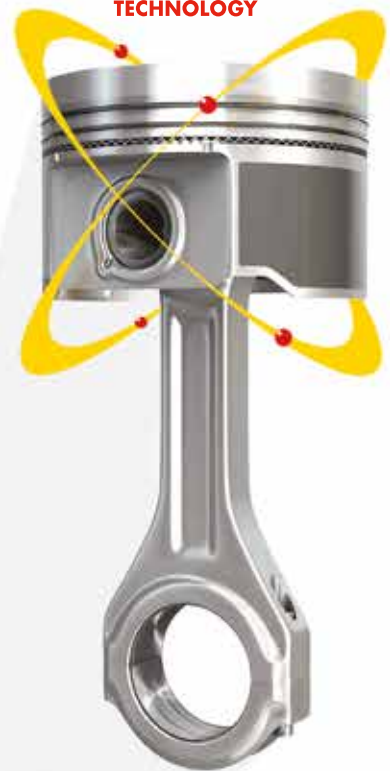


ULTRA ECT

SHELL HELIX ULTRA ECT C3 5W-30

FULLY SYNTHETIC MOTOR OIL

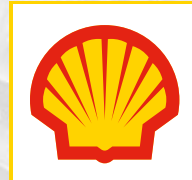
WITH
**Shell
PUREPLUS
TECHNOLOGY**



SHELL'S ULTIMATE PROTECTION FOR VEHICLE EMISSION SYSTEMS

SPECIFICATIONS: ACEA C3; API SN; MB Approval 229.51, 229.31;
BMW LL-04; GM dexos2™; Chrysler MS-11106

Shell
HELIX ULTRA
with PUREPLUS Technology





SYNTHETICS REIMAGINED AND REINVENTED

Shell Helix Ultra ECT C3 5W-30 passenger car motor oil is formulated using Shell's revolutionary PurePlus Technology, designed from natural gas. Our



breakthrough process converts natural gas into a crystal-clear base oil with virtually none of the impurities found in crude oil. Compared to traditional group II and group III base oils, PurePlus Technology provides enhanced viscosity, friction and volatility performance. PurePlus Technology offers the opportunity to develop superior lubricants for the most advanced engines, achieving engine cleanliness not possible with lesser base oils.

The unique combination of Shell PurePlus Technology and our proprietary Active Cleansing Technology creates a motor oil that helps provide superior cleansing and protection for today's engines – protection that exceeds industry standards, keeping critical engine components cleaner. No other motor oil cleans your engine better.¹

SHELL HELIX ULTRA ECT C3 5W-30

WHY CHOOSE SHELL HELIX ULTRA ECT C3 5W-30?

We know that engines are in their best condition the day they come off the production line. That's why we designed Shell Helix Ultra ECT C3 with unsurpassed sludge protection such that no other motor oil cleans your engine better.¹

Shell Helix Ultra ECT C3 uses Shell's advanced emissions-compatible technology to help protect the vehicle's emission system. Its low-SAPs formulation helps to keep diesel particulate filters clean and protects them from ash build-up that can block the exhaust system and lead to reduced engine performance.

Its low viscosity and low friction characteristics also mean that Shell Helix Ultra ECT C3 provides up to 1.7% greater fuel economy.²

SELECTING THE RIGHT OIL

It is not just freezing Arctic conditions or blistering deserts that push oil to extremes. Everyday motorway driving or congested city traffic, where the car repeatedly has to stop and start, can mean severe conditions for engine oil. Shell Helix Ultra ECT C3's fully synthetic formulation offers Shell's maximum protection in very hot and extremely cold climates, and severe driving conditions. Being fully synthetic also helps to reduce Shell Helix Ultra ECT C3's evaporation, which can cut oil consumption and therefore reduce the need to top up the oil.

SHELL HELIX ULTRA ECT C3 5W-30 FULLY SYNTHETIC MOTOR OIL

| SPECIAL FEATURES | BENEFITS |
|---|--|
| Shell's advanced emissions-compatible technology for low-SAPS oil | Protects emission system by helping to keep diesel particulate filters clean |
| Unsurpassed sludge protection | No other motor oil cleans your engine better ¹ |
| Low viscosity and low friction | Up to 1.7% greater fuel economy ² |
| Exceptional low-temperature performance | Faster oil flow for easier starting and quicker engine warm-up ³ |
| High resistance to mechanical stress | Maintains viscosity and stays in grade throughout the oil-change interval |
| Low evaporation formulation | Low oil consumption for less frequent top-up |
| Shell's ultimate active cleansing technology | Helps to protect high-performance engines from power- and performance-robbing deposits |
| Developed with special antioxidants | Helps to provide excellent oxidation protection throughout the oil-drain interval |

¹Based on Sequence VG sludge test results using OW-30

²Based on ACEA M 111 fuel economy results vs the industry reference oil

³Compared with higher-viscosity oils