

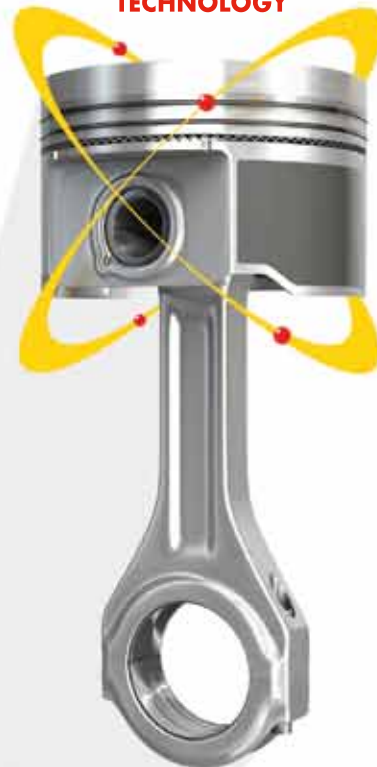
ULTRA

PROFESSIONAL

SHELL HELIX ULTRA PROFESSIONAL AV-L 0W-30

FULLY SYNTHETIC MOTOR OIL

WITH

**Shell
PUREPLUS[®]
TECHNOLOGY**

TAILORED TO MEET ENGINE MANUFACTURERS' SPECIAL REQUIREMENTS

We understand that your customers are passionate about the cars they drive and want to make sure they use the right oil in their engines. That is why we have developed our Shell Helix Professional portfolio – a range of lubricants designed specifically to meet individual vehicle manufacturers' specifications. So, when your customer asks you for advice about which oil to use, you can be confident that you are offering the right product.

Specifications: VW 504.00/507.00, ACEA C3

Shell
HELIX ULTRA
Motor oils

PROUD DRIVERS CHOOSE SHELL HELIX ULTRA



SHELL HELIX ULTRA PROFESSIONAL AV-L 0W-30

WHY OFFER SHELL HELIX ULTRA PROFESSIONAL AV-L?

Shell Helix Ultra Professional AV-L is designed to meet the demanding requirements of high-performance engines, including Audi and Volkswagen, and passed rigorous testing to comply with the manufacturer's specifications. With Shell Helix Ultra Professional AV-L, your customers are using a lubricant that is specially tailored to their vehicle so it can offer better value than the multipurpose, one-size-fits-all oils on the market. Shell Helix Ultra Professional AV-L has been developed from our long-standing technology collaboration with Volkswagen.

SHELL HAS A STRONG RELATIONSHIP WITH VOLKSWAGEN

- Shell has been working collaboratively with Volkswagen to develop this product offering.
- In addition to the industry testing that was required, Shell Helix Ultra Professional AV-L was subjected to more than 18 months of VW "Baumuster Prüfung", VW internal engine validation testing at Volkswagen, Audi and the entire Volkswagen auto group.

SHELL HELIX ULTRA PROFESSIONAL AV-L 0W-30		
TYPE	TEST	PARAMETERS
FUEL EFFICIENCY	Volkswagen fuel economy test – PV 1451 – requires minimum 2.5% fuel economy increase.* Shell Helix Ultra Professional AV-L surpassed this requirement and achieved a 3.0% fuel economy increase.	VW fuel economy tests
VOLKSWAGEN SPECIFIC IN-HOUSE TESTS	VW PV 1449 (T4)	Designed to evaluate a lubricant's performance in combating viscosity increase, total base number depletion, and piston deposits
	VW seals tests	Designed to evaluate a lubricant's compatibility with a range of elastomer and seal materials
	VW PV 1481	Designed to evaluate inlet valve deposits for direct injection gasoline engines
	VW DPF (diesel-particulate-trap) test	Ash accumulation, pressure reduction
	VW RNT (radionuclide wear measurement) test	Total tappet and cam wear
	A series of Volkswagen Baumuster Prüfung engine and vehicle tests	OEM proprietary
ENGINE WEAR AND DURABILITY	Peugeot TU3M valve-train scuffing wear test (CEC-L-38-A-94)	Cam wear, pad merit
ENGINE CLEANLINESS	Peugeot TU5JP-L4 high-temperature deposits (CEC-L-88-T-02)	Ring sticking, piston varnish, viscosity increase, oil consumption
	DV4TD medium-temperature dispersivity test (CEC-L-093-04)	Viscosity increase, piston merit
	VW TDI piston cleanliness test (CEC-L-78-T-99)	Piston cleanliness, ring sticking, end of test total base number and total acid number

*Versus VW reference oil



SYNTHETICS REIMAGINED AND REINVENTED

Shell Helix Ultra Professional AV-L 0W-30 passenger car motor oil is formulated using unique Shell PurePlus Technology, which, compared to traditional group II and group III base oils, provides enhanced viscosity, friction and volatility performance. Shell PurePlus Technology offers the opportunity to develop superior lubricants for the most advanced engines, achieving engine cleanliness not possible with lesser base oils.

Our breakthrough process converts natural gas into a crystal-clear base oil with virtually none of the impurities found in crude oil. From that pure, clear base we add our proprietary Active Cleansing Technology to create a motor oil that helps provide superior cleansing and protection for today's engines – protection that exceeds industry standards, keeping critical engine components cleaner.