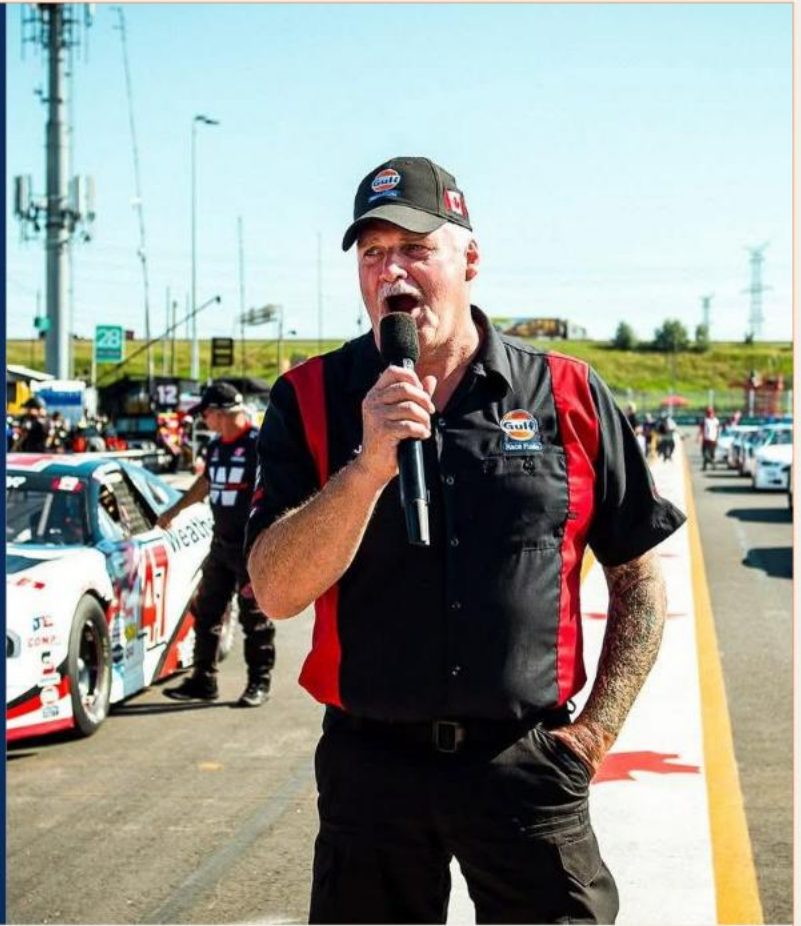


JEFF LAROSE

PRESIDENT & FOUNDER

GULF FUELS CANADA

From a family farm in Kipling, Saskatchewan, to a coast-to-coast fuel network of sales and distribution.



A FAMILY OF FIXERS

Jeff found his love for engines on the LaRose family farm near Kipling, Saskatchewan. He learned to diagnose problems, repair what broke and keep equipment moving. That hands-on mindset grew into Small Motor Service, a family business that fixed everything from snowblowers and small engines to full-sized tractors.

FAMILY ROOTS

A practical education in big engines and small motors.

SMALL MOTOR SERVICE

A fully functioning service shop that has served the community for decades. Here Jeff developed expertise in engine building, tuning and performance that continues to support customers and engine makers.

A NATIONAL AMBITION

International crop exports provided an early foundation in global markets, cross-border licensing, regulations and shipping.



KIPLING, SASKATCHEWAN



Family, engines and the beginnings of Small Motor Service

BUILDING GULF FUELS CANADA



FROM FUEL SHIPPING TO NATIONAL DISTRIBUTION

Jeff's foray into the fuel shipping business came through Aspen Fuel of Sweden. He quickly learned the specialized rules governing fuel imports and exports. That experience led to today's growing partnership with Gulf Fuels and the coast-to-coast sales and distribution network he leads in Canada.



A COAST-TO-COAST NETWORK

- An extensive dealer network across Canada
- Gulf Race Fuels and Pro Fuels sold coast to coast
- Practical knowledge of cross-border licensing, fuel regulations and shipping
- Apparel and promotions that extend the Gulf brand beyond the track

WHERE THE FUEL JOURNEY BEGAN



GULF PRO FUELS

"Since I was a kid I've been building engines. Now, I'm an official Canadian supplier of Gulf Race Fuel Products because I believe the right fuel makes all the difference."



IF YOU CAN RACE IT...

Jeff has probably helped develop it, supported the people behind it or found a way to make it go faster.



Gulf 100

Specific Gravity	0.731
MON	95
RON	105
(R+M)/2	100
Oxygen Content	3.5
LEADED	No
RVP	5.2
Stoichiometric A/F ratio	14
Colour	Blue
Ethanol content	0

BUILT AROUND MOTORSPORT

Jeff's reach spans vintage and classic cars, motorcycle racing, drag racing, stock cars, go-karts and dirt bikes. He has built engines, helped develop race programs and worked alongside the people who keep competitors moving faster.

CANADIAN PARTNERSHIPS



Gulf Race Fuels has built visible partnerships in NASCAR Canada and the Canadian Superbike Championship, while remaining closely connected to grassroots racers, restorers and builders across the country.

A respected Canadian brand, built coast to coast through dealers, partnerships, promotions and the racers who put the fuel to work.

