

Shell Lubes demonstrates Technology Leadership

2009-05-06

Shell – not just the world's No 1 lubricant supplier

Shell Lubricants, the global market share leader in finished lubricants, hosted a global technology forum in Mumbai this week to showcase the latest lubricants technology to India's leading vehicle manufacturers.

Guests including Mahindra & Mahindra, Tata's and others learnt about the latest advances in lubricants technology and how Shell products and services can deliver real competitive advantage. They were also introduced to Shell Lubricants unique approach to leading-edge product development.

Andrew Foulds, head of Shell Lubricants Technology, said: "Lubricants play a vital role in efficient vehicle manufacturing and trouble-free vehicle operation, and as the global market share leader in lubricants, we believe we have a great deal to offer."

"For example, we have more technical experts working side by side with customers in the field than any other lubricants company. We have world-class scientists applying fundamental science to design the best products for our customers' needs. And we have skilled formulators who have the expertise to find the best possible base oil and additive combinations to deliver the desired properties. The result is breakthrough products that have been rigorously tested to deliver proven benefits."

Guests at the forum were also introduced to some exciting concepts in enhancing vehicle performance – including energy efficiency. The latest Shell motor oils, for example, have low-viscosity, friction-reducing formulations that improve engine efficiency for better fuel economy and reduced CO2 emissions. For heavy-duty vehicles, Shell has developed Shell Rimula R6 LME which pushes new technical boundaries to yield triple benefits: lower fuel bills, reduced emissions, extended oil drain intervals that mean reduced maintenance and less waste oil.

Donald Anderson, Country Head of Lubricants, Shell India, said: "This technology forum is a vital opportunity for us to deepen our relationships with India's vehicle manufacturers and to find out how we can best help them. India's increasing vehicle population makes it one of fastest growing lubricants markets in the world – and we want to be a part of that. Our aim has always been not just to provide products that work, but to deliver technically advanced products that meet changing customer, operational and legislative needs better and faster than the competition."

"Through this technology forum we wanted to demonstrate that our lubricants technology is truly differentiating and that we can be the technical partner of choice for vehicle manufacturers in India."

Shell has a history of lubricants innovation stretching back more than 70 years. For example:

- In the 1960s Shell was the first to launch multi-grade engine oil for use in all vehicles in all seasons.
- In the 1970s Shell pioneered the use of detergents in vehicle oils to help keep engines clean.
- In the 1980s we introduced Shell XHVI synthetic base oils, using unique wax isomerisation technology. XHVI base oils are used to formulate high performance synthetic lubricants.
- In the 1990s, Shell was first to market with a 'low SAPS' engine oil, with lower levels of Sulphated Ash, Phosphorous and Sulphur. Using low SAPS oils can help to reduce diesel exhaust emissions, by protecting after-treatment devices such as diesel particulate traps.

Shell has a rapidly expanding lubricants business in India with a state-of-the-art blending plant outside Mumbai and distribution facilities in every state.