

## Just a Load of Hot Air? New Study Reveals 49% of Indians Believe 'Burping' Their Cars Will Save Fuel

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69% believe warming up the engine saves them fuel 51 per cent don't know the difference between a mineral and synthetic engine oil/lubricant.

**New Delhi, April 11, 2015:** A new study released today uncovers the extraordinary lengths Indians are willing to go to in order to save fuel and cut their driving costs.

The Shell Fuel Economy Fact or Fiction Report, which analyses the behaviour of 1,000 Indian drivers aged 18 to 40, reveals that while 83% see being fuel efficient as important, 68% admit they don't know how. This causes 54% of those who are unsure to feel anxious about fuel efficiency, leading many to believe and practice a collection of peculiar fuel saving myths.

The research shows 95% of drivers turn on the air conditioning instead of winding down their windows to avoid wind resistance. Whilst 92% warm up the engine before they drive, more than two thirds (69%) believe this same myth will save them fuel. More shockingly almost half (49%) also believe 'burping' their cars to release air pockets in the tank does the same trick.

Commenting on the findings, **Ravi Sundararajan, General Manager, Shell Retail India** says: "The Shell Fuel Economy Fact or Fiction Report shows just how important saving fuel is for Indian motorists, along with the incredible ways they employ to be more fuel efficient. Some of the beliefs revealed through the study were actually wasting fuel rather than helping to conserve it. It becomes pertinent that awareness about wasteful practices is highlighted."

To help sort fact from fiction, Shell is out to turn the nation's myth-followers into fuel efficiency pros – both through using fuels like Shell that are scientifically designed to last longer and by demonstrating more effective ways to drive smartly.

Adding to the findings of the report, **Nitin Prasad, Managing Director, Shell Lubricants India** said: "When it comes to fuel efficiency, the exciting news is that the importance of maintenance and change of engine oil/lubricants is not lost on Indian drivers. The report shows that drivers are choosing high quality lubricants to improve engine performance and fuel efficiency, but many do not know the difference between a mineral and a synthetic engine oil lubricant and the varying benefits thereof. The Indian customer is receptive to new technology and the report shows that innovation in oil is considerably needed".

"We believe synthetic motor oils can play a crucial role in improving fuel economy. A simple equation arises; cleaner engines mean smoother drive that translates into higher fuel efficiency. With this thought, Shell developed the Shell PurePlus Technology which is even a step further of the synthetic technology that exists in the market today.

This is a patented process, developed over 40 years of research, which converts natural gas into crystal-clear base oil. Our car engine oil Shell Helix Ultra and bike engine oil Shell Advance Ultra are formulated with this advanced GTL technology and address the motorists' fuel efficiency challenges," he added.

Drivers are looking to scientists (81%) and engineers (82%) to help them save fuel and energy in the future, and Shell is calling on the next generation of Indian's science and engineering talent to lead the way.

Students from M.N.M Jain Engineering College, K.J. Somaiya College Of Engineering, Government Engineering College Barton Hill, Sir M Visvesvaraya Institute of Technology, RV College of Engineering, Indian Institute of Technology - Banaras Hindu University, Birla Institute of Technology and Science (BITS), VIT University, Pandit Deendayal Petroleum University competed in Shell Eco-marathon Asia 2015 and busted some of the prevalent myths through their experiences at the mileage challenge.

The Shell Fuel Economy Fact or Fiction Report also reveals that the confusion on the road is in stark contrast to what goes on inside the nation's homes. Indeed, whilst 86% of people say they frequently turn off the lights to save energy when leaving the house, only 59% would frequently remove excess weight from the boot of the vehicle to help save fuel.

To learn more about Shell Eco-marathon and discover top tips on how to make your fuel last longer, [visit here](#)

### **Notes to Editors**

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### **About the Shell Fuel Economy Fact or Fiction Report**

The Shell Fuel Economy Fact or Fiction Report was commissioned by Shell and conducted by independent research firm Edelman Berland in December 2014. It used an online questionnaire with a nationally representative sample of 1,000 Indian drivers aged 18 to 40.

### **About Shell Eco-marathon**

Shell Eco-marathon began in 1939 at a Shell research laboratory in the United States as a friendly wager between scientists to see who could get the most miles per gallon from their vehicle. The winner of that contest barely achieved 50 mpg (21 km/l), and from these humble origins, a more organized competition evolved. In 1985 in France, Shell Eco-marathon as we know it today was born.

In April 2007, the Shell Eco-marathon Americas event was launched in the United States, and in 2010, the inaugural Shell Eco-marathon Asia was held in Malaysia. Malaysia hosted Shell Eco-Marathon Asia until 2013. Since 2014, the event is being held in Manila, Philippines, which will continue to host the event until 2016.

### **About Shell 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 centre, a financial business services centre and operates a joint venture LNG receiving and re-gasification terminal. Earlier this year, it signed MOUs for a floating LNG terminal in the country. Shell also has a downstream business marketing fuels, lubricants and specialty products. It recently announced creation of an in-house global IT centre in Bengaluru.

### **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 Pennzoil, Quaker State, Shell Helix, 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 leading 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.

[View the full infographic here](#)

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[Shell Fuel Economy Fact or Fiction Report](#)