

IT'S MORE THAN JUST OIL. IT'S LIQUID ENGINEERING.



**MARKET**

Castrol's international presence is strengthening all the time with over 12,000 people currently helping to keep every modern industry running smoothly in 130 countries across the globe. Cutting edge research and development is still fundamental to their success and for that reason they employ more fluid dynamics engineers than Harvard, Cambridge and M.I.T. combined and place researchers on factory floors instead of laboratories to better understand and test their oil. They are the only lubricant in every BMW, Mini, Jaguar, Volvo, Land Rover, Volkswagen, Bentley, Porsche and Komatsu tractor that comes off the production line. They are the largest supplier of lubricants in the United Kingdom with half of the cars across Britain running on Castrol oil. They're also the only oil that Rolls Royce insists on using in every single one of their airplane engines. They consult with car manufacturers, even before a new car is on the drawing board, to begin designing a suitable lubricant. In the East, they are the first oil company to meet the stringent JASO (Japanese Standards Organisation) specs for two-stroke motorcycle engine oils and millions of motorcycle riders all over the world depend on Castrol to keep their machines in peak condition. Their involvement in the motor sport industry is ever increasing, they are in the pits at every F1 race, analysing the oil for imperfections at every stop. They are the people

who broke the world water speed record at 119 mph and Donald Campbell's Bluebird K7 jet boat reached 300 mph using Castrol and making him the fastest man, ever, on water. Castrol helped create the engines that flew the world's first jet airliner and assisted the Concorde, the world's first supersonic airliner, in reaching speeds of up to Mach 2. Their technology helped win 160 World Motorcycling Championships and thirteen Drag Racing World Championships. They're also the strength behind John Force, the Michael Jordan of funny car racing, who has won twelve of the last fourteen NHRA Championships. They are the lubricants that powered the Thrust II rocket car past the speed of sound and set the World Land Speed Record at 763 mph. In fact 21 of the 28 successful world land speed record attempts have been powered using Castrol oil!

**HISTORY**

On 19th March 1899, Charles 'Cheers' Wakefield set up an oil company in England which, within ten years, had produced a new lubricant that would revolutionise the transport industry - he called the new oil Castrol. To this day this name is synonymous with speed, endurance, innovation, success and reliability. Whether on land, water or in the air Castrol's products and activities are testament to the company's passion for high performance and cutting edge technology.

The success of the company owes much to the original philosophy of Charles Wakefield. He drew on the help and encouragement of his customers in developing his new Castrol Oils because he had the foresight to see that working in partnership was the best way to achieve success for both parties. This rationale is as relevant to us today as it was then.



Charles Wakefield played a major role in the rapidly developing transport industry, placing his faith in the potential of the internal combustion engine as the power source of the future. Working hand in hand with pioneering aviators and motorists of the day as aircraft, the motorcycle and the motorcar were emerging, he aimed to create the highest quality engine oils - and then to improve them. In doing so, he contributed to exciting record achievements. It was natural that Castrol was the chosen oil for breaking world speed and endurance records, on

land, on sea and in the air. The Land Speed Record alone has been broken an amazing 21 times by cars using Castrol lubricants.

Castrol products were tested and proved at the very limits of endurance...a technique they continue to this day. Many of their lubricants that started out as competition grades have become available to the everyday motorist, allowing millions of people worldwide to share in the benefits of race-proven technology.

Castrol's founder was also a pioneer in marketing - before marketing had even been invented. His strategy of advertising record-breaking and sporting feats achieved by pace-setting Castrol users was pure original thinking.



and certainly put Castrol 'on the map' in England and around the world. Castrol's support of international teams in many areas of motorsport continues to be a key part of their promotional activity in the new century.

Since men have been making motor cars, Castrol has been making the oil that went inside them. Practically every technical advance in lubrication over the last 100 years has been due to Castrol's passion for making the best oil possible. Castrol invented the first multigrade oil, which functions at high and low temperatures and eliminates the need for summer and winter variants. This innovation truly revolutionised all future oils and went on to become Castrol GTX, the world's best selling oil, and the first motor oil suitable for any car, under every condition.

**PRODUCT**

Castrol did not only invent the first multigrade oil. They have been powering the world's fastest machines for over 100 years, continually innovating and driving the forefront of lubricant technology. Castrol invented both the first semi-synthetic and fully synthetic motor oil, giving engines a previously unattainable level of performance and cleanliness. They created Castrol 98, a fully synthetic jet engine oil, which made air travel cheaper and engines more efficient. They also introduced Castrol Dynamax, the first proven fuel-efficient diesel oil. Castrol was also the first to add metallic soaps to oil, dramatically improving its performance and durability and they created the SDOCP additive, the anti-sludge technology that neutralises the components of sludge before they have a chance to develop. Today, Castrol continues its dedication to technology, offering products like the world's first biodegradable marine lubricant and born from the passion for cars that they share with their consumers, launching their best motor oil yet, Castrol Edge.

**RECENT DEVELOPMENTS**

Whilst Castrol has been present in the region for many years, developing a network of distributors to serve the market, it is the next five years that will shape Castrol's future market position in the Middle East. As part of a global drive to develop key markets, the objective will be to position Castrol in this region as a leading lubricants brand and to enable this the organisation is busy helping their distributors, training them to be more than just sales people, but creating brand ambassadors.

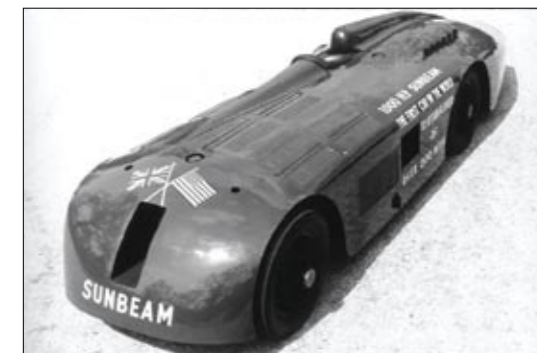
The change in Castrol's look and feel will enable the brand to present one unified image globally and, at a regional level, signal the fast paced market within which we reside. They are also re-arranging their product range to better suit the local region. With years of experience they have appreciated that the Middle East has specific needs which need to be taken into consideration when it comes to lubricants.

These are primarily directly related to climate and Castrol is primed to tackle these needs. Further to the restructuring of their existing products they are planning several launches in 2006. The products being launched will tackle varying target markets. Each of these products is specifically engineered for the Middle East while taking their core technology from Castrol's vast global network and experience.

**PROMOTION**

Castrol worldwide is a household name. It is a brand that incites memories of childhood and daydreams of racing cars. The brand has been built with passion over 100 years across the world. In 2006 they will begin to communicate the brands' fascinating history across the Middle East through a variety of media including TV, cinema, print, online and a host of sponsorships and events. As the Castrol story is told to the target market it will enlighten them not only as to what the benefits of using Castrol are but also educate them about lubricants.

Much of their target market feels they have never been spoken to directly or in a voice to



which they can relate. Castrol has spent years understanding these consumers and is now prepared to speak to them, gain their trust and eventually build a local following as impressive as its global one.



**BRAND VALUES**

Over the years Castrol has used many terms across the globe to explain its brand values. In the past terms like "Oils ain't oils", "Oil is too small a word for it" and "Mad About Oil" have been used to explain what Castrol is and does.

The same degree of expertise, knowledge and passion present in the transformation of rocks, sand and iron into the modern and classic architectural masterpieces found in Dubai, in Kuwait, in Jeddah, in Beirut, in Petra and in Bahrain is the same expertise, knowledge and passion they put into every product they make.

Quite simply Castrol is more than just oil. It is Liquid Engineering. They engineer their lubricants to be the best and they have been pursuing this single minded objective for more than a century. Castrol is proud of its history; in the Middle East we will be even prouder of our future.

[www.castrol.com](http://www.castrol.com)

**Things you didn't know about Castrol**

Castrol makes electricity more affordable for 30% of Britain by making power turbines run smoother and helps millions of people get to work every day by ensuring that the turbines that power the 'tube', London's underground railway, stay on-line.

Castrol helped deliver the first mailbag by air in 1911.

Castrol produced the world's first skywriting advertisement - a 3-mile long 'Castrol' written above St Paul's Cathedral in London.

Castrol helps supply the world's gold by protecting mining equipment parts from harmful elements above and below ground.

Castrol is the only motor oil chosen for BMW, SAAB, Volvo and Ford racing touring cars.

During WWII, Castrol brought news to millions of people by keeping printing presses all over Europe running smoothly.

Castrol produces Oiit, used to keep cricket bats and hockey sticks from splintering.

