

Shell Lubes demonstrates Technology Leadership Shows the Better Half of a Cut Car

Shell Lubricants, the global market share leader in finished lubricants, unveiled the much-admired Skoda World Rally Championship car, cut in half. The cut car showcased in Delhi, demonstrates Shell Helix Motor Oil's Active Cleansing Technology that helps in keeping car engines 'Clean on the Inside'.

Noida, Uttar Pradesh, July 2, 2009 /[India PRwire](#)/ -- As part of a global marketing initiative, Shell Lubricants, the global market share leader in finished lubricants, unveiled the much-admired Skoda World Rally Championship car, cut in half. The cut car showcased in Delhi, demonstrates Shell Helix Motor Oil's Active Cleansing Technology that helps in keeping car engines 'Clean on the Inside'. Shell Lubricants cut the Skoda Fabia rally car in half for the Shell Helix Ultra TV commercial that debuted globally last year.

Though unconventional, it was the best possible way to perfectly demonstrate the Shell Helix promise. Shell Lubricants' team took an actual Skoda Fabia WRC car and sliced it in half with a 4-meter circular saw to shoot Shell Helix Ultra commercial. Once split in two it was easy to see that the one piece of equipment that was protected from the torture of a rally circuit was the engine. This proves that Shell Helix Ultra Motor Oil ensures the consumer always has an engine that is 'Clean on the Inside' no matter how dirty things get on the outside.

The half portion of the car will be taken across India to communicate Shell Lubricants strong brand message that focuses on engine cleanliness and protection. The car was flagged off from Mumbai during Shell's Global Technology Forum and will be taken to other cities.

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.

Notes to Editor

About Shell Lubricants

Shell is the global market share leader in lubricants with 13% of the market in volume terms, according to the international market research firm Kline & Company. The company makes and sells lubricants to meet customer needs across a wide range of applications including motoring, commercial transport, mining, general engineering and power generation.

Shell Lubricants has research and development centres in the US, UK, Germany and Japan - staffed by more than 200 experts.

Shell's portfolio of lubricant brands includes Shell Helix, Shell Advance, Shell Rimula, Shell Rotella, Shell Tellus, Shell Cassida, Shell Spirax, Pennzoil and Quaker State.

Shell in India

Shell is the largest and most diversified international investor in India's energy sector, with nearly US\$1 billion

invested already. Shell is the only international oil company to have a fuels retailing licence in the country. Shell interests in India include LNG, Lubricants, LPG, Bitumen manufacture, Aviation, Marine, Technology Licensing, Software Development, a Financial Services Centre and basic R&D. It is also a major private sector supplier of crude, products and chemicals to public/private sector oil companies. In India, Shell Foundation has already spent more than USD 7.5 million across seven programmes impacting more than 1,19,000 households and 195 entrepreneurs.

About Shell Lubricants India

Shell Lubricants India is a 100% subsidiary of Shell. Shell Lubricants' India operations demonstrate Shell's long-term commitment to India and its support for the country's increasing energy needs. Going forward, the company expects to see much greater availability of Shell lubricants and faster growth in the market as it wins new customers.

Shell Lubricants' customers in India include Wartsila, Suzuki Maruti, Ford, VW Skoda, and Thermax. Last year, Shell Lubricants celebrated reaching a delivery milestone of 25 million litres of lubricants to Mahindra & Mahindra, and the company has recently won business with Reliance and Tata Power.

For more information: www.shell.com

For more information, please contact:

Reema Sahu

sr exec

(L) 951204642020

© copyright 2012 India PRwire (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.