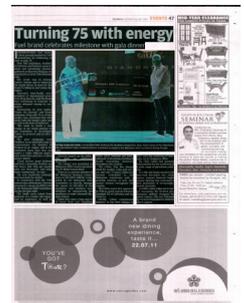


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Turning 75 with energy

Fuel brand celebrates milestone with gala dinner

INTERNATIONAL fuel brand, Caltex, proudly marked its 75th anniversary by celebrating in style on June 30.

Over 600 employees, retailers, distributors and business, government and community partners gathered at Marriott Putrajaya on that day for a Caltex 75th Diamond Gala.

The event was to honour Caltex's history and to showcase the bright future in store for the brand in Malaysia and across the region.

Chevron's Asia-Pacific vice-president of international products, Peng Xiao Fei, said the brand was continuing to innovate to retain relevance among its customers.

Announcing its new tagline "Enjoy the journey" and brand campaign, Peng said: "It is a fresh, simple, easy sentiment that talks about both the brand's spirit and its role in the lives of motorists.

"We want to create a real change in our brand promise to get consumers to re-evaluate Caltex, its products and its offer," he said.

The new campaign uses "Bubbles" as an innovative way to communicate the benefits of Techron in an engine, and to let customers know that they can expect a really different experience when they pull into a Caltex service station.

"Good service, great facilities and fuels containing Techron are the basics that help get people onto our forecourts, and keep them coming back," he said.

The new marketing campaign was launched this month.

In conjunction with the 75th anniversary celebrations, Chevron presented a cheque for RM53,241 to the Malaysian AIDS Foundation during the gala night.

The funds were raised from proceeds of a charity sale organised by employees as well as donations from retailers.

Chevron topped up the collection with an additional

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RM30,000.

The cheque was presented to Malaysian AIDS Council president Tan Sri Mohd Zaman Khan.

Chevron is a pioneer member of the Malaysian Business Consortium on HIV/AIDS (MBCH) established by the Malaysian AIDS Foundation to directly manage the impact of HIV/AIDS at the workplace and minimise new infections by empowering the workforce to make informed life-style choices.

Caltex has come a long way in 75 years, from just supplying

motor spirit, benzene and lubricating oil, to becoming a landmark brand welcoming motorists throughout the country.

The Caltex Star has always stood for quality, value and service, and over 75 years, Caltex has become embedded in the Malaysian experience, with a growing network of over 420 service stations throughout the country.

The Caltex name first appeared in 1936 as a joint venture between Standard Oil of California and the Texas Co.

Locally, Caltex commenced business in the then Malaya in

1937 with the marketing of lubricants via its Singapore office.

By 1959, Caltex had assumed responsibility for the marketing of a wide range of petroleum products.

In 1996, the brand moved to its new-look five-point star, while service stations featured bright canopy lighting that welcomed a new generation of increasingly-mobile motorists.

In 2006, Caltex rolled out its latest innovation, the Techron performance additive designed for petrol engines. This was followed by Techron D launched in 2009 for diesel engines.



Caring corporate body: Zaman Khan (left) receiving the donation cheque from Abdul Halim Daruz of Pen Petroleum, who represented Caltex retailers. Chevron presented a cheque to the Malaysian AIDS Foundation during the gala night.