

# MEDIA NEWS COMPETITION

**BALANCE SHEET AND PERSPECTIVES**

**2014 / 2015 : FROM A SEASON TO AN OTHER ONE**

**DAKAR . FORMULA 1 . WTCC . WRC . WEC .  
MOTOGP . SUPERBIKE .**



## EDITORIAL ACTIVATION LEVERS



In motor sport the winter break is only a short interlude between past results and new objectives. In 2014 our products were crowned with two world doubles in the world endurance and touring car championships with Toyota and Citroën respectively, as well as our third win in the Dakar in the car category, and we're already getting down to the nitty-gritty for 2015.

The Team Peugeot Total found its marks in Rally-Raids by bringing two Peugeot 2008 DKRs home to the finish in Buenos Aires in January. In the wake of this we were able to post our ambitions in partnership with Citroën in the world rally championship event in Monte Carlo, and soon we will be defending our world titles in the world touring car championship.

Concerning our Formula 1 programme it's time to fight back with Infiniti Red Bull Racing and Romain Grosjean. Getting back onto the topmost step of the podium is also our aim in Superbike with Kawasaki, and we're beginning a new collaboration in Moto GP with the Marc VDS Racing Team, which dominated Moto2 last year.

Between technological innovation, contribution to performance and enhancement of our industrial and commercial agreement, our technical and sporting partners are formidable activation levers.

Thierry de Feydeau  
Total competitions and sponsoring manager







## DAKAR 2015 TWO PEUGEOT 2008 DKRS SEE THE CHEQUERED FLAG

**The reliability target has been achieved; now it's time to find more speed**

**T**wo of the Team Peugeot Total Peugeot DKR 2008s saw the chequered flag. Stéphane Peterhansel and Jean-Pierre Cottret finished the 9112-km Dakar in 11th place. Cyril Despres and Gilles Picard came home 34<sup>th</sup>.

*"It's a mixed result," explains Bruno Famin, the Peugeot Sport manager. "We're racers so we can't possibly be satisfied with the overall result. But we knew just how big a challenge we were taking on, and our no.1 aim on our first outing was to gather experience and test our reliability. We've achieved this aim and now we have to find more speed for the 2016 Dakar."*

*"In partnership with the Peugeot engineers we've developed a lubricant aimed at ensuring absolute mechanical reliability while providing excellent energy savings," explains Philippe Girard, the Total Group's scientific delegate. "The Peugeot 2008 DKR's engine is quick out of the box, and it's obviously got great potential in terms of power to which our products will contribute in the coming months."*

The Peugeot 2008 DKR almost clinched stage wins on several occasions and showed real potential.

Photo: In partnership with Elf, David Casteu dug deep to find the resources to finish in the top 10. He came home seventh overall in the motorbike category on his KTM.



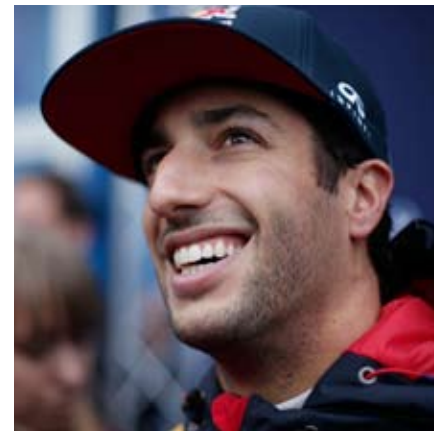


## FORMULA 1: FROM ONE SEASON TO THE NEXT... OUT TO RECONQUER THE WORLD TITLES

### Back for revenge in partnership with Renault Sport F1 and Infiniti Red Bull Racing.

**E**ven though Daniel Ricciardo scored his first three F1 victories, the Infiniti Red Bull team failed to retain its F1 world championship titles in 2014. It filled the runner-up spot and the Australian finished the season in third place in the drivers' classification. The Austrian team is determined to bounce back this year.

*"Faced with the challenge of the new engines we concentrated on the development of fuels in 2014," says Philippe Girard, the Total Group scientific delegate. "We doubled the number of formulations during the season and these products were responsible for half the power gain of the Renault Energy F1 power unit during the year. We hope to do as well this season while continuing to develop new lubricants."*



#### 2015 F1 CALENDAR

15th March: Australia  
29th March: Malaysia  
12th April: China  
19th April: Bahrain  
10th May: Spain  
24th May: Monaco  
7th June: Canada  
21st June: Austria  
5th July: Great-Britain  
19th July: Germany  
26th July: Hungary  
23rd August: Belgium  
6th September: Italy  
20th September: Singapore  
27th September: Japan  
11th October: Russia  
25th October: United States  
1st November: Mexico  
15th November: Brazil  
29th November: Abu Dhabi



#### TOTAL BACKS ROMAIN GROSJEAN

Our Group is continuing its partnership with 28-year-old French driver Romain Grosjean who will be with the Lotus F1 team for the fourth season in 2015. *"I'm delighted to continue my collaboration," he smiles. "After a difficult year in 2014, I hope to be back on the podium this season."*

This year Russian driver Daniil Kvyat will join Australian Daniel Ricciardo at Infiniti Red Bull Racing. The Total F1 fuels contributed to half the power gain of the Renault power unit during the 2014 season.

#### CREATION OF THE RENAULT SPORT TROPHY

In partnership with Elf, the World Series by Renault is recognised as the final step on the ladder before Formula 1. In addition to the Eurocup Formula Renault 2.0 and the Formula Renault 3.5 Series, the 2015 season will be marked by the launch of the Renault Sport Trophy. This attractive formula that falls between sprint races and endurance will highlight the exciting new Renault Sport R.S. 01.





## WTCC: THE CITROËN TOTAL TEAM IS THE HOT FAVOURITE TO RETAIN ITS 2014 TITLES REMAIN AT THE TOP



### CALENDAR WTCC 2015

6-8 March: Argentina  
17-19 April: Morocco  
1-3 May: Hungary  
15-16 May: Germany  
5-7 June: Russia  
19-21 June: Slovakia  
26-28 June: France  
10-12 July: Portugal  
11-13 September: Japan  
25-27 September: China  
30<sup>th</sup> Oct – 1<sup>st</sup> Nov: Thailand  
20-22 November: Qatar

**The Citroën C-Elysée dominated its rivals on its arrival in the World Touring Car Championship in 2014, and in 2015 it looks like beating the French team will be a formidable task.**

Its first year in the World Touring Car Championship (WTCC) the Citroën Total team put on a stunning performance. It won the manufacturers' title with 17 victories in 23 races and underlined its domination with a triple in the drivers' classification: the title went to José Maria Lopez from Yvan Muller and Sébastien Loeb. All three will be on the grid for the 2015 championship, which has a few interesting innovations including a race on the legendary Nordschliefe (Nüburgring), and the final event will be run at nighttime in Qatar.

*"The Citroën C-Elysée was really quick out of the box in its early races," analyses Philippe Girard, the Total Group scientific delegate. "The marriage between the chassis and the engine is a success and the car reacts very quickly to setup adjustments. On the basis of sound reliability our lubricants have already led to an increase in performance in the fuel feed, and this season we will continue to explore different sources of power."*

### 5 CARS IN TOTAL COLOURS

In addition to the three cars entered by the Citroën Total team, we're also backing through our local branches Chinese driver Ma Qing Hua and Moroccan Mehdi Bennani who are both entered in Citroën C-Elysées run by the Sébastien Loeb Racing team.



José Maria Lopez racked up 10 victories on his way to his first WTCC title – a record.

The nine-time world rally champion was making his debut in the championship and he was quick in both qualifying and the race. "I've still got to manage the traffic better when I'm racing in the pack," Loeb explains. "That's my main aim for this coming season."



## WRC : THE CITROËN DS3S STILL AMONG THE FRONT-RUNNERS GUNNING FOR TOP-3 FINISHES AND WINS

**The Citroën Total Abu Dhabi team is tackling the 2015 season with fresh ambitions after filling the runner-up spot in the manufacturers' championship last year.**

**H**elped by an eighth top-3 finish on Welsh roads, the Citroën Total Abu Dhabi team ended the 2014 World Rally Championship in second place in the manufacturers' title chase.

While Sébastien Loeb made a brief return to the WRC for a one-off outing in January 2015 and showed he was

the quickest on the Monte Carlo roads, Kris Meeke and Mads Ostberg are the two drivers spearheading the French squad's attack. They are aiming for a top-3 finish in the 2015 world championship.

Young Stéphane Lefebvre, crowned Junior World Champion in WRC 3 last year in a DS3 R3, will be racing in WRC 2 this season at the wheel of a DS 3 R5 with a minimum of two outings in a DS 3 WRC also on his programme.

Mads Ostberg from Norway was fifth in the 2014 world championship. This year he is aiming for more consistency in the Citroën Total colours.



### CALENDAR WRC 2015

22-25 January: Monte-Carlo	30 July-2 August: Finland
12-15 February: Sweden	20-23 August: Germany
5-8 March: Mexico	10-13 September: Australia
16-19 April: Argentina	1-4 October: France
21-24 May: Portugal	22-25 October: Spain
11-14 June: Italy	12-15 November: Great Britain
2-5 July: Poland	

### ON ALL FRONTS

Petter Solberg won the 2014 World Rallycross Championship in a Citroën DS 3 Supercar in Total colours. The Norwegian is the first driver to win two different FIA world titles in two different branches of motor sport after his WRC triumph in 2003. Swedish coming man, Timmy Hansen, also flies the Total flag in the WRX in his Peugeot 208.





## WEC : AN UNFORGIVING TEST BED A WORLD DOUBLE WITH TOYOTA RACING



**EIGHT RACES - FOUR POLE POSITIONS – FIVE VICTORIES – 12 TOP-THREE FINISHES – FOUR FASTEST LAPS IN THE RACE.**



### A look back at the success of our lubricants in the 2014 world endurance championship.

**T**he partnership between our Group and Toyota Racing set up in 2012 by our Competitions and Sponsoring department bore fruit in 2014. After three years' collaboration and research, the TS040 Hybrids wrapped up a double in last year's FIA World Endurance Championship scoring the first title in this branch of the sport for a Japanese manufacturer. The driver line-up in no. 8, Anthony Davidson and Sébastien Buemi, won the drivers' championship.

benchmark in endurance in 2014.

#### PHILIPPE GIRARD, (TOTAL GROUP SCIENTIFIC DELEGATE):

*"The aim wasn't to get the maximum amount of power from the engine, but to extract the maximum performance from a given amount of fuel. All you have to do is to make the comparison with a driver who is trying to cover the greatest distance on a tankfull. During our discussions with Toyota Racing we gave them lubricants which optimised the energy released during the combustion while limiting the friction between mechanical components. The result was a noticeable increase in power. This search for greater performance while using less fuel obviously depends on excellent reliability."*

#### PIERRE DUHOT (TOTAL LUBRICANTS AUTOMOTIVE MANAGER):

*"Toyota is one of the two major manufacturers and in unforgiving conditions we showed the whole range of our know-how in terms of high-tech lubricants through this partnership. This world double is great for our brand image. It provides possibilities for operations aimed at our clients as well as motivating our commercial networks."*

#### 2015 WEC CALENDAR

12<sup>th</sup> April: Silverstone 6 Hours (Great Britain)  
2<sup>nd</sup> May: Spa-Francorchamps 6 Hours (Belgium)  
13-14 June: 24 Le Mans 24 Hours (France)  
30<sup>th</sup> August: Nürburgring 6 Hours (Germany)  
19<sup>th</sup> September: Circuit of the Americas 6 Hours (USA)  
11<sup>th</sup> October: Fuji 6 Hours (Japan)  
1<sup>st</sup> November: Shanghai 6 Hours

#### ALPINE DOUBLES UP!

The Signatech Alpine team held on to the European Le Mans Series titles in 2014. Thus, Nelson Panciatici Oliver Webb and Paul-Loup Chatin clinched the crown in their Alpine A450b-Nissan after finishing third in the LM P2 category in the Le Mans 24 Hours. This year the team has set its sights higher and will race in the FIA World Endurance Championship. Vincent Capillaire will replace Oliver Webb.



## MOTOGP: A NEW PARTNERSHIP, NEW AMBITIONS

### A WORKS HONDA FOR SCOTT REDDING



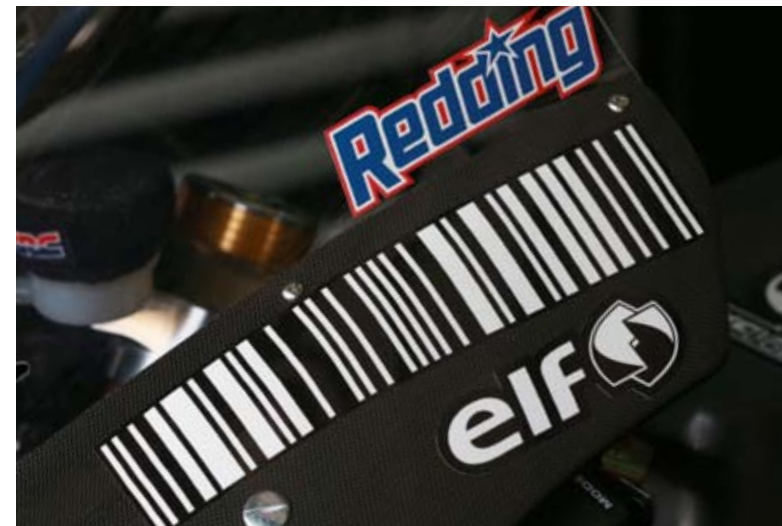
#### The British rider joins the new Estrella Galacia Marc VDS team in partnership with Elf.

In 2013 Scott Redding filled the runner-up spot in the Moto2 Championship, and last year he made his debut in MotoGP on a Honda Open. The young English rider showed excellent consistency finishing all the races except Austin and his best results were two seventh places.

Last year he was twelfth in the world championship and second in the Open class. This season he will be riding for the Marc VDS team, which is making its debut in MotoGP with a works Honda RC213V. *"It's a big step forward for me and for the team,"* explains Scott. *"We're determined to find out how to get the best out of the bike before we start looking for out-and-out performance."*

*"For the Elf brand this new partnership is an ideal opportunity to continue our work in collaboration with Honda,"* says Philippe Girard, the Group Total scientific delegate. *"In particular we're working on the density of the fuel to make it as useable as possible while taking on the minimum quantity."*

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#### MOTO2: A TITLE TO DEFEND

Spanish rider, Esteve Rabat, racked up 14 top-3 finishes including seven victories winning the title last season with Marc VDS. He is determined to retain it this year and he will be spurred on by a new teammate, the Moto3 champion, Alex Marquez. The latter is the younger brother of the double MotoGP champion, and he is determined to make a name for himself.

#### CALENDAR MOTOGP 2015

29 March: Qatar	9 August: United States (Indianapolis)
12 April: United States (Austin)	16 August: Czech Republic
19 April: Argentina	30 August: Great Britain
3 May: Spain (Jerez)	13 September: San Marino (Misano)
17 May: France	27 September: Spain (Aragon)
31 May: Italy (Mugello)	11 October: Japan
14 June: Spain (Barcelona)	18 October: Australia
27 June: The Netherlands	25 October: Malaysia
12 July: Germany	8 November: Spain (Valencia)





## SUPERBIKE : A SINGLE AIM -THE WORLD TITLES KAWASAKI FIGHTS BACK

**The Kawasaki Racing team, last year's runner-up, is determined to come out on top this season.**

**T**om Sykes, 2013 world champion and runner-up last year, is among the favourites in Superbike this year. The Englishman is riding for the Kawasaki Racing Team in partnership with Elf, and joining him will be Jonathan Rea from Ireland, third in 2014. The two works ZX-10Rs to which Elf products bring performance and reliability are expected to appear on the podium on a regular basis this season. They have but a single aim – reconquer the titles.

Kena Sofuoglu from Turkey (three world titles in 2007, 2010 and 2012) is the most titled rider in the Supersport World Championship. This year he is aiming for his fourth crown on his works Ninja ZX-6R run by the Kawasaki Pucetti Racing team. His new team-mate is Italian Marco Faccani, the reigning European Superstock champion.

Tom Sykes, 2013 world champion and runner-up last year, is among the favourites in Superbike this year. Kena Sofuoglu from Turkey is the most titled rider in the Supersport World Championship.

### CALENDAR WSBK / WSSP 2015

22<sup>nd</sup> February: Australia  
22<sup>nd</sup> March: Thailand  
12<sup>th</sup> April: Spain (Aragon)  
19<sup>th</sup> April: The Netherlands  
10<sup>th</sup> May: Italy (Imola)  
24<sup>th</sup> May: Great Britain

8<sup>th</sup> June: Portugal  
21<sup>st</sup> June: Italy (Misano)  
5<sup>th</sup> July: Moscow (Russia)  
19<sup>th</sup> July: United States  
2<sup>nd</sup> August: Malaysia  
20<sup>th</sup> September: Spain (Jerez)  
4<sup>th</sup> October: France  
18<sup>th</sup> October: Qatar

**THANK YOU**

