

# Shell Becomes Hyundai's Recommended Preferred Aftermarket Oil Supplier For Another Five Years

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Branded motor oils manufactured by Shell will continue to be recommended in Hyundai workshops and made available to customers in over 70 countries including India

**New Delhi, February 2, 2015:** Shell Lubricants and Hyundai Motor Company (HMC) today announced the renewal of their collaboration for Shell to be recommended as the preferred aftermarket motor oil supplier for Hyundai vehicles worldwide for another five years.

In India, the recommendation covers a range of Shell Helix products including Shell Helix HX6 AH 5W30, Shell Helix HX5 AH 15W40, Shell Helix HX5 D AH 15W 40 and Shell Helix HX3 AH 15W40. The agreement also includes co-branded motor oils available in markets in Asia such as China, India or Indonesia as well as Brazil in South America, with new markets to be added in Europe soon.

Commenting on the association, **Nitin Prasad, Managing Director, Shell Lubricants India, said,** "Shell Lubricants is proud to collaborate and extend their partnership with Hyundai as their preferred aftermarket oil supplier. This agreement means we will continue to supply and jointly develop high-quality motor oils for Hyundai customers underpinned by Shell's technology leadership. Through this collaboration, we aspire to create value for Hyundai customers – be it in products, aftermarket services, marketing or technology."

**Takulm, Executive Vice President and Chief Operating Officer at Hyundai Motor Company, said** "This agreement with Shell is broad in scope, supporting the needs of our global aftermarket supply chain, as well as giving rise to new technical collaborations and joint marketing initiatives. The common factor in all of these activities is our desire to maximise customer satisfaction in the aftermarket experience. Shell will be a leading partner for us as we implement and enhance our aftermarket strategy over the coming years, helping to drive the qualitative growth of the international Hyundai business."

Shell Lubricants has been associated with Hyundai in India since 2008. With Shell's nationwide reach, Shell Lubricants has been supplying to Hyundai workshops across the length and breadth of the country. Shell also supports the end customers of Hyundai India through many attractive offers during the various Service Camp initiatives like the Hyundai Free Car Care Clinic. In India, they are also the sole sponsors of the National Skill Olympics which is targeted towards up-skilling the technicians and service advisors at the Hyundai workshops.

Shell and Hyundai are also collaborating on the race track. In 2014, Shell and Hyundai Motorsport became technical partners in the FIA World Rally Championships. Shell and Hyundai will also continue to collaborate on technology and innovation – developing new motor oil formulations to meet the needs of Hyundai's expanding range of vehicles.

## ABOUT SHELL LUBRICANTS

The term "Shell Lubricants" collectively refers to Shell Group companies engaged in the lubricants business. Shell sells a wide variety of lubricants to meet customer needs across a range of applications. These include consumer motoring, heavy-duty transport, mining, power generation and general engineering. Shell's portfolio of lubricant brands includes Shell Helix, Pennzoil, Quaker State, Shell Rotella, Shell Tellus and Shell Rimula. We are active across the full lubricant supply chain. We

manufacture base oils in eight plants. Blend base oils with additives to make lubricants in over 50 plants, distribute, market and sell lubricants in over 100 countries.

We also provide technical and business support to customers. We offer lubricant-related services in addition to our product range. These include: Shell LubeMatch –the market leading product on-line recommendation tool, Shell LubeAdvisor - helps customers to select the right lubricant through highly trained Shell technical staff as well as online tools, and Shell LubeAnalyst - an early warning system that enables customers to monitor the condition of their equipment and lubricant, helping to save money on maintenance and avoid potential lost business through equipment failure.

Shell's world-class technology works to deliver value to our customers. Innovation, product application and technical collaboration are at the heart of Shell lubricants. We have lubricants research centres in China, Germany, Japan (in a joint venture with Showa Shell), and the USA. We invest significantly in technology and work closely with our customers to develop innovative lubricants. We have a patent portfolio with 150 + patent series for lubricants, base oils and greases; more than 200 scientists and lubricants engineers dedicated to lubricants research and development.

Customer benefits include lower maintenance costs, longer equipment life and reduced energy consumption. One of the ways we push the boundaries of lubricant technology is by working closely with top motor racing teams such as Scuderia Ferrari. These technical partnerships enable us to expand our knowledge of lubrication science and transfer cutting-edge technology from the racetrack to our commercial products.

## **ABOUT SHELL LUBRICANTS INDIA**

Shell is one of the most diversified international oil company in India's energy sector. It is a major private sector supplier of crude products and chemicals to India. With over 3000 staff in the country, Shell has a significant Technology center, a financial business services center and operates an LNG receiving and re-gasification terminal. It also has a downstream business marketing fuels, lubricants and specialty products. Shell Lubricants' India operation is part of Shell's long-term commitment to India and its support for the country's increasing energy needs. Shell Lubricants' customers in India include Wartsila, Maruti Suzuki, Hyundai, Ford and Thermax.

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