



Gulf scoops lubricant industry award in China

Gulf Oil China has won the award for the “Lubricant Brand with the Most Growth Potential,” at the prestigious “Lubricant Industry Evaluation Awards 2014” event held in Beijing, China.

The evaluation was independently carried out and covered most of the lubricant brands available in the Chinese market. More than 50 leading lubricant brands were invited to join the competition and 186,280 valid votes were collected through votes cast from within the industry. Brands up for consideration included Mobil, Castrol, Shell, Total, Fuchs and Repsol.

“The award is really exciting news for us and proves that Gulf is now a premium brand readily accepted in China,” commented Arthur Liu, General Manager of Gulf Oil China.

“It is also a measure of how far Gulf has come in a relatively short period of time,” added Jan Trocki, Vice President of Strategy, Gulf Oil International. “This year, we have opened up new offices in Shanghai and Beijing, set up an OEM-focused team, and increased production in our Yantai plant, where we are also building a new warehouse, which has almost doubled the size of our distributor network.”

“The award will encourage us to make even greater efforts and investment on developing and marketing the brand and its products in the country,” concludes Arthur Liu. “Gulf definitely has a bright future in China - I am confident of that”.