



## Clean Fuels Poetry competition.

In August, staff of all CoCo and dealer service stations were invited to enter a poetry competition. There were 20 iPods to be won, and all you had to do was write a simple poem about Topaz Clean Fuel. We had a lot of brilliant entries for the competition, and it was very hard to choose the winners! In the end the top poems were picked from both the CoCo and dealer networks. Here is an example of a winner's poem:

### The little things...

Hello my friend, tell,  
Why the frown?  
The price of fuel  
Getting you down?

With all this talk  
Of doing our part  
It's probably cheaper,  
To use horse and cart!

But don't you fret,  
No, don't shed a tear.  
Customer service is a fact,  
As long as Topaz are here!

Clean fuels what a name  
But what does it do?  
More miles to the gallon  
So your wallet can thank you.

So when your tank is empty  
Remember to stop by.  
Without clean fuels  
It's a wonder how we got by.

It's good for the environment.  
Let's do this together.  
We can all save this planet  
Now isn't "that better".

**Brendan O Grady**  
Topaz Thomond, Limerick.

Well done to all who took part, and our fantastic winners!

## News in brief

- Topaz and Innocent Smoothies launched their **Big Knit** campaign on November 5th. Irish people are being asked to knit little woolly hats to sit on top of Innocent Smoothie bottles, which will be sold in Topaz CoCo sites. For every hatted smoothie sold, Topaz and Innocent will donate €1 to Age Action Ireland, a charity dedicated to looking after the elderly, and in particular helping them keep their homes warm this winter.
- Christmas** is officially here as proved the launch of Topaz's mince star tartlets! These delicious cakes will be available in all CoCo sites across Ireland during November and December.
- We have installed a total of **7 car washes** during quarter 2&3, of which 3 are conveyors. This now extends our conveyor offering to 6. We have 4 in Dublin, 1 in Cork and 1 in Limerick. There are another 6 washes that we aim to replace before the end of the year. We are also planning the biggest ever Topaz car wash promotion in January. Watch this space...
- October saw **9 Topaz sites** with the full **100% GAP score**. Congratulations to the teams in Fortfield, Kiltarnan, Tullamore, Quayside, Cove, Donaghmede, Crosstown, Apollo and The Park.



## Good times Topaz Launch



- Oisín Masterson & Declan Carty taking part in Drive Safe Drive Smart.
- Sharon Butler, Denis Taylor & Oisín Masterson get knitting... along with Juliet from Innocent.
- Topaz credit team receiving the award for "Trade Credit Team of the Year".
- Mari Pold and Danny Murray pictured with Assistant Garda Commissioner Eddie Rock.
- Brendan Sweeney from Tobin's, Letterkenny collecting an award for Best Forecourt Facilities.
- The Big Knit - a sample of the most creative hats!!
- Poetry Winners from Fitzpatrick's Garage Carlow: Edel Byrne and Imelda Donohoe with Peter O' Connor.



Winter 2008

what a  
difference  
a year makes!

Awards And  
Achievements

New Initiatives  
Drive Safe  
Drive Smart



# What's happening?

Topaz. Now that really is better!!

We have definitely just come through an exceptionally busy and exciting time for the entire Topaz organisation. The launch of the Topaz advertising campaign and the rollout of our brand across the country have certainly kept us all very busy. When you factor in the Brand Engagement sessions as well, you can see that we have all been very focused on getting our brand up and running. Indeed, our research has shown just how important these activities have been in developing and establishing our brand as the number one choice for Irish consumers. Oisín will go into the detail of how successful we have been with the Topaz launch by giving you a deeper look at the figures. So, this truly does mark a watershed moment for us all. Today we can absolutely draw a line in the sand and say a fond farewell to our heritage brands and move confidently forward, as one, under our brand – Topaz. Now that really is better!!

I would like to take this opportunity to thank all of you, and your staff, for your continued support in playing a crucial roll in the Topaz journey so far and I look forward to meeting up with many of you over the coming weeks and months.

*Dany*

## Marketing update

### Note from Oisín Masterson, Marketing Manager Topaz

It's great to get an opportunity to update you all on how our brand (and I mean our brand because we all own it now) is doing since the big advertising launch on the 15th September. In last quarters newsletter I told everybody how we were just about to launch the new brand to the Irish market and explained how important each of our initiatives were to that launch. Well, today I want to give you all a feel for exactly how our brand has been received by Irish consumers.

" consumers reported that they see Topaz as the main fuel retailer in the country and that Topaz is the brand they currently use most often."

As I told you all the way back at the brand launch in City West, we based our brand, and our brand vision, on research and specific feedback from Irish consumers. Well, we have just completed another leg of our research plan which I'd like to share with you all now. The first phase of our research was to see how Topaz is doing in terms of Awareness, and in this instance, we mean how many people actually recognise who we are. The great news here is that we are already in the Big Leagues in terms of awareness.

The most recent barometer shows that we are at 40% Spontaneous Awareness and 90% Total Awareness. Just to put that in context, Statoil at

their peak were at 35% spontaneous awareness and 97% total awareness, with Shell being at 38% spontaneous awareness and 97% total awareness. This is great news for us and shows how far we have come in such a short period of time. To add to this good news, in the same report, consumers reported that they see Topaz as the main fuel retailer in the country and that Topaz is the brand they currently use most often. So you can see, you should all be very proud of the brand you have helped create and the role you have played in getting us well on the way to being Number 1.

In other research conducted, we asked consumers what they thought about our advertising. Again, our advertising campaign has been received very well by Irish consumers. They stated how the advertising is very distinctive and stands out well and how the tone is really friendly and upbeat. One particular consumer said "I love the ad. It's just really warm and friendly."

All in all you can see there are plenty of reasons to be happy about how the Topaz brand is developing and performing in the Irish market. I look forward to bringing you some more exciting insights into our brand development over the coming months.

Slán,  
Oisín.

# Network news

## Remarkable achievements

Not only was 2008 a great year for the Topaz brand, it was also a hugely successful year for our network of forecourts, both CoCo and dealer operated, as proved at Ireland's Forecourt & Convenience Retailer Awards 2008. Topaz did extremely well at these awards and came up trumps in 4 different categories.

Our Dublin Port site won the award for "Newcomer of the year" which was open to all forecourt and convenience retailers who had been operating for 2 years or less. Next of all, Topaz Newlands Cross won the award for "Best Use of Category Management". On the environmental front, Topaz bio-degradable detergent car wash won the award for "Best Oil Company Initiative". Tobin's service station in Letterkenny, a dealer owned site, won the award for "Best Forecourt Facilities". Judges described how "This forecourt has invested in the range of services on offer to ensure that every business opportunity is fully exploited, this has contributed to sustained growth."

A great night was had by all at the awards, and we are looking forward to attending next year!



Topaz was also extremely successful at the Institute of Irish Credit Management Awards, with the credit control team picking up 2 awards for "Trade Credit Team of the Year" and Joe Fitzgibbon winning "Trade Credit Manager of the Year". The awards are run by the the Institute of Credit Management in conjunction with their sponsors to award excellence in the credit field. Only once previously has a company (Diageo) won 2 awards, so this achievement by Topaz is a remarkable feat.



## A dealer success story

On the dealer side, we decided to take the time to look at a site that deserves some special attention – Tobins, Letterkenny. Tobins has enjoyed huge success over the last year with a variety of awards.

Tobin's service station was opened in 1980 by Patrick Tobin, as a BP site. In 1994, it changed to the Statoil brand, and then in 2008, following our huge Topaz brand launch, Tobin's became a Topaz dealer site. This impressive site was redeveloped several times, the last time being in 2004. It now incorporates 2000sq foot Gala store, 60 seater deli, 5 jet washes and 2 brush washes. Tobin's employ a staff of 40, 17 of whom are working with the company for more than 4 years.

In 2008 alone, Tobin's were successful in a number of different awards, including "Best Forecourt Facilities" at Ireland's Forecourt & Convenience Retailer Awards 2008. They also won the "Gala Forecourt with store over 1500 sq ft" award; the "Gala mystery shopper" (best customer service award) and Letterkenny Tidy Towns Best Forecourt/Garage award. Furthermore Tobin's were finalists in the "Gala Store of the Year"; Checkout Magazine's "Best in Fresh Food Award" and are awaiting results from their finalist position in the "Shelflife C Store" awards.

At Topaz, we are very proud to have such a successful dealer site on board, and wish everyone at Tobin's the very best of luck in the future.

# Initiatives

## Drive Safe Drive Smart

In October Topaz, along with Mazda, organised a Drive Safe Drive Smart campaign aimed at highlighting the benefits of driving safely and more fuel efficiently. A 100km route was designed between our Topaz service station in Kill, Co. Kildare, and our service station in Templeville and 8 teams were sent out to see how efficiently they could use their fuel. The team of experts - Johnny Horan and Alastair Lindsey from the Lenister Motor Club – achieved an amazing 3.44L/100kms (81.97 miles per gallon) although they were followed closely by brothers and journalists Conor and Brian Twomey who achieved 3.47L 100kms (81.312 miles per gallon).

The idea behind the event was to encourage drivers to drive safely at moderate speeds and to adopt smarter driving techniques which make a dramatic impact on a vehicle's fuel economy.

Present at the event were many journalists, along with Conor Faughnan of the AA, Noel Brett of the RSA and Eddie Rock, Assistant Garda Commissioner. Conor Faughnan who participated in the event said "initiatives like this show that driving at moderate speeds is a win-win situation for all concerned." Conor said it was eye opening to see what great mileage figures could be attained, as well as being great fun to



take part in. "Mazda and Topaz are to be complimented for highlighting road safety and fuel efficiency in an imaginative yet practical fashion".

## Top Tips For Increasing Fuel Economy

- Ensure you adopt a smooth style of driving – ease into acceleration
- Reduce your speed, driving at 110 KPH uses 15% more fuel than at 80 KPH
- Use Cruise Control for Motorway driving to maintain a constant speed, as it can prove 7% average fuel savings
- Use the Air Conditioning sparingly as it can reduce fuel consumption by as much as 20%
- Check tyre pressure regularly
- Ensure your vehicle is serviced regularly
- Remove unnecessary weight from the your car (golf clubs, roof racks etc)

## Driver Reviver



Conor Faughnan (AA), Danny Murray (Topaz), Noel Brett (RSA).

At Topaz, we are conscious of the safety of our customers and all our fellow Irishmen. With the October bank holiday looming, we decided to launch a campaign with the Road Safety Authority to help get people to their destinations safely over the weekend. As the RSA pointed out, driver fatigue could be a factor in up to one in five serious collisions. Therefore we decided to give away up to 20,000 free teas and coffees at our network of company owned sites throughout the country. Drivers all over Ireland, simply had to present their car keys in any CoCo Topaz site on Friday 24th October, and they could receive a free cup of tea or coffee.

Present at the launch of the event were Eddie Rock – Assistant Commissioner of the Garda Traffic Corp, Noel Brett from the RSA and Conor Faughnan of the AA. All three were delighted to support Topaz's initiative. And as Danny Murray concluded "Everyone at Topaz is delighted to support the RSA, the Gardai and all other state agencies involved in reducing traffic accidents on our roads."