

IN YOUR WORLD, BUILD RELIES ON EFFICIENCY

Shell
Diesel Extra®

Designed for extra hours[1]

[1]Over the lifetime of the machine/vehicle. Refers to operation between refuelling stops and is compared to regular diesel without fuel economy formula. Savings may vary per machine/vehicle, driving conditions and driving style.

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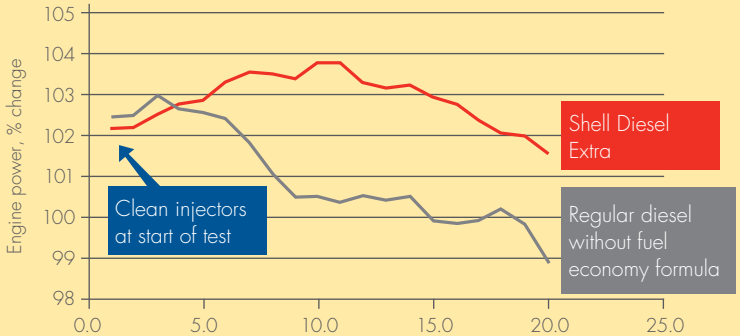
CONSTRUCTION
IT'S ALL ABOUT OPERATING EFFICIENCY

- Pressing delivery deadlines, round the clock shifts and large equipment investments are just some of the challenges faced by today's construction industry. Running complex operations means carefully balancing the cost of machines, operators, fuel and maintenance to make the most of your business investment.
- As **your ally for machinery efficiency,** we can help you with that!

HOW SHELL DIESEL EXTRA CAN PAY OFF

- Shell Diesel Extra is especially designed to help you save fuel by up to 3 %[1] over the lifetime of your heavy-duty machinery. Its unique formulation works, compared to regular diesel, by helping to keep the engine clean from deposits, reduce fall-off in engine performance and protect the fuel system from corrosion.
- All this can help reduce maintenance costs and downtime and increase the efficiency of your machines.

The bottom line: Shell Diesel Extra can help you improve the efficiency of your machinery!



Test conditions designed to simulate 64,374 km (40,000 miles) of vehicle usage

A bench test simulated 20 hours of operations and severe hill-climb driving to reproduce extreme operating conditions – approx. 64,374 km (40,000 miles) of normal operation in terms of severity.

[1]Over the lifetime of the machine/vehicle. Based on internal test results under normal operating conditions produced by on-road heavy-duty diesel engines using Shell Diesel Extra versus regular diesel without fuel economy formula. Savings may vary per machine/vehicle, driving conditions and style.

INCREASE THE EFFICIENCY OF YOUR MACHINES
WITH SHELL DIESEL EXTRA



✔ Save fuel by up to 3 %[1]

Shell Diesel Extra is designed to prevent the build-up of carbon deposits in the injector nozzles. This can help deliver fuel savings by up to 3 %[1] and allow you to run your machines longer per tank and ultimately reduce your overall fuel costs.





✔ Reduce maintenance

Over time and with intense operations, deposits may build up in heavy-duty engines leading to a fall-off in performance and increased maintenance. Replacing rusted engine parts can also cause costly downtime. Shell Diesel Extra is designed to keep the engine clean of deposits and prevent corrosion. This, in turn, can help reduce maintenance frequency and costs, and improve the reliability of your machines.





✔ Reduce your environmental impact

It makes no difference whether your diesel machine is old or new. Shell Diesel Extra is designed to help you save fuel by up to 3 %[1]. Burning fuel more efficiently will help you lower exhaust CO_2 emissions and black smoke[2]. That's one way you can help reduce the environmental impact of your company's operations.





WHAT CUSTOMERS SAY, BASED ON THEIR OWN OBSERVATIONS AND EXPERIENCE

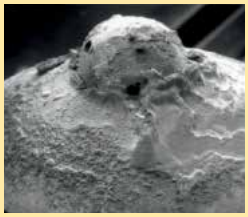
"Our machinery needs to stay in peak condition even when the hours pile on, to be able to deliver the required performance and meet emission standards. We were surprised how significantly we were able to reduce fuel consumption with Shell FuelSave Diesel* – our results showed fuel savings of nearly 9 %!"

Joachim Gneis, Continuous Improvement Manager, Zeppelin Austria (CAT representative)

[1]Over the lifetime of the machine/vehicle. Refers to operation between refuelling stops and is compared to regular diesel without fuel economy formula. Savings may vary per machine/vehicle, driving conditions and driving style.
[2]In heavy-duty engines up to and including Euro III. Corresponds to North American heavy duty on highway trucks prior to 2004 and off road vehicles prior to 2006.
* Refers to Shell Diesel with fuel economy formula. Brand name may vary per country. Known as New Shell Diesel, Shell Diesel Extra, New Shell Diesoline Ultra in other markets.

HOW SHELL DIESEL EXTRA **WORKS**

Regular diesel[1]



Dirty injector nozzle

Shell Diesel Extra



Clean injector nozzle

✔ Injector nozzles: Prevents deposit build up

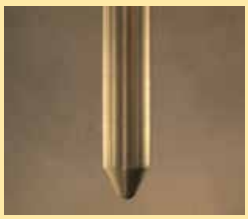
As heavy-duty diesel engines get older, carbon deposits can build up on the injectors, adversely affecting the spray pattern and combustion process. Shell Diesel Extra is formulated with a special detergent to prevent further deposit build-up. This enables your engine to burn fuel more efficiently and, in turn, your machinery to emit less exhaust CO_2 and black smoke[2].

Regular diesel[1]



Fuel pump with corrosion

Shell Diesel Extra



Fuel pump without corrosion

✔ Engine: Prevents corrosion and keeps the fuel system clean

Fuels are not naturally corrosive, but there is the potential for rust to form on metal parts when water and oxygen are present. Shell Diesel Extra is designed to protect critical fuel system components from corrosion.
Shell Diesel Extra's advanced formulation can also prevent deposit build-up in the injector nozzles, which helps keep the engine clean. And the dehazing additive in Shell Diesel Extra enables good water separation thus allowing the fuel in the storage tank to stay free from moisture.

Regular diesel[1]



Dirty injector nozzle with disrupted spray pattern

Shell Diesel Extra



Clean injector nozzle with correct spray pattern

✔ Exhaust: Helps lower CO_2 emissions and black smoke[2]

Higher fuel consumption naturally leads to higher vehicle exhaust CO_2 emissions. Poor combustion can also result in partially burnt fuel being emitted from the exhaust as black smoke. Shell Diesel Extra is designed to promote more efficient combustion, which can help save fuel[3] and in turn reduce exhaust CO_2 emissions and black smoke[2].

ENHANCING OUR FUELS TODAY **FOR THE FUTURE OF YOUR BUSINESSS**



"With over 100 years of fuels research and development, we have a worldwide reputation for leading fuels technology. Our scientists and experts continually work to enhance our products and collaborate with customers and business partners to create innovative energy solutions for today and for the future."

Dr. Wolfgang Warnecke, Shell Chief Scientist for Mobility

[1]Without fuel economy formula.
[2]In heavy duty engines up to and including Euro III. Corresponds to North American heavy duty on highway trucks prior to 2004 and off road vehicles prior to 2006.
[3]Over the lifetime of the machine/vehicle. Refers to operation between refuelling stops and is compared to regular diesel without fuel economy formula.
Savings may vary per machine/vehicle, driving conditions and driving style.



Shell
Diesel Extra®

TAKE ADVANTAGE OF THE BENEFITS

Fuel economy claim tested by

PIT *

* PIT testing in heavy-duty engines used in road transport vehicles has shown fuel savings of **2.4%** compared to regular diesel

USING SHELL DIESEL EXTRA CAN HELP YOU:

- **Save fuel by up to 3 %**[1] – by helping to prevent the build up of injector deposits
- **Reduce maintenance** – by helping to prevent corrosion in the engine and keeping it clean
- **Reduce your company's environmental impact** – by helping to lower equipment exhaust CO_2 emissions and black smoke[2]

[1]Over the lifetime of the machine/vehicle. Refers to operation between refuelling stops and is compared to regular diesel without fuel economy formula. Savings may vary per machine/vehicle, driving conditions and driving style.
[2]In heavy-duty engines up to and including Euro III. Corresponds to North American heavy duty on highway trucks prior to 2004 and off road vehicles prior to 2006.



✔ SHELL DIESEL EXTRA AND YOUR MACHINES:
A LONG-TERM RELATIONSHIP FOR EFFICIENCY

www.shell.ca/commercialfuels