

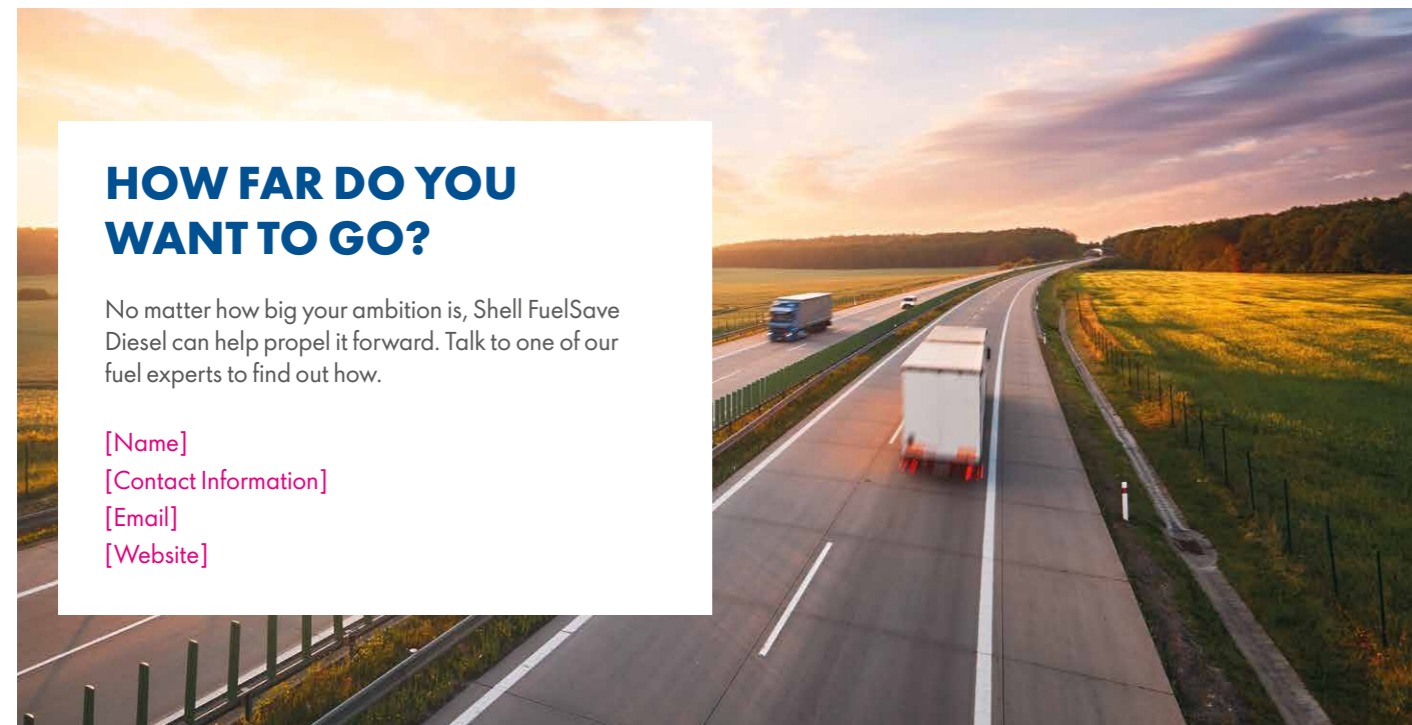
Why choose Shell FuelSave Diesel?

OUR MOST ADVANCED CLEANING FORMULA ¹	HOW YOU CAN BENEFIT ²	BUSINESS VALUE ²
<ul style="list-style-type: none"> ■ Dual detergent DYNAFLEX Technology¹, designed to help clean up injector deposits and prevent further build-up 	<ul style="list-style-type: none"> ■ Better fuel economy² ■ More torque and load-pulling power when needed ■ Lower exhaust CO₂ emissions and black smoke⁴ 	<ul style="list-style-type: none"> ■ Lower fuel and operating costs ■ Vehicle reliability ■ Reduced environmental impact
<ul style="list-style-type: none"> ■ Formula¹ to help improve oxidation stability and keep fuel more stable in the presence of bio components 	<ul style="list-style-type: none"> ■ Reduced risk of fuel degradation and sludge build-up 	<ul style="list-style-type: none"> ■ Equipment reliability
<ul style="list-style-type: none"> ■ Corrosion inhibitor to help prevent corrosion in critical fuel system components and storage tanks 	<ul style="list-style-type: none"> ■ Reduced maintenance and risk of breakdown 	<ul style="list-style-type: none"> ■ Lower operating costs ■ Reduced downtime
<ul style="list-style-type: none"> ■ Antifoam agent to help reduce foaming when refuelling 	<ul style="list-style-type: none"> ■ Reduced refuelling time and risk of spillage 	<ul style="list-style-type: none"> ■ Increased operating hours

HOW FAR DO YOU WANT TO GO?

No matter how big your ambition is, Shell FuelSave Diesel can help propel it forward. Talk to one of our fuel experts to find out how.

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



¹DYNAFLEX 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. | ²Shell 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. | ³As experienced by some customers rather than Shell protocols. Benefits will vary according to type of operation, vehicle, driving conditions and driving style. | ⁴In heavy-duty engines up to and including Euro III | ⁵Compared 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. | ⁶Compared to regular diesel without fuel economy formula. Based on demonstration tests with off-highway heavy-duty Tier 4 engines in collaboration with DLG Germany. Achieved within 50 hours of engine operations and 4 tankfuls. | ⁷Shell FuelSave Diesel with DYNAFLEX Technology meets the Worldwide Fuel Charter requirements for less than 2% power loss associated with injector cleanliness.

SHELL COMMERCIAL FUELS
 TOGETHER ANYTHING IS POSSIBLE

IT'S MORE THAN FUEL IT'S THE ENERGY THAT EMPOWERS YOUR BUSINESS



Shell
FuelSave Diesel



Energy for today and tomorrow

The business world is changing, with rising costs and greater environmental focus. To stay competitive, you need an energy solution that helps you deliver more with less. Shell FuelSave Diesel, with our most advanced DYNAFLEX Technology¹, can take your vehicles and equipment further, at a lower operating cost.



HIGHER EFFICIENCY²

Strong control over injector deposits can help provide better fuel economy² and more power to pull heavy loads, thus increasing fleet efficiency per mile and per hour.



SUSTAINABILITY

With Shell FuelSave Diesel you can help reduce your fleet's environmental impact multifold:

- Carbon footprint: Lowering CO₂ emissions through better fuel economy²
- Community care: Less black smoke⁴ through more efficient combustion
- Compliance: Supporting use of biofuels through deazing 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. This can mean fewer breakdowns, less maintenance costs and downtime, and more savings to your bottom-line³.



EXCLUSIVE FORMULATION

2

Detergent chemistries – for both newer and older machinery

2

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



ROBUST TEST PROGRAMME

OVER

4,000

 hours of engine runs

OVER

9Mkm

 on the road


EFFICIENCY COMBO

DEMONSTRATING UP TO

8.9%

FUEL ECONOMY⁵

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-traditional 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 1 tank**

UPTO **100%**

injector deposit clean-up in less than **3 working days⁶**



VALUE FOR MONEY

UPTO

3%

fuel economy²



PRODUCTIVITY

UPTO

5.6%

 more load-pulling power⁶

Meets Worldwide Fuel Charter requirement for less than

2%

 power loss⁷