

# Shell Launches Premium Performance Petrol 'Shell V-Power' in India

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Bangalore, May 07, 2015: Shell India today announced the launch of 'Shell V-Power', its premium performance petrol, across all its major outlets in India. Inspired by Shell's technological innovations for Ferrari, Shell V-Power petrol has a unique double action formulation designed to actively clean the engine and protect vital engine parts to help deliver more power. Shell V-Power petrol is currently available at Shell outlets in Bangalore, Mysore, Chennai, Ahmedabad, Rajkot, Baroda, Surat and Pune.

Commenting on the launch, **Mr. Ravi Sundararajan, General Manager, Shell Retail India** said, "We are delighted to bring Shell V-Power to India, a globally acknowledged and successful fuel which has already marked its presence in 67 countries around the world. The advanced technology of Shell V-Power is designed to enhance the responsiveness of the engine by aiding it in performing to its potential.

At Shell we know that all fuels are not the same which is why we are committed to making better fuels for our customers and their cars. Our customers have appreciated the quality of fuels at Shell, and V-Power will replace the existing Shell Super brand of premium petrol."

**Ms. Mae Ascan, Senior Fuels Scientist, Shell Projects and Technology** said "Shell V-Power goes through rigorous testing both in the lab and at the track, before it ever makes its way to the market. Shell's technical partnership with Ferrari has given us the environment to test Shell V-Power fuels in extreme conditions; providing us with a better understanding of what will deliver improved power and performance."

Shell has more than a century of experience in fuels innovation and development, with approximately 120 fuels scientists and specialists across the globe working on it.

Shell's technical partnership with Ferrari assists Shell in developing Shell V-Power fuels to meet the highest possible standards. Shell V-Power contains 99% the same types of compounds found in the Shell V-Power race fuel being used by Scuderia Ferrari in the 2013 FIA Formula One World Championship.

Shell V-Power fuels are the result of over 60 years of inspiration, innovation and shared passion for performance with Ferrari in the motorsports arena. Shell invests approximately 21,000 hours a year into research and development to give Scuderia Ferrari the competitive edge in Formula One.