



# **2009 Shell India Press Releases**

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## **1. SHELL LUBES DEMONSTRATES TECHNOLOGY LEADERSHIP**

May 06, 2009

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.

## **2. SHELL LUBRICANTS LAUNCHES PRODUCT PLUS SERVICE PORTFOLIO IN INDIA**

Mar 18, 2009

Introduces popular web-based tool, Shell LubeMatch

Shell Lubricants, the global market share leader in finished lubricants, unveiled a new range of Product PLUS Services.

Shell recognises that simply supplying high quality lubricants is not always enough to give its customers a clear competitive advantage and has developed this range of services aimed at helping customers get the best from Shell products. In practice this means, customers get the best performance, fuel economy, extended maintenance intervals, reduced maintenance and can even prevent failures. This ultimately saves money and brings a competitive advantage for them.

Introducing the service portfolio in India, Donald Anderson, Country Head - Lubricants, Shell India Markets Pvt. Ltd. stated, "The launch of the Product Plus service portfolio reinforces our strong commitment to providing value to our customers. Shell has been a global frontrunner in the lubricants industry in providing customers products with state-of-the-art technologies and innovative as well as effective services. We are determined to bring to our customers in India the same success drivers to enable them to experience their benefits."

Shell's Product PLUS portfolio has a wide range of services to meet the needs of B2C and B2B customers in India. Some of the services included in the portfolio are Shell LubeAnalyst, Shell LubeAdvisor, Shell LubeClinic, Shell LubeCoach, Shell LubeExpert and Shell LubeVideoCheck, with the latest addition to the family, Shell LubeMatch. This web based tool is designed to help customers match their vehicles and engines to the correct lubricants, whether in the commercial vehicle, industrial or off-road sectors.

The website, [www.shell.com/lubematch/](http://www.shell.com/lubematch/) is simple to use with drop down menus and provides recommendations for the right Lubricants for your equipment or vehicle within seconds.

Mark Raynes, Shell's Global Services Manager comments, "We have had a tremendous response to the launch of our new range of Products PLUS service across the world. For example, the online service Shell LubeMatch has witnessed over 2.5 million users already worldwide. The Shell LubeMatch service, which is available in 94 countries and 19 languages, is one of the most important services to us as it puts information that enables our customers to make the right lubricant decision through a free online tool."

"Now finding answers to important lubricants questions is easy! Our services are already demonstrating the value that product can deliver in real life cost savings and improvements for our customers."

Shell's Product PLUS helps the valued customers get the best performance and efficiency from Shell products. The company plans to continue investing in new innovative services to help customers realize maximum benefit from Shell's products.

The new range of services is already saving significant amount of money for Shell customers around the world:

### **Shell LubeAnalyst**

- Saves an impressive \$600,778 on lost product in a steel Plant in India.
- Saves Anglo American mining \$1.6 million in reduced maintenance costs and downtime in South Africa.
- Saves \$134,894 in reduced maintenance and downtime at a large paper mill in the Czech Republic.

- Shell saves \$80,000 in its own Stanlow refinery by preventing failures and reducing downtime.

### **Shell LubeVideocheck**

- Shell prevents a major engine failure in a large opencast mining company in India saving \$2,500.
- Reduces downtime significantly at Envirotech solution a power generation company in South Africa saving \$80,000.

The key services bring Online Lubrication recommendations; field based technical expertise and practical tools to monitor performance of lubricants whilst in service. Brought to life by the team of industry's strongest and the most competent local technical experts, these services have been designed to help customers realise real improvements to their vehicles and equipment.