



**EXPERT MECHANICS CHOOSE SHELL ADVANCE ULTRA\***

[www.shell.com/advance](http://www.shell.com/advance)

\*Experts at Ducati choose Shell Advance Ultra



**"After riding for 13,000km the engine is still clean."**

– Apichart Sinprom, Bangkok test rider

## REAL WORLD TESTED

To demonstrate the benefits of Shell PurePlus Technology, we field-tested a fleet of brand new motorcycles in demanding Bangkok traffic<sup>4</sup>. The data was analysed and the results were dramatic.

**2x**

as long as a typical oil drain interval

**ZERO**

loss in horsepower<sup>5</sup>

**5km**

more per litre of fuel<sup>3</sup>



### KEY TRIAL FACTS

Test Vehicles	Honda motorcycles and scooters
Total Distance	13,000km
Conditions	Hard traffic and expressway riding
Methodology	Oil analysis, chassis dynamometer testing, photography and perception surveys



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**Shell ADVANCE**



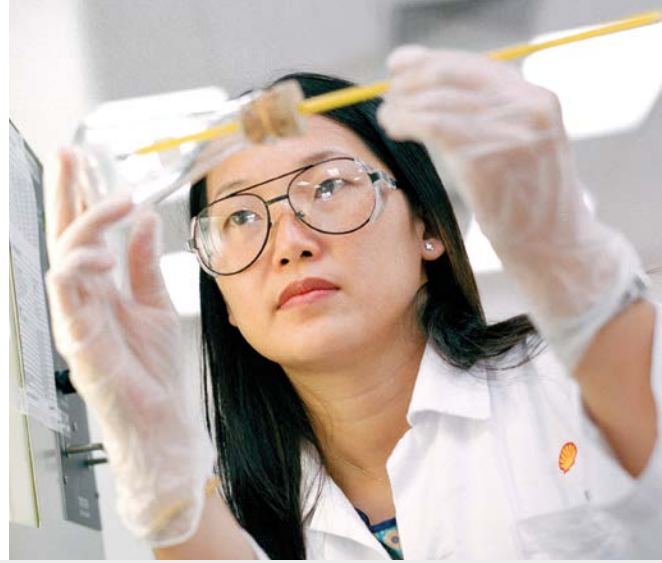
# SMALL CHANGE, BIG DIFFERENCE

As an expert motorcycle mechanic, your reputation depends on the advice you give to your customers.



# MADE 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.



By recommending the right products, you can help your customers get the most from their bikes, winning their trust and their business.

Shell Advance Ultra with PurePlus Technology is an innovative motorcycle lubricant formulated to help riders **stay powerful**<sup>1</sup>, **go further between oil changes**<sup>2</sup> and **ride for longer**<sup>3</sup>.

It's the small change that will make a big difference to your customers' riding experience.



## 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



To turn muddy river water into clear water, you must filter it.



But the resulting liquid will still contain impurities.



### Shell PurePlus Technology



To turn water vapour into clear water, you must condense it.



The resulting liquid will contain virtually no impurities.



Base oil made from natural gas is purer than base oil that has only been refined from crude oil.



## STAY POWERFUL<sup>1</sup>

When oil degrades, it can create friction that reduces engine efficiency and leads to power loss. Shell Advance Ultra does not degrade between oil changes, so your customers and their bikes can perform at their peak.



## GO FURTHER BETWEEN OIL CHANGES<sup>2</sup>

Lower volatility and better oxidation stability means Shell Advance Ultra does not degrade within 6000km, which is twice the typical oil drain interval. Your customers will change oil less frequently, but they'll be investing in a premium lubricant, which makes long-term sense for your business.



## RIDE LONGER<sup>3</sup>

The right engine oil can help your customers get the most out of their fuel. This synthetic formulation minimises deposit build-up that can lead to frictional losses, allowing for more efficient power transmission. This means your customers can ride an average of 5km further per litre.



1: Shell Advance Ultra does not degrade between oil changes, to impact the engine efficiency and hence power loss. Based on Shell Internal test data using Honda Wave 125cc motorcycles measured at first 1000th and 13000th km mileage coverage, with extended oil change interval of 6000km. 2: Shell Advance Ultra lasts two times longer than a typical oil change interval of 3000km. Follow your bike OEM's recommendation for oil change interval as it may vary for different bike makes and models. Oil drain interval can be influenced by other factors including fuel quality and riding behaviour. 3: Compared average results of Shell Advance Ultra 10W-40 to those of Shell Advance AX5 20W-40, using Shell Gasohol 91 unleaded gasoline, on Honda Wave 125cc motorcycles after engine break-in over 6000 km intervals - Fuel consumption can be influenced by other factors including traffic conditions, bike type and riding behaviour. 4: The Bangkok trial ran May - June 2014 for 7 weeks. 5: Compared to a typical 20W-40 mineral grade oil. Data based on a 6000km field trial test without oil change.