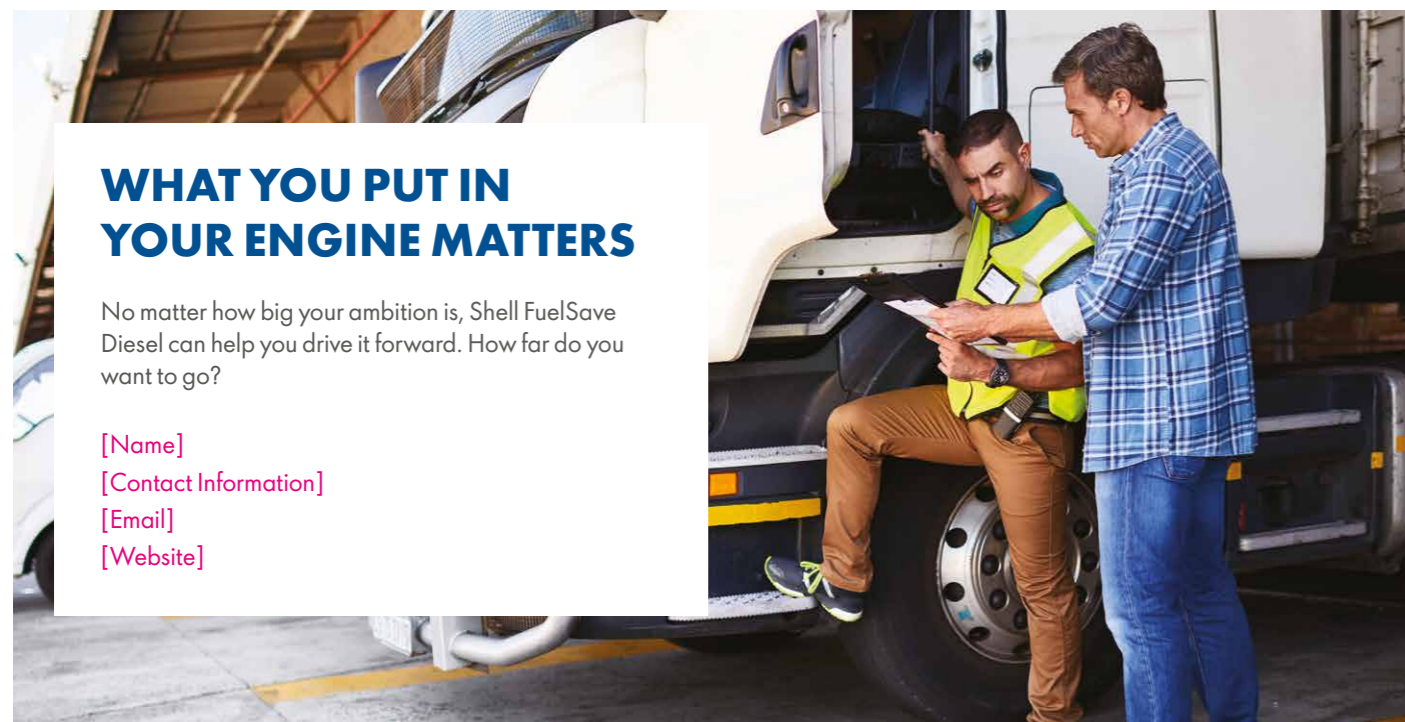


# Why choose Shell FuelSave Diesel?

OUR MOST ADVANCED CLEANING FORMULA <sup>1</sup>	HOW YOU CAN BENEFIT <sup>2</sup>	BUSINESS VALUE <sup>2</sup>
<ul style="list-style-type: none"> <li>■ <b>Dual detergent DYNAFLEX Technology<sup>1</sup></b>, designed to help clean up injector deposits and prevent further build-up</li> </ul>	<ul style="list-style-type: none"> <li>■ Better fuel economy<sup>2</sup></li> <li>■ More torque and load-pulling power when needed</li> <li>■ Lower exhaust CO<sub>2</sub> emissions and black smoke<sup>4</sup></li> </ul>	<ul style="list-style-type: none"> <li>■ Lower fuel and operating costs</li> <li>■ Vehicle reliability</li> <li>■ Reduced environmental impact</li> </ul>
<ul style="list-style-type: none"> <li>■ Formula<sup>1</sup> to help improve oxidation stability and <b>keep fuel more stable</b> in the presence of bio components</li> </ul>	<ul style="list-style-type: none"> <li>■ Reduced risk of fuel degradation and sludge build-up</li> </ul>	<ul style="list-style-type: none"> <li>■ Equipment reliability</li> </ul>
<ul style="list-style-type: none"> <li>■ <b>Corrosion inhibitor</b> to help prevent corrosion in critical fuel system components and storage tanks</li> </ul>	<ul style="list-style-type: none"> <li>■ Reduced maintenance and risk of breakdown</li> </ul>	<ul style="list-style-type: none"> <li>■ Lower operating costs</li> <li>■ Reduced downtime</li> </ul>
<ul style="list-style-type: none"> <li>■ <b>Antifoam agent</b> to help reduce foaming when refuelling</li> </ul>	<ul style="list-style-type: none"> <li>■ Reduced refuelling time and risk of spillage</li> </ul>	<ul style="list-style-type: none"> <li>■ Increased operating hours</li> </ul>



## WHAT YOU PUT IN YOUR ENGINE MATTERS

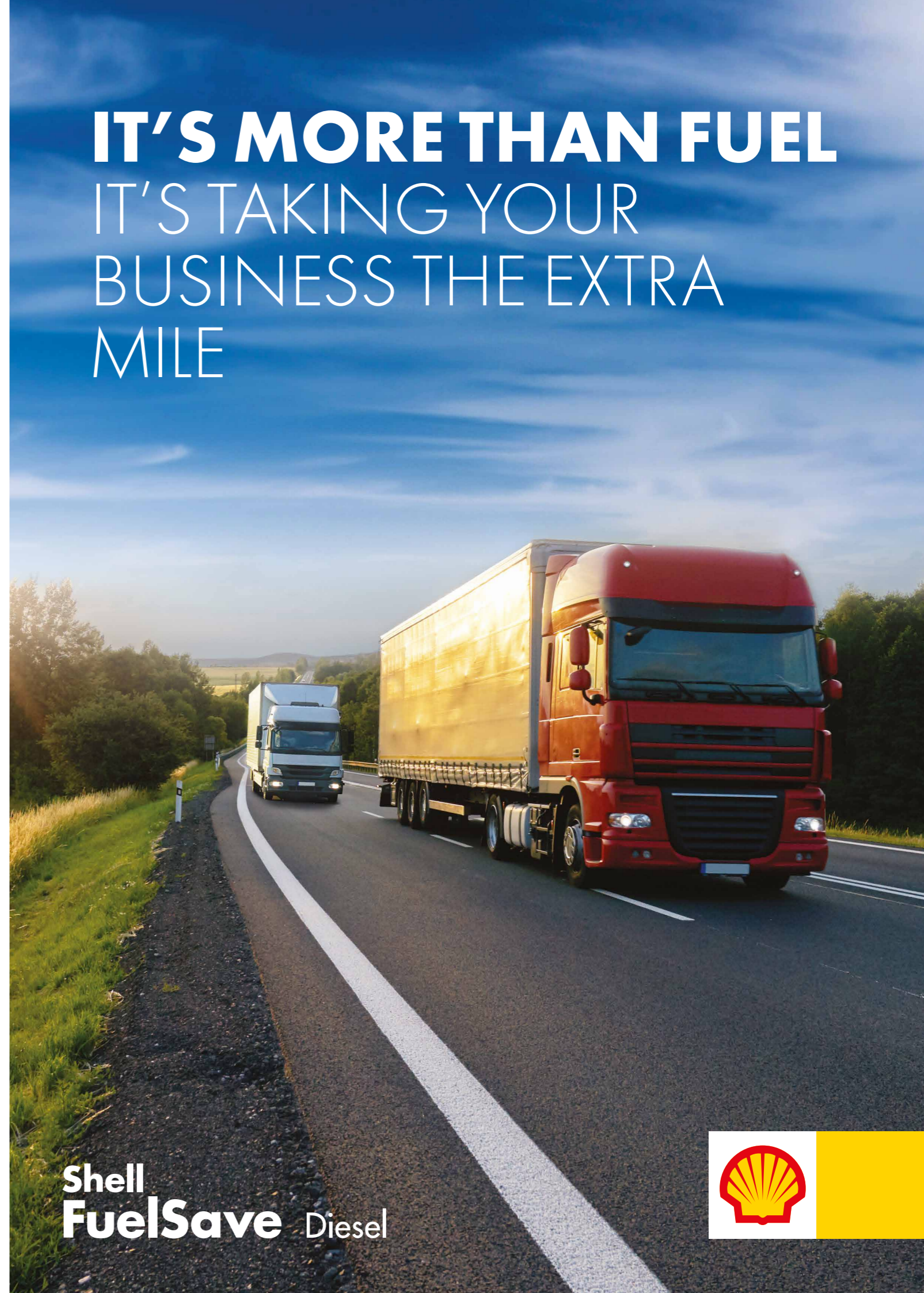
No matter how big your ambition is, Shell FuelSave Diesel can help you drive it forward. How far do you want to go?

- [Name]
- [Contact Information]
- [Email]
- [Website]

**SHELL COMMERCIAL FUELS**  
TOGETHER ANYTHING IS POSSIBLE

<sup>1</sup>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](http://www.shell.com/commercialfuels) for more information. | <sup>2</sup>Shell FuelSave Diesel is designed to help provide by up to 3% fuel economy, 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 customers have shown a range of fuel savings depending on age of vehicle and type of operations. | <sup>3</sup>As experienced by some customers rather than Shell protocols. Benefits will vary according to type of operation, vehicle, driving conditions and driving style. | <sup>4</sup>In heavy-duty engines up to and including Euro III. | <sup>5</sup>Compared to regular diesel without fuel economy formula and to standard lubricant. Based on demonstration tests with heavy-duty EU VI trucks in real-life city and urban conditions in collaboration with ATP, Germany. | <sup>6</sup>Based on in-house demonstration tests with EU VI OM936 engine. <sup>7</sup>Compared to regular diesel without fuel economy formula. Based on demonstration tests with heavy-duty EU VI trucks in real-life city and urban conditions in collaboration with ATP, Germany. | <sup>8</sup>Shell FuelSave Diesel with DYNAFLEX Technology meets the Worldwide Fuel Charter requirements for less than 2% power loss associated with injector cleanliness.

# IT'S MORE THAN FUEL IT'S TAKING YOUR BUSINESS THE EXTRA MILE



**Shell FuelSave Diesel**



# Propel your business ahead

Demand for transportation of people and goods is growing, against rising cost of resources and higher environmental responsibilities. These pressing challenges call for an energy solution like Shell FuelSave Diesel with DYNAFLEX Technology<sup>1</sup> to help your business deliver more with less.

## EXCLUSIVE FORMULATION

# 2 2

Detergent chemistries – for both newer and older machinery

Deposit control actions – **Clean Up** and **Keep Clean**

## ROBUST TEST PROGRAMME

# 4,000+

hours of engine runs

OVER **9Mkm** on the road



### FLEET EFFICIENCY

Specially formulated to help provide better fuel economy<sup>2</sup> and more load-pulling power, our fuel enables your vehicles to cover more miles reliably and at lower operating costs<sup>3</sup> – so you can save more to invest more.



### SUSTAINABILITY

With Shell FuelSave Diesel's help, you can reduce your fleet's environmental impact multi-fold:

- Carbon footprint: Lowering CO<sub>2</sub> emissions through better fuel economy<sup>2</sup>
- Community care: Less black smoke<sup>4</sup> through more efficient combustion
- Compliance: Supporting use of biofuels through dehazing action and improved fuel stability



### REDUCING TOTAL COST OF OWNERSHIP

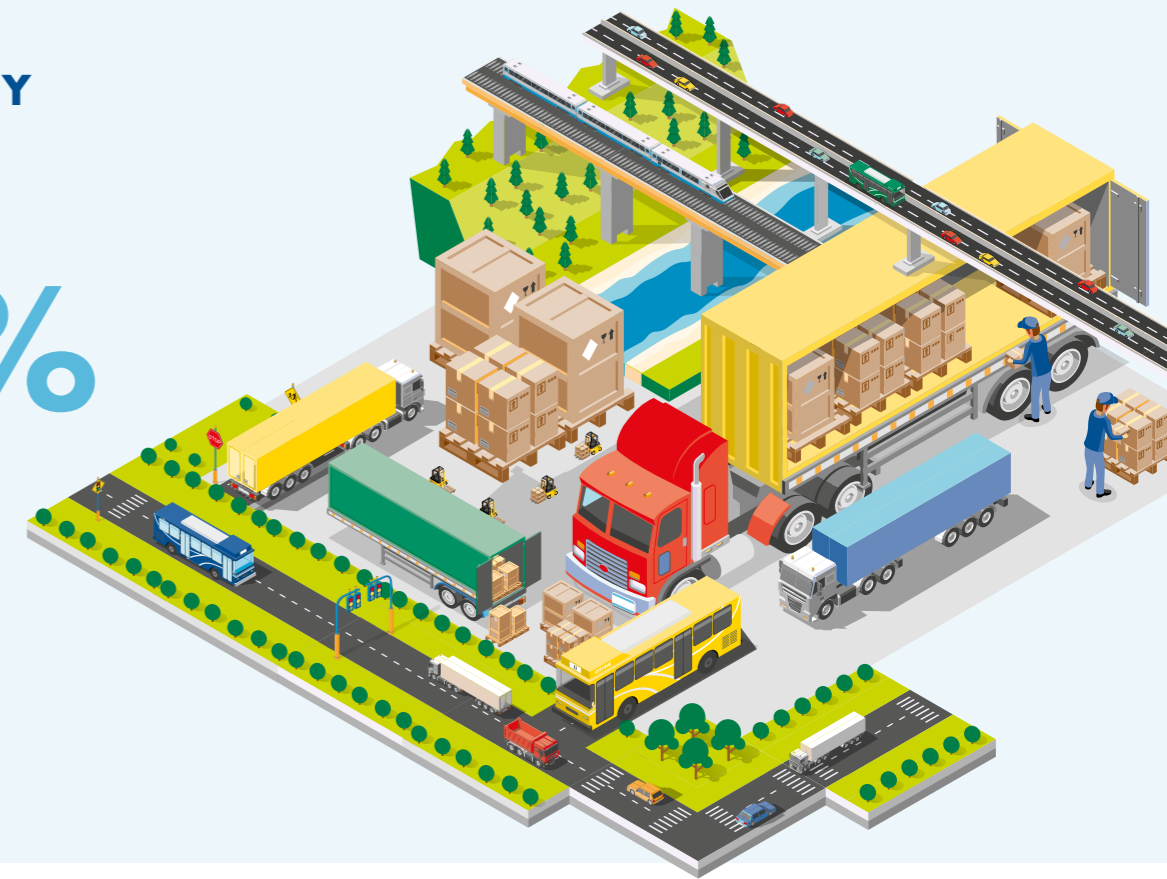
Our dual detergent technology works to actively clean up injector deposits and to protect your engine. How can you benefit? Fewer equipment breakdowns and less maintenance costs, and in turn more time on the road and more savings for your bottom line<sup>3</sup>.

## EFFICIENCY COMBO

Demonstrating up to

# 8.9%

fuel economy<sup>5</sup> from from Shell FuelSave Diesel and premium Shell lubricants used together



"Thanks to Shell FuelSave Diesel with DYNAFLEX Technology, we've managed to reduce fuel-related operating costs by 30% compared to the non-additivated diesel used before, by reducing engine system failures and vehicle downtime as a result of fewer breakdowns."

**Mr. Badrul Hishyam**  
 Director  
 Mayang Bayumas Sdn Bhd, Malaysia

**Shell FuelSave Diesel**

## FAST ACTION

Starts to work after **just one tank**

Over **40%**

recovery of fuel economy and power in less than **5 working days**<sup>6</sup>

## VALUE FOR MONEY

Demonstrating up to

# 5.7%

fuel economy<sup>7</sup>

## PRODUCTIVITY

Up to **5.28%** more load-pulling power<sup>7</sup>

Meets Worldwide Fuel Charter requirement for less than **2%** power loss<sup>8</sup>