Teamwork is the only way

LUIS MILLA
Olympic and Under 21s National Football Coach

widening the boundaries
Teamwork is the only way

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Once again, I have been given the honour of talking to Oleum readers through this editorial. This issue focuses on pushing the boundaries, which is particularly inspiring in times such as these. However, when times are hard there are more opportunities to improve, because that is when we give our very best.

If you take an objective look at what is happening in Europe, you will see that the crisis has been caused by numerous factors that have combined to create this current climate of uncertainty.

On the one hand, after the two World Wars, Europe was divided into two parts that were always at loggerheads. It was during this period that Western Europe decided to unite, an idea that eventually led to the Treaty of Rome. Meanwhile, Eastern Europe's countries were doing the same, although Russian (or USSR) dominance meant they were somewhat less successful. This end of this chapter in history is usually considered the fall of the Berlin Wall in 1989. This was the start for a period of great confidence in Europe. There were excellent perspectives for growth with the opening up of Eastern European markets and more countries were joining the European Union. All eyes were on the euro, a key milestone in European construction. The 1990s and the first decade of the new millennium were an extremely prosperous time, when interest rates fell and the economy grew. This was particularly important in countries such as Spain, which saw tremendous economic growth based on the real estate boom.

In the meantime, at the end of the first decade and beginning of the second decade of this century, the BRIC countries (Brazil, Russia, India and China) were growing fast due to their vast populations (these four countries are home to almost half the people on the planet, with nine times the population of the United States and six times that of the European Union), access to an organised market economy and high domestic and foreign confidence in their potential. Time along will tell whether these economies will overheat and the bubble will burst. However, that’s a topic for a different discussion.

The United States credit sector was the first to crash, which had a knock-on effect in Europe. However, because they are so different, the euro zone countries have been affected in different ways. Germany, which had worked hard to integrate East Germany, had a less overheated economy than the faster-growing PIGS (Portugal, Ireland, Greece and Spain). Maybe we should change this to PIIGS to include Italy.

Meanwhile, the BRIC countries are still growing, boldly overtaking Europe’s biggest economies. At the current rate, Germany will be the only European state left among top 10 world economies. Although we would rather not admit it, the economy is swinging from the Atlantic to the Pacific. The “Far East” is already at the core of the global economy. And Europe is now the “Far West”. These effects, among others, have led to a serious loss of confidence in Europe, and not only its self-confidence, but also outside confidence, at least to some extent.

What I am getting at is this: Europeans need to create a base with which to compete. This base is called Europe. We have to find ways to grow both inside and outside our borders. In Europe, we must keep building the European Union with determination. This must start with economic and fiscal union and culminate in political union. But also outside Europe. Only by widening our horizons will we be able to compete in today’s economy.

CEPSA Lubricantes is already doing this. We have increased the number of countries to which we sell from 25 to more than 80 in just a few years. Exports account for an increasingly higher percentage of our sales. We are going to keep working towards selling more outside of Spain than in Spain.

We are pushing more than purely physical boundaries. We are also changing the way we do things, keeping our roads in better condition with latest generation CEPSA nextgen asphalt products and by using CEPSA Motorcheck, an advanced diagnostic system for car engines based on a physical-chemical analyses of the lubricant, which we offer through our Órbita CEPSA garages. Others have also done it, shifting the boundaries of what we all thought a car was supposed to be by creating hybrid vehicles. We have just launched a lubricant for these engines, developed both for petrol and diesel. We have also broken down barriers in communications. Nowadays, information flows freely and almost instantly on the Internet; we communicate in new ways, such as smartphone applications and BIDI codes. You can read all about this in this issue of OLEUM.

We will keep striving, in our own way, but also adapting when needed, to keep WIDENING THE BOUNDARIES.
CEPSA Group has expanded its market by acquiring a 100% stake in Chevron España.

**CEPSA acquires Chevron España**

**CEPSA has acquired the Land Lubricants businesses in Spain, Portugal and Gibraltar and Aviation Lubricants on the Iberian Peninsula and Balearic Islands.**

The Group has also acquired 136 new employees as part of the operation, mostly from Chevron España, S.L.U. and its subsidiaries. The company has been renamed CEPSA Carburantes y Lubricantes, S.L.U., and has become part of the Oil Sales business unit. Following agreements between CEPSA and Chevron, Texaco products in Spain, Portugal and Gibraltar production and marketing will be managed by CEPSA Lubricantes, S.A. at the lubricant blending and coolant production plant in Paterna, Valencia. This move further strengthens CEPSA’s leading position in Spain’s lubricant market.

In addition, the 64 service stations currently operating under the Texaco brand in the Canary Islands will be absorbed by our service station network in the Canaries.

This has strengthened CEPSA’s fuel distribution business on the “Lucky Islands”, where it has had a foothold for over 80 years, and is proof of its commitment to guarantee supplies to Islands. This change will also make Group more competitive in the region, because it has added a new line of business, i.e. distribution, to the value chain, which includes everything from crude oil processing at the “Tenerife” refinery to marketing of its by-products on the Islands.
PROAS, with motor racing

On 21, 22 and 23 April, CEPSA was three-times present at the Los Arcos de Navarra Circuit through its subsidiary PROAS (Productos Asfálticos, S.A.). The track is made from STYRELF BM 3c, a bitumen product modified with elastomeric polymers.

This innovative product is the result of a chemical reaction that makes these binders very different from traditional bitumens, making them highly elastic and resistant to ageing and permanent deformation with low thermal susceptibility.

CEPSA was also responsible for the lubricants used in the MOTORRAD team’s bikes competing in the Spanish Speed Championship in the Stock Extreme and Moto2 category.

CEPSA was at the second KAWASAKI Ninja Cup 2012 test.

Drive on a new road again with PROAS

PROAS (Productos Asfálticos, S.A.), a subsidiary of CEPSA, has launched a new advertising campaign with the slogan “Con PROAS, vuelve a estrenar carretera” [Drive on a new road again with PROAS] in all kinds of advertising media.

The campaign provides information about the wide range of products for keeping highways in good condition that are able to meet customers’ needs. The campaign urges users to choose PROAS as the only way “of investing in high-tech products designed to extend the life of the road”.

PROAS at BATIMATEC 2012

From 3 to 7 May PROAS took part in BATIMATEC 2012, the 15th annual Building & Construction Materials International Exhibition, held at the Palais des Expositions d’Alger (Algeria).

This event is sponsored by the Algerian Ministry of Housing and Urban Planning, and is a meeting point and a business opportunity for local and foreign companies, government agencies and business associations involved in the construction industry.

PROAS, a subsidiary of CEPSA Group, showcased its CONSTRUCEP brand range of SPECIAL PRODUCTS for Support of Construction at the event, as part of its export and international market expansion strategy.

Product information at: www.proas.es

PROAS Technical Workshops in Andalusia

These workshops for Engineers at the Andalusian Government Public Works Agency were held on 9 May in Seville and 10 May in Granada.

The activities were organised by the PROAS Technical and Commercial Departments and hosted by the department head and engineers, who prepared an extensive programme on the latest developments in “Basic characteristics of bituminous binders” and “Bituminous binders for semi-hot blends”.

Another area covered was “Specific solutions for paving and upkeep”, addressing subjects such as “High performance bitumens and crack-resistant blends”; “Hot and warm recycling”; and “Microaggregates, thin layers and SMA blends”.

The participants were very interested in the subjects covered and contributed to the workshops with their questions and suggestions. Another successful CEPSA training activity.
CEPSA souvenir European Cup and Spanish team tumblers - a great success.

June was an important month this year with the European Cup, particularly for CEPSA as official sponsor of Spain’s legendary football team and the revival of the massively successful campaign it organised to commemorate the World Cup in South Africa.

How did it work? It couldn’t be easier. Every time customers fill up with 30 litres + €1, they get one of five commemorative tumblers featuring Spain’s football idols: Casillas, Llorente, Iniesta, Xabi Alonso plus one which commemorates the 2008 European Cup and 2010 World Cup.

The campaign started on 13 April and ended on 1 July. It was broadcast on national networks until 10 June and during all Spain’s championship matches, as well as appearing in other media such as the sports press, radio, Internet and mobile channels.

CEPSA starts advertising in F1 GP broadcasts

CEPSA’s deal with the Antena 3 television group will mean it appears during all the season’s F1 GP broadcasts.

Every weekend of the competition, CEPSA will be on bumpers in the classifications on Saturdays and during the race on Sundays, at the starting gate as well as during the race and advertising breaks. The Antena 3 programme features commentary by journalist Antonio Lobato in the run-up to the race which very popular and will include references to CEPSA’s sponsorship and its products (such as the new CEPSA Xtar Hybrid, which gets pride of place).

CEPSA has gradually been raising its profile since the Bahrain and Montmelo GPs. The Antena 3 deal also includes mentions and ads on the Onda Cero radio network during broadcasts.

To support its Spanish football team tumbler offer, CEPSA has developed a reality game called “ToqueCEPSA”, as part of its own app, which is available for iPhone, iPad, iPod Touch and Android.

Users can test their skills with the ball and play against friends to see who can keep the ball in the air for the longest without it touching the ground. Quite a challenge if you want to be as good as Spain’s reigning champion team.

The tumblers are an important part of the game in the CEPSA app, because they are needed to obtain balls to move up levels and tackle bigger challenges. Users can share their scores on their Facebook walls.

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A QR (Quick response) code is a 2D encoding system, which stores data in dot matrix that can be read by a QR scanner and modern mobile devices (such as smartphones and tablets), and by webcams.

The code is made up of tiny black squares, laid out in a pattern over a white background. Data stored in QR codes comprises small amounts of text (maximum 4,296 alphanumeric characters) and can include website and e-mail addresses, contact details, ‘hidden’ messages, etc. In other words, they can store far more information than a regular barcode.

Created in Japan in 1994 by Toyota’s subsidiary Denso-Wave to monitor parts in the automotive industry, QR codes are free to use and an ideal method of quickly supplying additional or specific information.

To read them, all you have to do is take a photo of the code with your mobile device: the image is interpreted by the device, which then displays the data or accesses the Internet if the data is linked to a website.

It is also easy to create a QR code, as there are numerous free websites you can use to encode URLs, text messages, text, phone numbers or e-cards. However, most do limit the amount of data you can include.

BiDi (two dimensional or bidirectional) or codes are very similar to QR codes. The main difference is that BiDi are private or closed codes, i.e. they are not free and their purpose tends to be commercial: normally they provide usage statistics, allowing companies to fine-tune their communication strategies. All kinds of actions and content can be found in a BiDi code: microsites, news, music downloads, games, images, videos, discount vouchers, prize draws and many more.

They were first used in Spain by telephone providers. BiDi codes can only be read by specific Apps installed by operators on their mobile devices. These apps are free, however a charge is made at the provider’s rate every time a code is scanned. Similarly, these codes cannot be generated users and are supplied by providers for a charge.

It is difficult to distinguish between BiDi and QR codes at first glance. The only visible difference is that QR codes have three small corner squares, while BiDi codes do not.

Both codes do essentially the same thing, though based on two different usage philosophies. Time will tell and users will decide whether both will survive or one will oust the other. What’s clear is that users are finding it much easier to obtain information thanks to the technological society we are all helping to create.
Importaciones Navarra sponsors Guatemala’s racing car champion

Guatemalan CEPSA Lubricantes distributor Importaciones Navarra closed a sponsorship deal with Guatemala’s Motor Racing champion in March. The results were almost immediate.

He took the top spot on the podium on the first day of racing, making national newspaper and TV headlines, as well as getting all the attention from Guatemalans on social networks.

The benefits of this sponsorship come not only from competition success but also from the extensive, constant coverage the sport enjoys in Guatemala’s motoring media, with recognition for working to the high quality standards, as does CEPSA Lubricantes.

Guatemala is not the only place that enjoys its top driver’s skills: he also races at Central American level. This means that CLSA will also get coverage in Costa Rica and El Salvador through this sponsorship.

Asia Petroleum opens new showroom in Pakokku City

CLSA product distributor in Myanmar Asia Petroleum has opened a showroom in Pakokku, a beautiful town on the shores of the Irawaddy River, in April.

These premises will be used for exclusively for marketing CEPSA Lubricantes products distributed by Asia Petroleum throughout the region, which are very popular with local consumers.

An extensive poster campaign in the areas surrounding the new showroom promotes the full range of products available to Asia Petroleum’s demanding clientele. Like CEPSA, the company is seeking to broaden its markets and open up new lines of business.

Asia Petroleum donates to an orphanage in Myanmar

On 10 March, Asia Petroleum, Myanmar’s distributor of CEPSA Lubricantes, made a generous donation to the Myin Thar Myo Oo Child Development and Monastic Education School.

The school cares for 150 orphaned children, 30 students and 80 young monks. As well as learning the content of their official text book, pupils are also instructed in Buddhism. Many of its students are accepted by the university every year and some even graduate with academic distinction.

The donation will cover breakfast, lunch, stationery, official text books and development funding for this school. Students have also been given T-shirts with the CEPSA Lubricantes logo.

The motto says everything about the spirit of the initiative: “Love makes everything possible”.

Materom, a CLSA customer in Romania

Materom, a CLSA customer in Romania, has launched two campaigns to promote products and goods exported from Spain by CEPSA Lubricantes, sharing its broad experience as a European company at the same time.

This has proved so popular with users that distributors have run out of stocks and have had to place more orders to keep the campaign going and satisfy the high level of customer demand.

Materom, a highly respected organisation in Romania, has also released the 13th issue of the Dialogo magazine and is preparing promotional activities in static advertising, newsletters, through sponsorship of the local Motocross Championship and a soon-to-open Exhibition.
Training for UNICARBIDE and STAR OIL distributors

In its constant quest to widen its horizons and open markets, CEPSA Lubricantes does all it can to offer its international distributors the best possible training. One example of this was the courses that company engineers organised for UNICARBIDE and STAR OIL employees in Algeria and Senegal in May. The main subject areas covered were: Lubrication in general, Engine lubricants (Light Vehicle and Heavy Diesel) and Transmissions.

Carlos García Verdasco and Eduardo Gómez from the CLSA Exportaciones team travelled to Algeria and Dakar to give Technical Training Courses in French to these two local distributors, which were attended by reps from the local partners’ sales forces and guests invited by the distributors themselves.

Participants had a lot of questions about lubrication in general as well as CEPSA products and the course was a resounding success in both locations. The course for UNICARBIDE took place at the company head office in Algiers, while the event for STAR OIL was held in a conference Room at the Terrou-Bi Hotel.

AL MUFTAH Group opens new showroom in Qatar

On 15 February, AL MUFTAH Group, which distributes CEPSA Lubricantes in Qatar, opened a new showroom in Doha’s leading business district, Salwa Road. The premises are used to promote tyre and lubricant brands for which they are sole distributor in the country, notably CEPSA Lubricantes, Toyo Tires, Sonar and Silverstone, among others.

The new 1,500 m² facilities have bays for oil and tyre changes with modern equipment, a retail shop. They also house the new offices of the AL MUFTAH Group’s “Tires and Lubricant Division”, which signed a three-year management contract on 1 January 2011.

There are now five AL MUFTAH showrooms in the country, all in strategic areas such as the Airport road and the country’s industrial areas (City Tires, Wakalat St. 23; Global Tires, Kasarat St. 26; and Qatar Tires, Kasarat St. 12). CEPSA Lubricantes products are prominently displayed at all of them.

The leading local Qatar media were interested in the opening of the new AL MUFTAH Group showroom.

AUTOPRIX takes its distributors to Japan

AUTOPRIX, a CEPSA Lubricantes customer based in Taiwan, arranged an incentive trip to Japan to bring its main distributors and their families together for a few days.

The AUTOPRIX distributors thoroughly enjoyed their trip to this ancient land, sharing some memorable moments and anecdotes about their day-to-day lives working with the CEPSA Lubricantes products they distribute in their different areas.

AUTOPRIX believes that trips of this type are the best way of bringing a group together and cementing friendships with distributors, because it is easier to communicate and develop personal relationships in a more relaxed setting, resulting in closer partnerships.

New CEPSA Lubricantes distributors in Singapore and Ghana

The CEPSA Lubricantes range of products is to be distributed by ERS group affiliate and leading distributor of environmental cleaning equipment and solutions for the industrial and automotive market ERS LUBRICANT PTE LTD (Singapore) and haulage and logistics service provider SAMATAS CHANDELLING (Ghana), in their own countries. Welcome aboard, we wish you the best of luck and offer you our full support!
CEPSA Lubricantes, in its mission to develop new business and new products, has introduced an advanced, innovative diagnostic system for car engines based on physical-chemical analysis of their lubricant.

Lubricant, in addition to lubricating, cooling and protecting engines, captures particles coming from wear and products produced through operation of the engine itself, such as sludge, soot, un-carbonised elements, traces of coolant, unburnt fuel, etc.

The CEPSA MOTORCHECK system checks the condition of an engine by measuring and analysing the content of substances and particles that come from engine components and operation.

This advanced application diagnoses the condition of the engine, providing the necessary data for predicting possible malfunctions and preventing irreversible deterioration of an engine’s components.

The results of these tests detect symptoms which, when compared with information about fuel quality, lubricant additives and coolants and the source of the different contaminants, provide technicians with essential information about the overall condition of the engine and its components.

CEPSA MOTORCHECK uses advanced analytical techniques applied by highly qualified technical personnel. It requires a comprehensive protocol for processing and interpreting the data, diagnostics, reporting of results, recommendations and individual monitoring for each engine.

CEPSA MOTORCHECK has been developed for cars by the CEPSA Lubricantes Technical Support Department, in partnership with the CEPSA Research Centre. The system is now offered to CLSA customers through the Órbita CEPSA garage network.

Why did CEPSA MOTORCHECK come about?

CEPSA Lubricantes has extensive experience with predictive systems endorsed by users in sectors such as commercial haulage, power generation, manufacturing and marine applications and now includes these services for motorists.

CEPSA Lubricantes also has Órbita CEPSA, a network of over 350 clients with around 400 garages nationwide, which is a second-to-none platform from which to offer this service to motorists to give them an insight into the condition of their engines with the CEPSA MOTORCHECK system.

CEPSA Lubricantes is well aware of the current economic climate, which is driving us to develop new products and ensure that our laboratories are at the forefront of innovation in response to today’s lean times, the average motorist is far more concerned about and careful with his vehicle, which he often needs for work, making it more important than ever to be aware of your engine’s state of health.

The age of the national fleet is increasing, and by 2012 the average car is expected to be 8.8 years old. Significantly more second and third-hand cars than new models were also sold in the first quarter of 2012. These were among the
The CEPSA MOTORCHECK system gives a report with detailed results by analysing the content of particles from its components and operation in its lubricating oil.

Another innovation from CEPSA Lubricantes

CEPSA MOTORCHECK system

factors that prompted the creation of the CEPSA Lubricantes engine check service, that monitors the “health” of the vehicle to prevent any costs other than those expected for regular maintenance.

Very reliable national industry surveys suggest that the average distance driven in 2011 fell to 12,614 km, which, combined with longer periods between oil changes in 2011 averaging 13,839 km, means that vehicles are running for more than one year between changes. That’s why giving your engine a “blood test” is such a good idea.

Regular MOT testing is a compulsory requirement, but although it examines the condition of the vehicle in terms of overall safety, roadworthiness and emissions, it does not diagnose the condition of the engine.

That’s why CEPSA MOTORCHECK is an ideal addition to MOT testing, completing the vehicle’s ‘check up’ by examining less obvious yet more critical areas of its operation.

Last but not least, because this is an individual data management system providing a record for each engine, it means motorists have a “clinical” history of the engine to assess causes of any future malfunction.

Although the service is still in the early launch stage, several ORBITA CEPSA workshops are already offering this engine health check to their CEPSA Lubricantes customers, because at CEPSA, we innovate for you!

For more information about this service, please visit: www.orbitacepsa.es
Production of lubricants at the CLSA oil and lubricant production plant has become a very high-tech process, involving several production and control systems to ensure that the finished product meets stringent quality standards.

The production process is divided into four separate stages: receiving, blending, filling and dispatch.

The receiving stage starts when the additives and base lubricants arrive at the plant. They are the two key raw materials that are essential for producing lubricant. While additives reach the plant in bulk tankers or in drums, base lubricants arrive by tanker or directly from the refinery over a dedicated network comprising special pipelines.

Once they are received, the lubricant bases and bulk additives are stored in separate tanks, from which they are dosed into the base and additive blending tank. Dosage of additives from drums is carried out with an automated system known as a DDU (Drum Decanting Unit), which draws the amount of additive required for the next stage through a pipe for blending.

The additive and lubricant base are blended in the blending tank at between 40° to 60° C. To obtain a consistent product, techniques such as on-line dosage of bases and additives, mechanical stirring and injection of ambient air at 6.5 bar are used, and a coil into which steam is injected keeps the blend at a constant temperature.

The finished product is pumped into storage tanks through pigging lines. The entire blending process is constantly monitored from the plant's innovative Control Room.
After blending, the lubricants are stored in tanks, grouped into ranges to ensure consistency of quality.

The lubricant then goes from these tanks to the filling lines. Depending on the type of lubricant and its purpose, it is bottled in one, four, five and 20-litre bottles, 45 and 185 kg drums or 860 kg tanks. This is an automated process that labels, fills and seals each container. It also checks weight, bundles containers into boxes and adds a monitoring code.

The system always takes a specimen from the first filled container for laboratory testing. Up to 40 tests are carried out, and only if the specimen tests results show it is to specification does the procedure continue.

Once the containers are ready, it is time for the final stage: dispatch. The boxes are stacked on pallets and taken to the automated warehouse near the plant for storage. These are then distributed and marketed.

THE PROCESS IN FIGURES

Nowadays, the base production plant produces around 200,000 tons of base and around 30,000 tons of paraffin and blends in excess of 170,000 tons every year.

The CEPSA Lubricantes Oil Production Plant is at the forefront of technology as one Europe’s most advanced, competitive facilities, with an excellent future prospects.
face to face

Luis Milla
Do you feel involved with the Olympics? After 12 years away from the games, do you feel responsible? I felt that way in the qualifying stage and in the disqualifier against Croatia. The Spanish Olympics Committee and Football Federation really wanted the team to play in the Games. In the end, everything has worked out well; the players are fully committed and really optimistic.

Does the fact that the Olympics are taking place at the same time as Euro 2012 affect the line-up? It does, because three or four players might have to double up. The list is quite firm now and I know exactly who will be playing. In any event, it’s best to wait for the Euro Championship to finish and see what sort of mental and physical condition the lads are in. Let’s see how they are, especially the “older” ones who will be doubling up.

Is your approach to the Olympics the same as it is for a European or World Championship? Is it a good stage on which to showcase a player’s potential or is it a good opportunity to innovate? It is a competition, pure and simple, albeit a different event. Footballers usually talk to retired footballers who took part in the Olympics to learn about the competition and its peculiarities. For managers it is an event where you take players who have been on leave for six weeks and you have to get them in shape quite quickly, though they are willing and that is crucial.

Do you feel as enthusiastic about these games now as you did when you were a player? The experience is just as exciting, but I have more responsibility now. When you're a footballer, if you want to stay at the top of the game for 15 years you have to be professional and focus on how you do your job, but as a manager you have far more responsibility and you know that you'll be taking the blame when things go wrong. When we win, it’s the team that wins, but I still have the same commitment.

Luis Milla, one of Spain’s best midfielders is one of Teruel’s most famous sons. A highly technical player with excellent vision of the game, El Maño, as he was known in the changing-room at F.C. Barcelona, cut his teeth with La Masía to play Barça junior league before joining the big boys in 1988. He played under Cruyff with the legendary Dream Team, but then decided to head down the N-II highway to Spain’s capital, playing with Real Madrid until 1997 and then retiring in Valencia in 2001.

He won three leagues, three cups and two super cups as a player, played internationally with the ultimate side and has been a successful manager since 2006. He won the 2009 Mediterranean Games with the U-19 and was European Champion with the U-21 in 2011. His next challenge is the London Olympics and 2013 Euro Championship.

Manager of Spain’s Olympic football team and its players, committed to a single goal:

widening the boundaries
Teamwork is the only way we can succeed
How can you bring together such different characters at such passionate ages? By adapting to the players' profiles. In any event, U-21 players have already got some mileage behind them: they have come up through the lower categories, and an international is an accumulation of their experiences; this continuity means knowing how to operate and how to compete at these levels. In addition, previous managers have done a great job, and great work has been done in the territorial sides, and there is a lot of communication with clubs.

Does experience abroad guarantee international success? Going abroad is a great experience for all young footballers. They leave home and deal with situations that help them to mature both as individuals and athletes. If the player is talented, he comes back better rounded.

The 2011 European Championship, qualifying for 2013, Olympics, are they good signs? Yes, but football always moves forwards. Past achievements are all well and good, they help you to carry on fighting, to be ambitious and tackle new challenges, but we need to be ambitious and we can't rest on our laurels. We have a beautiful competition, where Spanish football can prove how well it does things, but we have to be careful and make sure we keep improving.

How can we come down from the high of being champions with the U-21 and World Cup national sides? Responsibility here is normal. Everyone sees us as the favourites, and that's fine, but this means that suddenly we are the ones to beat. All footballers need to learn to have resolve and to be positive and competitive, while the manager is the one who has to handle difficult situations to ensure they do not affect the players. This is why we work on the values that have made us strong: commitment, team spirit, unity. If you add talent, then everything is so much easier.

How do you boost young players' confidence, even when they are not at their best? You can't push them too hard. If a player has not been a core player in his team but is part of the national side, you don't have to do anything to stir him up because he is already he is committed and grateful. Everything has a solution. There are times when you have confidence in a lad who comes to you with little continuity or who has just recovered from an injury and you have to treat him in a special way, talk to him, get rid any doubts he might have or, if he has been through a rough patch, try to help him to get over it.

Which is worse for a player, failure to qualify or not being called? The hardest thing to take is when you train really hard with the team and don't get chosen. Failure to qualify or to lose is part of the game, because you can't always win. The hardest thing for a manager is to train 22 players and then eliminate four of them because you can only have 18 on the list. You thank them very much for their work, but being left out of the national side is a bitter pill to swallow.

You pioneered a tactical rather than defensive football, a game of touch, a game of control, playing deep and making spaces, will you be applying that model? This style of play, so characteristic of Spanish football, is my way of playing. That is also the way that footballers come here to play and it's also the philosophy shared by today's trainers. The way I see football, that is the dynamic: I have played with great teams that always taken the initiative and control of the game. I like this way of playing.

The first games will be against Honduras, Japan and Morocco. Are you concerned about any of these matches? I respect all our opponents. We are going in with a great side, but we still have to instil values in the lads, because they are at an age where they can still lose their way. We talk to them about humility and respecting their opponents and place enormous emphasis on this. Morocco and Japan have improved a lot and have players in Europe. They did really well in the qualifier and we must respect them. We will have to fight our way through. I only hope the lads are at their best and will play as well as they did in the European Championship.

Speaking of tactics and technique, would you say that Luis Aragonés, Vicente del Bosque and Iñaki Sáez have worked magic with the national side? Have they found the “touchstone” of good play? There has been excellent work at all levels: territorial federations, clubs, managers' association, etc. Now we are well trained, particularly in core football. With this generation, Luis Aragonés knew which buttons to push, influencing them to play that way, with committed players, and he knew exactly how to get the best from them. Then Vicente came along and carried on the process, profiling a team that has gone from strength to strength. Core football managers have worked with players that already had their own profile. We had to play that way.

Which manager, either one who managed you or against whom you have played, do you think is the most innovative? Who taught you the most? In the U-20 World Cup I was surprised by Claudio Gentile: we played in the Mediterranean Games against Italy and we beat them by approaching the game in a certain way. Two months later, in the Under-20 World Cup, he changed his approach and beat us brilliantly. There are managers who leave a deeper mark, who adapt better to the side, whose methodology only works with big sides and they condition how you approach the game.

Which of your teammates surprised you the most with his quality? I had several, it is difficult to pick any in particular. They always stand out, because you see them when they are young, they mature and they match your line of res-
HUMILITY, CONFIDENCE IN SUCCESS, COMMITMENT. THESE ARE OUR VALUES.
ponsibility and maturity. From Fernando Hierro to Juan Sánchez, both teammates of mine: Zubizarreta, a true example to follow; Michel, a guy who was absolutely crazy about football... All of them passionate about the sport with an approach similar to mine.

Where has there been the most innovation, in offensive, defensive, blocking strategies, specific plays? Until Benito Floro came along, nobody cared about free kicks. With Real Madrid or Barça, you had to be the best and that was that. But Benito Floro came from Albacete and he did care. Now that everything is so evenly matched, there are players that are technically very good, while others are more tactical or quicker or stronger, it all evens out, and plays from a free kick are highly significant. We don't have much time to work on them here, but we do our best to play with style that will be of help if needs be.

Are you in favour of technical innovations such as including video cameras or line and goal sensors in the game to detect when the ball crossed the line, or do you prefer the human factor? As long as it improves the game... Ultimately, human beings are the ones to interpret the rules. All these measures sound great to me, and they should be used to resolve disputes in a World Cup where a team may get an advantage through a specific situation that could be reviewed and resolved at the time. That would seem fair, but it's not up to me.

You were Getafe's deputy manager under Laudrup. Do you feel the position of deputy manager is becoming more important? The deputy manager used to be more of a sidekick, an assistant; he did the donkeywork, but nowadays, even with the head manager at the helm, the image is of working as a group, a team. Nowadays there is a lot of detail to be dealt with; the same way you rely on technology and strategy, you need the support of the deputy manager, the goalkeeper manager, video specialist, physical trainer...

Can you see yourself taking the baton from Vicente del Bosque in the National Side? I can't say I'm not ambitious, but I have to carry on working here, playing my part, focusing on what I have now and improving the numbers for the 2013 qualifiers. That is my short-term goal. You still need to get excited, learn and get ideas that are likely to help.

When you finish your stint with the team, have you thought about managing outside Spain or having a go with one of the major Spanish clubs? Life consists of a series of stages. I'm really happy and grateful to be here; they appreciate me, but in the long term you are getting ready for the big time. It's a dream, whether in Spain or abroad.

CEPSA's slogan is "Innovating for you". Does this side have any changing room motto to stir them up before kick-off? Our values are ambition, new challenges, responsibility, commitment, moving forward and playing as a team, because we don't have much time to gel together, so we work hard at it because that's how we feel it should be: instilling humility, confidence in success, commitment. These are our values.
2012 Olympics
Quicker, higher, stronger

The 26th Summer Olympics will take place from 27 July to 12 August in the city of London.

The Olympic games comprise 30 generic sporting disciplines and some 12 sub-disciplines. Thousands of athletes from over 180 countries will aim to be the highest, the strongest and the quickest, following the Olympic theme and, of course, the coveted gold medal, a prize that takes the best to the very top every four years.

Spain will be taking part in 38 events with more than 150 athletes, who will compete for bronze, and silver and gold medals to prove that Spain’s sporting ability breaks through barriers, develops and innovates and has a broad perspective, the same way that CEPSA Lubricantes does. This is why here at CLSA we are fully behind Spain’s athletes, because we are also “Innovating for them”.

Don’t forget the Madrid bid to host these Olympics, which did not make it to the final round, with London and Paris as finalists, and though these will be the third Games held in the city on the Thames, there’s no doubt that it is one of the best choices in Europe. Good luck to all athletes!

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Innovative development of new vehicles

HYBRID CARS: NATURAL EVOLUTION

If you take a car, install a diesel or petrol engine and then add a regular and additional battery and one or more electric motors, you get a hybrid.

Their progress in recent times has been meteoric and they are seen as the main alternative to conventional transport, by combining efficiency and environmental friendliness. They are innovative vehicles, with plenty of range, able to stretch the boundaries and open up new markets.

Depending on their operation and configuration, there are many kinds of hybrid cars. Let’s take a look at how they work and point out some models of each type.

Serial hybrids

When one or several motors are responsible for powering the vehicle, it becomes more efficient (meaning fuel economy and lower pollutant emissions). When the batteries are depleted, a combustion engine kicks in, driving a generator capable of producing electricity to charge and reengage the electric motor or motors.

Cars such as the Opel Ampera or Chevrolet Volt, considered long-range electric cars, are examples of these hybrids.

Parallel hybrids

In these hybrids, the internal combustion engine (i.e. the traditional combustion engine) is the main driving force of the vehicle.

However, in certain situations, for instance when accelerating or pulling away from a traffic light, the electric motor powers the vehicle, either as an additional source of energy to the combustion engine or as the main source of power. The latter occurs mainly when crawling, when the vehicle requires less power and efficiency (i.e. economy) can be greater.

Examples of this category are Honda CR-Z Hybrid models.

Powersplit hybrids

These vehicles combine the unique features of serial hybrids and parallel hybrid technology. They have a traditional engine and an electric motor, although the electric motor can only work alone when the vehicle is travelling slowly and covers only short distances. But when travelling at high speed, they are powered by the internal combustion and electric motors working in concert. Similarly, the combustion engine works to power both generator and vehicle, which power the electric motor.

The third generation Toyota Prius HSD (Hybrid Synergy Drive) is an example of this hybrid category.

Charging and batteries

In both parallel and powersplit vehicles, the batteries that power the electric motors are charged during electronically-managed braking or slowing down (using inverters).

Plug-in hybrids are different from other hybrids because they can travel longer distance on electricity and their batteries can also be charged from the domestic mains supply.

What’s more, like other hybrids these plug-in versions have an energy recapture system called regenerative braking that allows the motor to continue to turn and work as a generator, releasing electrical energy, which is subsequently stored in the batteries.
However, non-plug-in hybrids cannot be plugged into the mains and rely on specific power sockets. Batteries are normally nickel metal hydride, although lithium-ion and lithium-ion polymer are being introduced and offer greater storage capacity.

Because design is an important factor in modern hybrid vehicles, the batteries have been relocated. They initially went in the boot where they took up valuable luggage space, but now they are tend to be fitted below the passenger floor, which also helps to distribute weight evenly throughout the vehicle.

**Traction and propulsion**

The electric motor and combustion engine are placed very close to each other on one of the trains, which is why almost all of these special cars are either rear or front wheel drive. Yet evolution of research does not stop there; we now have AWD hybrids: 4WD cars that combine the combustion engine on one train and the electric motor on the other, such as the Peugeot 5008 and the Lexus RX 400h.

**Drawbacks and benefits**

The main drawback of hybrids is their weight. Installation of components such as generators, batteries and electric motors increases vehicle weight enormously. The solution to this comes from special bodywork designs that enhance vehicle aerodynamics. Also, inclusion of lighter production materials can reduce weight without compromising product quality.

Another drawback is the final cost, because so few hybrid units are currently produced. Prices are expected to fall as they gain market share and become more popular. In some countries (such as the US), the government is already offering grants to bring these cars into the national fleet.

Motoring and consumer groups have also identified another drawback. Because hybrid cars are very quiet when travelling with their electric motors, these groups claim that pedestrians may be run over because they cannot hear them coming, especially in cities. Leading hybrid builders have started fitting their vehicles with mechanisms that emit artificial sounds to warn pedestrians.

The main benefits of these cars are fuel economy and lower CO2 emissions through use of the electric motor, the regenerative braking mentioned above and facilities such as Start/Stop, which switches off the vehicle’s engine when in neutral (for instance, at traffic lights or in traffic jams), which stops reduces consumption and CO2 emissions.

All these vehicles can now use an innovative lubricating oil, formulated to their specific characteristics, that has been developed by CEPSA Lubricantes laboratories. Its name is **CEPSA Xtar 5W20 Hybrid**.
Innovative development of new products

New image for CEPSA car maintenance products

CEPSA Lubricantes has presented a new line of Automobile Maintenance Products (AMP) to expand its market and consolidate its leading position by developing new business opportunities.

The purpose of this new line is to offer an innovative range that gives a new image to CEPSA Lubricantes car maintenance products, positioning them as Premium products that stand out from the competition at points of sale, and which are considered the products of choice by high-end car owners.

The line was developed based on a clear idea. Given that consumers see their cars as extensions of themselves, these maintenance products had to be comparable to products that consumers use for their personal care.

The “car cosmetics” concept was crucial to development of the packaging image. The design had to be elegant (nothing like the usual image of maintenance products), conveying quality and innovation.

Competition survey at PoS (Point of Sale)

CEPSA Lubricantes is leader in its industry in Spain and ranks among Europe’s leading brands in terms of the market research it conducts to understand consumers’ real needs.

Before developing an image for the new line of maintenance products, we conducted an in-depth study of the brands generally available on the market, which revealed a communication problem with most packaging. Some were in several languages (although sometimes those languages did not include Spanish), and the image on the label often gave no clue as to what the product actually did, because it was so generic it could have been anything from a rim cleaner to a puncture repair sealant, tyre cleaner, brake fluid or any other product.

On other packaging it was necessary to read the label very carefully (hopefully in a known language) to find out what exactly it was, because the information was not laid out in a suitable manner.

The opposite was also seen. We found packaging on shelves with overly descriptive photos of the product that detracted from its value.

Once all the date had been collected and analysed, the design team devised
a modern, innovative image (given the product) that used bright colours such as red (Red is a must! This is CEPSA!) and elegant choices such as black and silver-grey (both colours are associated with premium and high-end products and high-speed racing).

Because it was so important to have clear information on the label, we decided to lay out all the important parts without distractions, setting them clearly in order of importance on the front of the product to attract the buyer’s attention. First came the CEPSA brand (an established, reputable brand which alone may be enough to persuade a consumer to buy the product), then the product name (crucial to know what it is), then the product sub-type (additional information) and finally what the product is for (additional to all the above information).

Vertical features were added to some packaging to make the most of the available space and to ensure that the products stand out from their competitors.

That’s how innovation works. It’s an endless search for new ways of creating and displaying products that can simultaneously attract and satisfy the customers’ wants and needs.

Investing in innovation

CEPSA Lubricantes believes that this new line has achieved all these aims and that it strengthens both the CEPSA brand on the product and the product on the shelf.

We have left the old design behind, replacing it with a radically different concept that stands out from the competition. The modern, elegant, black, grey and red design complements the product colours, and the clear way in which the information is presented makes it easy for customers to choose their products quickly.

The new AMP has boosted CEPSA Lubricantes innovative dynamic in its determination to widen its horizons, create new markets and consistently develop new products and services.
The world of motorbikes and bikers is by no means just utilitarian. It’s a passion, a link to other activities and other people. Bikers use their bikes to enjoy the road, the countryside and travelling. They get involved in looking after their bikes and know far more about how they work and how to maintain them than car owners do.

The CEPSA Moto range from CEPSA Lubricantes connects with this passion for and interest in motorbikes. That’s why it harnesses evolution and innovation to develop new products and engine oil presentations for two and four-stroke engines, with painstaking designs that ensure that buyers identify with the product.

The modern packaging is aimed to attract modern bikers with its approachable, bold designs; easily distinguishable from each other and other brands, which combine CEPSA’s passion red with the biker world’s favourite colours - black and its variations - with metallic shades that evoke parts and fairings.

The new packaging makes CEPSA Moto products stand out on the shelf, clearly distinguishing between two and four-stroke and identifying key specifications at a glance.

The four-stroke packaging appeals to “serious” bikers, the ones who wear dark clothing with no loud colours, and whose bikes are very important to them. The images make you think of life on two wheels, winding roads, bikes you don’t just ride, you experience them.

The two-stroke packaging has a more dynamic design, aimed at the mass market. The layout is the same, but each product has a different, more colourful, less sombre background.

The CEPSA Moto range means that CEPSA Lubricantes can continue to share its passion for two-wheeled vehicles with its customers. These products will encourage bikers to put our products in their vehicles and stay loyal to CEPSA Lubricantes. Otherwise, why are we “innovating for them”?

New four-stroke product:
HMEOC10W30

And in addition to new packaging, the star product of this launch is the new HMEOC 10W30 lubricant, which complies strictly with the highest quality standards: API, JASO and HMEOC.

100% synthetic motor oil with fuel-economy characteristics, ideal for high-performance bikes with four-stroke engines, for all kinds of use and engine capacity.

Provides lower resistance to engine operation and a better clutch response, thereby enhancing fuel economy and cutting CO2 emissions.

The utmost in innovation.
CEPSA Lubricantes and KAWASAKI España agreement

CEPSA Lubricantes and KAWASAKI, two great innovators that have always pushed the boundaries, entered into a mutual cooperation agreement at the CEPSA Refinery in Campo de Gibraltar-San Roque, Cadiz on 8 May.

The agreement was signed by CEPSA Lubricantes Managing Director José Luis Prieto and Deputy Managing Director of KAWASAKI España Ramón Bosch. Also in attendance were CEPSA Lubricantes Head of Sales Carlos Giner and KAWASAKI España Head of Technical Support Pep Sastre.

The renewable three-year agreement means that KAWASAKI España will promote and distribute CEPSA Moto lubricants through its 53 official dealerships.

Both companies are strengthening their brands nationally and raising their visibility with a number of road safety activities such as the Safe School and the Kawasaki Festival.

They will also be involved in other activities with links to the world of racing, through sponsorship of the Ninja Cup and several teams that take part in the Spanish Speed Championship, Team Green Cup, Safety Bike, etc. A magnificent spectator sport that is also a testing ground for developing new and better products.

The agreement was signed at the CEPSA facilities in Campo de Gibraltar. The visitors toured the key units at the refinery, whose distilling capacity makes it number one in Spain and number three in Europe.

They also had the opportunity to see the plant in operation and the products obtained, as well as the environmental control and management system that deals with different types of effluent and waste.

This agreement between CEPSA Lubricantes and KAWASAKI España aims to expand territorial markets and create a highly beneficial relationship for all their customers and users.

Innovation at KAWASAKI

Kawasaki is one of the world’s leading motorbike manufacturers. It innovates to offer speed lovers constant improvements in the performance, reliability and safety of their machines.

The main innovations for 2013 are all there in the Kawasaki KX450F, with a nextgen pneumatic front spoke, copied from the racing world (this is the first time it has been featured in a production model), which gives greater compression to suspension and stability on the road; it also boasts a more powerful engine and enhanced ergonomics. Riders get the best riding position thanks to a 4-position handlebar and 2-position footrests, as well as adjustable Uni-Track rear suspension.

The Japanese giant has also taken all the innovations it has tried out in competitions to production with the new 2013 KX250F. Among the most noticeable improvements are the new independent suspension, a more competitive engine and a new injection mapping adjustment system.

For further details, go to: www.kawasaki.es
This time we are going to take a walk through country Cantabrian Pas valleys, along a special “green” trail that runs from Obregón to Puente Viesgo, in Cantabria. It runs for 34 kilometres, a breathtaking route that takes a little over seven hours to trek.

It is highly recommended for people used to walking long distances, in other words, die-hard trekkers, although it is also ideal for cross-country cyclists and people who like to go on horse rides, a service available at several points along the route.

A total of 26 kilometres of the trail is paved and the remaining 8 kilometres are compacted earth.

This trail cuts through the Peña Cabarga Nature Reserve, crossing one of Cantabria’s main rivers, the Pas, renowned for the salmon that swim upstream to spawn. It also crosses the Pas meadows and deciduous and valley forests.

This route is an excellent way to learn about some of the region’s cultural heritage, such as the Alceda and Puente Viesgo Thermal Baths; Puente Viesgo prehistoric caves; Church of Colegiata de Castañeda; Gándara Palace; Historic and Artistic Complex of Alceda-Ontaneda and Palace of Fuentes Pila.

The closest town to the start of the route is El Astillero, which can be reached via the local train service (Ferrocarriles de Vía Estrecha – FEVE), Santander-Bilbao line. Otherwise, take one of Cabus/Turytrans coaches that cover the Obregón-Sarón-Castañeda route; or Continental Auto, which covers the Ontaneda-Santurde-Puente Viesgo route.

If you are travelling by road, El Astillero is 12 kilometres from Santander; 110 kilometres from Bilbao and 200 kilometres from Oviedo. In all three cases, access is from the A-8, better known as the Autovía del Cantábrico.
TREES WITH A HISTORY: Thousand-year-old dragon tree

Although very similar species are found in Africa and, very rarely, on some islands in the Indian Ocean, the Drago or Canary Islands Dragon Tree is a species typical of the Canary Islands, where it grows wild. Anyone who has lived or visited the Canaries is sure to have seen dragon trees, a characteristic feature of the island landscape. If you have never seen them before, they certainly have curious, interesting shapes. They have numerous trunks, which grow together to look like a thick umbrella. They grow slowly but surely, less than one metre in ten years, and they never reach more than 12 metres.

The younger specimens have a single trunk with no additional branches. The stem does not appear until the tree blossoms for the first time. Interestingly, they do not have growth rings, so it is difficult to know how old they are. Their age is calculated by counting the rows of branches, because after the first blossom they grow every 14 to 15 years.

The inhabitants of the Canaries of years gone by, the Guanches, said that the tree had magic secrets, because the sap turned red when exposed to air. This sap was sold for its medicinal properties and was also used to make dyes and varnishes.

The most famous Drago is the Thousand-Year-Old Dragon Tree of the Icod of the Wines in Tenerife, even though it is really only about 500 or 600 years old. The fact is there’s an even older one, the so-called Pino Santo Drago, in Santa Brígida on Gran Canaria. It is estimated to be around 900 years old.

There are other documented cases of very old Dragos. Legend has it that the Twin Dragos of Breña Alta on La Palma were around before the discovery of America. La Palma is home to the largest number of these unique trees.

MOUNTAIN STEW

Ingredients for 4 people

300 grams of dried beans; a ham end; 100 grams of pancetta; one potato; one small cabbage; 100 grams of sausage; 150 grams of pork ribs; 2 onion black puddings and salt as required.

Instructions

As with all pulses, soak the beans overnight. In the morning, place the beans in a pot with cold water and bring them to the boil; drain, add more water and the ham, ribs, pancetta and chorizo sausage.

Bring to the boil and remove any scum and foam. Simmer the beans, meat, ham and chorizo for 45 to 50 minutes. Meanwhile, remove the tough outer leaves and core from the cabbage, and cut into fine strips.

Finally, blanch the cabbage, rinse and add to the pot. Simmer for 30 minutes, stirring occasionally.

Then thickly slice the black pudding and add to the pot with the peeled, washed and diced potato. Simmer for another 15 to 20 minutes until tender and thick.

Serve hot in an earthenware dish with some tasty local wine. Really hits the spot in autumn and winter. Bon appétit!
DANY TORRES, defending the World Crown

The winner of the Red Bull X-Fighters event is also the Freestyle Motocross World Champion. CEPSA rider Dany Torres will be doing his best to defend his title.

Dany’s rivals and the champion organizers both see him as the favourite. His incredible last season has helped him mature, iron out the wrinkles, and make him the man to beat.

The Seville-born rider was in Dubai in April, where the competition began. It was the first of six events that include, of course, the one to be held at the Las Ventas Bullring in Madrid on 20 July. The championship will end on 6 October in Sydney, where the Andalusian sealed his victory in 2011. In between these events he will travel to Glen Helen (USA), Istanbul and Munich.

Dany Torres struggled more than expected on a very demanding circuit in Dubai, because of the numerous consecutive jumps that gave riders no time to rest. Unfortunately, he ran out of time for the final jump and came eighth.

Sports aside, Dany also took an unforgettable helicopter ride to the roof of the world’s most luxurious hotel, the seven-star the Burj Al Arab, where he rode his bike around the helipad. This is the third event to take place in this unique venue where Andre Agassi and Roger Federer played tennis and Tiger Woods took a few shots.

In the meantime, Red Bull has launched an eye-catching promotion featuring the Red Bull X-Fighters with the slogan “HOY TÚ ERES EL PILOTO” [TODAY YOU ARE THE RIDER]. Anyone can be an acrobatic rider by uploading a photo onto the campaign website. Their pictures and name will be featured in a fun video showing them jumping in the Las Ventas Bullring, which they can share on social networks. Have a go and amaze your friends with your acrobatics: http://xfighters2012.redbull.es/

For further details, go to: www.redbullxfighters.com

CEPSA Lubricantes with MOTORRAD

Another year has gone by and CEPSA Lubricantes has renewed its business relationship with MOTORRAD and its sponsorship of Team Motorrad Competición, a motorbike racing team competing in the 2012 Spanish Speed Championship.

The season began the first weekend of April at the Jeréz circuit, with the riders of the Stock Extreme Team taking part: Xavi Forés (2010 Spanish Champion) and Berto López (Podium 2011 Jeréz Spanish Speed Championship) and in Moto2 with Román Ramos, riders who always fight hard to win.

Four of the seven events on the schedule, Jeréz, Navarra, Motorland Aragón and Circuit de Catalunya, have already taken place. The next fixtures are on 22 July and 9 September in Albacete, followed by the final event on 18 November in Valencia.

The races will be broadcast live this year, for the first time ever, on Telecinco’s Energy channel.

The Motorrad team aims to secure winning positions in the key Spanish Speed Championship categories and is competing in all seven national races, four of them on world-class circuits.

Xavi Forés, Berto López and Román Ramos are all ranked highly in their categories. We wish them the best of luck! It’s a long year and there’s a lot at stake for these three star riders.
The Spanish CEPSA team started its European Truck Racing Championship season at the Istanbul circuit on 12 and 13 May.

This year the red MAN truck with CEPSA livery will bear number 2, indicating its 2011 European finalist status.

Antonio Albacete has his eye on the top prize this season: “The truck is completely new. We have done a lot of work on small details that have really improved its performance. I’ve got a feeling that it will be more competitive this year than it has been in the past.”

The CEPSA-sponsored MAN truck is a 5.5-ton machine with an impressive 6-cylinder engine that, thanks to special competition tuning, now boasts a massive 1,000 horsepower. This means it can accelerate from 30 to 160 kph, the maximum allowable track speed, in just 6 seconds.

Stop press European Truck Racing Championship: El Jarama circuit

Spaniard Antonio Albacete, CEPSA team driver, took first and second places at Madrid’s El Jarama circuit during the European Truck Racing Championship.

The Spanish driver was very fast during free practice rounds, but had to be satisfied with second behind pole position when he was beaten by 0.029 seconds by the current leader of the competition, German driver Jochen Hahn.

In the first race, Albacete and Hahn jostled for the lead for a couple of laps, until the German driver crept ahead of Albacete and stayed there to the finish line.

Antonio Albacete started the second race in seventh position but overtook all his rivals to come first.

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<th>Driver, Truck</th>
<th>Position</th>
<th>Time</th>
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<td>24:10.759</td>
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<td>Antonio Albacete, MAN</td>
<td>2</td>
<td>24:10.784 (2.8490 s behind)</td>
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<td>Markus Östreich, Renault</td>
<td>3</td>
<td>24:10.967 (27.122 s behind)</td>
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<th>Driver, Truck</th>
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<td>1</td>
<td>24:10.759</td>
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<tr>
<td>Mika Makkinen, MAN</td>
<td>2</td>
<td>24:10.759 (14.055 s behind)</td>
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<td>David Vršecky, Buggyra</td>
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<td>24:10.759 (14.209 s behind)</td>
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European Championship League Table

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<td>Antonio Albacete, MAN</td>
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<tr>
<td>Markus Östreich, Renault</td>
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CEPSA will be Carlos Sainz Jr’s official sponsor for his 2012 season competitions, namely the British F3 Championship, F3 Euro Series, FIA European F3 and Macao F3 GP.

CEPSA uses sponsorship to encourage innovation and new talent, and Carlos Sainz ticks all the boxes, which is why CEPSA is proud to be able to back this promising Spanish driver's career. His track record, while brief, already includes numerous achievements. He recently tasted victory in both the Formula BMW Europe Rookie Cup and Formula Renault Northern European Cup (NEC). In 2010 he won at the legendary Macao circuit in the Formula Asia-Pacific BMW, a feat very few drivers have achieved. He is currently leading the British F3 Championship.

The CEPSA brand will be displayed on the driver's suit and on his helmet and car. This is part of the company's strategy to raise the brand's national and international profile and boost sales.

The driver and his agents attended an event held at the Madrid Municipal Convention Centre (Palacio Municipal de Congresos) to officially announce the sponsorship deal on 4 May. The atmosphere was friendly and agreeable, and marked the start of what we all hope will be a long, fruitful relationship.

On 9 February in Jeréz and 23 and 24 February in Montemeló, several CEPSA Lubricantes (CLSA) Marina and Atlantic customers have a chance to enjoy the F1 Tests with Toro Rosso drivers and team during the qualifiers.

CEPSA has been the Official Sponsor of the Toro Rosso F1 Team since September 2011.
Training for quarry and public works customers with Sandvik

This workshop on lubrication at Hotel Gran Bilbao was attended by public works customers and Sandvik personnel, partners in organising the workshop. Numerous experts were in attendance, as well as speakers Vicente Calero, Luis Mari López and Carlos Díez. The feedback on the workshop was very positive, particularly from Sandvik personnel.

This meeting has helped to strengthen ties between the two companies and sets a baseline for future shared projects.

The CEPSA Oasis, mad about bikes!

With exhaust pipes blasting, the smell of burning rubber in the air and their bikes raring to go, the bikers arrived at Oasis CEPSA on 27 and 28 April during the Jeréz MotoGP to enjoy the party.

Thousands of bikers flooded the A-4 and A-66 highways on their way to Jeréz, as special witnesses of the Oases of Córdoba, Almendralejo and Jeréz. The meet turned into a media event thanks to uplinks provided by Cuatro and Telecinco TV networks, official channels of the World Championship.

Three CEPSA trailers loaded with gifts, music and the best motorbike simulator (to test the public’s riding skills) made this not-to-be-missed event for bikers a great party.

There was Autoglym “Non Stop” helmet treatment available for everyone wanting it; technical support and tyre changing; and even a team of physiotherapists who loosened plenty of travel-stiffened muscles. An unbeatable party that will happen again next year with the next edition of Oasis CEPSA!

Sacmi Ibérica at Cevisama

CEPSA Lubricantes customer Sacmi Ibérica, a company that makes and fits machines and outfits plants for the ceramics industry, was present at Cevisama, one of the ceramic industry’s leading global trade fairs.

The event was held in Castellón from 7 to 10 February, and was attended by numerous professionals from the industry who shared their opinions during the numerous discussions and meetings, where some beneficial deals were no doubt made.

London Olympics

I wish people would stop playing with the hoops!
MARINE LUBRICANTS
INNOVATION AND TECHNOLOGY WITHIN YOUR REACH

With the backing of over 60 years of experience and leadership we offer you a complete range of lubricants specially designed for use at sea, where quality and respect for the environment combine with cutting-edge technological advances.

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