

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



Market

Ever since its invention, Castrol has been synonymous with premium quality, high performance and cutting edge technology. Castrol has developed the world's most advanced engine oils and fluids in the course of the twentieth century.

In the enviable position of being perceived as a premium specialist brand, Castrol benefits from a strong relationship with customers and consumers. Castrol has worked hand in hand with customers in every field of commerce and industry to develop the right products for their needs. There is no area of everyday life that the brand hasn't left its mark on.

Castrol Romania was established in Bucharest in 1993. Although economic growth was much slower than in Western Europe, by 1995 the company succeeded in reaching a market share of 14% for Castrol motor oils, while the industrial business also showed a healthy increase. Today, in Romania, Castrol has a 16% share of the imported lubricants market.

Achievements

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, having the foresight to see that working in partnership is the best way to achieve success for both parties. This rationale is as relevant 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 of the future. Working hand in hand with pioneering aviators and motorists of the day as aircrafts, motorcycles and motorcars developed, he aimed at creating the highest quality engine oils - and then improving them. In doing so, he contributed to exciting record-breaking achievements. It was natural that Castrol was the chosen oil for breaking world records for speed and endurance, 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 have always been tested and proved their capabilities at the very limits of endurance. Many of the lubricants that started out as competition grade products 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. 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. The support of international teams in many areas of motor sport continues to be a key part of Castrol's promotional activity in the new millennium.

With more than 100 years of experience in satisfying customers' needs, Castrol remains as committed today to providing the most technically advanced lubricants and services as Charles Wakefield was when he founded the company.

History

In March 1899, Charles 'Cheers' Wakefield founded CC Wakefield & Co Ltd., later to become Castrol. He was the man behind the 'Wakefield Lubricator', patented in the 1890s for lubricating the axlebox of steam locomotives, an invention that is still in use today. The Wakefield Motor Oil 'Castrol brand' was registered in 1909.



The 1920s brought new accomplishments for Castrol. Thus, Castrol 'R' helped flight pioneers Alcock and Brown achieve their first non-stop flight across the Atlantic. In 1925, M. Campbell set a new World Land Speed record. W. Handley became the first rider to win two Isle of Man TT races in one week. Bentley won Le Mans in 1928 at an average speed of 69 mph.

The Wakefield Trophy award for World Land Speed Record holders was created by Charles Wakefield in early 1930s. Other memorable events during that decade included Amy Johnson becoming the first woman to fly solo from England to Australia in 1930, and the appearance of the detergent-based "Patent Castrol" for cleaner engines in 1935.

The record-breaking continued both in motor sports and in the development of new Castrol products: the first semi-synthetic racing motor oil, Castrol R20, developed in partnership with Mercedes Benz in 1953, the luxury liner Queen Elizabeth II, launched in 1967, and the first multigrade oil with a 20W/50 viscosity rating, Castrol GTX, produced in 1968, are just a few examples.

Other records and achievements for the brand include the Toyota Castrol Team led by Juha Kankkunen winning both the Drivers' and Manufacturers' titles in 1994; G Capellini being named the Formula 1 Powerboat World Champion for the fourth time in a row in 1996; and a new World Land Speed Record of 763 mph (1227 kph), faster than the speed of sound, set by Andy Green in the Thrust SSC, in 1997. The same year, Jacques Villeneuve wins the F1 Drivers Championship, and Williams the Constructors.

Just before the turn of the twenty-first century, Castrol celebrated 100 years in existence. The new century also saw C. Edwards win the World Superbike Championship on a Honda VTR1000 SP-1, G. Capellini became a speed-boating legend, winning his sixth title in 2001, and teams using Castrol triumph in five World Championships, including a tenth title for drag racer J. Force.

Product

Most people know Castrol best for its industry-leading motor oil and lubricant products like Castrol GTX, and Castrol Magnatec. But Castrol also plays a major part in satisfying everyday motoring needs, including supplying motor oils and gear oils, transmission lubricants, brake and clutch fluids, antifreeze, coolants and greases - all formulated to meet different local requirements and conditions.

Castrol has a real understanding of drivers' relationships with their car - from those after top performance from their motor oil, to those seeking reassurance and reliability.

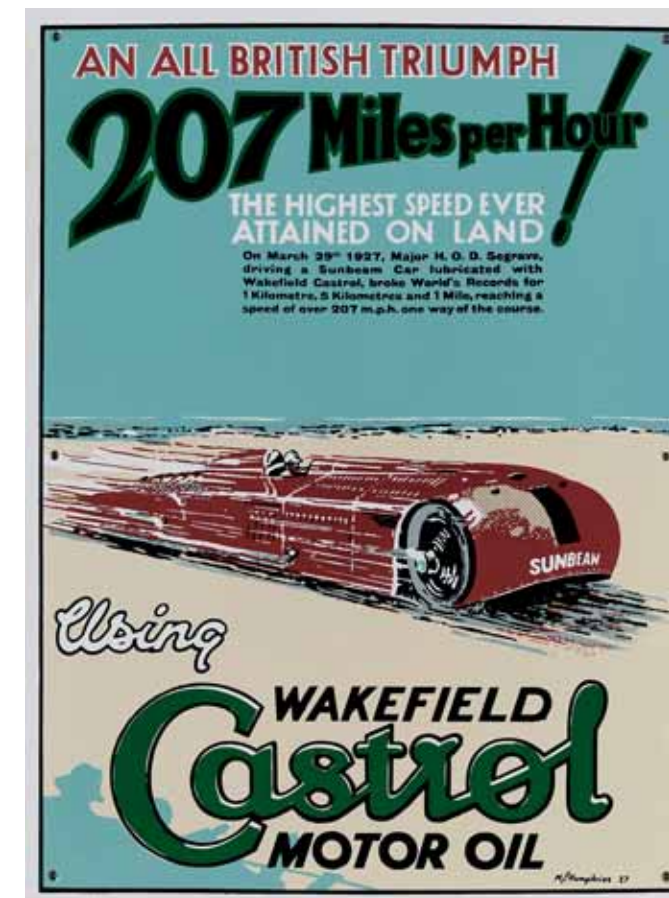
Castrol's expertise has developed alongside the motorcar - as engines have become more and more complex, so Castrol lubricants have advanced to meet tougher specifications.

Castrol's role is to recommend and supply the right lubricants, greases or fluids for a specific application, as well as to diagnose and solve operational problems. The end result: better vehicle performance, better business performance.

Recent Developments

Castrol's global headquarters for R&D, located in Pangbourne, UK, also co-ordinates the work carried out in its Technical Centres of Excellence across the globe, including the US, Germany and India. Castrol's research facilities liaise closely with leading manufacturers, scientific and technical centres and universities, thus maintaining and developing its partnership approach.

The company's focus on technology has led to the creation of industry-leading products such as Castrol Magnatec - one of the best engine-wear lubricants in the world - or the best-in-class fuel economy products for diesel trucks, such as Castrol Elixion - the only 'heavy duty' lubricant to guarantee the customer 4% fuel savings - as well as unrivalled motorcycle products.



Such innovative technology has enabled Castrol to offer outstanding, world-class products to major Original Equipment Manufacturers (OEMs) such as BMW and Volkswagen.

In addition to research and development in the field of automotive engine lubricants, Castrol also devoted significant resources to the development of products for other vital areas, such as driveline applications, marine transport and the industrial sector.

At the same time, the 'green agenda' is very important to Castrol. Thus, its development teams have continued to explore ways of making lubricants more environmentally friendly while maintaining high levels of performance.

No other oil company or sponsor in history has displayed a stronger commitment to the Land Speed Record than Castrol. Since LG Hornsted's success at Brooklands, back in 1914, the Land Speed Record has officially been broken 38 times, and on 21 of those occasions, it was broken by vehicles using Castrol lubricants.

Today, Castrol holds the record with the Thrust SSC, thanks to driver Andy Green, who set a supersonic record of 763.035mph (1228kph) in the Black Rock Desert, Nevada, on October 15th 1997.

Castrol's vision is to become the undisputed global leader in the automotive premium lubricants business, and to put customers and consumers at the heart of its business.

Promotion

Castrol's consumer communication recognises the significance of the role that vehicles play in people's lives.

The brand's advertising is based on the "More than, More than" principle and on photography which demonstrates the relationship between man and machine.

In 2006, Castrol brought the brand up to date by changing its logo, enhancing its 3D elements. As part of this modernisation process and in line with the brand's evolution, Castrol is radically refocusing its communications to stay relevant to people's lives and to reflect the brand's personality.

Brand Values

The new Castrol brand essence is "The Strength Within", which speaks about Castrol's passion to help people get the most

from their vehicles. Castrol gives people the same confidence that they invest in their businesses, their families and loved ones, by offering them the best oil. Castrol is peace of mind and security, the knowledge that they've done the right thing and have shown that they



care. Castrol is the strength within. It means that Castrol gives customers and consumers, confidence and security, the knowledge that the best inside is bringing the best out.

The four brand values of Castrol are: Passion, Performance, Progress and Honesty. Castrol is passionate about helping consumers get more out of life through their vehicles, and helping business customers to be successful and to win. It is driven by performance and innovation, while working to protect the environment. Castrol challenges the status quo, and never stands still. It gives its consumers honest, clear messages.

The global tagline "It's more than just oil. It's Liquid Engineering," expresses the essence of what Castrol offers consumers. It's an idea that links the "more than just a vehicle" lifestyle to the "it's more than just oil" concept. It's 100 years of specialisation brought together in two words: Liquid Engineering.

www.castrol.com/ro

THINGS YOU DIDN'T KNOW ABOUT

Castrol

- Castrol is the oil that took John Al. Cock and Arthur Brown on the first ever trans-atlantic flight
- Castrol invented additive technology, the breakthrough that every motor oil uses for better reliability and efficiency today
- The world's first 'skywriting' advertisement was a three-miles long "Castrol" above St. Paul's Cathedral
- Castrol invented motorcycle oils and is the dominant player in motorcycle oils today
- Castrol is the only lubricant approved by BMW for all its racing engines
- Castrol is the oil in every BMW, MINI, Jaguar, Volvo, Land Rover, and Komatsu tractor that comes off the production line