



Experts choose Shell Helix Ultra*

www.shell.com/pureplus
www.youtube.com/shellhelix

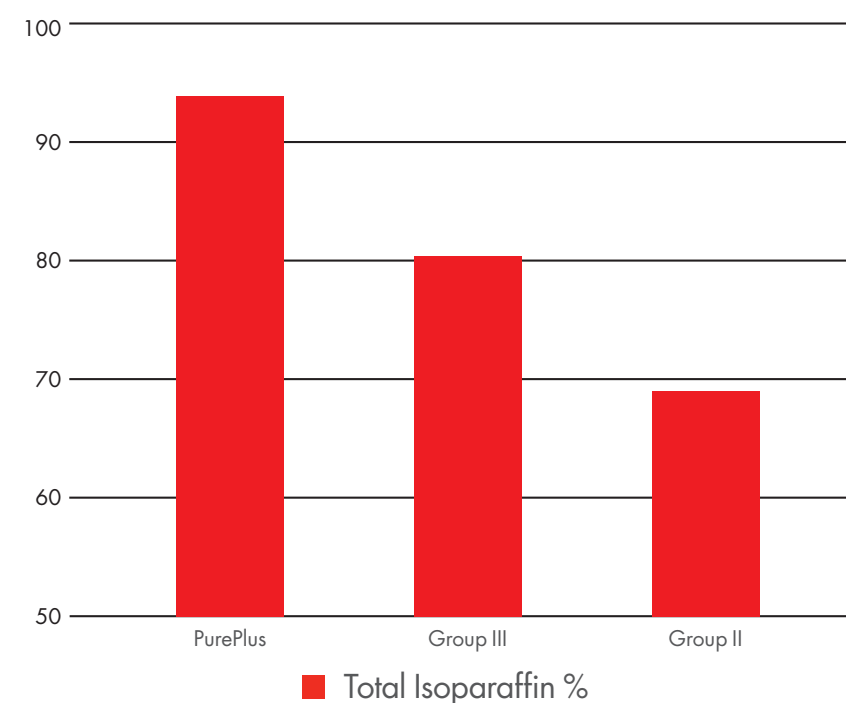
*Experts at Ferrari and several other OEMs choose Shell Helix Ultra for the vehicles they manufacture.



Isoparaffins have proven to be one of the most effective base oil components. Base oil created using Shell PurePlus Technology is engineered to contain more isoparaffins than typical Group II and Group III oils.

This unique formula enables Shell's Active Cleansing Technology to do a better job of cleaning and protecting your customers' engines, resulting in:

- Reduced friction
- Reduced oil consumption
- Improved performance in extreme high and low temperatures



*Based on free and total isoparaffin content of Shell Helix Ultra using Shell PurePlus Technology vs conventional Group III oils.

Approved by Car Manufacturers



Shell Helix Ultra with PurePlus Technology helps to protect high-performance engines from harmful deposits that hinder power and performance. No other motor oil cleans your engine better¹.



Low viscosity and low friction formulation delivers up to 3% greater fuel economy³.



Enhanced viscosity features mean faster oil flow in extreme cold weather for quicker engine warm up⁴. Shell Helix Ultra provides better protection than before in extreme heat⁵.



Synthetic low-evaporation formulation means you don't need to top up your oil as often⁶.



"We are dedicated to bringing innovation to engine oil technology because we want the cars of today and tomorrow to run at their best."

Selda Gysel, Vice President of Technology at Shell

THE FUTURE OF MOTOR OIL IS HERE



EXPERTS CHOOSE SHELL HELIX ULTRA

WWW.SHELL.COM/PUREPLUS

Shell **HELIX ULTRA**
with PUREPLUS Technology





A Revolution In Motor Oil

Designed from Natural Gas

Shell PurePlus Technology is a revolutionary process that allows us to convert natural gas into high quality, first of its kind, synthetic base oil.



Your customers' engines operate under high levels of stress. They need to get more energy from less fuel whilst protecting ever more complex components. These demands are testing traditional motor oils to the limit.

In searching for a solution, we challenged conventions and asked fundamental questions. Questions like: "When designing an engine lubricant, why start with crude oil?" This was the beginning of an exciting journey that spanned 4 decades, countless research-hours and over 3,500 patents.

The result? A revolution in motor oil.

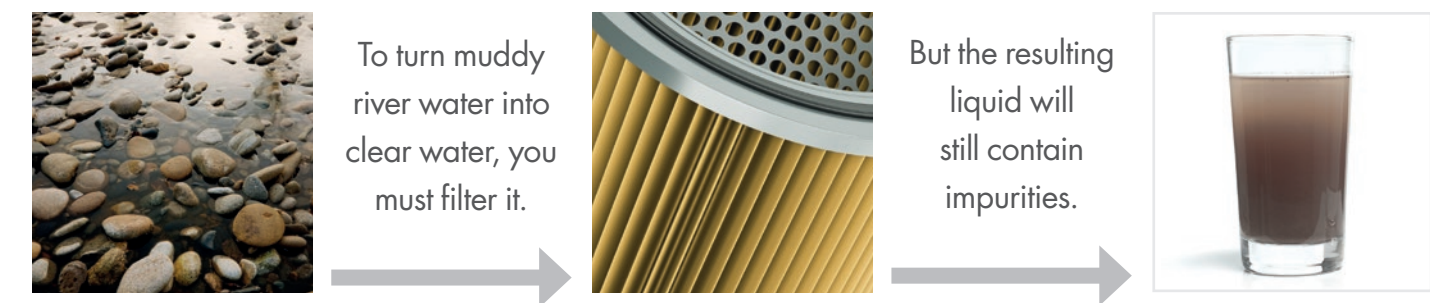
- Shell PurePlus Technology allows us to create crystal-clear base oil using natural gas as a starting point.
- Shell PurePlus base oil has been designed – from the molecules up – to meet and exceed the demands of modern engines and those of the future.



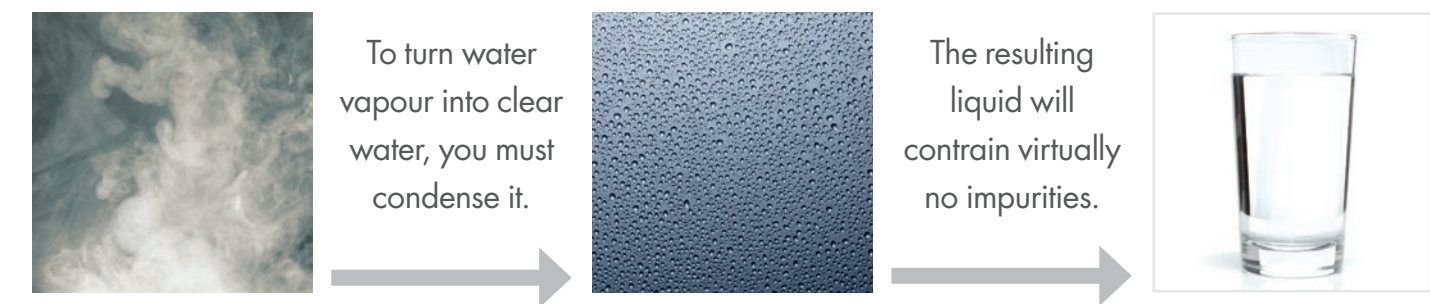
Understanding the purity of Natural Gas

To appreciate the benefits of using Shell PurePlus Technology, it can help to imagine crude oil as river water and natural gas as water vapour.

Traditional Refining of Crude Oil



Shell PurePlus Technology

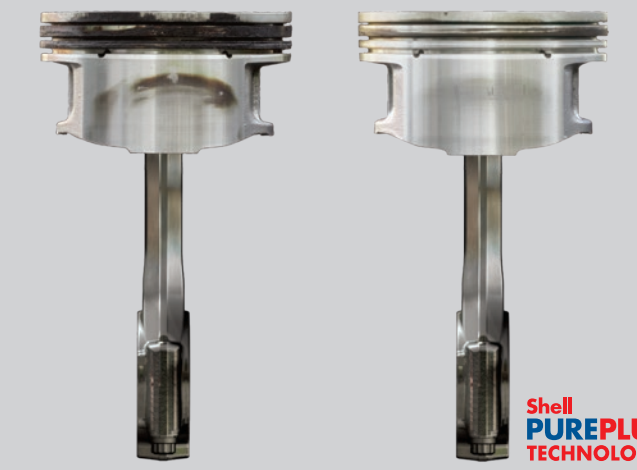


Similar to comparing river water to water vapour, base oil made from natural gas is purer than base oil that has only been refined from crude oil.

No other motor oil cleans your engine better¹

Shell Helix Ultra is our most advanced motor oil ever. Combining Shell PurePlus Technology with Active Cleansing Technology, it delivers higher² levels of engine cleanliness and protection, as well as the benefits below.

Ilsac GF-5 Industry standard Shell Helix Ultra SN



Shell Helix Ultra with Shell PurePlus Technology achieved significantly better results compared to conventional Group II and Group III base oils in sequence IIG oxidation and piston deposit test.

ROAD BENEFIT
Less top up
Fuel economy up to 3%
Easier start up
Superior protection

PRODUCT FEATURE
Reduced oil consumption
Reduced friction
Exceptional low temperature performance
Superior piston cleanliness

1 Based on Sequence VG sludge test results using 0W-40. 2 When compared with previous versions of Shell Helix Ultra. 3 Based on ACEA M 111 fuel economy results compared with the industry reference oil. 4 Compared to higher viscosity oils. 5 Based on Sequence IIG performance versus Group II and Group III base oils. 6 Based on NOACK volatility test and equipment manufacturers' requirements.