



## AT A GLANCE: NEW SHELL TAMPINES AVENUE 2 STATION

The newly-revamped Shell station at Tampines Avenue 2 is designed to enhance the convenience and connectivity of the Tampines community. A space for the community, the new station marks the beginning of a transformational journey ahead as Shell continues to progress with consumers to meet evolving needs and demands in mobility and convenience.

Shell Tampines Avenue 2 is the first Shell station in Singapore to feature polished finishing in both its exteriors and interiors. Accented with earthy colours, wood tones and refreshing green walls, the spacious station aims to be an oasis from the bustle of the roads.

Offering smart convenience in catering to various car care and community needs, the new Shell Tampines Avenue 2 station aims to take a step closer to improving the mobility experience for our Singapore community.

### CONVENIENCE

#### ■ Shell Select

Shell proudly introduces a brand-new convenience retailing experience with Shell Select, which will roll out across all Shell stations in the future. Its contemporary and cosy interiors, marked with warm taupe hues, timber finishing and bright accents, invoke a warm, inviting and relaxed vibe.

Taking a customer-centric approach, the new flagship store provides thoughtful touches to recharge and refresh customers on their respective journeys. From a quality range of F&B offerings to clean child-friendly toilets and free mobile charging outlets, Shell aims to meet customers' on-the-move needs and help them "Go Well" by enriching their journeys.

Shell is the world's largest chain single-branded retail business covering 45,000 sites in more than 80 countries serving 25 million customers daily. "Shell Select" is Shell's global convenience retail brand and has now been re-introduced in Singapore.

Shell Select at Shell Tampines Ave 2 will be in operation from 12 June 2017.

#### ■ Deli by Shell

Deli by Shell is built on the core values of delivering Taste, Freshness and Quality, and is an integral part of the **Shell Select** convenience retail food and beverage offer. This global food & beverage retail brand has been

present in 17 countries for more than 10 years. The delicious aroma and sight of freshly baked, piping hot pastries brought out of the oven daily in this concept will be a treat for the senses. Besides Deli by Shell's signature item and crowd favourite, the *Firecracker Sausage Roll*, the menu also features:

- Butter Croissant
- Apple Strudel
- Chocolate Roll
- Banana Puff
- Sardine Puff
- Tuna Puff
- Chicken Curry Puff
- Red Bean Doughnut
- Thai Green Curry Pie
- Butterscotch Muffin
- Chocolate Chip Cookies
- Double Chocolate Chip Cookies

In addition, ***Deli by Shell*** (Singapore) also features a newly curated Ready-to-Eat meal range to satiate cravings for convenient comfort food. These local delights include:

- Homestyle *Mee Siam*: Stir-fried *mee siam* with prawns, eggs and vegetables
- Singapore *Laksa* Pasta: Deliciously rich *laksa* linguine with prawns and fishcake
- Maharaja Tandoori Chicken with Biryani Rice: Tandoori-grilled chicken and fragrant basmati biryani rice redolent with spices
- Classic Spaghetti Bolognese: Spaghetti with a tasty chicken bolognese sauce
- Hong Kong Fragrant Steamed Rice: Hong Kong *zhong chai* steamed rice with chicken, mushrooms and *lup cheong*

Consumers craving a sweet treat and respite from the heat will also be delighted with the first-ever collaboration between ***Deli by Shell*** (Singapore) and ***Wall's*** to bring customers a brand-new concept named ***Scoops of Happiness***, which serves up classic ice-cream based desserts with a twist. Items on the menu include:

- **Nanyang Brekkie**: A refreshing take of the ever-popular local breakfast – freshly baked butter croissant paired with cappuccino ice-cream topped with *pandan kaya* and crushed roasted peanuts
- **Apple Pie a la Mode**: Soft apple cubes with a tinge of cinnamon, served with croissant and topped with vanilla ice cream and almond flakes
- **Matcha Azuki**: A delightful combination of Japanese-inspired textures and flavours – croissant served with green tea ice-cream and red beans
- **Chocolate Indulgence**: Every chocolate lover's dream of velvety chocolate ice cream topped with satisfying crunch of cocoa biscuits, drizzled with Hershey's chocolate sauce on butter croissant

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#### ■ **First McDonald's Drive-Thru Within a Petrol Station in Singapore**

In partnership with McDonald's, the new station also features Singapore's first ever 24-Hour Drive-Thru in a petrol station. With the common aim to bring value-added convenience to customers in one stop, it serves as an accessible touch point for motorists, cyclists and residents in the neighbourhood as well as users of the nearby park connector. Both Drive-Thru and walk-in customers can enjoy their favourite McDonald's breakfast, lunch and dinner offerings, as well as desserts on the go. Today, there are 16 McDonald's Drive-Thrus islandwide including this latest addition at Shell Tampines Avenue 2.

### ■ **Convenient Self-service Kiosks in the E-lobby**

Station visitors will be able to tick more off their to-do lists in a single visit with the gamut of self-service kiosks: UOB ATM and cash deposit machine, NETS Self-service Station, AXS machine and a newspaper vending machine.

### ■ **Singpost POPStation**

Tampines residents now also have the convenient and secure option to pick up parcels via Singpost POPStation (Pick Own Parcel Station) for e-commerce purchases.

## **CAR CARE**

### ■ **Contemporary Designed Petrol Dispensers with Cleaner Air Experience**

- Pump dispensers feature Stage II Vapour Recovery petrol nozzles, to reduce dissipation of hydrocarbon emissions and smell of petrol vapours into the air during refuelling for cleaner air experience
- Green and red light indicators that indicate red for dispensers that are in use and green for those available, making it intuitively visible from a distance to facilitate ease of use for incoming motorists
- Digital screens are now retrofitted on new petrol dispensers to enhance customer experience during refuelling. The interactive screens will feature information relating to Shell products, services and promotions. In the near future, these screens will reflect data around choice of fuel, volume and price as the fuel is being dispensed.

### ■ **Shell Car Wash**

The revamped Shell Car Wash brings the same convenience with an improved car wash experience within a brightly-lit car wash area with clean tunnel walls. Customers can choose from a range of value-added cleaning services, using only the best branded products by trained personnel to bring the shine on.

### ■ **Shell Autoserv**

Shell Autoserv, Shell's car servicing & repair centre, is Singapore's largest network of single branded petrol station workshop with 22 outlets island wide. It is a one-stop solution providing a comprehensive range of automotive products and services ranging from brake, battery, suspension, steering, oil/lube change, tyres, wipers to other specialised car maintenance and repair services. Shell's servicing packages features the use of Shell premium quality lubricants such as Shell Helix Ultra for quality assurance.

## Shell Helix Ultra

- Best engine protection by continuously removing deposits from dirty engines
- Up to 37% more protection than other leading fully synthetic oil brands
- Supports greater fuel efficiency
- Viscosity of oil is maintained and stays in grade throughout the oil drain period
- Minimises vibration & engine noise

The new Shell Autoserv at Tampines Ave 2 also features an open customer lounge with free mobile-charging points for customers to relax and grab a drink while waiting for their cars to be serviced.

### ■ New Air Pump Unit with Built-In Finger Wash

The new built-in finger wash unit serves as a thoughtful feature for customers to rinse off grime conveniently after filling up their tyres with air.

## COMMUNITY

### ■ 'Take a Brake' Bicycle Bay

The first ever bicycle bay in a petrol station in Singapore was installed to serve the changing face of mobility in Singapore and uptake of cycling as a transport option. The bicycle bay lies on the Tampines Park Connector, offering easy access across Tampines Town. It is an apt pit stop for avid cyclists, offering refreshments, wash rooms, bicycle facilities and a comfortable starting point to a cycling trip. The bicycle bay boasts:

- Parking and rest areas for cyclists
- Bicycle hoist station, with holder bars
- Bicycle repair tools
- A dedicated air pump for bicycles
- A panel with safe cycling tips

### ■ Sustainable Pilot Features

- Solar tubing in the canopy, which eliminates the need for electricity to light up the forecourt area in the day.
- Rainwater harvesting system, with water harvested used to water the plants on the green walls and in the flushing of toilets. It is projected to save more than a million litres of water per year.
- Motion detectors for light control in the staff room, store manager office and store rooms.

## COMFORT

### ■ Child-Friendly Toilets

Toilets are now fitted with child friendly toilet seats and a child seat harness.

■ **Resting Space for Service Champions**

The new station also features an air-conditioned staff room with ample resting space and pantry for the service champions to recharge during their breaks, taking care of their needs to better serve our customers with ready smiles and personable service in the on-going journey to improve customer experience.