

SHELL HELPS DAIMLER SET NEW STANDARD IN FUEL EFFICIENCY!



With the help of Shell FuelSave Diesel and lubricant Shell Rimula R6 LME, Daimler's Record Run 2011 set a new standard in truck fuel efficiency.

An ordinary route with an extraordinary result

To test the fuel efficiency of its new trucks, Daimler AG set up a "Record Run 2011" event – a test carefully monitored and assessed by DEKRA, the German Motor Vehicle Inspection association. A regular transport company journey in normal traffic conditions, from Rotterdam in the Netherlands to Szczecin in Poland and back, was repeated seven times. This enabled Daimler to demonstrate the outstanding fuel efficiency of its new trucks, the Mercedes-Benz Actros Euro V and Euro VI.

Shell and Daimler: a winning partnership

During the 10,000 km journey, the three trucks, the Actros Euro V, Euro VI and the Actros, were exclusively fuelled by Shell FuelSave Diesel and lubricated by Shell Rimula R6 LME engine oil, both of which helped the Actros Euro V achieve fuel savings of 7.6% and the Actros Euro VI fuel savings of 4.5% compared to the Actros, which had already established a Guinness World Record back in 2008 for truck fuel efficiency*. In absolute figures this would equate to an average fuel consumption over the journey of 25.1 litres/100km for the new Actros Euro V and 25.9 litres/100km for the new Actros Euro VI.

"Our collaboration with Daimler allows us to co-engineer smart lubricants alongside the latest state-of-the-art engine technology to help maximize the fuel efficiency that can be achieved from the next generation of trucks. This embodies Shell's Smarter Mobility initiative. With transport accounting for nearly one quarter of global CO₂ emissions, it is essential that we continue to work collaboratively to ensure the delivery of long-term, energy-efficient transport solutions".

Colin Abraham, Shell's Vice President for Lubricants and Commercial Fuels Marketing

"A determining factor in the success of the test run was the fuelling logistics which enabled us to stay within our daily schedule. We would like to thank Shell for their professional support, great flexibility and high quality fuels provided during the preparation and implementation of the event".

Dr. Moeller, Head of Vehicle Testing at Daimler AG

* In 2008, Daimler's Mercedes-Benz Actros set a Guinness world record in Nardo in Italy also using Shell FuelSave Diesel and Shell Rimula R6 LME. In ideal conditions on a track it consumed exactly 19,44 litres of diesel per 100km, over 12,728.94km and was found to be the most fuel-efficient 40-tonne truck in the world.



Smarter mobility

Shell's Smarter Mobility initiative aims to combine the development of smarter transport-related products with the smarter use of these products and the promotion of smarter infrastructure in which to operate. With the number of vehicles on the road set to rise significantly over the next decade, this approach to future transport is intended to provide customers with the tools to "use less and emit less", as well as encourage governments, businesses and consumers to look at collaborative solutions to the transport challenges of the future.

Winning technology

Shell FuelSave Diesel

Shell FuelSave Diesel can help save up to 3%** fuel by helping to maintain a vehicle's operating efficiency over the long term. Its proprietary formulation contains a powerful detergent designed to keep engines' fuel systems clean, thereby helping to maintain optimum fuel atomisation, efficient combustion, power and fuel economy. It is also designed to provide corrosion protection, improve de-hazing and reduce the natural foaming tendencies of diesel.

Check shell/xx.com for more information about Shell FuelSave fuels

** Compared to Shell Diesel without fuel economy formula. May vary by truck/vehicle



Shell Rimula R6 LME is a fully synthetic lubricant that can help deliver fuel savings of up to 2%*** and uses a unique technology that adapts chemically and physically to meet the changing needs of heavy duty engines throughout their use. Shell Rimula R6 LME has been developed in collaboration with Daimler and was used throughout the event. It is designed to provide the right level of engine protection and helps contribute to more efficient transport operations by helping to reduce fuel consumption and lower exhaust emissions.

Check shell/xx.com for more information about Shell Lubricants

*** compared to a typical 10W-40 oil