

Services you can trust

Gulf Oil International has a reputation for quality and this is reflected through the brand and organisation from its products, to its services and people.



At Gulf Oil International, we dedicate ourselves to working with each of our customers to understand their needs, solve their operational issues and build a long-term relationship based on trust and performance.

Whatever the nature and extent of your business, you can depend on Gulf to create and recommend the right solutions for your requirements, at the right time.

To discuss your needs in more detail, or if you want to find out more information, please get in touch with your local Gulf representative.

Quality Endurance Passion



Gulf Oil International Group



Quality Endurance Passion

Proud Global Partners of



An unrivalled history – an inspiring future

Gulf was founded in 1901, but we are very much a contemporary and forward-thinking company of today. In fact we're the **fastest growing lubricant business** in the world, and we currently supply products in over 100 countries.

From lubricants to filters, from car care products to retail fuel stations, Gulf offers a huge array of products and services in territories across the globe.

Whatever sector you work in, whatever your requirements, we have the capabilities to meet them. Thanks to our commitment to our customers across the globe, we have been named **'Downstream Oil Company of the Year 2016'** in the prestigious Global Energy Oil and Gas Awards 2016. Gulf Oil truly is an award-winning partner for your business.

Our history

With a heritage stretching more than 100 years, the Gulf brand is globally recognised and trusted by millions of consumers and customers. Ever since Gulf opened the first-ever branded drive-through petrol station in Pittsburgh, USA in 1913, we have led the way in fuel retail.

Thanks to our pioneering spirit, we began to develop other sites, branding them with the distinctive orange disc that still forms part of the Gulf logo today.

During the 1960s, Gulf developed high profile marketing campaigns, including sponsorship of the Apollo moon landings.

Gulf's instantly recognisable orange disc is now synonymous around the world with high quality products, innovation and technical excellence.



Key: ● Countries with Gulf presence ● Gulf Oil Marine major ports and blending plants



1901

Founded in Texas, selling gasoline in containers

1910

Gulf launches the world's first ever water drilling operation

1913

Introduces the first drive through petrol station

1926

Gulf purchases the Barco oil concession

1936

Gulf sells the Barco concession to Texaco

1943

Gulf establishes a presence in the oil fields of Venezuela

1971

Fame with "Le Mans" movie starring Steve McQueen

1975

Sponsors Porsche Racing. Gulf becomes synonymous with racing

1984

Bought by Hinduja Group to form what is today Gulf Oil International

2014

Gulf Oil is listed on BSE, India's premier stock exchanges

2016

Gulf enters into an exciting new partnership with Manchester United
Gulf finishes a strong 5th in the GTE AM class of the 84th 24hrs of Le Mans

We are in good company

Gulf is part of the Hinduja group, **one of the largest diversified business groups in the world**. Spanning all continents, the Group has offices in many of the world's key cities.

The Hinduja Group is a careful custodian of Gulf's high quality products and unrivalled pedigree. Under their leadership, Gulf has gone from strength to strength, while passionately promoting the heritage of the Gulf brand.

Gulf's core values

At Gulf we provide the highest quality products and services to our clients by constantly focusing on our three core values – Quality, Endurance and Passion.

Quality

- We produce quality products to meet market demands
- Our products exceed the latest industry standards
- All products are subjected to strict audit procedures to ensure consistent high quality

Endurance

- Our products and services perform consistently for longer than the competition

Passion

- Our brand exudes a winning mentality
- We are truly flexible and our genuine commitment to go the extra mile sets our brand, our people and our products apart



The Gulf mission and vision

We may have over a 100-year strong heritage in the fuel and lubricant sector, but we still maintain the youthful and fresh approach of a challenger brand.

We go the extra mile to inspire loyalty and trust from our customers, partners and employees. As the world changes, we remain agile and flexible enough to change too. We have big ambitions for the future.

By 2020 we will:

- **Be recognised as a top 10 global downstream company within the oil industry** – for value, volumes, earnings and brand recognition

- **Grow by introducing propositions that our customers value**, along with innovative products and technology
- **Double our manufacturing, marketing and sales of Gulf branded products**
- **Enhance our branded fuel station network**, growing to have a presence in more than 60 countries

To achieve these ambitions, we remain flexible, reliable and responsive. While our customers are our first priority, we also make sure we are responsible to society and the world which we live in.

We make a strong team

Gulf takes pride in being at the forefront of technology, and in the quality and performance of our products. That's why we team up with like-minded, leading partners across the world.



Red and orange: Manchester United



One of the world's most recognised and celebrated sports clubs, and one of the world's leading brands. We make the perfect partnership. Our sponsorship agreement with Manchester United means the distinctive Gulf orange disc will now feature on the club's digital perimeter boards during Premier League, FA Cup and League Cup matches at Old Trafford.

The arrangement enables us to engage with Manchester United fans across the globe, including 325 million followers in Asia, where we are rapidly expanding. It's the ideal opportunity for Gulf to expand beyond motorsport sponsorship and stand on the global stage.

We are cementing our partnership by hosting a number of exciting events, including Fan Zones, where supporters can come and watch live match screenings, and soccer schools to encourage the next generation of talent.

A world of difference: World SuperBikes

We are delighted to be taking part in the 2017 World Superbike Championship (WSBK) in partnership with two extremely strong racing teams.

Althea BMW Racing

We are technical partners to Althea BMW Racing, the squad backed by leading motorbike and automobile manufacturer BMW. Althea won the rider and team World Superbike Championship crowns outright in 2011, and continue to win numerous races in the series.



Milwaukee Aprilia

We will also partner Team Milwaukee, who will be running the Italian manufacturer Aprilia's factory race team. Aprilia is part of the Piaggio Group, which also includes the Vespa and Moto Guzzi brands. With sales of more than 600,000 motorbikes a year, they are the largest motorcycle manufacturing group outside Japan.



The new season started in February, at Phillip Island in Australia. We are really looking forward to working with both teams in 2017!

Going the distance: The World Endurance Championship



Gulf is partnering Gulf Racing in the FIA World Endurance Championship (WEC), a competition that is designed to test a driver's endurance to the limit.

The Gulf Racing has a history that stretches back to the 1930s, but it was in the 1960s that cars started to have the distinctive blue and orange livery.

A first-class delivery: Rising Pune Supergiants



Gulf Oil Lubricants India Limited is proud to be sponsoring the Indian Premier League cricket team 'Rising Pune Supergiants.' The team contains cricket stalwarts like Kevin Pieterse, Faf du Plessis, Steven Smith and Ajinkya Rahane, and they are a leading contender for the IPL trophy this season.

Faster, further, stronger: The Gulf Top Fuel Drag Racing Bike



We are proud sponsors of the Gulf Top Fuel Drag Racing Bike, a vehicle so powerful it can outpace a Formula 1 car and even an F-16 jet! In 2016 the Gulf Top Fuel Dragbike team achieved their tenth European Championship, and driver Ian King finished the season with a new personal best at Santa Pod Raceway of 5.9646 seconds at 232.57 mph.

That's a new world record – and Ian achieved it by using standard, off-the-shelf Gulf products.

We're proud to support our local partners too!

Our sector experience: a world of expertise


At Gulf we maintain a customer-focused culture where we ensure we never miss a delivery. Having developed a unique state-of-the-art high-tech tracking system, which has an American Patent Pending, we have the capability to track shipments and predict delivery location to effectively manage cost and offer assurance.

Gulf Oil Marine

So many industries rely on the very best lubricants and oils to keep parts working and business moving. Since 2008 we have been providing the shipping industry with high quality marine lubricants. We now service over 1,000 ports across the world every day and have unparalleled expertise and technical know-how across a range of sectors, ensuring that all aspects of marine vessel lubrication run flawlessly.

We work closely with customers to provide supplies and technical solutions efficiently and cost-effectively. By supplying in-full and on-time, and delivering highly qualified and experienced marine technical services wherever and whenever needed, we have become one of the world's leading suppliers of marine lubrication solutions, trusted by our customers across the globe.



 always
at the ship's side



Our lubricants range

We are experts in developing high quality lubricants to keep vehicles, equipment and machinery running. Gulf Oil offers five different types of lubricants: Fleet and Commercial; Industrial; Agricultural, Automotive; and Marine. Each of our products lead the market in terms of performance, technology and compliance with the latest regulations.

Approved by leading Original Equipment Manufacturers

We work closely with a number of Original Equipment Manufacturers (OEMs), helping them develop new products and get them to market. By taking a flexible approach, we make sure the end users get authentic and superior products, and OEMs get to reach as wide an audience as possible, thanks to our distribution network.

Automotive

Gulf has developed a wide range of lubricants for cars, light commercial vehicles, motorcycles and small boats. Blended with our advanced additive technologies, every product is designed to enhance performance, reliability and longevity.

We have recently redeveloped the Gulf Formula family of high-performance, synthetic oils to meet the latest specifications. The range comes with approvals from a number of key OEMs, including Mercedes Benz.

Passenger Car Motor Oils (PCMO)

Whether you are a business delivering goods by road, or you are a car driver reliant on your vehicle to get from A to B, you want to be sure your vehicle will never let you down. We offer a range of engine oils to maximise your engine's performance and deliver outstanding protection against wear.





Transmission Oils

Our high quality transmission fluid is designed for transmission and power steering applications in a wide range of vehicles. With enhanced wear protection and superior thermo-oxidative stability, it helps to extend the life of your fluid and your equipment, delivering excellent drivability and smooth performance.

Classic

Our Classic range is designed to meet the needs of classic car owners. Products are formulated to protect and lubricate older engines to ensure that the treasured vehicle continues to run as it should. We offer Gulf Classic 30, Gulf Classic 50 and Gulf Classic 20W-50, covering the majority of classic cars around the world.

Motorcycle Oils

Whether motorcyclists are using their vehicle for the everyday commute or for long distance travel, Gulf lubricants can give them the confidence their bike is getting the best possible protection, and delivering excellent performance. We also offer a range of lubricants for touring and racing bikes, for every climate and every type of riding condition. Our focus on performance is emphasised by our ongoing partnerships in the WSBK championship.

Leisure-Marine

Motorboats, yachts, launches and other small craft are powered by either 2-stroke or 4-stroke engines. We offer a range of high performance oils for these engines, including a biodegradable outboard engine oil to minimise water pollution, and a catalyst-compatible 4-stroke oil. The range also includes our recently launched gear oil for leisure marine craft.

Keeping you on the road: Gulf Commercial

Gulf is well known for the comprehensive set of engine oils we provide for commercial road transport customers all over the world.

Commercial Road Transport

Thanks to our recent enhancements of our product portfolio, we can offer an oil for virtually every truck, bus or other heavy-duty vehicle on the road today. Many of our oils have been approved by leading engine manufacturers, including Mercedes Benz, MAN, MTU, Cummins, Detroit Diesel and Mack.

Construction

Thanks to our first-hand experience of maintaining earth moving machinery, we have developed a range of lubricants for construction and off-highway equipment. Our products include:

- Extremely robust lubricants and greases, designed to stand up to the toughest conditions
- Gulf Fidelity – ideal for use in pneumatic tools to prevent deposit build-up in the compressor
- Mould release compounds – specially designed for applications involving poured concrete, enabling the removal of wood and steel without damage to the surface

Commercial Transport

We offer an extensive range of oils and lubricants for the commercial sector. The range stretches across fuel-efficient engine oils, synthetic oils, and multi and mono-grade lubricants.



Whatever your needs, we have the fluids to deliver:

- A range of performance levels available, from modern fleet usage to specialist vehicles in rugged and remote conditions
- A high-performance range of transmission fluids
- Zinc-free lubricants for modern, high-speed diesel engines used in railway networks





Fuels Retailing A sign of quality

The Gulf brand and orange disc are symbols of quality and service across the world. All our retail sites, which are situated in over 20 countries, are independently owned and managed, but licensed by Gulf.

Unlike many other oil brands, Gulf offers true flexibility by enabling licensees to run their business the way they want to.

Licensees can market our premium lubricants to build up a very loyal target market. The opportunities are far-reaching:

- Enter into a partnership with a convenience brand store to enjoy even bigger margins and increased footfall
- Use Gulf customer fuel cards to promote sales and customer loyalty

- Open a service workshop to attract more customers and cross-sell lubricants and fluids
- Enjoy the right to use the Gulf brand for your distribution network

We are opening up **new networks in countries across the world** and aim to have a presence in 60 countries within 5 years. We can work closely with licensees to help them get onboard and find the right solution, at the right time.

Gulf is the **fastest growing fuel retailer in the UK**, with over 500 outlets currently in operation. We aim to be within the top 4 networks across the country.

Industrial

Our Harmony range of hydraulic oils is well known for its high-performance and anti-wear capabilities, both of which are essential in industrial applications.

- The portfolio is supported by the Gulf Technical Team, so you always know you are using the right lubricant for the task at hand
- We offer oils for almost every type of industrial machinery, such as specialised oils for geared transmissions and open gears
- Gulf Fidelity and Gulf Crest products also offer a comprehensive range of compressor oils

Agricultural

The agricultural sector has a wide range of applications where the right lubricant is essential. We have the technology and the products to deliver:

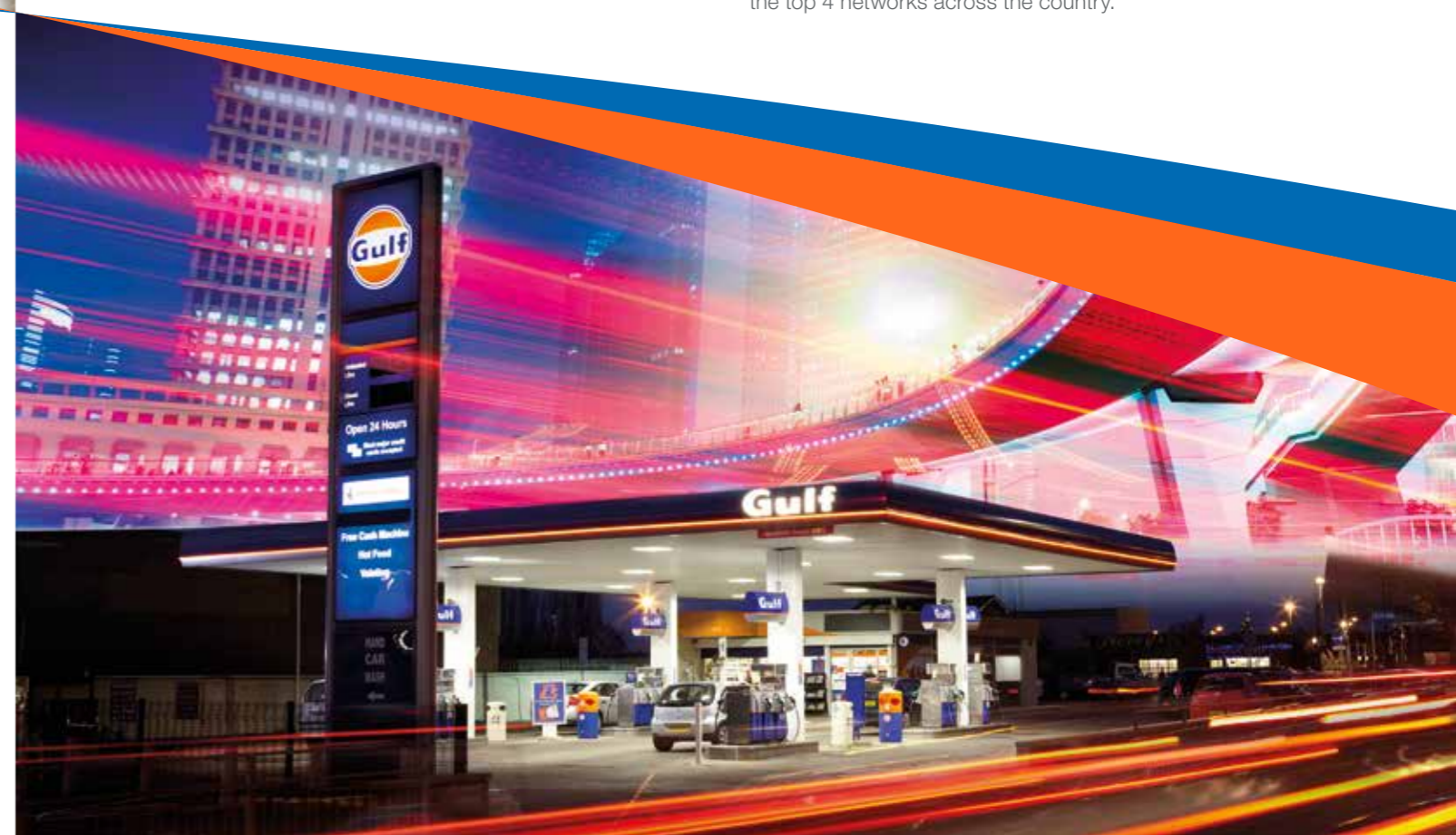
- Multi-functional lubricants for use in engine and hydraulic brake systems
- Bio-degradable fluids for agricultural and forestry machinery which protect the environment in case of spillage
- Gulf Argenfruit – a range of oil-based insect pest control products that leave no toxic residue

Mining

From drilling to cutting, from grinding to forming, Gulf offers a product to suit every metal process.

We offer a range of mining products formulated to deliver a clean, untarnished surface and prolong tool life:

- Water-based and neat oils for re-shaping metal
- Complementary products for metal quenching to guard against corrosion
- The Gulf Way range of slide-way lubricants can be used in machine tool operation
- Degreasers and cleaners to prepare components for painting or other treatment



Gulf Express Superior oil service

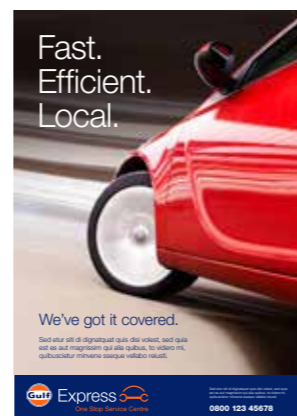
We believe product is only half the story. So we make sure Gulf Express offers a fast, premium quality service to motorists.



Visit Gulf Express for an oil change, and you will receive a friendly, while-you-wait service in a comfortable environment, with newspapers, free internet access and complimentary tea and coffee.

All our sites are conveniently located, and carry all the relevant parts to make it a true one-stop-shop service. There's no need to make an appointment, just drive in and our engineers trained with OEM certification knowledge will quickly and efficiently take care of everything for you, at a competitive price.

Gulf Express is currently available in various countries in Asia, Middle East and South America, Gulf intends to introduce this service in many other countries in the future.



Gulf Aviation Going beyond the rest

We deliver aviation fuels and lubricants to a wide range of customers across the UK.



From commercial airlines through to regional airports, from flying clubs to charter and management companies, we have the products and the regional presence to be able to deliver.

We focus on one thing. The customer.

By building relationships on trust, service and quality, Gulf Aviation will keep business fuelled and aircraft in the air, whatever the requirement.

