



Gulf Oil, Piaggio jointly launch lubricants for commercial vehicles

The partnership will cater to factory fill, franchisee workshops (FWS), high street and exports segments.

Gulf Oil Lubricants India announced it has signed a pact with Piaggio Vehicles to market co-branded lubricants for commercial vehicles, starting January next year. The new products have been developed for the entire range of commercial vehicles to conform to the upcoming BS-VI emission norms.

"This helps us to further grow our business in OEM segment as well as expand our business in the three-wheeler category," said in a statemtn Gulf Oil Lubricants MD Ravi Chawla.

"Gulf Oil's technical expertise will certainly provide superior value to 27 lakh Piaggio customers," Piaggio Vehicles CEO & MD Diego Graffi said. The partnership will give better service levels to its channel partners and also improve the availability across segments, he added.

Gulf Oil Lubricants India is a part of Hinduja Group and markets a wide range of automotive and industrial lubricants, greases, two-wheeler batteries, etc in over 100 countries.