



# Media Release

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## **For Immediate Release**

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## **Gulf Western Return To V8 Supercars**

Gulf Western Oil, a name previously synonymous with V8 Supercar racing will return to the Fujitsu Development Series this year after today announcing a naming rights deal with David Sieders and the Sieders Racing camp.

Back with a familiar flame design livery, Sieders' new Gulf Western Ford is similar to that of the original Dale Brede piloted Gulf Western Falcon that finished second in the 2002 V8 Supercar Development Series Championship.

Launching the new partnership today at Sydney's Oran Park, David Sieders was quick to welcome Gulf Western back into the V8 Supercar arena.

"We feel quite honoured that Gulf Western have put their faith in our team for their return back into V8 Supercars. As a sponsor, they have had a swag of previous achievements in V8 Supercars and to know that Ben [Vicary, Gulf Western MD] and his team feel we can continue that success is really rewarding," said David Sieders.

Sieders, who has earned himself a solid reputation after working his way into the V8 Supercar Development Series through Formula Ford, is ready to make a big splash in the 2008 season.

"We had a reasonable season last year in the Development Series but now that we have the increased budget and the support of a naming rights sponsor, I can't wait to see what we can do in 2008. For most of my career I have known that given the right opportunity I could do really well and I think this year will be when it all comes together," Sieders explained.

"The Development Series is such a competitive category now, so I don't want to make any big statements on where we will finish the season but we are quietly confident we're going to do well," Sieders concluded.

For Gulf Western Oil, a return to V8 Supercars has been looming for a few years but sourcing the right team with the right driver has been the first priority.

"We have never been too far away from motorsport, in fact after leaving the V8 Supercar arena we got heavily involved in drag racing, which also proved to be a successful marketing platform for us. The reality is that no motorsport in the country gives you the bang for your buck like V8 Supercars, that's why we are delighted to be involved again," said Ben Vicary, Gulf Western's Managing Director.

"We are very impressed with David and the whole Sieders Racing outfit. Just like Gulf Western Oil, they are a strong family unit and also have similar values and interests, and we think it's areas like these that can make all the difference in a business partnership like sponsorship."

"Gulf Western has continued to grow substantially over the past few years to the point that we are now the largest Australian owned lubricant company. We see our return back into V8 Supercars as the way to keep the momentum going, not only with our brand but with our hundreds of loyal customers," Vicary concluded.

## **For Further Information**

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