

FUEL THAT CAN



NEW

Shell
FuelSave Diesel



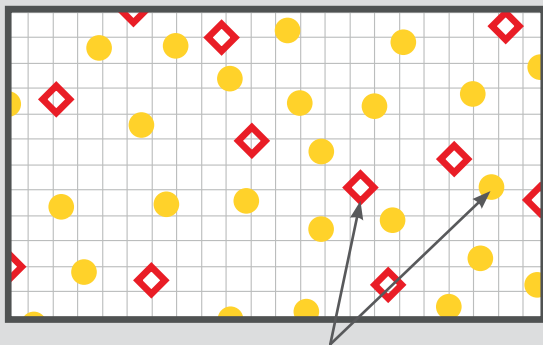
LEADING FUELS INNOVATION

Shell Commercial Fuels aspires to be a global leader in fuels technology, building on over 100 years of Shell Fuels innovation. We continually invest in enhancing our products to help customers meet their fleet operating needs and achieve tangible business benefits.

ROLE OF ENGINE CLEANLINESS

Diesel engine technology is advancing, placing new and changing demands on fuels.

Deposits in the injector nozzles of high precision diesel engines can lead to less efficient combustion, resulting in torque loss, higher fuel consumption and in turn higher exhaust CO₂ emissions.

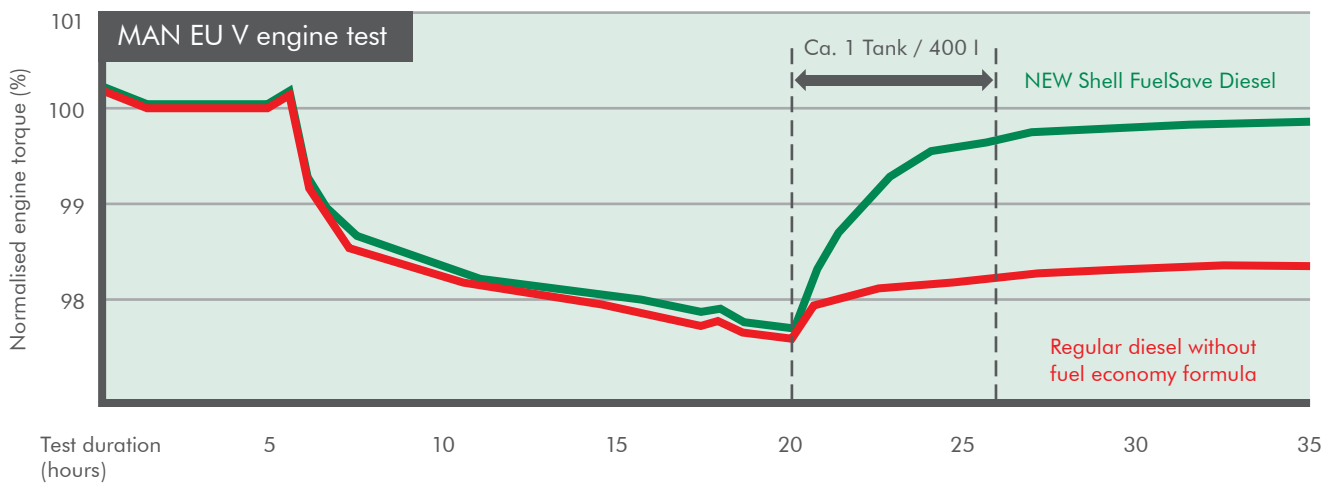


Two new detergent chemistries designed to work in both older and newer engine technologies.

NEW TECHNOLOGY¹ FOR ENGINE EFFICIENCY

NEW Shell FuelSave Diesel has been specifically formulated with our new, exclusive dual detergent DYNAFLEX Technology.² It is designed to help clean up the engine from injector deposits and so help provide better fuel economy and more load-pulling power when needed.³

CLEAN-UP EFFECT: MORE ENGINE TORQUE³



1. Compared to our previous formulation. 2. DYNAFLEX technology or DYNAFLEX formulation are our names for our latest generation of advanced formulations for gasoline and diesel fuels. See www.shell.com/commercialfuels for more information. 3. Compared to regular diesel without fuel economy formula. Actual savings may vary according to vehicle, driving conditions and driving style. Internal Shell tests and with our customers have shown a range of fuel savings depending on age of vehicle and type of operations.

NEW SHELL FUELSAVE DIESEL

HOW IT WORKS¹

NEW INJECTOR NOZZLES: CLEAN-UP OF DEPOSITS

Whether your heavy-duty fleet is older or newer, carbon deposits can build up on the injectors, leading to less efficient combustion.

NEW Shell FuelSave Diesel is formulated with exclusive dual detergent technology to help clean up the injectors from deposits and keep them clean, thus helping provide better fuel economy.



Regular Diesel

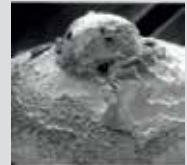


NEW Shell FuelSave Diesel

EXHAUST: LOWER CO₂ EMISSIONS AND BLACK SMOKE

Higher fuel consumption naturally leads to higher exhaust CO₂ emissions. Also, poor combustion can result in partially burnt fuel being emitted from the exhaust as black smoke.

NEW Shell FuelSave Diesel is designed to help clean up the injectors from deposits and keep them clean. This helps promote more efficient combustion and in turn lower exhaust CO₂ emissions and black smoke.²



Regular Diesel



NEW Shell FuelSave Diesel

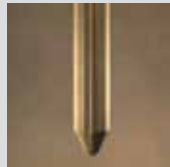
ENGINE AND STORAGE TANK: CORROSION PROTECTION

Fuels are not naturally corrosive, but rust can form on metal parts when water and oxygen are present.

NEW Shell FuelSave Diesel is designed to help prevent corrosion¹ in critical fuel system components and storage tanks by forming a protective barrier.



Regular Diesel



NEW Shell FuelSave Diesel

NEW ENGINE: MORE TORQUE

Deposits in injector nozzles can also lead to torque loss, giving you less load-pulling power when you need it.

NEW Shell FuelSave Diesel is designed to improve engine efficiency and retain power with higher loads¹ – starting to work even after one tank.



Regular Diesel



NEW Shell FuelSave Diesel

NEW ENGINE AND STORAGE TANK: IMPROVED FUEL STABILITY

NEW Shell FuelSave Diesel is designed to help improve oxidation stability and keep fuel more stable¹ in the presence of bio-components.

It can help you use fuels with bio components and reduce risk of fuel degradation and sludge build-up.¹



Regular Diesel



NEW Shell FuelSave Diesel

FUEL TANK: REDUCED FOAMING WHEN REFUELLING

Diesel fuel has a natural tendency to produce foam, which takes up tank space and slows down the refuelling process.

NEW Shell FuelSave Diesel is designed to help reduce foaming and allow a full tank refill.¹



Regular Diesel



NEW Shell FuelSave Diesel

1. Compared to regular diesel without fuel economy formula. Actual savings may vary according to vehicle, driving conditions and driving style. Internal Shell tests and with our customers have shown a range of fuel savings depending on age of vehicle and type of operations. 2. In heavy-duty engines up to and including Euro III.

OVER 100 YEARS OF FUELS INNOVATION

NEW SHELL FUELSAVE DIESEL

OUR MOST ADVANCED CLEANING FORMULA	HOW YOU CAN BENEFIT	BUSINESS VALUE
NEW dual detergent DYNAFLEX Technology ⁴ designed to help clean up injector deposits and prevent further build-up	Better fuel economy More torque and load-pulling power when needed Lower exhaust CO ₂ emissions and black smoke ⁵	Lower fuel and operating costs Vehicle reliability Reduced environmental impact
NEW formula ¹ to help improve oxidation stability and keep fuel more stable in the presence of bio components	Reduced risk of fuel degradation and sludge build-up	Equipment reliability
Corrosion inhibitor to help prevent corrosion in critical fuel system components and storage tanks	Reduced maintenance and risk of breakdown	Lower operating costs Reduced downtime
Antifoam agent to help reduce foaming when refuelling	Reduced refuelling time and risk of spillage	Increased operating hours



SHELL COMMERCIAL FUELS
TOGETHER ANYTHING IS POSSIBLE

Working together, we can help you keep moving on the road with a more profitable business.
www.shell.com/commercialfuels

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