

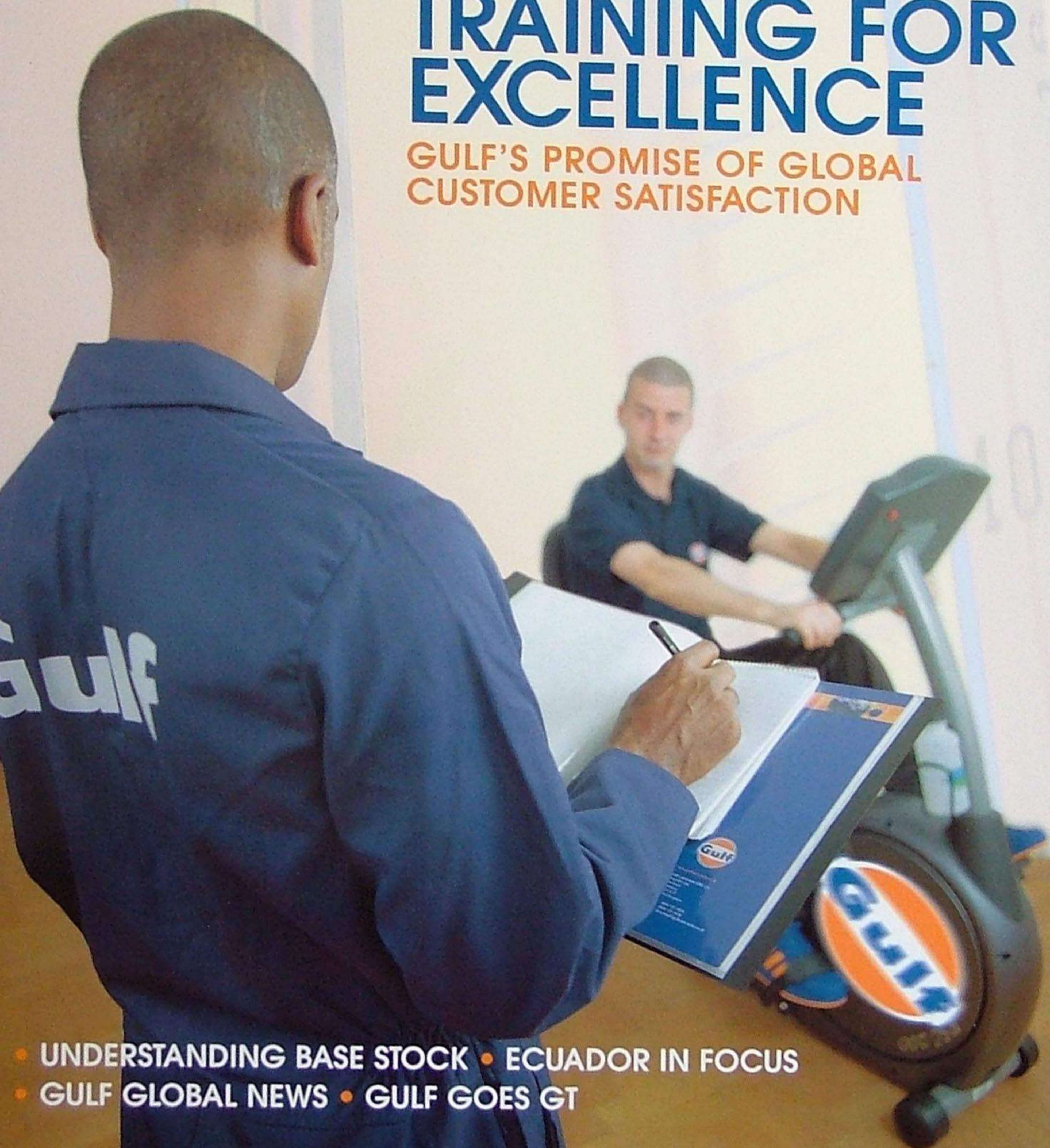
# Orange Disc

your local global brand

ISSUE No5 2003

## TRAINING FOR EXCELLENCE

GULF'S PROMISE OF GLOBAL CUSTOMER SATISFACTION



- UNDERSTANDING BASE STOCK • ECUADOR IN FOCUS
- GULF GLOBAL NEWS • GULF GOES GT

## FOREWORD

Gulf Oil International Vice-President, Alain Dujean reflects on the company's development in recent times



If one had had to pick a time to forge the foundations of success for Gulf, the last couple of years would not have been anybody's first choice.

Major wars, world-wide recession, political uncertainty, the effects of terrorism and serious health problems for international travel have all combined to make the international context, in which Gulf has had to develop, unexpectedly and extraordinarily difficult.

Despite all of these challenging external forces, I am truly delighted to be able to report that real progress has been made.

The company has undergone a dramatic rationalisation. We have approached markets around the world and adapted our structures to meet market needs with a world-wide strategy. The improvements and developments benefit all our partners.

This new philosophy has been embodied in our recent company motif, "Your Local Global Brand" and, crucially, this extends not only to our partners within the Gulf family but to our supplier-partners as well.

One of the key building blocks has been the strengthening of the Gulf brand offer. We have developed "Your Local Global Brand" through new corporate brochures, a new product digest, the new [Gulfoilltd.com](http://Gulfoilltd.com) website, promotional initiatives, new packaging and labelling, motorsport, a merchandising programme and intensive Research & Development which is leading to new, technically advanced products. All of this has been reported in the reborn Orange Disc, with positive feedback and demand for copies leading to an ever-expanding circulation.

Customer service is a constant priority and we have looked hard at how we can further improve our service levels. The development of training, increased technical support and the coming publication of the new Operations

Manual have all been done in order to help increase customer satisfaction. Our widening the Gulf product range into new areas such as Car Care, Filters and Agricultural products has further enhanced our offer to our customers.

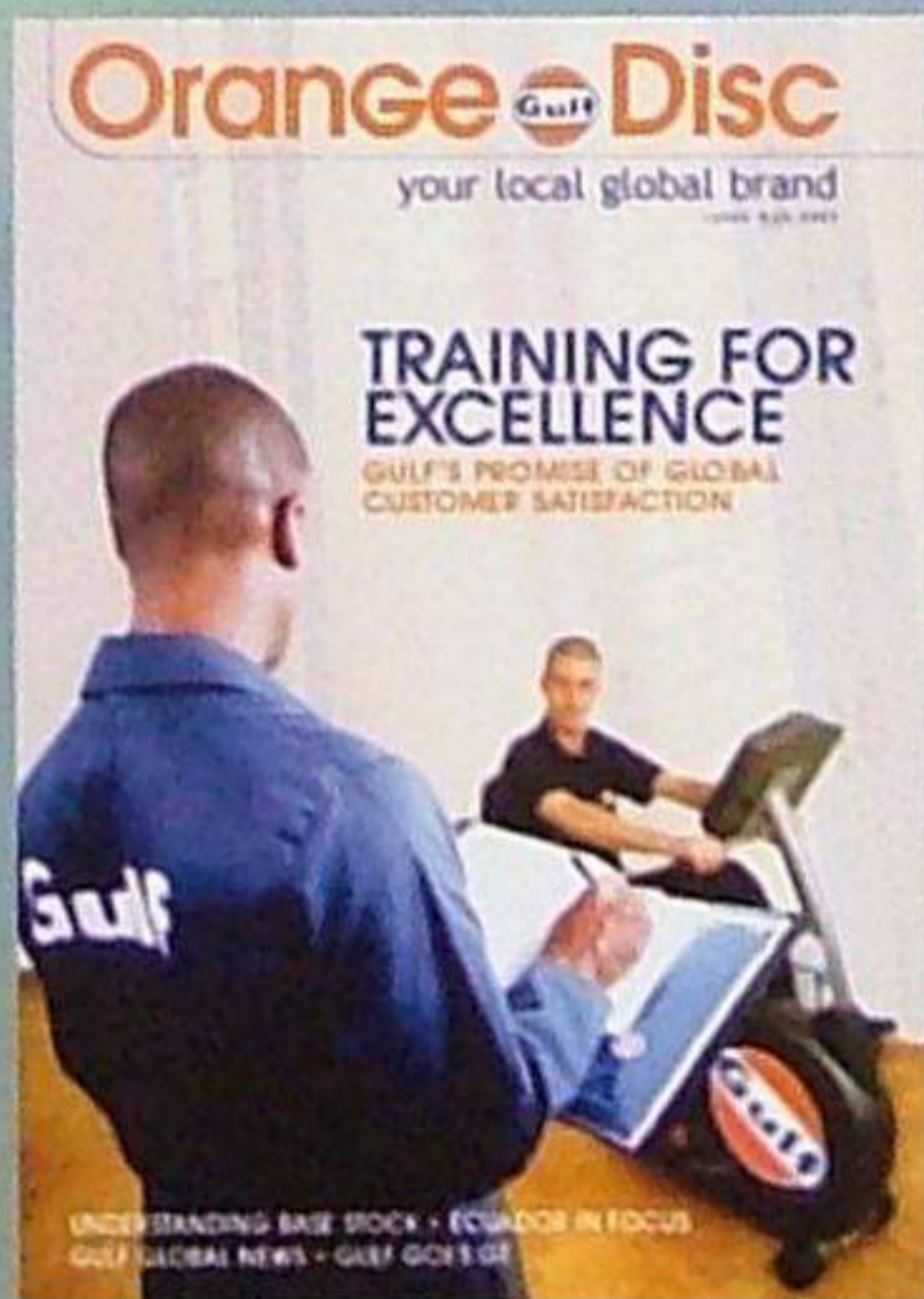
Thanks to all of this, we have not only strengthened Gulf's brand in existing markets but we have broken into many new markets as well. We have been able to sign new exclusive licenses in Europe and South America, and we are on the brink of signing new Joint Ventures in Bangladesh, Indonesia and Iran. All the time and in new, as well as in existing, markets we are working actively to promote not only our lubrication business but also our Fuel Retailing Franchise Package.

With all of this activity the company is now well above the 100,000 tonnes threshold, which positions Gulf as one of the top Independent Lubricant Companies in the World.

For all of this, I would like to express my sincere thanks not only to our Gulf teams around the globe, but also to our suppliers, partners and stakeholders.

Real progress has been made. To develop further, we need to remain keenly focussed on answering our customers' needs.

Alain Dujean  
Vice President-International  
Gulf Oil International



Cover photography: Barbara Piemonte

## IN THE NEXT Orange Disc



### GULF CULTURE THE ORANGE DISC IN ART, LITERATURE, THE MOVIES AND MORE!

- BELGIUM IN FOCUS
- UNDERSTANDING FILTER TECHNOLOGY
- NEW GULF BUSINESSES
- THE LATEST GULF NEWS ON : PRODUCTS, MARKETING, PEOPLE & PLACES, BUSINESS DEVELOPMENTS, WORLDWIDE.

## Orange Disc

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# INTERNATIONAL TALKING POINT

**Bob Beck, from the Gulf Oil Historical Society [www.gulphistory.org](http://www.gulphistory.org) gives his thoughts on how the Gulf brand found its way into popular culture**



Here in the USA our vehicles are as much a part of our everyday life as our own family. Often times, we spend more hours in a day with our vehicles than we do with our family! The result, is a very strong bond between man and machine. That bond drives a very strong sense of pride, and that pride is carefully cultivated each and every time we use and/or care for our vehicle.

This is not a recent phenomenon. When the first vehicles were sold, they replaced, naturally, the horse, the accepted form of transportation for centuries. Those who made that change, were a brave, bold lot, who instantly took to defending their decision, and bragging about their prize possession. These folks were treated with some reservation by society in general, and particularly the business world.

Not only did the owners have to change the way they thought but the support businesses also had to change their product, from saddles and grain, to tyres and gasoline. It was a major change in the entire social structure.

Gulf Refining Company took a very bold, and aggressive stance in this transition. In 1913, they sat down and designed, from the ground up, a state-of-the-art facility, specifically catering to the motoring public and their needs for a support infrastructure. Whether this was a response to a lack of available service in the area, or a great visionary adventure, I guess we'll never know. One thing is for certain, Gulf's opening of the World's First Drive-In Filling Station, forever changed the way that business looked at the motorist.

Gulf began this service, with a "customer comes first" attitude, which was warmly received by the motorists. It began providing extra services, like free road maps, rest rooms for customers, along with a supply of

free air and clean water. Gulf, embraced the motorists and treated them as, well, family.

Throughout its history, Gulf has responded to culture changes, has promoted family values and encouraged the Americans' affection for their vehicles. When Gulf began placing stations it kept the consistency required for brand recognition, but also adjusted their look to fit in with the local culture. There are several examples of Gulf stations that were so much a part of the local community, that they have survived the wrecking ball for decades and continue to serve as a cherished link to days gone by.

Gulf advertising, from billboards to radio and television, was ever changing with the tides of the local culture. Sure, you can measure the effects of advertising by watching marketing results, but a truer measure is the type of employee the company attracts. How did Gulf manage to get so many hard working, honest, loyal employees? I think it was simple. People were so in touch with the Gulf in their daily lives, that they felt comfortable with them as an employer.

If you visit [www.gulphistory.org](http://www.gulphistory.org)'s "Guestbook" feature, you will see hundreds of messages with a very common thread. Gulf is a company that was truly loved by its employees. The word "family" is used over and over. This is a very unique situation.

Gulf's story, from the first well in Texas, to its operations in every corner of the globe, has been one of success with its people. This success was largely due to the employees being so comfortable with their surroundings, that they gave complete and total devotion to their jobs.

You could say that Gulf became part of the popular culture, but I think you could more accurately say that it was its backbone.

# CONTENTS

- FOREWORD** Alain Dujean talks about the progress Gulf has made in recent times in all areas of the company's operations
- INTERNATIONAL TALKING POINT** Bob Beck of the Gulf Oil Historical Society looks at Gulf's place in popular culture
- GULF INTERNATIONAL** Gulf joins FIA GT series and the new Gulf Operations Manual
- NEW PRODUCTS** Filters, Car Care and Specialist Greases



- MARKETING & SPONSORSHIP** On track in El Salvador, Trakside in Mexico and more...
- PEOPLE & PLACES** Who and what is making the news in the world of Gulf
- BUSINESS DEVELOPMENTS** The latest developments from Gulf entities' businesses world-wide
- TECHNICAL FEATURE: UNDERSTANDING BASE STOCKS** Orange Disc's technical feature examines the critical role of base stock



- COVER FEATURE: FINISHED** – a key ingredient for success past, present and future
- PARTNER PROFILE: RUMOROUS** Behind the scenes with one of Gulf's newest affiliates
- SPECIAL FEATURE: GULF RACING WITH THE FIA GT CHAMPIONSHIP** An historical overview of Gulf's corporate involvement in motorsport leading up to its new FIA GT initiative

INTERNATIONAL

## GULF RETURNS TO TOP LINE SPORTS CAR RACING!



**Reza Rashidian's** International Talking Point in the last edition of Orange Disc proved to be strangely prophetic as Gulf re-entered the world of top level Motor Racing by striking a deal to become associate championship sponsors of the 2003 FIA GT Championship.

The series, which has been gradually gathering momentum and status over the last six years, takes Gulf back to what many would see as its motor sport heartland, in amongst the Porsches, Ferraris and other exotica that comprise the World's premier Grand Turismo race championship.

The Gulf colours will be prominently displayed on the starting grid of each GT championship race and Gulf branding will also be present on some of the winners podiums over the course of the season.

The FIA GT Championship covers 10 rounds throughout Europe. Each round features as part of the Super Weekend package that is broadcast by Eurosport TV – all of the main championships in the Super Weekend being major series in their own right: The FIA European Touring Car Championship, and Formula Super Renault

V6 being two prime examples. There will be an FIA GT round every other weekend, with the exception of August, which is a "holiday" month all the way through to the end of October.

Gulf International Vice-President, Alain Dujean, puts the new initiative into the wider Gulf context, "Obviously it is very exciting for Gulf to be involved in one of the World's top motor racing championships again. There is much happening within Gulf and we need to keep investing in key areas of the company to make sure that the Gulf brand develops according to the plan we have put in place. At the same time there is a great deal that can be gained from having a focal point for the whole organisation and our history has demonstrated its ability to provide this for Gulf. Our involvement in the FIA GT championship is a "toe in the water" as far as sponsoring a top motor racing series is concerned, but we are convinced it has much potential both as a championship and for the Gulf brand."

VIP corporate hospitality is available to Gulf affiliates and their customers for the remaining races which are SPA (Belgium)



27th July, **Anderstorp** (Sweden) 7th September, **Oschersleben** (Germany) 21st September, **Estoril** (Portugal) 5th October and **Monza** (Italy) on 19th October. Further information about this and other opportunities afforded by Gulf's FIA GT initiative from Priyansha Raina : [pr@gulfoilltd.com](mailto:pr@gulfoilltd.com)

## NEW GULF OPERATIONS MANUAL – KEY GUIDANCE IN RUNNING YOUR BUSINESS

**Gulf Oil International** is delighted to announce the coming publication of the new Gulf Operations Manual.

This new tome is a comprehensive publication to assist Gulf entities around the world in the running of their operations. The Operations Manual is split into six main sections – each of them subdivided into subsections

and the whole book is rounded off by an index for ease of reference.

Gulf Brand Manager, Priyansha Raina, has been responsible for compiling the new Operations

Manual and she takes us through this vitally important reference source.

"First of all we examined all of the core areas of running a business under the Gulf brand. The Brand itself, is of course, the cornerstone and the first section of the manual is devoted to Brand matters. It is vitally important that, with so much effort being put into building the Gulf name worldwide, the brand itself is maintained to consistently high standards. Some parts of the Brand section are the basic brand standards however the manual goes much further and offers off-the-shelf templates for everything from advertisements to display stands as well as a guide to Forecourt branding. It also runs through the host of Gulf publications that are available to help out in specialist areas."

"The Brand section is followed by important advice and information on Packaging, and then, in turn, by a major Technical section which includes advice on Product, Training, Quality and Environmental issues amongst its thirteen subsections."

"The Manual then takes business through Supply issues, Financial guidelines and on into a Legal section with some key agreement standard documents as well as staff and procedural information."

The final section shows that GOI is conscious of the ever evolving nature of the business and offers an interactive element with all of those to whom the manual is issued having the chance to fax back any additions or amendments that are perceived as necessary.

Gulf International Operations Director, Denis Meunier, appreciates the significance of the work that has been done in creating the new Manual and the result is one of the most comprehensive reference works GOI has produced. "It is a very impressive piece of work and is another example of the company's commitment towards improving the quality of the Gulf offer throughout the world and maintaining the ethos behind being "Your local global brand."

For further information about Gulf's new Operations Manual contact Priyansha Raina : [pr@gulfoilltd.com](mailto:pr@gulfoilltd.com)

# NEW PRODUCTS



INDIA

## INDIA FIRST TO TAKE UP CAR CARE INITIATIVE

**Orange Disc** reported in the last issue about the new agreement signed with its Italian licensee enabling Gulf Car-Care product to be offered as part of the Gulf product range.

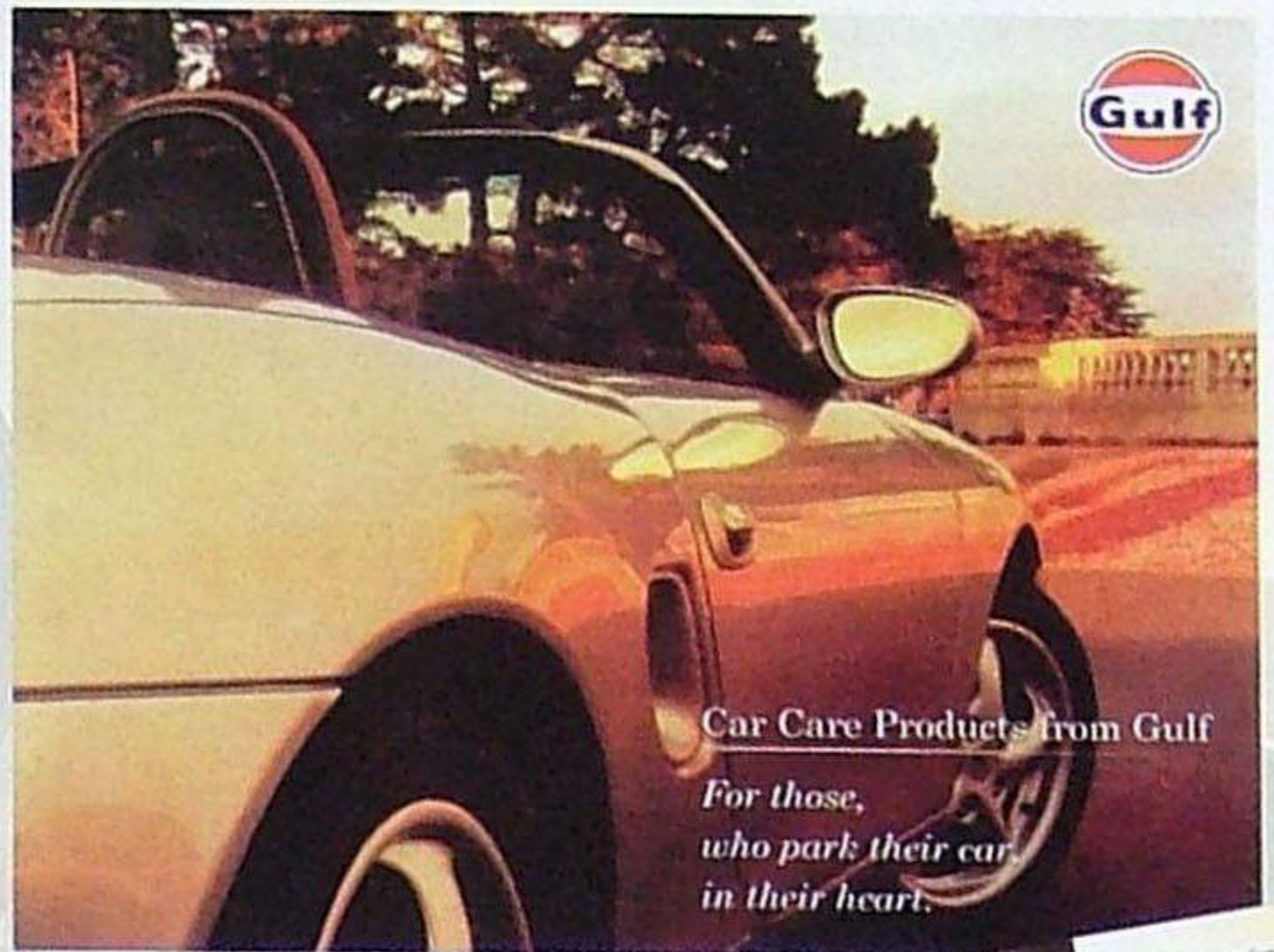
The interest in the Car Care product article was immediate and Gulf India have included the range of car care products amongst their offering to their national market.

A glossy new leaflet has been produced which highlights nine products from the range of fourteen currently available. The featured products range from the Dashboard Polish through the Tyre "Inflates and Repair" spray to Grease, Electric Contact Deoxidizer and Copper Lubricant. Also included in the leaflet are three products

which might well also have good potential as multi-purpose car/office/household products: a Glass and Crystal Cleaner, an Air Conditioner Cleaner and a Multi-Functional Fluid which can act as a releasing agent, lubricant, protective spray, polisher and water repellent.

Gulf Oil International's Brand manager, Priyansha Raina, comments "The Gulf Group is committed to serving all of the entities and providing new opportunities to all to expand their range of products and the service they offer. The car care range is simply one example of this commitment. It's gratifying to see that such an excellent product offering has already been taken up and that the interest it has generated will probably result in further take-up of the car care products by other Gulf entities."

Further details on the Gulf Car Care range can be obtained from Sergio Loschi by e-mail: [montitm@tin.it](mailto:montitm@tin.it) or from Priyansha Raina at GOI : [pr@gulfoilltd.com](mailto:pr@gulfoilltd.com)



Car Care Products from Gulf  
For those,  
who park their car  
in their heart.



INDIA

## FILTERIFFIC NEW PRODUCT RANGE FOR GULF

**Gulf has** taken another step towards achieving its long term vision of being "Much More Than a Lubricants Manufacturer" with its entry, in India, into the hard parts market in a major way.

Gulf is using its vast experience in the production of petroleum products and the understanding it has gained of oil and engines to move into the filter sector. Gulf's foray into filters has real synergy with the existing lubricant business as the distribution channels are identical and a change in lube oil for the vehicle always also warrants a change in the filter. This obviously offers great opportunities for combined marketing initiatives around the introduction and ongoing selling of Gulf filters to its potential customers.

The move into filters kicks off with a range of oil filters for a selection of different types of vehicle, these being Passenger cars, Utility Vehicles and

Commercial Vehicles. In due course, further vehicle categories will be included in the filter range as will different types of filter – fuel, air etc.

Gulf's state of the art filters are the result of an intensive research and development programme, as well as stringent testing to ensure that the final product meets every international quality standard. The filters are manufactured, for Gulf, by Mikroflo Filters Pvt Ltd, of Hyderabad who are a renowned name in specialist filters in India.

Mikroflo's track record includes developing filters for India's Light Combat Aircraft, the Defense industry, Indian Railways and Bharat Heavy Electricals Ltd. Its plant in Hyderabad is ISO 9002 certified and can cater for Gulf's entire ongoing filter requirement.

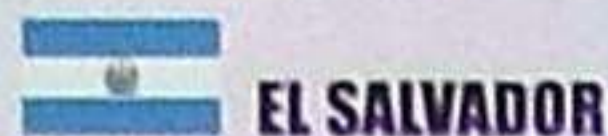
Gulf filters have already gained the approval of several OEMs in India - amongst them Ashok Leyland and Tata - and this new initiative could potentially be turned into profitable business for Gulf affiliates all over the world.

Further information on this exciting new product range can be obtained from: [jjacob@gulfoil.co.in](mailto:jjacob@gulfoil.co.in)



The first products in the exciting new range of Gulf Filters

# MARKETING & SPONSORSHIP



EL SALVADOR

## ON TRACK FOR SUCCESS IN EL SALVADOR

Gulf's new race sponsorship deal with its El Salvadorian distributor, Delta Motors, seems to have brought instant success on the track. At the opening round of the Central American Car Racing Championship at the El Jabali race track in El Salvador, the Gulf liveried Team Santana Racing Toyota Starlet took second place in the GT3 class in both heats.

The category is for up to 2 litre competition modified cars and the 1600cc Gulf Starlet delivers an impressive 170BHP. The car is driven by Victor Flores and Delta Motors' manager Rafael Nieto. The racing enjoys excellent support, both in terms of spectators and drivers, with no less than 100 drivers taking part in the first meeting of the series.

Toyota's advertising strap-line "The car in front is a Toyota" has even more significance from a Gulf perspective with this particular Toyota as it carries [www.gulfoiltd.com](http://www.gulfoiltd.com) in large letters on its rear bumper – something, therefore, that almost all of the opposition will have got the opportunity of seeing!

Further information from Orlando de Vicente : [odevicente@cwpanama.net](mailto:odevicente@cwpanama.net)



The famous blue and orange Gulf racing colours are now achieving success in Central America.

Inset: "The car in front...is promoting the Gulf website!"



KOREA

## NEW CATALOGUE IN KOREA

Chunmi Lubricants Co Ltd, the Korean Gulf distributors have recently produced their new catalogue. This latest publication has been substantially revised over its predecessor and it is by far the most detailed and comprehensive they have yet produced.

Other affiliates wishing to obtain a copy can do so through Ji-Young Yu at Chunmi Lubricants: [cmsktrd@chollian.net](mailto:cmsktrd@chollian.net)



MEXICO

## MEXICO GOES RACING IN STYLE



Mexico's splendid new Gulf Race Trailer

Visitors to race tracks and Drag Strips around Mexico can expect to see the new purpose-built Gulf Race trailer unit over the course of the coming season.

The new vehicle is designed to have several different roles. Not only is it a great advertisement for Gulf as it carries the Gulf team race cars and equipment to events, but once at a race venue it converts to a mobile grandstand for Gulf guests. Reaction from the race team has been extremely positive as not only does it look great but it is also an excellent piece of kit to use.

Further details from Jesus Resendiz : [jresendiz@jjlub.com.mx](mailto:jresendiz@jjlub.com.mx)



CHINA

## GULF AT AUTOMECHANIKA CHINA

Gulf Oil was recently on display at Beijing Automechanika. With the huge potential that the Chinese market offers the Group, sister company Ashok Leyland hosted the stand which offered Gulf the opportunity of displaying the company's product range and meeting potential new customers and distributors at the latest of the renowned Automechanika's regional expos.

Automechanika China's organizer said, "China is going car crazy. Automotive manufacturers all over the world are fighting to get a slice of the market. News of mergers, joint ventures and new manufacturing plants makes the headlines every other day as both domestic producers and their foreign counterparts rush into the market."



The show was very well attended and interest in both companies' product offers was high. China continues to be an exciting and expanding market for Gulf (see separate Business Development story). Further details from Dr Gigene Wong : [gigene@gulfoilchina.com](mailto:gigene@gulfoilchina.com)



**MEXICO**

## NEW LOOK FOR GULF IN MEXICO

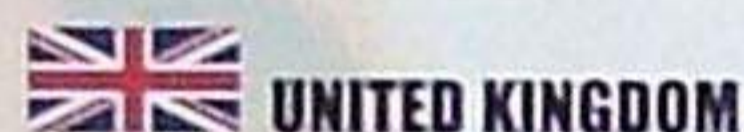
**J & J Lubricantes**, the Gulf licensees in Mexico are in the process of a substantial investment programme designed to bring the Gulf brand image into line with that of other Gulf entities world wide.

The rebranding exercise covers all aspects of their business, from their tankers and other vehicles through to the J& J Lubricantes plant in Mexico itself. Jesus Resendiz of J & J Lubricantes thinks the effort the company is going to, in order to bring this change of image about will pay dividends in many different ways. "We needed to get a better look, for our vehicles and for our operati so as to show the history and future of Gulf. This also reflects the quality of the company for everyone who already sees us delivering top performance products. Now visitors to our plant, with its new look, can feel our pride in Gulf Oil."



Further details : [www.jjclub.com.mx](http://www.jjclub.com.mx)

Above: The offices in Mexico carry Gulf Racing Stripes along their frontage!  
Gulf lorries portray images of Gulf's racing heritage (left)



**UNITED KINGDOM**

## NEW RECRUIT TO GULF RETAIL DIVISION

With the increased nationwide coverage of the Gulf brand in the United Kingdom, the Gulf Retail Division has recruited Peter Descher to join its team of Gulf Area Managers. Living in Worcester, Peter is responsible for the Gulf network in South-West England.



Peter, pictured on right with Gulf's new Swindon retail outlet site owner, Mr Zaul Lalji, has some 14 years' experience in the Forecourt industry. He has managed dealer networks and also been responsible for running a group of 12 company-owned filling stations, which gives him the operational experience the site owners are looking for.

"Working with the Gulf Brand is a great opportunity," says Peter. "There is something unique about it and I'm happy to be involved in building something special."

Further details: [roh@gulfoil.co.uk](mailto:roh@gulfoil.co.uk)



**ARGENTINA**

## NEW APPOINTMENT

Gulf in Argentina has a new face in its central office. Pablo Arnaude joined the company at the beginning of April to become its new Finance Controller.

Orange Disc is pleased to welcome Pablo into the Gulf Family and wishes him every success.

Further information: [ventas@gulfoil.com.ar](mailto:ventas@gulfoil.com.ar)



**UNITED KINGDOM**

## GULF LEGENDS RACE AGAIN AT LE MANS



Photo: Flick Wilson/Maison Blanche

The Le Mans Legends, a one hour historic car race which preceded the running of this year's running of the 24 Hour race saw the racing return of two Gulf cars at the famous French circuit.

One was the Ford GT40 owned by Martin Colville which he shared with a Gulf Team Le Mans Winner, Jackie Oliver. The other was Jon Minshaw's Gulf Chevron B16 – a car with perhaps an even more interesting history than the fabulous GT40.

According to Jon, the car was painted in Gulf livery to be used as a movie "stand in" during the filming of the Steve McQueen Le Mans movie. The Porsche 917s – and Ferrari 512s they were pitted against – were VERY expensive commodities and filming the high speed action was a pretty risky business, so the film makers often used the Chevrons and Lolas, respectively, as doubles.

In the Legends race, Jackie Oliver unfortunately had to retire the GT40 out of what would have been a top five place, but Jon Minshaw and historic race ace, Martin Stretton brought the pretty little Chevron home to a respectable top 20 finish.

Further information : [simon@chicanemarketing.co.uk](mailto:simon@chicanemarketing.co.uk)



**JAPAN**

## GULF TAKES CENTRE STAGE IN FORD'S CENTENARY CELEBRATIONS

### Renowned

Japanese auto magazine Car Graphic recently staged an Expo in Japan where Ford chose to exhibit as a further part of the American car giant's centenary celebrations.

Centrepiece of the Ford Japan stand was a Gulf liveried GT40 – an exact replica of the legendary 68/69 John Wyer-run Le Mans 24 Hour winning cars. Alongside the GT40 Ford showcased other key models from their long and famous history as well as a host of Ford memorabilia stretching back over the company's one hundred years. As is seemingly always the case, when a Gulf GT40 appears it attracts an extraordinary amount of attention and the Car Graphic expo was no exception.

Further details from: [ishimura@gotco.jp](mailto:ishimura@gotco.jp) or <http://www.ford.com>





INDIA

## NEW PACKAGING PLANT OPENS IN RECORD TIME



Above: Nayam Pally with the new moulding machinery.  
Right: Alain Dujean examines a finished container

### Gulf Oil Corporation Ltd (GOCL)

has recently celebrated the opening of its new state-of-the-art packaging facility at Silvassa. The plant is located next to the main Gulf Silvassa plant and has the most up to date Blow Moulding and service equipment.

Complementing the blow moulding equipment - which actually produces the containers themselves - is an online labelling machine and fast filling set-up which has taken the automation of



producing finished goods to new levels.

Construction of the whole plant, from start to opening- which included landscaping the environs of the plant - took just two and a half months and the was completed well within the budget.

GOI Vice President International, Alain Dujean flew over to join GOCL Executive Director V.Ramesh and the GOCL management for the inauguration of the plant. The ceremony was performed in the traditional Indian manner by breaking a coconut and lighting a lamp. Alain Dujean was clearly impressed by the whole project, "I am proud of the plant and the continued improvements (being made by GOCL)".

The new operation should make Gulf operations in Silvassa both more efficient and more cost effective and Orange Disc offers its congratulations and best wishes for the success of the new plant.

Further details: [jjacob@gulfoil.co.in](mailto:jjacob@gulfoil.co.in)



CHINA

## CHINA UNAFFECTED BY DISASTROUS SARS OUTBREAK

Despite many sectors of the Chinese economy being badly hit by the outbreak of the SARS virus Gulf Oil Yantai has bucked the trend. Travel and transportation, which obviously directly affect potential demand for Gulf products, may have been down by almost 50% owing to preventative travel restrictions, but Gulf Oil Yantai was able to exceed its budgeted sales by 22%.

The company was able to achieve these notable results due to its expansion of its network of distributors in the South China region. Gulf Oil Yantai recently announced a whole series of products intended to meet the specific needs of its local market and Dr Gigene Wong, Managing Director, is understandably optimistic, "The company's strategic plan is to focus on better quality product and customer service. We are confident in bringing success to our group even at this difficult time."

Further details: [gigene@gulfoilchina.com](mailto:gigene@gulfoilchina.com)



Above: Managing Director, Gigene Wong (left) inspecting laboratory oil quality

Left: Gulf Oil Yantai Family Photo. In the background are containers of goods to be sent to Southern China - Hainan Island



UNITED KINGDOM

## GULF THE UK'S FASTEST GROWING FILLING STATION NETWORK



There are now almost 70 Gulf filling stations in the UK, and the network continues to grow rapidly. This time last year the Gulf network numbered but 5 stations and research shows them to be Great Britain's fastest expanding filling station network.

The reach of the operation is spreading all the time, with a number of sites in Scotland looking likely to join in the near future.

Martin Worthing, one of the Gulf Retail Division's Business Managers said, "We are all very excited at the number of forecourt operators who are choosing to come across to the Gulf Brand and at the quality of the sites. We believe that by this time next year Gulf will once again be viewed as a major brand in the UK forecourt market."

Further details from Richard Owen-Hughes at Gulf UK: [richardoh@bayford.co.uk](mailto:richardoh@bayford.co.uk)

Above: This site in Havant, on the South Coast, is one of Gulf's most recent additions in the UK



# BASE STOCKS

**The building** blocks of lubricating oils are base stocks and the quality of base stock is a key point in the lubricants performance. The lubricants market is rapidly evolving. This has a direct impact on the Base Oil requirements. It has proven to be the most important factor in achieving some of the requirements of the new categories of lubricants. The composition of the additive chemistry, though critical, is no longer sufficient to overcome the shortcomings of the base oils.

The properties of base stocks that are important to the lubricants performance are viscosity at low and high temperature, volatility, resistance to oxidation and composition of the base stock itself. A quality base stock is one that meets the requirements of the formulated lubricant at the lowest total cost of formulation.

## What are base stocks?

The base stocks are refined petroleum fractions or a selected synthetic material. Additionally vegetable stocks may be used for specialised applications such as biodegradable lubricants (See Orange disk 4). The base stocks provide the basic lubricating performance requirements and additives impart strength to adapt to the required performance level.

## What are the different kinds of base stocks?

Mineral base can be classified according to its basic chemical nature: paraffinic, naphthenic or aromatic. The primary classification is built on the results of refinery processes and obtained performances (see table I).

Synthetic base stocks are classified in two categories: Poly Alpha Olefin (PAO) known as (Group IV) and other (Group V) stocks like esters, vegetables oils...

In the following we will shortly investigate the mineral base stocks, classification, basic performances and trends. As shown in TABLE I mineral base stocks are divided in 3 groups. Viscosity Index is the driving force.

**TABLE I : MINERAL BASE STOCK CLASSIFICATION**

<b>Group I</b>	<b>VI &lt; 120 with sulphur &gt; 0.03%</b>
Represents more than 90% of the market, improvement is crucial, new development is designed to formulate SAE 10W40 applications. Mostly used for formulating regular grades.	
<b>Group II</b>	<b>VI &lt; 120 with sulphur &lt; 0.03%</b>
Market is growing due to emission regulation, designed in the near future for SAE 5W30. These base stock are widely used for formulating the newer API categories like API SL etc...	
<b>Group III</b>	<b>same as II but with VI &gt; 120</b>
Compete from the beginning with Group IV. Group III, so called, is often XHVI type and considered by many professionals as a synthetic base. Improved product will be designed for SAE 0W30	

**BASE OILS  
ARE REFINED  
PETROLEUM  
FRACTIONS OR  
A SELECTED  
SYNTHETIC  
MATERIAL**



## Reminder

V.I. is a number representing variation of viscosity versus temperature. In our case we are speaking from 100 to 150, higher the less sensitive to temperature. (See figure)

## Engine oil and base oils

Use of base stocks to formulate an automotive oil depends not only upon the level of performance and the level of formulated cost but also and mainly upon the cost of the test program you have to run to get approvals from manufacturers and international profession groups. The cost of a program is now over US\$ 2m whereas API and ATIEL have established rules for base oil interchanging to minimize expenses when you change viscosity (what is called read-across). This enables a lubricants manufacturer to claim the results of tests passed with a certain base oil as applicable to a product formulated with another base oil.

In Europe the market for top tier engine oils created a market for high quality base oil driven by Original Equipment Manufacturer requirements for long drain oils. PAO were the initial choice but now Group II base stocks have made considerable inroads. The blends of Group I and Group III are typically used for mid tier engine oils. The usage of Group II is noticeably low but its use and demand is expected to grow by 2004.

This is different in North America where almost 50 % of the paraffinic base oil demand is for Group II. This demand is still increasing due to the new API SL and GF-3 specification where the volatility and oxidation stability levels requires the use of these oils. In future for API GF-4 category, the Group II base oils may be the only cost effective means to formulate engine oils to meet the stringent fuel economy and durability requirements.

In other regions the demand for Group II and Group III is increasing moderately because of the emergence of emission regulations and high performance engines. However the Group I base stocks are still dominating the current requirements.

**TABLE II : ENGINE OIL PERFORMANCE IS DRIVING BASE STOCK QUALITY:**

PERFORMANCE DRIVER	BASE CHARACTERISTIC
Fuel Economy	Lower viscosity
Long drain intervals	Better oxidation stability
Property retention	Better oxidation stability and lower volatility
Soot handling (esp. for diesel)	Higher saturates
Lower emission	Low sulphur, nitrogen, aromatics
Low temperature performance	Good MRV, Brookfield, CCS performance

## Conclusion

Base stocks is a dynamic changing business, broad range products are needed to cost effectively meet the future challenges. But "quality" of base oil depends first upon the application targeted.

Technical understanding of the base oils helps to specifically tailor products to meet the challenges.

Process advances will continue to provide new and better lubricant base stocks.

Base Stocks play a vital part in lubricant production. Amrish Kathane offers Orange Disc readers an essential insight on the topic

# TRAINING FOR SUCCESS!

The most important resource of almost any company is human. Training is the key to developing this resource and getting the most out of the potential it offers, as Orange Disc now examines

**Gulf** has a commitment to customer satisfaction and excellence of service which requires a depth of knowledge and which needs to be constantly honed. For Gulf training means initiatives that are aimed not only at Gulf's own staff but often at its customers and sometimes even at its customers' customers.

#### WHY TRAIN?

The need for training arises in many different areas of any business and for many reasons:

##### 1) Learning, Growing and Developing

Training develops the individual so that they are able to fulfil their potential both from a personal and professional perspective

##### 2) Dynamic Markets

Industry is constantly changing. Businesses and their staff have to adapt to meet this dynamism and keep abreast of the latest developments as well as with their competitors' products and activities.

Sometimes this process happens naturally. Often, however, there is a more formal training requirement.

##### 3) Legal and Regulatory Requirements

As mistakes in these areas can be costly both from a company and an individual perspective, people need to be trained to understand what they can, can't or have to do in order to fulfil these requirements.

#### THE BASICS

Training can be broken down into two basic types: Soft Skill Training and Hard Skill Training.

**Soft Skill** training is basically self development training. It imparts the sort of skills that can be applied to almost any job, eg: selling, communicating, time management, IT/computer skills etc.

**Hard Skill** training is more company and job-specific. It focuses on the actual work a person is employed to do and will acquaint them with the products, machinery and working processes they have to deal with; the service they are being asked to provide; what competitors are doing; health, safety and environmental issues and so on.

#### TRAINING METHODS

Ultimately, training methodology is all about communication and the most effective ways that

information and skills can be communicated from one party to another.

**Training Courses, Lectures and Workshops** come in all sorts of different guises. These can vary from short sessions through to courses that may happen over a number of months, or even years.

The best place for a company's training to be originated and implemented is usually from within the company itself. Alternatively, there are many independent training businesses, offering general or business-specific training as an external resource. What works best varies from company to company. **On-The-Job Training** is often dismissed as being somewhat insignificant compared to the more formalised types of training that have just been mentioned. The reality, however, is somewhat different. Indeed, most training companies will reckon that, on average, something over 80% of training actually happens "en situ" and while a job is actually being done.

In fact, historically, EVERY trade was learnt this way and, even today, people who have trained for a job through apprenticeships are often amongst the most skilled of all.

#### THE CHANGING FACE OF TRAINING

Formalised training is a comparatively modern innovation. However, with the rapid advancement of technology in the last few years, the very nature of training itself is also changing - certainly

# Gulf



China: Technical Manager, Reed Wu, who oversees training, conducts a technical training session with Gulf Oil Yantai staff

in terms of how the knowledge is imparted. Increasingly, when it is feasible and relevant, training is being conducted by computer. This might take the form of a standard disc-based programme or, more and more frequently, with the development of web technology, training is taking place on-line. This offers all the advantages of a pre-formatted training programme plus a much greater degree of interactivity as well as the transcending of geographical and physical boundaries.

#### ASSESSMENT – A KEY FACTOR

One of the most critical factors in any form of training is the assessment of the individual so that the progress they make, as well as their changing and evolving training needs can be taken on board and the appropriate action taken.

#### SUMMARY

The more that training can be tailored to the individual's needs the more effective the training is likely to be. Ultimately, this is why training exists: to ensure that it communicates everything individuals need to be competent, effective and happy in their work, with the result that the company gets the best from its most important resource.

#### CHINA

Gulf Oil Yantai are highly pro-active in their training. Communication is recognised as a key element in the running of any business and the company organises its own training courses on many aspects of its business. As well as developing skills and knowledge in order to deliver a high standard of effectiveness and customer service, Gulf Oil Yantai's training develops a strong "team sense" within the organisation.

#### INDIA

##### INNOVATION IS THE KEY

The Gulf Oil Corporation India Ltd (GOCL) has one of the most comprehensive and well developed training programmes of any Gulf Operating Company. It offers training courses not only to its own personnel but also externally to customers. We have highlighted some examples of key recent training initiatives.

##### INTEGRATED PERFORMANCE ENHANCEMENT SYSTEM (IPES) WORKSHOPS

IPES is an innovative, integral management tool of appraising manpower and acts as a catalyst for high employee performance, offering:

- Enhanced clarity on the key result areas and goals of each employee
- Performance feedback
- Strengths and weaknesses analysis to identify an individual's training needs
- Identifying and preparing talent for higher responsibilities.
- Building a positive and healthy climate for people to give their best and enjoy doing so
- Generating data about each employee to assist in a variety of personnel decisions

Workshops were conducted at all offices, for all levels of employees, to acquaint them with the concepts and process. An appraisal format was evolved on the basis of the participants' feedback with the whole system being periodically reviewed and modified to adapt to changing business needs.

##### RESIDENTIAL PERFORMANCE REVIEW DISCUSSION (PRD) WORKSHOPS

Following the launch of IPES, a series of residential appraisal workshops was conducted at weekends (so as not to disturb daily operations) at specially selected off-site locations to carry out the actual performance appraisal/review discussions.

The process called for self appraisal by the employee followed by performance review by his immediate superior and other management to ensure objective assessment and unequivocal fairness for the employee. Completed forms are used by the HR Dept. to help determine increments, promotions, training, career planning & development, job rotation, etc.

##### COMMERCIAL ASPECTS OF BUSINESS

Knowledge of various commercial aspects of business is vital for a sales person. A series of one day workshops for all sales and accounts personnel covered: taxes and their implications, legal aspects, credit control & management; various Acts like Trade Mark, Copyrights, Patents, etc. The programmes received encouraging feedback.

##### CUSTOMER WORKSHOPS

(GOCL) has been building stronger, more interactive relationships with the secondary market through a programme of customer workshops where mechanics and retailers were trained in different lubricant applications whilst feedback was sought on possible improvement of existing products.

The reaction to the scheme has been very positive. Not only has Gulf been able to help its customers by training whilst at the same time getting useful information from which to help develop its business, but it has also, at the same time, strengthened customer loyalty.

##### TECHNICAL TRAINING VIDEO

GOCL is currently completing a Technical Training Video, aimed primarily at training sales force members both internally and for its distributors.

The 30-minute film covers lubrication basics: composition, applications, motor oil function & classification, engine oils and industrial products. It also features coolants, greases and brake fluids.

#### NETHERLANDS

##### PETROL RETAIL TRAINING MANUAL PROVES EFFECTIVE

In order to create uniform standards amongst all Gulf retail outlets in the Netherlands, a Petrol Station Manual has been created which is given to each Petrol Station. Included in the manual are sections on the running of the business such as the look of a Gulf service station, (covering topics such as Gulf Shops, Clothing, Colour Standards and the Design of publicity material), as well as guidance and information on promotions

The Petrol Station Manual also aims to provide answers for



## COVER FEATURE: TRAINING FOR SUCCESS

all of questions Gulf employees are likely to raise. In addition it provides copies of bank and credit cards, originals of faxes and forms to use to provide information for headquarters.

The publication has proved to be an extremely useful training tool in helping Gulf staff to be as efficient as possible.

### SAUDI ARABIA

#### KNOWLEDGE LEADS

The customer is king but knowledge enjoys Power, says Waseem Ijaz (Commercial Manager APSL – the joint venture of the Dabbagh Group and Gulf in Saudi Arabia)

In today's new business world order, increasingly demanding industrial customers require a better professional response than that offered by the old-line sales force.

So as not simply to meet but to exceed the needs of industrial business, Mr. Waheed A. Sheikh (CEO, APSL) emphasized the need of sharing best practices and technical knowledge within Gulf Operating Companies.

As a part of their strategic initiative, APSL invited Mr. V. Ramesh (Executive Director, India) to participate in their quarterly industrial sales & technical training session held in the Dammam Meridian Hotel in April.

The topics covered by Mr. Ramesh were "Lubricant Tests their Significance" both for engine & industrial oils and "Lubricant Standards & OEMs approvals".

Other topics including "Complaint Handling Techniques" and "The Salesman's Toolkit" covered by Mr. Waseem during the two days of industrial sales team training session.

Since October 2001, these regular quarterly training courses have brought about significant results for the sales team and the overall enhancement of technical competence. This, in turn, has resulted in almost 100% increase in APSL industrial sales.

### SPAIN

#### SALES FORCE TRAINING:

SAEL, the division of TotalFinaElf which is responsible for Gulf in Spain and Portugal, gears its training towards raising levels of Gulf customer satisfaction. It has a variety of training initiatives for its sales force covering Lubrication, Gulf products and the major developments in the automotive sector. The prevailing attitude is "the more trained our sales force is, the more professional sales men we will have. If the customers see a professional sales force it will enhance Gulf's reputation as a serious, reliable and trustworthy company."

#### CUSTOMER TRAINING:

Gulf has a commercial agreement as official supplier to Mitsubishi Motors in Spain. One of the key points in the agreement is the provision of lubrication training for all of the main sales points. By the end of this year SAEL will have done courses at 23 Mitsubishi sales points across the country.

In addition SAEL runs lubricant training courses for its main Gulf customers: fleets, public works enterprises, garage workshops, societies etc. This entails a further 10 to 15 courses per year.

The main topics covered by these lubrication courses are:

- Why lubricants?
- Lubricants composition, characteristics, applications.
- Relationship between the evolution of automotive sector and lubricants.
- Lubricants standards, specifications.
- Synthetics versus Mineral lubricants.
- Future lubricant trends.
- Typical end-user questions and how to answer them.

## FEDERAL-MOGUL: An Independent Case Study on Training



Udo Quambusch in one of the Institute's training rooms

Automotive car parts giant, Federal-Mogul is known for leading brands such as Champion Spark Plugs, Ferodo Brakes, Nural Pistons, AE Engine Parts, Moog Chassis Components, Payen & Goetze Gaskets and Glyco Bearings.

Headquartered in Southfield, Michigan, Federal-Mogul's worldwide network is divided into regions and all are charged with implementing training to the company's global standards. Like Gulf, excellence of customer service is one of Federal-Mogul's prime objectives and its training programmes are geared to increasing levels of customer satisfaction both through its own staff and with customers themselves.

Research highlighted a need for a better flow of information, both internally and externally in various key areas. The solution Federal-Mogul Europe came up with, was the creation of the Technical Training Institute (T.T.I.) which it established at its Burscheid facility in Germany. This is now the central hub of its European training activities.

Udo Quambusch oversees Federal-Mogul Europe's training. "The T.T.I. has been established to ensure that skills and knowledge keep pace with the development of the products themselves, the

manufacturing processes behind them, the back up needed to service these products and our customers' developing requirements. In this way we aim to benefit both our staff and customers, increasing sales and making better, more profitable business for all concerned."

The work of the Institute is anything other than static, as Federal-Mogul has already established "satellite" factory-based training centres of the T.T.I. around Europe. In these locations the factories themselves will come into play, with various aspects of either manufacturing or product knowledge, through their production process, forming important parts of the particular training course.

The T.T.I. has also been designed to offer courses externally – whether that be at customers' establishments/designated locations or other Federal-Mogul facilities. The Institute is also gearing itself up to produce bespoke training courses to meet customers' specific requirements.

As well as addressing the key reasons which led to the establishment of the T.T.I. there are also proving to be many additional benefits. The T.T.I. gives employees from different Federal-Mogul departments the opportunity to meet up, exchange views and share solutions for customer requirements, all of which should help to promote increased understanding, communication and co-operation within the company. Furthermore, it offers additional qualifications for participants and allows training to be combined with other types of team meetings and activities, with everything taking place in a fully equipped facility.

More information is available through [www.federal-mogul.com](http://www.federal-mogul.com)

The presentation courses are in power point format and, at the end of course, participants are given Gulf merchandise, a hard copy of the presentation and a Gulf "Personalised Assistance" certificate signed by the technical trainer.

SAEL's Miguel Herranz comments, "The more participation we get the more satisfied the customer is. The purpose of this training is to give greater service to our clients, to let them know more about our products and to encourage them to buy the top quality products. We have been doing this kind of training for a long time because they are very well received by our customers and ultimately result in profitable sales."

#### ADDITIONAL TRAINING:

The commitment to Gulf's training extends beyond that geared directly towards its staff and customers. It also runs courses for schools, colleges and universities. For example this year they have been running courses at a School for Mechanics. Miguel Herranz sees this training as an investment in Gulf's future. "The trainee mechanics of today are tomorrow's potential Gulf customers."

## CURSO DE LUBRICACIÓN MITSUBISHI

### MODULO 1

Tribología. Principios de la Lubricación



# A NEW BEGINNING

Orange Disc looks at Gulf's newly signed distributorship in Ecuador and the major changes the brand and its products can expect to benefit from with the new deal

**"Lubricantes Internacionales S.A. Lubrisa"** is not, in fact a name new to Gulf as the company had in fact held a Gulf distributorship in Ecuador for more than ten years. The driving force behind the new deal agreed for Ecuador, which makes Lubrisa the national distributor for Gulf lubricants comes largely as a result of the change of ownership of the company which took place in November 2002.

The new Gulf licensee for Ecuador is Santorise SA, Santorise bought out Lubrisa and it has changed the basic nature of the company and its financial structure, thereby making available funds to invest in an infrastructure that was suitable to take on the role it now occupies.

Perhaps the most significant single factor that put Lubrisa in the position of being able to fulfil Gulf's requirements was the acquisition of a Lubricant Blending Plant. The facility in question had formerly belonged to Exxon Mobil and was situated in Durán City, close to Guayaquil City, the largest economic conurbation and the country's main port.

In fact, the Lubricant Oil Blending Plant comes complete with its own port facility which is capable of receiving vessels of up to 6000 metric tonnes. The plant is capable of storing up to 1,300,000

gallons of base oil and has a production capacity of 25,000 gallons per day. It also has a factory which manufactures fifty five gallon oil drums and a further production facility for outputting different types of greases.

The multi-million dollar investment the plant represents also offers other benefits to both the company and its customers. The facility includes a fully equipped laboratory which allows for the setting and implementation of quality standards and control of all new oils. It also offers analysis of used oils as an after-sales service to Gulf customers helping them to improve their own businesses. This quality and added value service is rapidly becoming the hallmark of Gulf entities around the globe and with Lubrisa, the Gulf brand in Ecuador is now able to achieve these same standards.

This, in turn, has meant that Lubrisa has had to take on board Gulf's International requirements and integrate them into its own sales and marketing strategy.

Gulf's new range of small packaging for Quart and Gallon containers has now been adopted in Ecuador. The latest labelling design as well as that of the packaging itself has helped raise the brand profile of Gulf in the country and position Gulf as

purveyors of high quality lubricants.

Sales promotional campaigns, aimed at making the end user more aware of the brand when an oil change is necessary, have already been implemented to help boost Gulf sales and further marketing and promotional activity is now being planned.

Lubrisa is currently completely revamping its sales strategy and as a result is increasing its own sales force to allow it to identify potential new market sectors and then attack them effectively in order to gain new Gulf customers. At the same time, a network of second-tier distributors is being established and incorporated into Lubrisa's distribution chain, alongside its own sales force, to allow Gulf to be sold in parts of the country that it cannot service with its own salesmen.

With sales set to have much wider coverage and a much greater level of effectiveness, great attention is naturally also being paid to after sales service and back-up. A fully trained technical team is being put together which, with the technical back-up of the new laboratory facility, will be to both help customers find lubricant solutions as well as assisting them with the appropriate used oil programmes.

For Lubrisa, it is early days for this much expanded role with Gulf, in Ecuador. However, with the serious investment that has already been made and which continues apace, as well as the intense activity that is going on in all areas of their operation, it is evident that for Gulf, in Ecuador, Lubrisa means business.

Further information on Gulf in Ecuador from Francisco Lopez: [edlopez@gye.satnet.net](mailto:edlopez@gye.satnet.net)

## THE MULTI-MILLION DOLLAR INVESTMENT THE PLANT REPRESENTS OFFERS BENEFITS TO BOTH THE COMPANY AND ITS CUSTOMERS



Left to right: External view of the plant in Ecuador. Barrels of Gulf awaiting transportation. The plant offices.

# TRACKING GULF BACK TO THE FUTURE

Motorsport is the arena that brought the Gulf name to world prominence. The company's participation continues to this day in local markets and is now re-emerging internationally. Orange Disc looks at Gulf Motorsport highlights up to and including the new FIA GT initiative

**GULF'S FIRST** major foray into motorsport came in the late 1930s and was born out of a desire to push forward the fuel and lubricant technology of the day.

Harry Miller's state-of-the-art Gulf-Miller Indycars ran supercharged 6 cylinder, 3 litre engines and had four wheel drive. Gulf not only sponsored the machines but the racing workshop was actually housed within Gulf's research centre at Harmaville, Pennsylvania. Though they never achieved outright success at Indianapolis, the cars provided good publicity for Gulfpride oil and Gulf's 81-octane No-Nox Ethylene petrol when they shattered no less than 14 International Land Speed records for 2-3 litre cars at Utah's famous Bonneville Salt Flats.

Impressive though this was, Gulf was to secure a lasting place in both motorsport history and popular culture in the 1960s and '70s, thanks to an initiative by the then Gulf Executive Vice President, Grady Davies.

Davies loved motor sport. Even in his fifties he had raced a Chevrolet Corvette Stingray until the Gulf Oil Corporation had decided that this was not a suitable pastime for its Executive Vice-President. The great racing team manager John Wyer first met Davies in 1966 at Sebring.

The resulting meeting sowed the seeds for one of the greatest of endurance racing teams. Initially Davies wanted to buy his own road-going Ford GT40 and, as Wyer was running the Ford racing programme, the pair started to meet regularly. Davies once asked Wyer for his views on oil company participation in motorsport. Wyer's

answer was to form the basis of what was to come. The major companies had, he thought, spread their nets too wide and failed to benefit from being specifically identified with winners.

For Wyer the solution was to become involved with a single winning team. His background made him suggest endurance racing, which had a very high profile. Davies soon asked him to run such a team and, with Ford Advanced Vehicles likely to be dissolved by the end of that year, Wyer found himself in a position to accept.

What resulted is part of motorsport folklore. Initially, the team ran its own modified version of the GT40 known as the Mirage. Regulation changes meant that the Gulf - JW Automotive team, returned to the GT40, the car that Wyer had so successfully run in his Ford days. From there it progressed to arguably the most charismatic sports racer of all, the Porsche 917 and then to a further generation of Mirages.

All of these cars ran in the powder blue and orange livery that became so familiar. In fact, Gulf's own colours in the mid-1960s were dark blue and orange, a scheme reckoned not to be very exciting. However, Gulf had just acquired California-based Wiltshire Oil Company and it was its livery that was adopted.

From 1967 to 1975, the Gulf cars drove themselves into the record books. The team won the Le Mans 24-hours three times - 1968, '69 and '75 - one of them being the closest ever Le Mans finish. In protest against the infamous Le Mans "running start" procedure Jackie Ickx strolled to his GT40 and left in last place. One wonders



what he must have been thinking in the closing laps as a Porsche breathed down the back of his neck, finishing a mere two seconds behind.

The team also came first and second, 0.4 seconds apart, in what was the fastest ever road race, the 1971 Spa 1000kms. Jo Siffert and Ickx's 1969 Le Mans team mate Jackie Oliver were the winners on that occasion.

The Gulf story is not, however, confined to Wyer's endurance racers. The company also ran in both Grand Prix and Can-Am racing with Bruce McLaren's team. From 1969 to 1973, the McLaren Grand Prix cars carried the orange disc - as in 1969 also did the Brabham Formula One team. McLaren's orange hue might also have mistakenly been thought to reflect the allegiance to Gulf. In fact, the colour scheme was introduced the year before Gulf became involved.

1969 saw victory for Denny Hulme in the Mexican Grand Prix and third place in the World Championship for McLaren himself. Tragically



### National Motor Sport

Gulf affiliates worldwide have been quick to seize the opportunities afforded them through motor sport. Gulf branding is carried by everything from top-line Touring Cars and Rally Machines through Formula Single Seaters and Historic Racers to Junior Dragsters, Snowmobiles and Scooters.

As well as the obvious media & public exposure, customer entertainment and promotional opportunities motorsport offers, one of the reasons most often cited by Gulf entities for

their involvement in motorsport is the sense of a high-tech, quality product that it can deliver so strongly. Another perceived benefit is the opportunity to reach and influence new generations of car-oriented enthusiasts who are potential Gulf customers both now and in the future. This also seems to apply not only on an individual but also a corporate basis.

At National as well as International level, it appears that Gulf and Motor Sport continue to be as strongly linked as ever.

McLaren was killed in a testing accident the next year and it was not until 1972 that the team returned to the GP winners circle with Hulme coming first in South Africa. The final year of Gulf's involvement saw the introduction of the highly successful M23, two wins for Peter Revson and another for Hulme.

In a return to its motorsport "roots", Gulf also supported McLaren in its first bid to win the Indianapolis 500, in 1970. The following year Gulf-McLaren unleashed the M16, which was to prove the most successful Indy Car of its generation. Though the Gulf works cars weren't to find success at Indianapolis itself they were to become multiple winners in IndyCar Championship races.

It is, however, for the 'Bruce and Denny Show' in Can-Am that the McLaren team of this era

is most remembered. From 1967 to 1971, three of those seasons with Gulf backing, the V8 McLaren sports racers dominated the Can-Am Championship in North America winning 37 of the 43 races. McLaren and Hulme won two championships apiece and Revson one.

While the above may be the 'golden era' of Gulf racing, the story didn't end there. In the 1990s the company returned, initially backing the Le Mans Kremer Porsche chronicled in Orange Disc issue 4.

This heralded a much more strategic approach to the exploitation of Gulf's motorsport involvement, something which has grown as Gulf has continued its motorsports programmes in recent times. For three years the Gulf colours were seen on some of the McLaren F1 sports cars that dominated GT racing in the mid 1990s. Ray

Bellm and James Weaver won the 1995 Global Endurance GT series for Gulf-McLaren and the only success that eluded the blue and orange cars was victory at the Le Mans 24 Hours itself.

For 2001, Gulf's centenary year, powder blue was back at Le Mans (the scheme had featured a darker blue during the 1990s) adorning the privately entered Audi V8 of Stefan Johansson. "It's one of the most evocative colour schemes ever," observed the former Ferrari Grand Prix driver. Johansson's Gulf-Audi team were front runners from the get-go in the American and European Le Mans series, but perhaps the team's greatest success was the surge of public affection towards the brand that the famous Gulf racing colours rekindled. This is something the company is looking to build on through its new International motorsport initiative. ●



Clockwise from top left: The Gulf brand being 'used to the full' by opportunist Italian race fans in 1969. Spot the Gulf pit-presence during this sports car race! The Gulf McLaren F1 GTR won world GT title in '96. McLaren again, this time the legendary, monstrous M20 Can-Am car



### FIA GT CHAMPIONSHIP : THE SERIES

After a hiatus in sports car racing in the mid 1990s when the rules and government of the sport seemed to conspire to stop what had been a true resurgence in the late eighties, initiatives emerged to rescue what had long been a popular area of motor racing.

The driving force behind the FIA GT Championship is France's Stephane Ratel. Ratel's thinking was that GT racing should return to the days of factory-supported privateer teams - without the sort of direct manufacturer involvement that had pushed budgets into the tens of millions and had often driven well-established teams away.

In 1997, sanctioned by FIA, Ratel set up a two class championship, ostensibly divided by the amount of power on tap. Cars like Chrysler Vipers, Ferrari Maranellos and Lister Storms sit in the GT class, with up to 600BHP available to them. The up to 470BHP N-GT category is the domain of the more economical, and usually more nimble, Ferrari 360 Modenas and Porsche 911GT3s.

The 10 race series visits some of Europe's top race tracks - from current F1 Grand Prix circuits like Monza, Magny-Cours and Barcelona through the classic Spa GP circuit to the fascinating tracks at Anderstorp in Sweden and Brno in the Czech Republic. The formats of the races themselves, whilst always being of a true endurance nature range from 500km / 3 hour "sprints" to the 24 Hour endurance classic at Spa. The FIA GT Championship benefits from being part of Eurosport's "Super Weekend" TV package with races often gaining extensive live TV coverage and being featured in a magazine TV series.

In the six years since its inception, the championship's status has risen as it has grown more professional. Grids for the races have increased steadily and more manufacturers have started preparing cars for teams to run in the series. More than 35 cars are entered for this year's championship and famous names like Maserati are looking at the FIA GT series for next year.

All in all Gulf could scarcely have entered the series at a better time.





 **FEDERAL  
MOGUL**

**The Best Brands for the  
Automotive Aftermarket.**