch of the first in a series of new technical publications. The Gulf Comprehensive Truck Care Manual aims to provide guidance together with well researched and tested information on fleet performance and professional direction on how to obtain optimum fleet efficiency.

The manual has been produced in India by Ramesh V. Rao and his team, in liaison with Laurent Raynaud. The team's effort has resulted in an excellent document that should prove invaluable to Gulf affiliates everywhere. Further details from Priyansha Raina at GOI: pr@gulfoilltd.com



CHINA

CHINA DEVELOPS NEW PRODUCTS

Gulf in China, with assistance from Amrith Kathane of Gulf in India, has developed a series of new products to meet the special needs of its local market.

Northern China's climate can be especially harsh

with temperatures in some of the region falling below -35° in winter, Gulf in China has developed products with effective CCS properties, which have already proved extremely popular.

China has also started to

produce its own Anti-freeze, again specially formulated for the tough northern Chinese winters. Sales of the new formula anti-freeze have doubled.

In the meanwhile the company continues to tailor its existing products even more

closely to the needs of the local market. A good example of this is Heavy Duty Diesel Engine Oil which needs to cope with extremes of temperature in Winter and Summer as well as poor roads and heavy loads. The

latest offering fulfils these requirements and the demand for it is strong. The Chinese plan to extend the product line yet further to meet the increased demands of the local market. Further details: gigene@gulfoilchina.com



THE BIGGEST JUST GOT BIGGER



Mexico's new brochures (above). New for 2003: Brake Fluid and Additives, right

J & J Lubricantes SA, is celebrating signing a long term agreement as Gulf Oil's exclusive distributor in Mexico, with the launch of a widened product range for

2003. The company already has one of the biggest product portfolios of any oil company in Mexico – even greater than some of the largest International brands' – but

sees an expanded range as a continuous process and a key factor in helping increase its market share yet further.

New already for 2003 are Brake Fluid and Petrol &

Diesel additives. These will be joined by further oil additives later in the year.

To support the expanded range Gulf Oil in Mexico has a marketing campaign which includes new brochures,

designed in line with Gulf's International specifications.

Further details of Mexico's product range are available to all Gulf entities. Please contact Lic. Flavio F. Gonzalez : gulfmex@genet.net.mx



CAR CARE – ITALIAN INITIATIVE OFFERS A GROWTH OPPORTUNITY TO ALL

A Gulf Oil initiative in Italy in 2000 saw the launch of the Gulf name into the car care market and, two years on, an agreement has been signed with Gulf Oil International to make the car care range available to Gulf affiliates world-wide. To mark this, the company has proudly just produced its new car care range catalogue.

The current range boasts an impressive 19 listed professional-standard products, all of which offer high quality and first-class performance. These range from cleaning products for engines and dashboards through to releasing and lubricating sprays.

Italy's Sergio Loschi is in no doubt that this is a winning initiative, "We had many years technical experience backing the launch of the car care range together with an enormous quantity of information from customers and end-users as to what they wanted. This allowed us to offer excellent products, together with prompt and professional service and assistance.

The range of products meets specific users' demands, making their work easier and extremely professional."

Entry into the market place was problem-free and got a very enthusiastic reaction from the customers. The company continues to get feedback from its customers and end users as to their needs and this will lead to further range expansion as Sergio Loschi explains, "Some of our customers have asked us to start producing some of our products in a gas-free spray form and we will probably do this in the near future. Our dialogue with our customers has pointed out further potential products and we could, not too far hence, be looking at a range of up to 40 car care products."

Sergio Loschi is also keen to look for a wider market for its Car Care

range through other Gulf affiliates and, if the reaction to the products in Italy is anything to judge by, there must be good potential for profitable business. For further information, contact Sergio Loschi by e-mail: montilm@tin.it

Below left: Gulf Car Care products roll through the production line in Italy. Sergio Loschi with the full range of Gulf Car Care Products and an in-store sales display, below right



GREASE TO THE WORLD...

Chunmi Lubricants Co, the Korean Gulf distributors are about to celebrate the opening of their second Grease manufacturing plant. The new facility, situated at Wheung-Sung in the middle of Korea, is a state-of-the-art facility designed to produce every kind of specialist grease – particularly those suited for high-tech applications.

Chunmi will now have the capacity not only to supply its domestic market but also to export specialist greases of all types – especially Poly Urea based greases – to other Gulf entities around the world.

Any Gulf affiliate requiring more information can contact J.J. Yu at Chunmi Lubricants by e-mail : cmsktrd@chollian.net



INDIA

MULTI-PRONGED MARKETING CAMPAIGN IN INDIA

In the first of a series of "Mini Features," Orange Disc profiles the heavyweight marketing offensive that Gulf Oil Corporation Ltd (GOCL) has launched in India

GULF PRIDE 2T & 4T - FREE PETROL FOR A YEAR!

The "get free petrol for a year" scheme was introduced in selected cities where purchase of a pack gave the customer a coupon for a prize draw which could earn free petrol for a year. In all nearly 400 prizes were up for grabs. The campaign was backed-up with a Van Promotional Roadshow campaign in the target cities with special attractions such as Magic Shows and "Wheel of Fortune" on the back of which the entire Gulf product range was promoted.

MULTI G - CASHBACK SCRATCHCARD AND NEW AD CAMPAIGN

Each pack of Multi G sold in selected cities came with a scratchcard which guaranteed a sum of between 5 and 100 Rupees being paid to the bearer. The promotion has succeeded in maintaining Multi G's market leading position and boosting sales of the product.

GOCL further boosted Multi G with a new ad campaign: "Car Etiquette." The idea - geared to establishing Multi G as a premium-quality lubricant - is to appeal to the discerning customers who value the practice of proper car etiquette. The choice of visuals, colour



scheme, tones and manners are focussed towards the up-market customers whilst the ads, which are running throughout the specialist motoring press, also promote the performance and environmental virtues of Multi G. The response has been

extremely encouraging.

GIFTS FOR THE MOTORIST

In a drive to get as close to the customer as possible, GOCL has started putting consumer gifts onto its Passenger Car Motor Oil packs and Diesel Engine Oil (DEO) pails. The gifts, which have been selected with the end user and family very much in mind include wristwatches, travel water jugs and wallets. GOCL can proudly boast of the fact that today it is the only organization to have consumer gifts on as many

as 14 packs at one time. It is already proving to have captured the imagination of the customers. To avoid monotony, as well as give the promotion longevity, GOCL will change the gifts every three months.

SUMMARY

The 2003 campaign, across various of GOCL's product ranges, consists of a series of innovative activities that, in some cases, are already proving to be successful. Further details: jjacob@gulfoil.co.in



ARGENTINA

GULF TRACKS FURTHER ARGENTINIAN SUCCESS IN 2003

Gulf Oil Argentina has long been convinced of the benefits of supporting motor sport to help develop its business and Gulf's brand image in the country.

2003 sees it embark on another ambitious season with an increased presence in some of Argentina's top motor racing series as well as a "grass roots" motor sport support programme in the smaller national and regional motor racing championships.

Support continues for the successful Jose Ignacio Savino and Luis Belloso in the country's prestigious Turismo Carretera series. The pair are both piloting Fords but Gulf is also supporting the Chevrolet of Carlos Giavedoni in the series.

Former Minardi Formula One Grand Prix driver, Esteban Tuero will also be running

in Gulf colours in the important TC2000 championship along with Mitsubishi teammate Javier Moreiro and in the Turismo Nacional series the company is supporting Javier Romera (pictured) in the Honda Civic team.

More information from: ventas@gulfoil.com.ar





JAPAN

VIRTUAL RACING WITH GULF

The Gulf Orange Disc logo is gaining additional exposure in Japan and Europe thanks to a GOTCO deal with the developers of a recently released video game. "Auto Modellista" is a racing game from the successful CAPCOM company, and in it, use the Gulf Orange Disc logo is one of the major options available for players when they customise their race cars.

The unique racing game was designed for Sony's best-selling Playstation PS2 system and hit the Japanese market in the latter half of last year, before being made available in Europe just prior to Christmas. The game sold well in Japan, with 300,000 people buying copies, which should mean a total combined sale of well in excess of half a million units.

More details can be obtained from Akira Ishimura at Gotco : ishimura@gotco.jp

The Gulf Orange Disc logo also features prominently in the ultra-successful Grand Turismo series of video games for game-consoles and Orange Disc would very much like to hear about any other computer/video games which feature Gulf branding.



SPAIN

"STOP & GO" - A NEW ROUTE TO IMPROVED BRAND LOYALTY



SAEL Gulf has just launched the "Stop & Go" initiative for Garages in Spain and Portugal.

The concept has been developed to offer Garages, Truck Servicing Outlets and Car Dealerships the opportunity to co-brand their businesses with Gulf. This is achieved by providing the outlets with an exclusive selection of branded equipment: "services centres" - with air, water and other amenities, garage tank furniture, grease and oil pumps and oil dustpans which allow them to improve both their image and their service to drivers for quicker oils changes.

The equipment - which is strikingly clever in the design, done by one of the world's leading oil equipment suppliers - is offered by way of a loan or a promotion to companies purchasing various levels of Gulf product. It is backed with the manufacturer's guarantee and a specialised technical back-up service.

The company designed an exclusive brochure for customers and sales forces to promote "Stop & Go" and launches it with a special offer of free installation.

More details : miguel.herranz@totalfinaelf.com

Above: The beautifully designed "services centre" combines motorist basic services with lubricant point-of-sale



UNITED KINGDOM

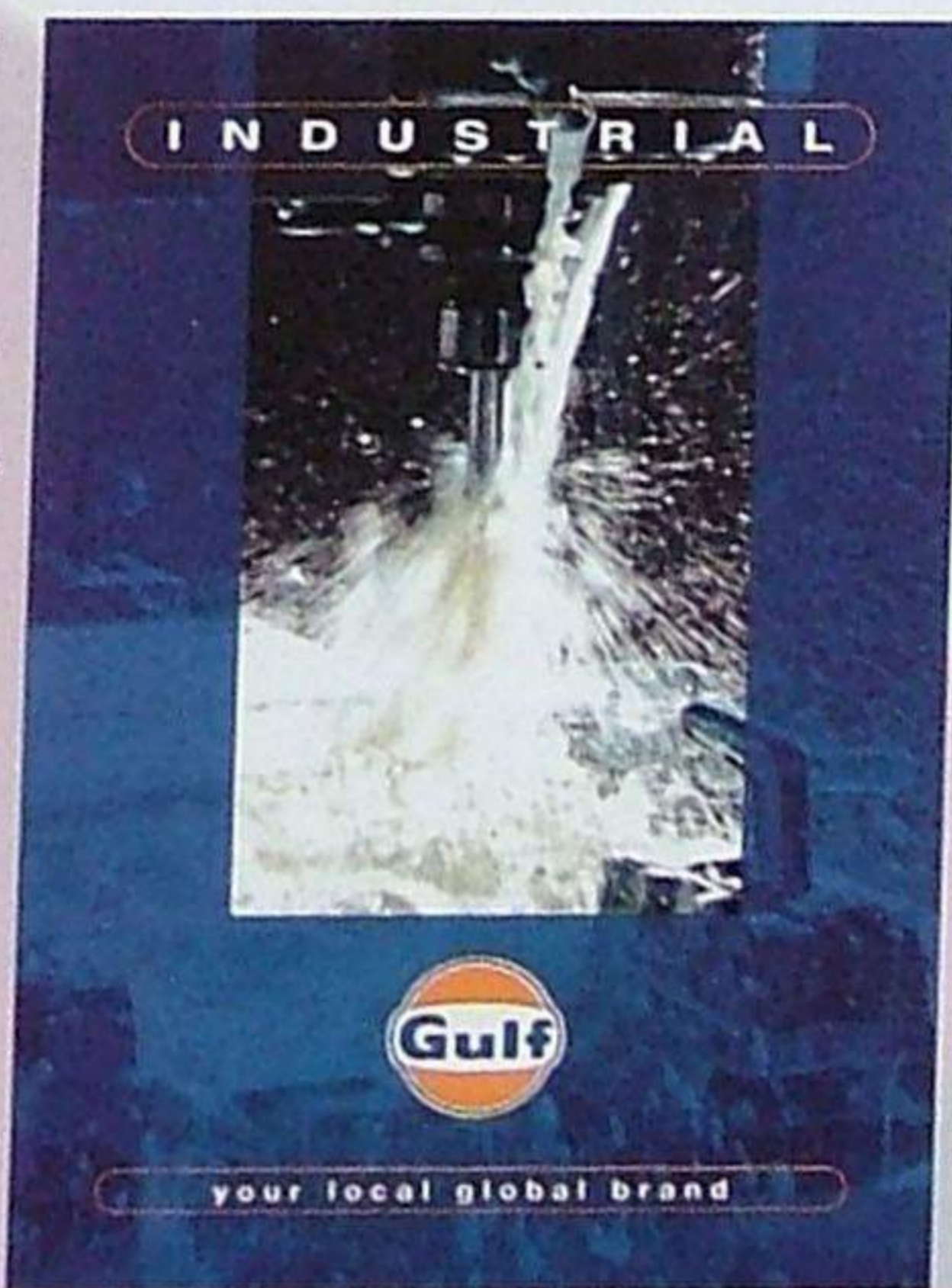
OILING THE WHEELS OF INDUSTRY

Gulf Lubricants (UK) Ltd showcased their new Industrial product range at the UK's recent International Forecourt and Fuel Equipment Exhibition.

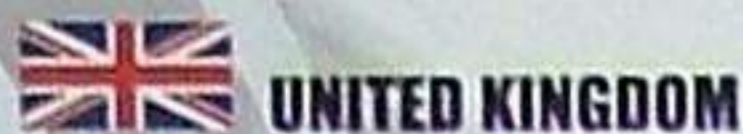
The new Industrial products are an important addition to GLUK's portfolio and open up another new market for Gulf in the UK. The metalworking fluids, lubricants, greases and speciality products in the range naturally meet the traditional Gulf standards of quality and technical excellence.

Steve Perriam, National Sales Manager for Gulf Lubricants (UK) Ltd said: "We are really pleased to be able to bring this range of excellent products to the UK market. It's great to be able to offer products that we know will help to improve the performance and durability of the complex machinery our customers use. We will be making a genuine contribution to their profitability, which I am sure will go down well!"

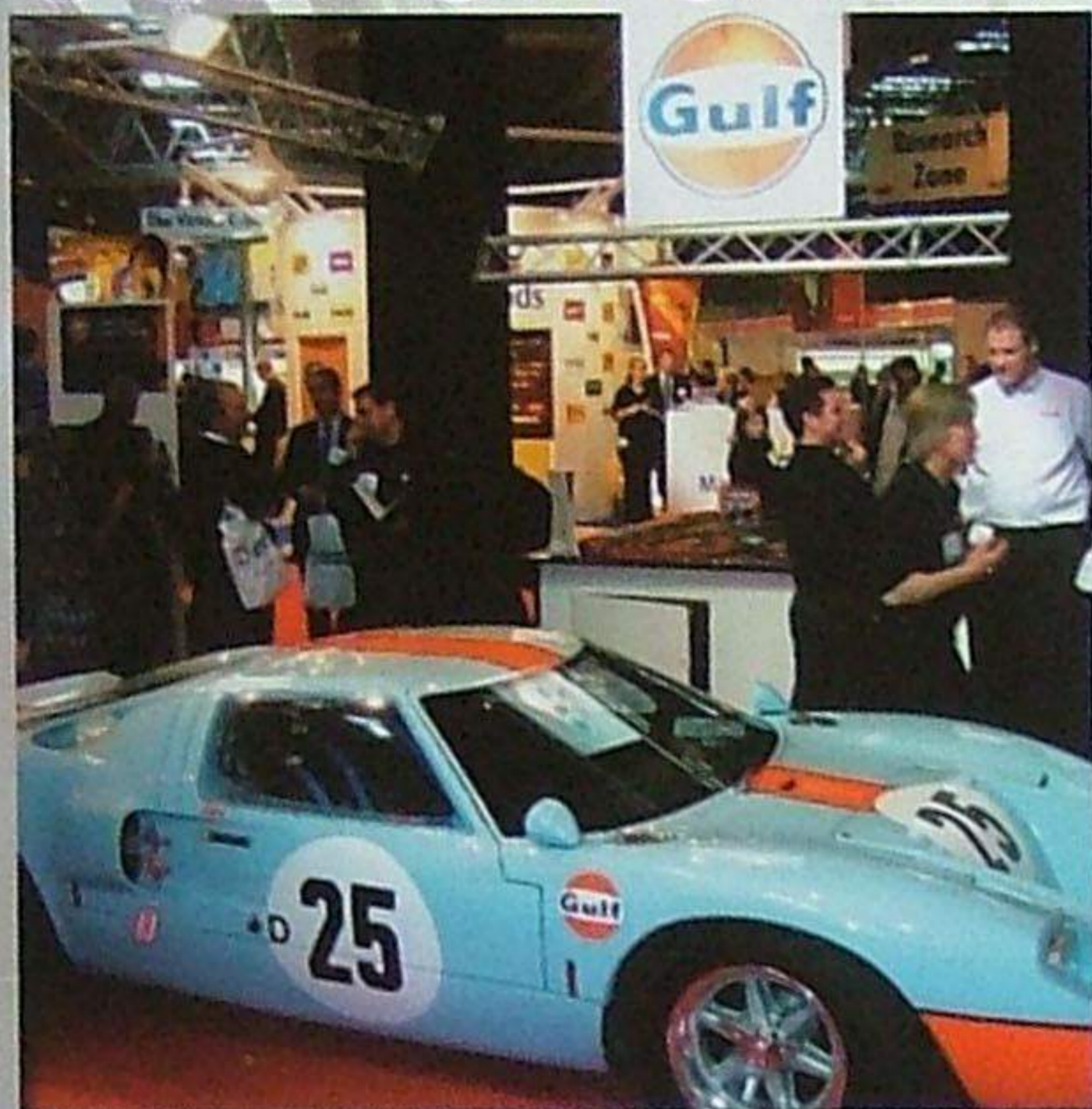
Gulf Lubricants (UK) Ltd are also keen to talk to any international affiliates who might be interested in offering the range in their own markets. More details about Gulf Industrial products from: roh@gulfoil.co.uk



C02 02



GULF ON SHOW IN THE UK



The Gulf brand in the UK is going from strength to strength and the Orange Disc was out in force at the International Forecourt and Fuel Equipment Show from 4-6 March at Birmingham's National Exhibition Centre.

Visitors were able to find out more about the how working with the Gulf brand could help their business to achieve greater success. The network of Gulf filling stations around the UK is growing rapidly and the Gulf staff at the show were delighted by the number of forecourt operators who expressed a keen interest in the Orange Disc.

In addition, the complete range of handy small-pack lubricants for the retail market was on display at the show, together with information on the new range of industrial and metal working fluids.

To provide a little light relief, the Gulf stand also offered a spectacular Scalextric model car racing layout, featuring Gulf-branded Ford GT40 and Audi R8 racing models – with prizes for the most successful drivers. The highlight of the stand was a full-size Gulf GT40, which attracted the attention of everyone who passed by, as well as a number of offers to buy it!

Richard Owen-Hughes, Gulf Marketing Manager in the UK, commented, "We were delighted with the reaction we got at IFFE. There was a real buzz on the stand, and the enthusiasm that people in the trade have for the brand is just amazing. Hopefully the show will be the launch-pad for a really strong year's growth in 2003."

Further details: roh@gulfoil.co.uk



CHINA

MAYORAL MEETING IN LONDON

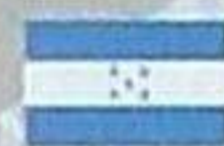
In mid-January, the offices of Gulf Oil International in London, were visited by Mr Huang Xiu Chen, the Vice-Mayor of Yantai in company with the Managing Director of Gulf Oil Yantai, Dr Gigene Wong. The meeting focussed on the opportunities for expanded business for Gulf in China and was deemed to be very fruitful by all concerned.



Alain Dujean and members of the Gulf Oil International team in London greet Mr. Huang Xiu Chen (centre) with Dr. Gigene Wong 3rd (from the left) and the delegation from China

GULF GT40 WINS AWARD

At the recent Nuremburg Toy Fair, Scalextric's Gulf Ford GT40 was presented with the award for Classic Car of The Year from the readers of top Spanish model magazine Mini Auto. The good news from Scalextric is that there will be a full racing set featuring the Gulf GT40 as well as a further production run of the cars themselves. Quantities of the latter are likely to be very limited so please contact Priyansha Raina : pr@gulfoiltd.com for more details.



HONDURAS

GULF IN HONDURAS

Gulf Oil International is delighted to announce the appointment of Hondupetrol as Gulf distributors in Honduras. Orange Disc welcomes them into the Gulf fold on behalf of all Gulf affiliates world-wide.



NETHERLANDS

TANKERS AWAY!



Gulf Oil Netherlands BV expects the latest of its new tanker barge fleet to be in service by the time this edition of Orange Disc is published. The "Gulf Crown" is a fully skinned, sustained double-walled vessel with a 1,830 cubic metre capacity - the same specification as the "Gulf Pride" (pictured) which went into service at the end of last year.

Two more vessels are due to be completed and enter service within the next twelve months - the "Gulf Harmony" and the "Gulf Stream".

More details : p.kruiff@gulf.nl



HOLLAND

DE-REGULATION ENSURES NEW GULF SERVICE STATIONS



The Dutch government has been working in recent years as part of its MDW – Market Function, Legislation and De-Regulation – policy to allow new companies to enter the Dutch petrol market. Until now licences were issued to concessionaires for an indefinite time which offered companies like Gulf Oil Nederland BV no chance to enter the prized Motorway service station market.

The change in regulations has meant that over the past year the rights to 9 service stations have been put up for auction and Gulf Oil Nederland BV is proud to announce that four of these nine sites will now become Gulf Service Stations.

Further details : p.kruijff@gulf.nl



CHINA

MAJOR OEM BREAKTHROUGH IN CHINA



2003 has already proved to be a significant year for Gulf in China with the winning of a major piece of OE business and the prospect of more to come.

China's No. 1 Heavy Truck Manufacturer now specifies GULF MPGL-5 and GULF 15W40 as their vehicle filling oil.

In addition, Gulf Oil Yantai is in the final phase of OE negotia-

tions with a further two vehicle manufacturers

– the Greatwall Pickup in Beijing and Geely Auto in Shanghai. Orange Disc offers Gulf Oil Yantai its congratulations and looks forward to being able to report the successful conclusion of the negotiations.



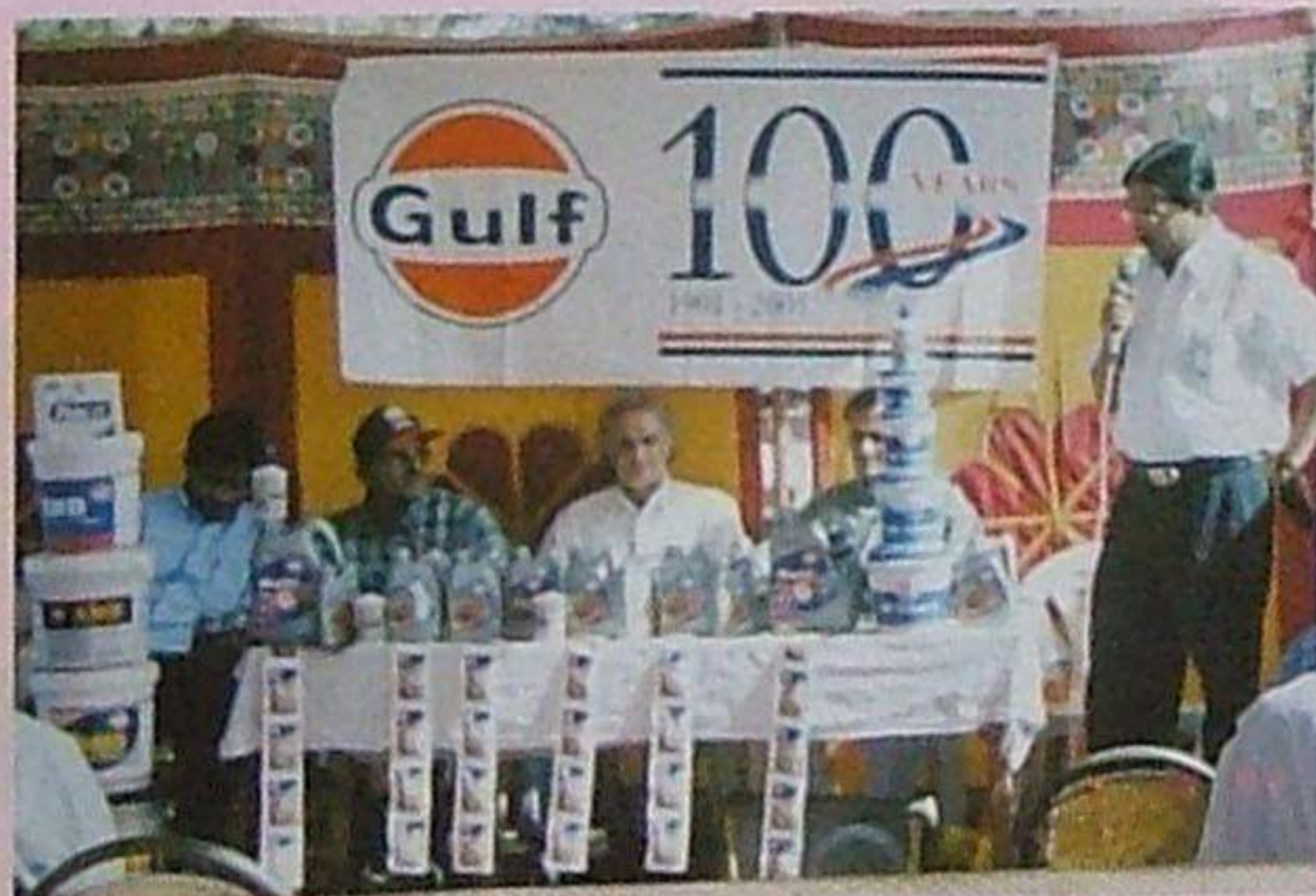
Further details : gigene@gulfoilchina.com

Heavy Trucks now come with Gulf Oil as standard (above left). Gulf is on the verge of OE supply to Geely Auto in China (above right)



INDIA

GULF WORKSHOPS – THE ESSENTIAL PERSONAL TOUCH



As a part of its strategic initiative, Gulf Oil Corporation Ltd (GOCL) has been able to establish and maintain a strong and interactive relationship with the secondary market through a programme of customer workshops. Various workshops were conducted where mechanics and retailers were briefed about different lubricant applications whilst feedback was sought for recommendations on possible improvement of existing products.

All participants were given Gulf gift packs at the end of each of the sessions and the overall reaction to the scheme has been very positive. The mechanics were very upbeat about the various customer-friendly schemes introduced by the company and have pledged their support towards the growth and prosperity of the organisation.

Further information : jjacob@gulfoil.co.in



BRAZIL

NEW AGREEMENTS HAIL MAJOR BENEFITS FOR GULF IN BRAZIL

Gulf Oil Brazil's team has started the new year with several promising developments. On the supplier side the company is consolidating its relationship with the largest base oil provider in South America with a new supply agreement.

"This new agreement will guarantee us long term quota capacity, so that we are going to be able to plan production and enjoy a large scale reduction in costs," commented Gulf Oil Brazil Director, Alexandre Leal.

On the sales side, Gulf Oil Brazil is in the process of appointing new distributors throughout the country who will significantly increase Gulf's business there as Gulf Oil Brazil MD, Nilson Moraes explains. "We are in meaningful contact with big distributors all over Brazil, to tie up long-term purchase agreements. These will bring us constant volume throughout the year. These kinds of agreement will also help us to plan better and optimise production."

These issues featured on the agenda of Gulf Oil Brazil's first ever sales convention in March.

Further details from: nfm@gulfbrasil.com.br



MADAGASCAR

As economic recovery continues in Madagascar, Galana has recently opened its latest Gulf service station at Sambava on the North East coast of the country (pictured). Three further service stations are currently under construction which are due to open by the middle of April.

Further details: miraja.com@galana.mg



SERVICE WITH A CAPITAL "S"

IAN WAGSTAFF INVESTIGATES THE DRIVING FORCE BEHIND YOUR LOCAL GLOBAL BRAND AND HOW THIS IS ILLUSTRATED BY GULF AFFILIATES THE WORLD OVER



"I HAVE ONLY one complaint," says the delighted Saudi customer in APSL's 'Gulf Express' recent press advertisement, "The service was too fast."

Service, of course, is crucial to the success of Gulf. It is what makes all the difference, enabling a company of Gulf's size to offer many of the benefits associated with the world's biggest oil companies, but avoid the downsides that come from being too large and losing contact with customers.

For Francisco Ramirez of Gulf Oil Chile it is service that makes "the importance difference." It is the added value that the brand offers to its customers that enables it to stand out from its competitors.

Orlando de Vincente from Gulf Oil Panama SA points out that "service is a factor of major importance in our relations with our customers." This service has to be personal, leading to "mutual trust". Due to the large number of lubricants being offered in Panama, many with no brand support and just low prices, it is important for Gulf to stand out and be seen to be different.

Gulf's relatively small administrative structure in its Panamanian hub allows the company to move swiftly, with little bureaucracy in attending to such technical concerns.

"We are making great efforts to make our customers feel they're part of the Gulf team and that their judgements and opinions are taken into account," says Mr de Vincente.

Throughout the world, Gulf affiliates are proving adept at offering Service with a capital 'S'.

Gulf Oil International's Vice President, Operations, Denis Meunier sums matters up very succinctly, "Service, whether it is offered through the laboratory or on the garage forecourt, is what is enabling the Gulf brand to once again grow throughout the world. It is a strength that money or size alone cannot offer."

INDIA

Two recent Indian service initiatives have already proved successful. The Mechanics seminars are helping Gulf customers get a better understanding of technical issues. This Gulf service allows its customers to service their customers better whilst at the same time giving the company vital feedback on its customers needs as well as increased brand loyalty.

The Gulf Comprehensive Truck Care Manual for fleet operators provides invaluable information on fleet efficiency, maintenance and lubricant application in a compact format that can be effectively used by Gulf customers. The Initiative has proved to be so worthwhile that Gulf Oil International is now rolling it out on a global basis.

BELGIUM

In Belgium, Gulf helps to make its customers feel part of that team by assisting them through the minefield of environment protection legislation. Here, different regional governments have implemented particularly severe laws. Gulf licensee, Spindletop helps customers by collaborating with a specialist office in Brussels that handles the environmental files of industrial sites including service stations.

SAUDI ARABIA

APSL's Gulf Express has become the premium oil change outlet for Saudi motorist in just one year. After a slow start, sales have catapulted forward. The three stations in Jeddah register an average of 30 cars per day per station, the highest in the country.

The catalyst for this growth has been a free oil filter with every oil change. "We developed this," says marketing manager Sajid Saeed, "to bring 'GE' to the forefront of the automotive service business. Customers, drawn by the attractive, high perceived value promotion, swarmed the place, and were delighted by the free Internet, comfortable waiting area and free refreshments."

Sajid continues: "Gulf Express is the most important vehicle for development of the Gulf brand in Saudi Arabia. Other companies had made inroads into Gulf's position in the lubricants market here in the last five years. This would have been an irreversible trend had we not found a vehicle such as 'GE'."

The Gulf Express branches have already moved into dominance in their own localities. Each should soon become a profitable business in its own right while bringing secondary brand benefits to the larger business that cannot be ignored. Such a position could not have been reached without considerable attention to the subject of Service.

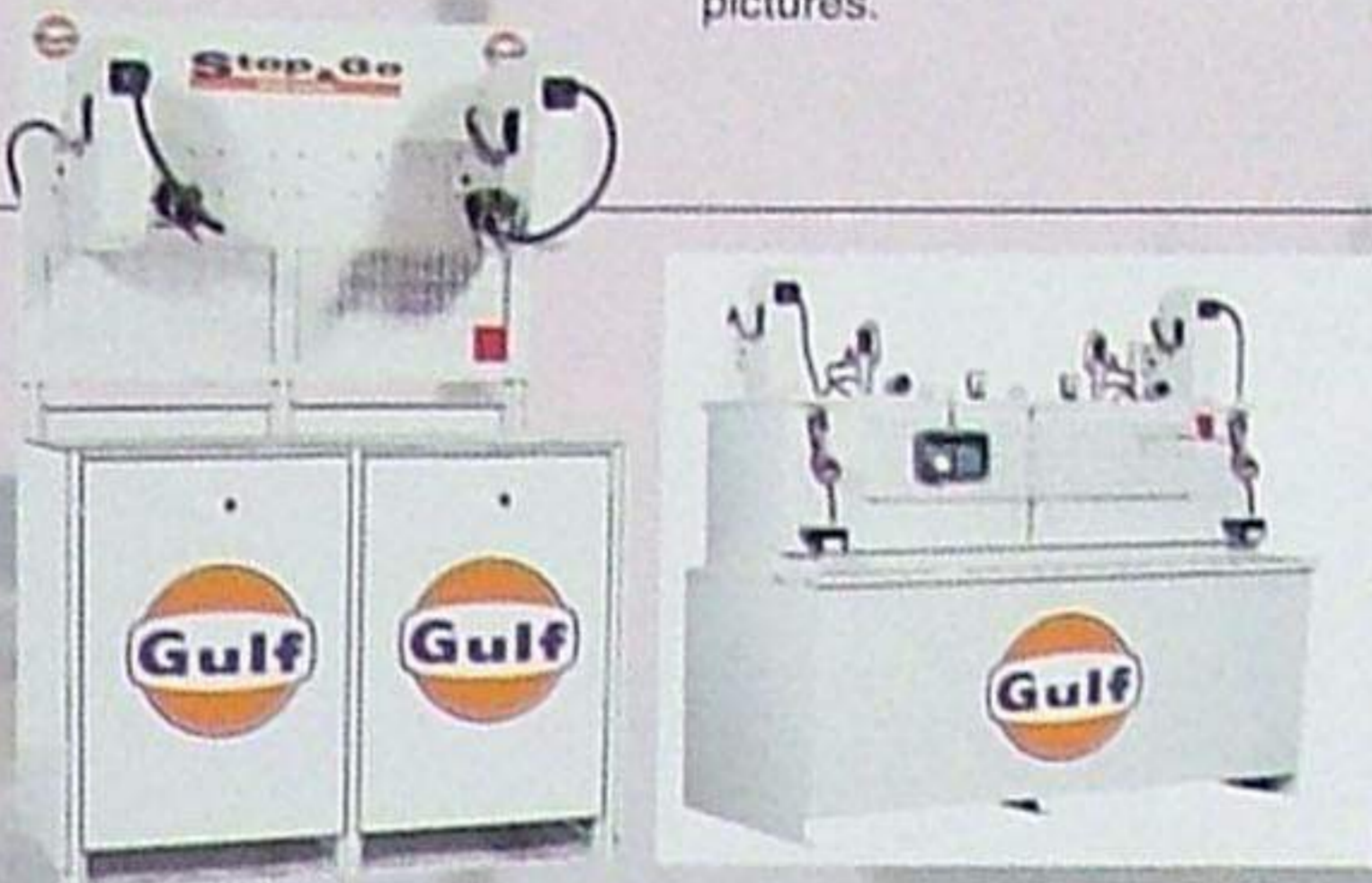
ARGENTINA

Service does not stop at the end user, it is important that it is also offered to others in the chain. Gulf Oil Argentina SA has a division devoted to providing service to its wholesale distributors. Through this it develops and strengthens its commercial network. Specialised personnel assist wholesale customers.

Argentina is a large country so GOA has divided it into two zones. Each is attended by a specialised salesman permanently on the road. Complementing these is a well-trained staff who assist customers on the phone, taking their orders and special requests and giving technical information and quotations. Each year a survey is conducted to measure performance.

NETHERLANDS

Gulf Oil Nederland BV extends an extra service to its customers. An important part of its clientele is the Dutch fishing industry. It has achieved a 75 per cent share in this sector thanks to a 24-hour service with truck drivers available night and day to deliver fuels and lubricants. In addition it regularly performs endoscopy tests on engines to define their condition. An analysis on the lubricant is also carried out in the company's laboratory in Dordrecht and a full report is then given with accompanying pictures.



SPAIN

Sociedad Anónima Española de Lubricantes' (SAEL) illustration of Gulf's Service in Spain and Portugal is aimed at the garages. Stop & Go Service is the name of the range of oil equipment specially developed for both franchise and independent dealers, garages and truck point services. It enables them to co-brand their own image with that of Gulf. Included are grease and oil pumps, garage tank furniture and oil dustpans. The company is promoting this new service with a brochure and an offer of free installation costs



CHILE

Gulf Oil Chile also offers the facilities of its laboratory as a service to its customers. It is able to offer them with an adequate, planned and in time used oil analysis. "It is a service that the company offers free of charge. Not only does this enable it to get the best from the oil itself but also it is able to anticipate and avoid possible damage to equipment and components. "We use a comparison with the human body in which a minor blood sample can be used to anticipate and avoid serious diseases," says Francisco Ramirez.

He admits that some of his competitors do offer this type of service, although only the largest have their own laboratories, the remainder having to pay third parties to carry out the work. However, it is the way in which the service is offered that makes the essential difference. "It is very important to follow up what customers do with the analysis reports."



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Quality Oil Change. Fast



BIODEGRADABLE LUBRICANTS

Care for the environment is now a key concern for Government, Industry and the Individual. Awareness of the eco-system and the need for environmentally-friendly product and manufacturing techniques have led to the development of "alternative" lubricants. Laurent Raynaud offers an insight into Biodegradable Lubricant technology

DURING RECENT

years the interest in "biodegradable" has increased considerably, especially for those systems and applications where lubricants are lost after use, or may accidentally come into contact with the environment.

Several terms are used to qualify these lubricants:

- Bio-Lubricants
- Eco-Lubricants
- Environmentally Friendly Lubricants
- Environmental Acceptable Lubricants (EAL)

What is a bio or an environmentally acceptable lubricant?

Initially, the driving force was biodegradability itself. This is now defined as being: "rapidly biodegradable, non-toxic and based on renewable sources".

The first accepted test method for the measurement of lubricant biodegradability came through the marine sector and was developed in the late seven-

2 TOXICITY

Only the impact on water is really taken in consideration, although some soil investigations are now on going.

On water, three areas of OECD and their equivalent references are currently used (see figure)

3 RENEWABLE RAW MATERIAL

Environmentally Acceptable Lubricants fall into two categories: vegetable and synthetic.

Vegetable Lubricants: vegetable raw materials are used from the outset. The quality of vegetable lubricants has improved significantly in recent last years, mainly due to the work done on seed selection and breeding. The oxidation and hydrolytic stability of vegetable lubricants are still, however, slightly lower than those of synthetics.

Synthetics esters are derived from petroleum and/or vegetable raw materials (see figure) and feature between 0 and 100% renewable raw material content in their base stock.

As technology currently stands, totally renewable raw materials only come from vegetable or animal sources.

The level of renewable raw material required to meet accepted standards is not uniform in all countries. In Germany, for example, lubricants are listed on the "positivliste" and are acceptable if they contain more than 50% RRM.

In some countries, when a lubricant qualifies as an E.A.L. it is officially recorded and it receives certification. Bio lubricants are now increasingly becoming certified (see figure). - in the same way API monitors and certifies automotive lubricants.

How do Biodegradable Lubricants perform?
A Biodegradable lubricant should be a first class product. It has to meet the general and/or specific performance requirements:

- Viscosity properties
- Prevention of wear and corrosion
- High oxidative and hydrolytic stability
- Compatibility with other materials (elastomers, paints...) and others

The formulator has to find the best compromise between offering the highest level of biodegradability and the greatest possible performance (see figure). Clearly, when stability is increased by bringing additives into the formulation, the risk of decreasing the biodegradability grows. The industry is now working heavily on longevity and the reduction of energy consumption.

The current biodegradable lubricant range is mainly aimed at "lost" lubrication : 2-stroke oils, chainsaw oils, greases, drilling oils and mould release agents. Others applications are hydraulics fluids, compressors and similar areas.

What are the likely future developments?

The continuing high interest in environmental issues will most probably lead to other applications being developed.

For these new applications some important questions should be considered:
How realistic is the concept?

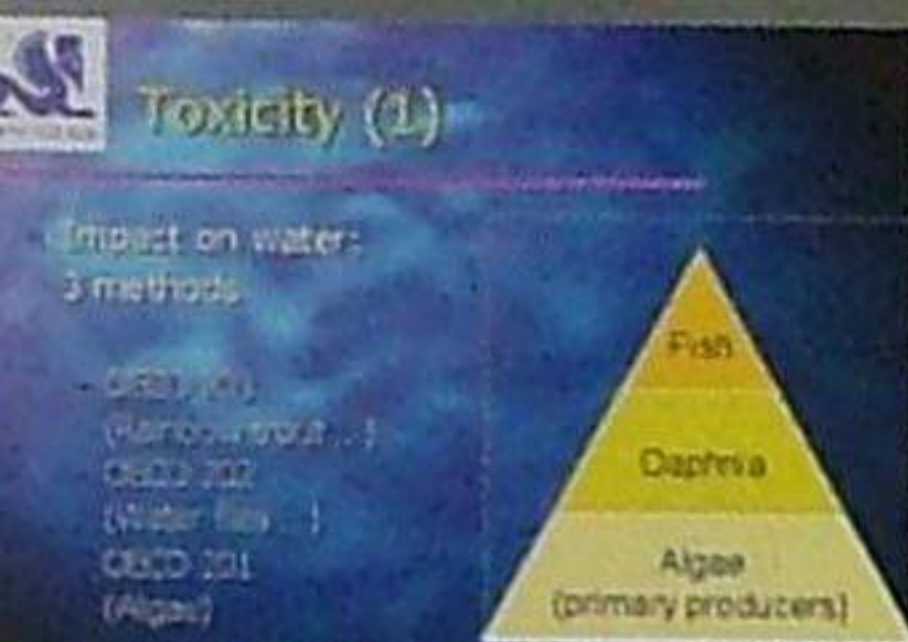
Is it technically feasible?

It is interesting pose these questions in one area of lubricants for which biodegradability may increasingly become an issue: Automotive!

Certainly, the concept fits in with the philosophy car manufacturers are increasingly adopting. An example of this is the idea of total recyclable cars, which is expected to come to fruition in the foreseeable future.

More work undoubtedly has to be done to answer all the questions that biodegradation, toxicity/ ecotoxicity and renewable products raise, however, it seems probable, that more and more Biodegradable lubricants will emerge in the foreseeable future.

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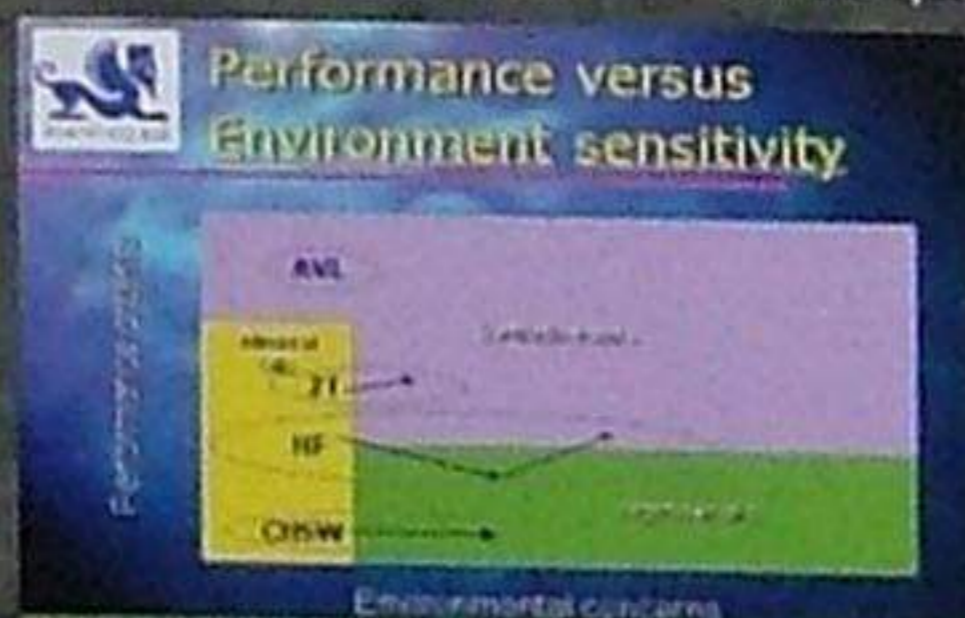
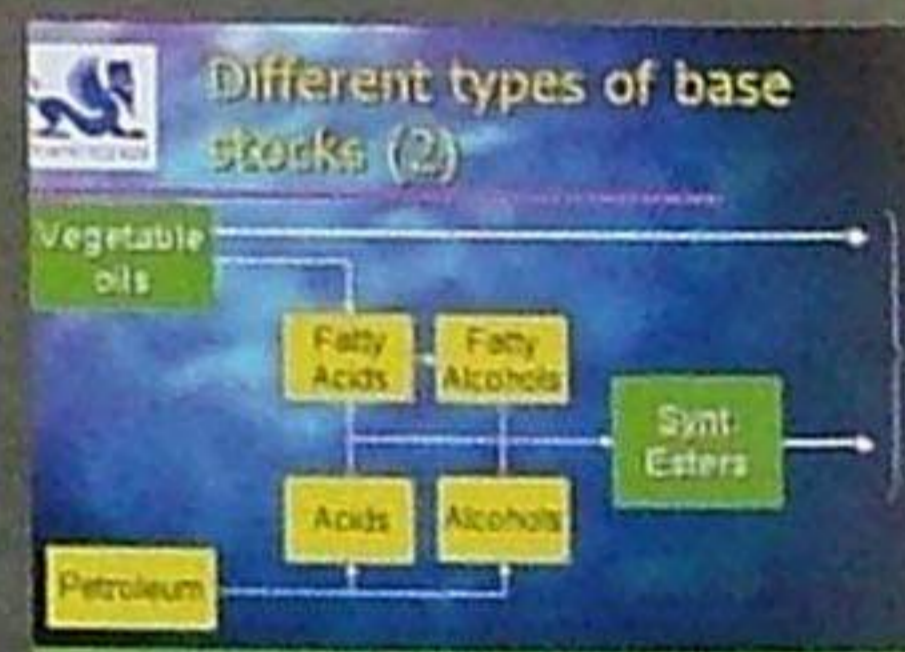


ties. It was designed for outboard engine oils used on lakes - such as Lake Lemman in Switzerland - and known as CEC L-33-T-82. It is now categorised as CEC L33-A93.

The introduction of other biodegradable lubricants such as those for chainsaws or hydraulic uses, as well as changes in country regulations and market driving factors have now led to the introduction of new test methods and standards.

Today, three main points are recognized

1 BIODEGRADABILITY
According to OECD - the Organisation for Economic Co-operation and Development - method 301B, the result must be equal or greater than 60% biodegradation within 28 days. To gauge this the production of Carbonic gas is measured.



THE DABBAGH GROUP

- Pioneering Global Partnerships

Having profiled Advanced Petroleum Services Ltd (APSL) - the Gulf Distributor in Saudi Arabia - in issue 3 of Orange Disc we now turn to Gulf's partner, the Dabbagh Group. APSL is just one company in the Saudi group's Energy Portfolio, itself one of five portfolios within the total operation



FOUNDED IN 1962 by H.E. Sheikh Abdullah Dabbagh - Former Minister of Agriculture - The Dabbagh Group is a leading family-owned Saudi Arabian conglomerate with more than 28 autonomous companies stretching across 30 countries in multi industrial sectors that cover Telecommunications, Media, & Technology; Food; Energy; Real Estate and Financial Services with APSL coming under its Energy Portfolio.

Having started its operations in Agricultural and Engineering sectors, through a combination of strategic partnerships, organic growth and carefully selected acquisitions, the Group today has grown to be a formidable force in the region. Its activities include manufacturing and installation of prefab housing units, integrated poultry operations, publishing, exhibitions, lubricants, chemicals, laboratory equipment, Networking, Data Communication infrastructure, power projects and insurance etc. Over the years, this strategy of seeking growth through diversification has proven to be extremely successful facilitating sustainable earnings growth and astute risk management.

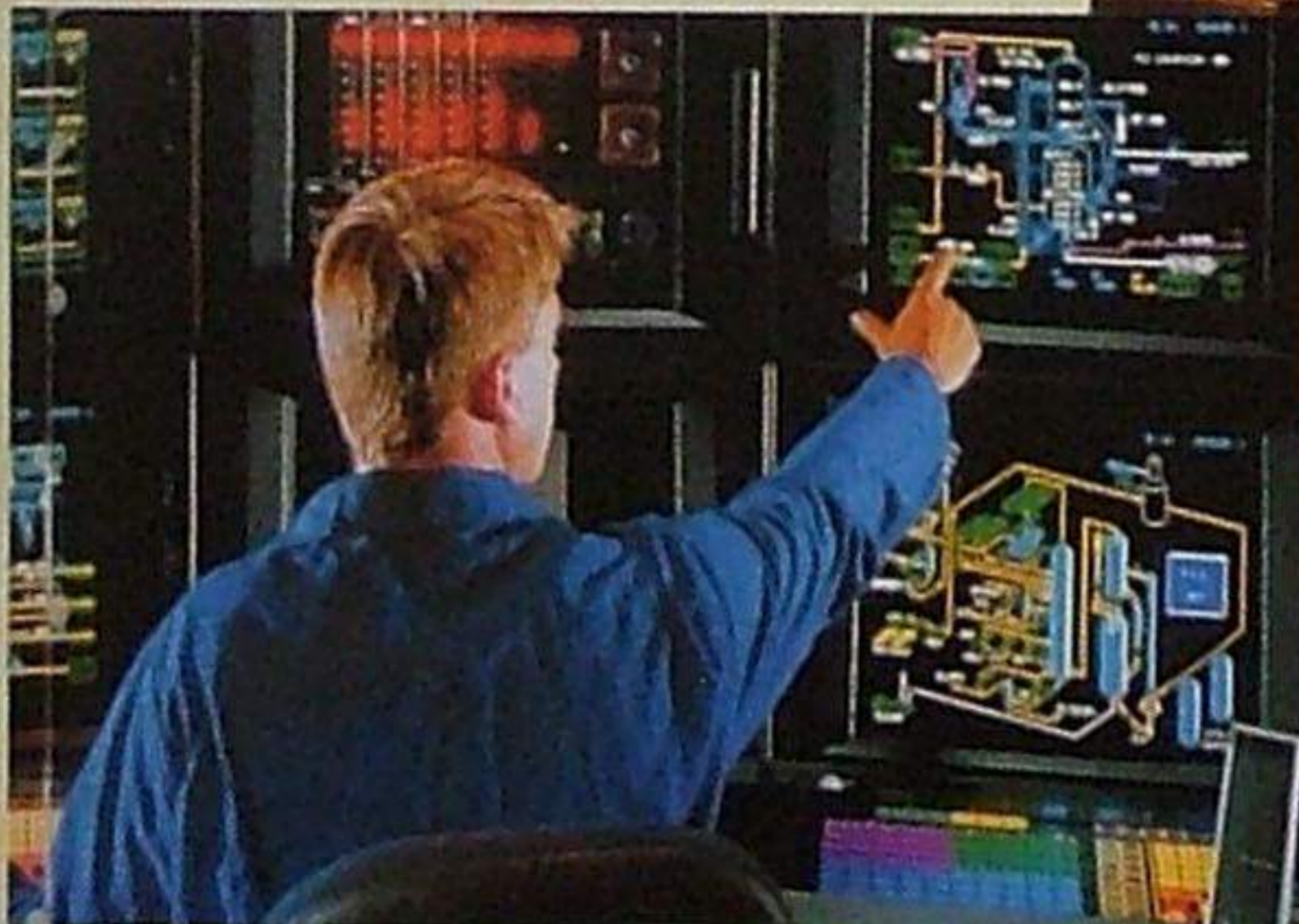
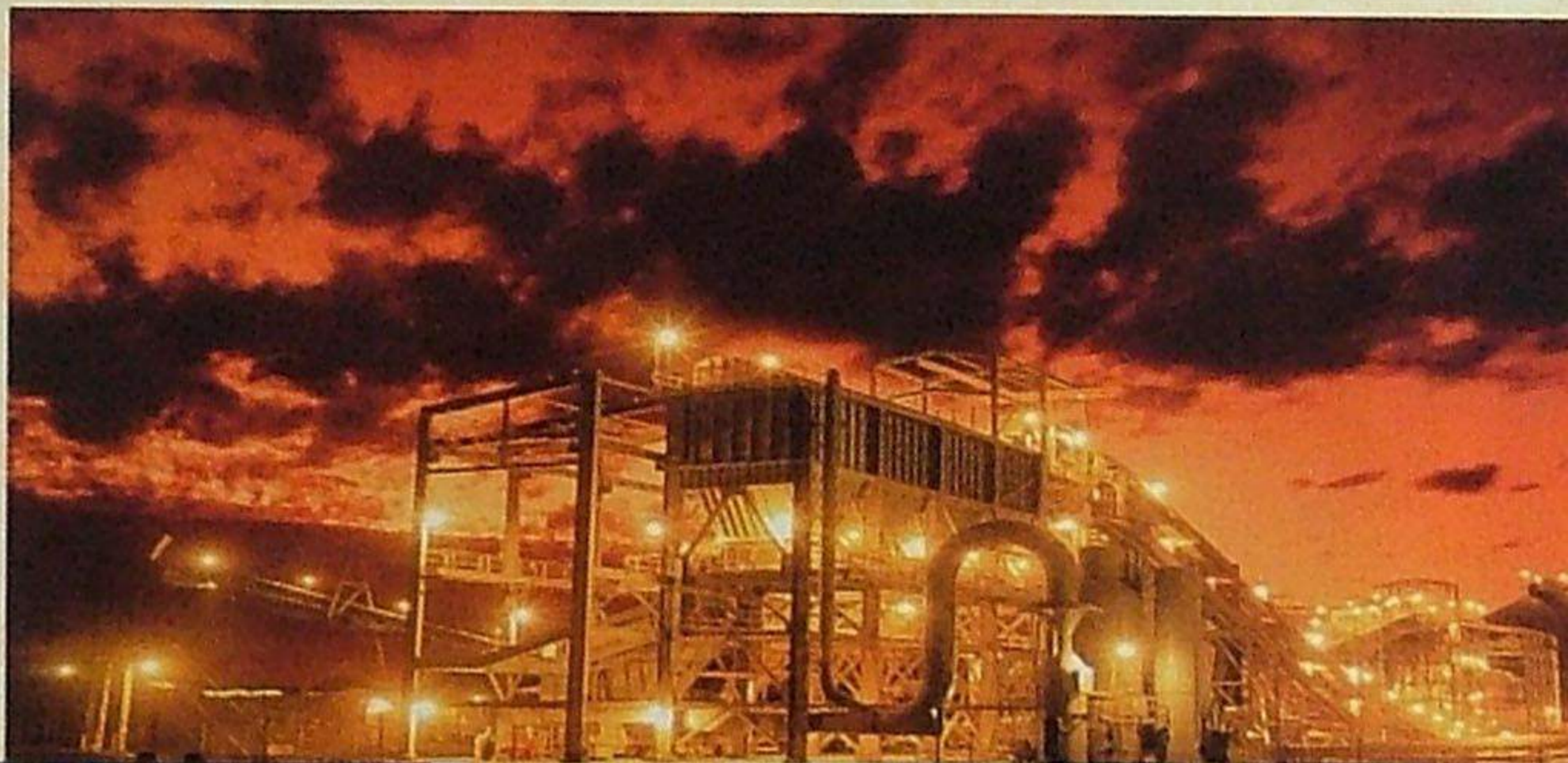
The Group is managed by a multi-cultural professional team under the leadership and guidance of the President and CEO, Mr. Amr Dabbagh. Under his visionary leadership, the Group has been able to establish numerous successful long-term partnerships, including that with Gulf Oil International. Some of the other partnerships include, Ziff Davis Media, Avaya, Ross Breeders, Degussa and Pfizer. In addition,

developing and sustaining a talented pool of people has been at the heart of Group strategy throughout its existence and the Dabbagh Group has always considered its team of people as partners in progress.

Apart from all its profit-making ventures, the Dabbagh Group strives to be an exemplary corporate citizen through all its activities. With its commitment towards the successful development of the future generation, its span of activities has been a notable example for meaningful social responsibility. Some of the successful endeavours include Sheikh Abdullah's contribution to the establishment of King Abdul Aziz University - the first

University in Saudi Arabia; and 'SelecTrain' - an organization that trains young people in behavior and other needed skills to compete in the Saudi market. However, the biggest boost for these activities came with the successful launch of the STARS Foundation by Mr. Amr Dabbagh. This high-profile Foundation led by leading international personalities, institutionalized Dabbagh Group's charitable activities and also provided an equitable international platform for other corporate members from both the East and West to participate in the cause of under-privileged children.

Building on from its strong presence in its respective markets and diversified portfolio of



businesses, the Group continues to seek new strategic partnerships and new growth opportunities. Given its strong line-up of operations, its remarkable achievements and outstanding leadership, the Dabbagh Group can be expected to reach new heights in the global business arena over the years to come.

Clockwise from top left: Sheikh Dabbagh. Energy, agriculture and food products, and digital information technology are just three areas of the extensive Dabbagh portfolio

FLYING FINNS

Orange Disc heads to Northern Europe to report on how Gulf's Finnish distributors came to the brand, how it has fared in its first year and what the company plans for the future

THERE IS A strong band of enthusiasts in Finland for whom the ideal car is a large American V8. Renovation of old US vehicles is widespread in the country and there are, says Kari Martiala the marketing manager for Gulf's Finnish distributor, a large number of competitions for such vehicles.

Back in 1982 Ikka Ruoppa established a company, US Parts to import components for this trend. In 1995 he was to buy another like-minded operation, Finn Am Oy, thus creating the US Parts Finn Am Oy that exists today. Since its inception the company has branched out and is now the exclusive distributor for Teleflex Morse hydraulic and mechanic components for the marine industry. It now has a 90 per cent share of this sector and with 10,000 boats being built in Finland each year that places it in a strong position. Usually Teleflex

Morse appoints two or three distributors per country and it is a testament to the company's strengths that it has exclusivity in Finland.

Significantly US Parts Finn Am is also a lubricants distributor having, prior to last year, imported Pennzoil-Quaker State products into the country. Kari reports on how he read of the impending sale of PQS to Shell on the Internet, and made the decision to approach Gulf. Last spring the first shipment of Gulf product arrived. "Now we are growing with the brand and taking more and more. It is a pleasure to work with the Gulf people."

Gulf is a very well known name in Finland despite the fact that it has not been available there for some 30 years. Those who remember it from those days still feel good about it. "We recognized this from the people who came to our stand at a recent trade show," says Kari

Martiala. The company has already taken advantage of this three day, bi-annual trade exhibition that takes place in Helsinki "like Automechanika, but smaller."

Kari points out how people in Finland, like so many elsewhere, collect Gulf memorabilia. About 100 kms from the company's Helsinki offices is known to be a garage that even retains the old Gulf livery.

The fact that the company is well versed in the lubricants business means that the move to Gulf has been straightforward. "The products throughout the industry are basically similar, only the names and numbers are different." Handling the business, though, is proving very different. Instead of dealing with Houston, with its eight hour difference, and products that came in through Barcelona, the company is now able to deal simply with Gulf's Dutch operation, merely copying orders to London.

Finland, says Kari "is a tough market. We have all the brands available. This includes in addition to the majors, the strong local Neste, which has its own petrol stations. Gulf mainly competes in the next stage down against such as Valvoline and Sunoco".

Fifty people now work in the company, mainly in the offices and warehouse in Helsinki, although five are based in its shop in Turku in the west of Finland. The former will be moving into new facilities in the autumn. US Parts also owns a subsidiary based in Tallin, Estonia which, like its parent imports American car components and distributes Gulf lubricants. The future, therefore, looks like it holds many interesting possibilities for Gulf in Finland and potentially amongst its neighbours too. ●



DRIVEN! PART 2

THE END OF 1971 had seen the end of an era in more than one way. Lamentable rule changes had consigned the Porsche 917K to history. Sadly two of Derek's incomparable team mates Jo Siffert and Pedro Rodriguez had been killed towards during the season and Derek, therefore, found himself "team leader".

The Gulf team was now using John Wyer's own Mirage cars. They started as a Ford GT40 development and were



then revived as Ford Cosworth DFV engined open top cars, the M6. Derek, on whom much of the test driving fell, recalls that "the car was never that brilliant, but we did get pole once in front of the Ferraris. There was nothing wrong with it but it just did not have a good enough chassis."

The Mirage M6's one win was at Spa the following year with Derek coming in first, paired with the former motor-cycle world champion Mike Hailwood ahead of the second Gulf car.

For 1974 the car was renamed the Gulf GR7. Derek worked hard to make the car competitive but the Matras had taken over at the head of the field. The event that year that sticks in Derek's mind was that at the famed Nürburgring. Hailwood had "flown off the road" with their car and James Hunt in the number two GR8 had come into the pits complaining that the steering rack had come loose. A perfunctory repair was carried out and John Horsman, Gulf's team manager, told Derek to take over the car. "I was a bit concerned!" However, he was to bring the far from ideal vehicle home in fourth place. "We had to get a good result," he remembers.

At Le Mans that year, Derek reported, fairly early in the race that the gearbox felt "odd" and that it was "never going to last." "Let's wreck it," said the ebullient Hailwood "and get out to dinner tonight."

"So that was what we tried to do, but it didn't break and we finished fourth," says Derek with a laugh.

Both Gulf and Derek Bell are famed for their performances at Le Mans, Gulf winning the 24-hour classic in 1968, 1969 and 1975 and Derek on no fewer than five occasions. However, it was only in 1975 that the two won the race together. The Gulf team only contested Le Mans that year, using the Cosworth-powered Gulf GR8. Jackie Ickx, who had won the incredible 1969 race by just over 100 yards in a Gulf Ford GT40, had written to John Wyer asking if he could be Derek's team mate. The result was the birth of arguably the greatest endurance racing partnership. They easily brought the Gulf GR8 home a lap ahead of the field, the first of three times that they were to win Le Mans together.

Gulf withdrew on the high of the 1975 Le Mans victory, but

there was to be a postscript to the story. Derek describes the invitation to race the Gulf Kremer-Porsche K8 in 1994 as "a wonderful opportunity, literally out of the blue".

At the launch of the car, which Derek shared with Robin Donovan and Jürgen Lässig, Danny Roden, then Gulf's retail and distributor division manager said, "We have a heritage of uncompromising commitment, achievement and success. We are extremely proud to be back, and we are in this to win."

"Gulf made a real fuss about it." The slogan was coined "Gulf – the Return of the Legend." "Some people thought the "legend" was me, quips Derek, who was by now in his 50s. The result has been that, in the USA, he is still teased as the "legend".

Derek recalls the severe vibration that the car suffered down the Mulsanne Straight during testing, shades of the 1974 Mirage – although the problem was overcome in time for the event. Towards the end of official practice, as it was about to get dark – "the best time" – Derek went all out for fastest lap. As he came round for his flying lap, he found that another competitor had "dumped oil" all over the track. The marshals were out brushing cement into the offending lubricant. Nevertheless Derek "went for it", the car sliding around for the first few bends. "It was one of my most exciting laps. You don't often get the opportunity at Le Mans to go hell for leather." The result was just half a second off pole.

Derek Bell admits that, during his early days racing with Gulf, team sponsors were less obtrusive than they are today. The promotional activity that surrounded Gulf's return to Le Mans in 1994 was far higher than it had been in the glory years of 1967 to 1975. However, Derek recalls that he "spent a lot of time" with Gulf executive vice president Grady Davis who was very much in evidence at the tracks.

Although a Dauer Porsche was to win that year, it was fitting that, in its return to Le Mans, Gulf should have chosen Derek Bell to once again spear head its attack. In the minds of many, Bell and Gulf epitomise the "Golden Age" of long distance sportscar racing.



In the second part of our Derek Bell feature, Derek finally wins the Le Mans 24 Hours and almost twenty years later is called up to Gulf's renewed Le Mans challenge

Main pic and top right: Bell in the Gulf Kremer Porsche K8 at Le Mans in 1994, almost two decades after first winning the classic race in 1975 driving the Gulf GR8, above



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