



NEW SHELL RIMULA ULTRA 5W-30: SUPERIOR ENGINE PROTECTION – WHATEVER THE ROAD AND WEATHER CONDITIONS



4 LITRE SMALL PACK LABEL SHELL RIMULA ULTRA 5W-30

- **Dynamic Protection Plus Technology**
- **Low emissions**
- **Maintenance savings**
- **Energy savings**

Shell launches new product **Shell Rimula Ultra 5W-30**, formulated with Shell's innovative **Dynamic Protection Plus Technology**. Shell Rimula Ultra 5W-30 provides outstanding engine protection against deposits and helps improve efficiency and wear protection, resulting in up to **56% engine wear reduction**¹ and up to **2% improved fuel economy**² for customers – even in severe driving conditions.

DYNAMIC PROTECTION PLUS TECHNOLOGY

- Dynamic Protection Plus Technology is a unique combination of Adaptive Additive Technology and Shell PurePlus Technology, a gas-to-liquids synthetic base oil, which is produced by a process that converts natural gas into a crystal clear product

HIGH PERFORMANCE

- Featuring low sulphated ash, phosphorus and sulphur (SAPS) additive technology and a unique anti-wear system
- Protective power enhanced by synthetic technology to deliver superior protection for engines, extended oil life and increased fuel economy
- Suitable for Euro 4, 5 and 6 vehicles

LOW EMISSIONS

- Low-SAPS formulation for exhaust system catalyst protection
- Designed to reduce diesel particulate filter blocking

MAINTENANCE SAVING

- Up to 56% better engine wear protection, exceeding ACEA, MAN and Mercedes-Benz specifications for wear and cleanliness

EXCELLENT WEAR PROTECTION

- Engine wear protection achieved through anti-wear additives, designed to form protective films in metal-to-metal contact
- Incorporates soot dispersant additives to keep particles finely dispersed and to help prevent soot-induced wear

¹ Compared with the revised more stringent MP 228.51 limit, as measured in the MB OM 646 LA engine test. ² Compared with a typical 10W-40 oil over a 100,000-km oil-drain interval.