



FROM REDUCING COSTS TO MAXIMISING RETURNS

SHELL COMMERCIAL FUELS
TOGETHER ANYTHING IS POSSIBLE



DRIVING PROGRESS WITH **COLLABORATIVE SOLUTIONS**

WE UNDERSTAND THAT HIGHER COSTS AND LOWER MARGINS ARE PUTTING YOUR INDUSTRY UNDER INCREASING PRESSURE.

Our expert solutions can help you operate more efficiently – from competitive fuel supply to innovative products and services. We believe that by working together we can help you achieve your business ambitions.



WORLD-CLASS TECHNOLOGY **FOR TODAY AND THE FUTURE**

OUR VISION IS TO BE A LEADER IN WORLD-CLASS FUELS TECHNOLOGY THAT HELP OUR CUSTOMERS ACHIEVE TANGIBLE BENEFITS FOR THEIR BUSINESS.

Today we're building on over 100 years of Shell fuels expertise and innovation – both in traditional and new fuel options. Shell fuels technology is applied and tested in a wide range of on-road, off-road and industrial applications in some of the world's most challenging conditions.

By collaborating with customers, vehicle manufacturers and industry organisations, we continue to apply our insight and learning to develop the next generation of fuels – in turn helping customers stay at the forefront of innovation.

QUALITY YOU CAN COUNT ON

EACH YEAR WE INVEST MILLIONS OF DOLLARS IN FURTHER ENHANCING OUR PRODUCTS AND BRINGING NEW INNOVATIONS TO MARKET.

Our top scientists and leading research and testing facilities enable us to design some of the most advanced fuel products in the world. For example, **NEW Shell FuelSave Diesel** is our most advanced cleaning formula¹, designed to help provide better fuel economy and more load-pulling power when needed².



BETTER FUEL ECONOMY²

New clean-up effect



MORE TORQUE²

Starts to work even after one tank



VEHICLE RELIABILITY³

Improved stability of fuels with bio components

Samwoh – a transportation and civil engineering company in Singapore is confident in a long-term partnership with Shell and its resellers, stemming from mutual trust and collaboration to create value for our customers.

“We believe Shell Diesel Extra⁴ meets our fuel requirements, giving us tangible savings in maintenance costs and fuel consumption.” (Mr Eric Soh, CEO of Samwoh Corporation Pte Ltd)

1. Compared to our previous formulation. 2. 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 our customers have shown a range of fuel savings depending on age of vehicle and type of operations. 3. As experienced by some customers rather than Shell protocols. Benefits will vary according to type of operation, vehicle, driving conditions and driving style. 4. Brand name may vary per country. Known as Shell Diesel Extra in the case for Samwoh in Singapore, New Shell Diesel, New Shell Diesoline in other markets.



MAKING A DIFFERENCE WITH TECHNICAL SERVICES

OUR TEAM OF **SHELL FUEL ADVISORS** AND **SHELL FUEL EXPERTS** ARE DEDICATED TO OFFERING TECHNICAL KNOWLEDGE AND PRACTICAL FUEL-RELATED APPLICATION ADVICE.

They can help you to make the right fuels choice for your business, to ensure operating efficiency with minimum disruption and compliance

with emissions regulations. Our fuels expertise can bring you effective solutions to help improve fleet and equipment reliability.

HELPING **MANAGE RISKS**

IN TIMES OF FLUCTUATING FUEL PRICES, WE CAN WORK WITH YOU ON SUPPLY CONTRACTS DESIGNED TO HELP CONTROL YOUR COSTS AND PROTECT YOUR MARGINS.



BETTER BUDGET PROTECTION



EASIER CASH FLOW PLANNING



SAFETY NET AGAINST PRICE FLUCTUATIONS



COMPETITIVE EDGE THROUGH PRICE STABILITY



DIGITAL INNOVATION **WORKING FOR YOU**

FROM PLACING ORDERS TO ACCESSING ACCOUNT INFORMATION, **SHELL MARKETHUB** CAN SAVE YOU VALUABLE TIME AND MONEY BY OPTIMISING YOUR DAILY TRANSACTIONS WITH US.

You can use our automated tools across your entire company, and this flexibility can help improve your efficiency.

We've also developed **Vendor Managed Inventory**. It's our solution for fuel stock management, designed for bulk fuel customers

to help monitor inventory levels, ensure stock and ease forecasting processes.

And when you need to make a fuel order quickly, **Self-Service Interactive Voice Response** is our free service for fuel ordering, delivery checks or account inquiries.



To find out how a partnership with Shell Commercial Fuels can help you achieve your business ambitions, visit www.shell.com/commercialfuels or contact your Account Manager.