

SHELL LUBRICANTS. YOUR PARTNER FOR BUSINESS GROWTH.



HOW WE WORK TOGETHER

Mercedes-Benz Trucks & Shell

When it comes to first factory-fill oil for their trucks and buses in Europe, Mercedes-Benz turns to Shell. For more than 10 years Mercedes-Benz trucks and buses have been filled with Shell Rimula lubricants ex factory.

This includes the first-fill engine oil for Actros, Axor, Atego, Econic and Unimog trucks in German plants – all signaled with a new engine compartment sticker.

Shell also provides the first-fill engine oil for the Mercedes-Benz bus and coach production at the plants at Mannheim, Ulm, Istanbul and the Sao Paulo truck plant in Brazil.

Joint Research & Development in Lubricants

In partnership with Mercedes-Benz, our research and development concentrates, for example, on developing next-generation engine oils to meet the latest Mercedes-Benz specifications.

To this end, the past decade Shell has invested in Mercedes-Benz dedicated projects. Shell works hand-in-hand with Mercedes-Benz engineers in Stuttgart on engine tests and current and future lubricants technology development.

A result of our alliance has been to develop motor oils that increase fuel efficiency and reduce exhaust emissions. Most notably, the quest to extend the maximum oil-drain interval and increase the fuel efficiency of Mercedes-Benz Actros trucks to 120,000km led to the creation of Shell Rimula R6 LME 5W-30.

The factory first-fill oil for Euro V engines, used in combination with new fuel economy formula Shell Diesel, enabled the new Mercedes-Benz Actros to achieve a world record-breaking drive of over 12,728km with an average fuel consumption of 19.44 l/100km.

Marketing & Promotions

The close relationship on the technical side will now be expanded by a co-operation in the field of marketing.

Shell and Mercedes-Benz will collaborate in various aftermarket activities, such as joint advertising campaigns, dealership promotions, events for customers, hard-hitting point of sale material and merchandising that helps sell more products and deliver more profits.

Get started today.
Contact your Shell sales representative for more information.
Visit www.shell.xx for more information on Shell Rimula.

Brochure cover inside.

Brochure to be stitched into
left hand side of the spine

2 slots on pocket for
business card

DO NOT PRINT MAGENTA CUTTER

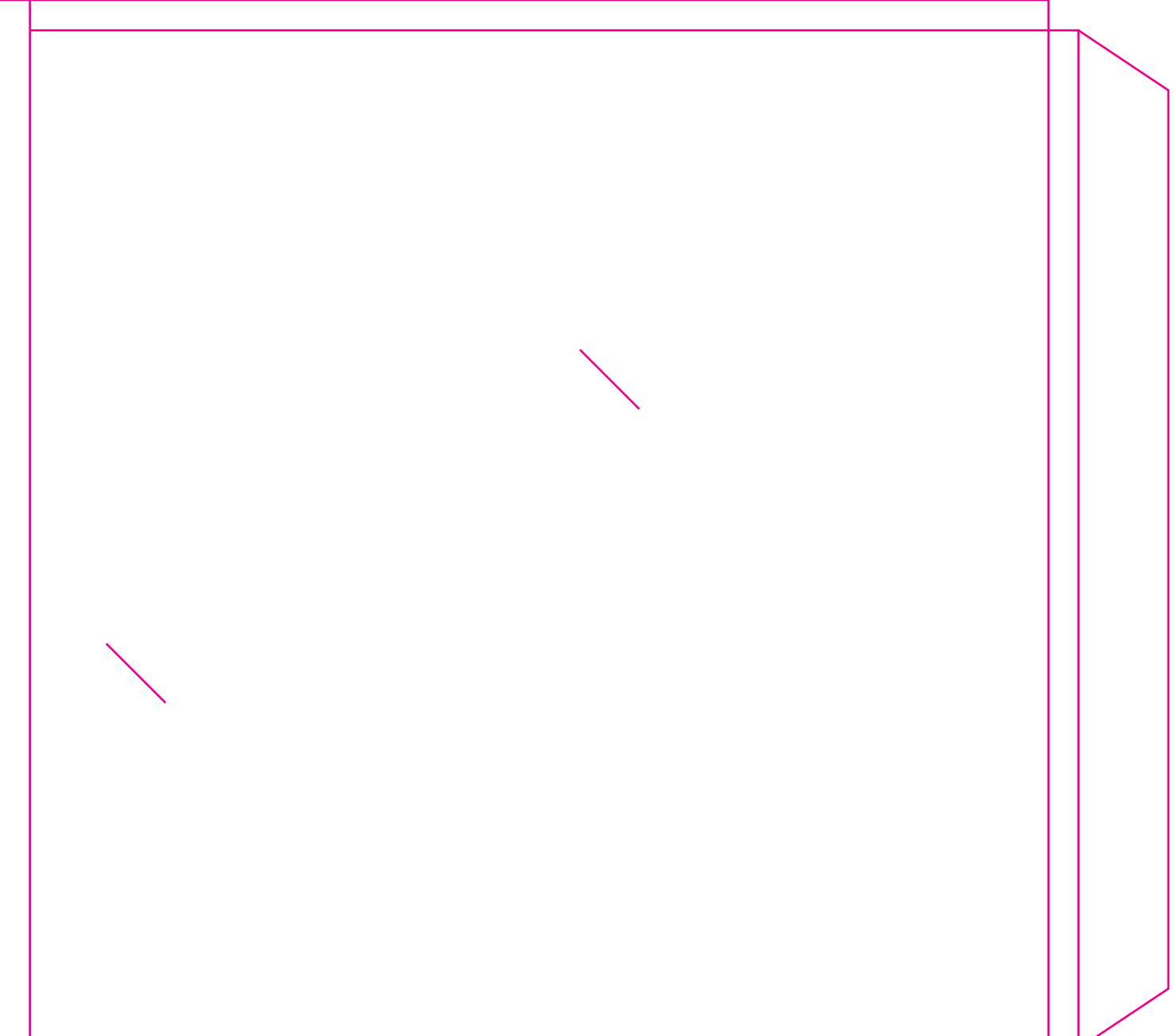


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SHELL RIMULA AND MERCEDES-BENZ TRUCKS – A WINNING PARTNERSHIP

With histories stretching back to the origins of the vehicle itself, Mercedes-Benz and Shell have a lot in common.

Technologically, the companies have a shared vision – the development of the world's best engines and lubricants, underpinned by the combined understanding of an engine's needs and a focus on continuous improvement.

At the same time there's another, equally important commitment to our customers: understanding exactly what truck drivers and motorists need and then developing leading-edge products to match those needs.

**“THE TRUSTED PARTNERSHIP BETWEEN DAIMLER
AND SHELL HAS BEEN IMPRESSIVELY EMPHASIZED
BY SHELL BEING NAMED AS ONE OF THE FEW
'STRATEGIC PARTNERS' OF DAIMLER.”**

A PROGRAMME TO MEET YOUR NEEDS

To stay ahead of the competition you need to maintain performance. Thanks to world-class lubricant brands, a product portfolio built on leading technological innovation and proven marketing initiatives, a partnership with Shell can deliver significant growth to your dealership.



1. The power of the Shell brand

Your customers know the Shell brand means the product will be of high quality and are willing to pay a premium, delivering more profits for your dealership.

2. World-class product technology

Our products meet industry and manufacturer specifications, giving your customers the best technology to protect their engines and give the ultimate performance.

3. Growth programmes

We have finance packages to suit every need – helping your business grow without restricting your cash flow.

4. Effective support

We do everything we can to make sure you have less to worry about.

5. Marketing initiatives

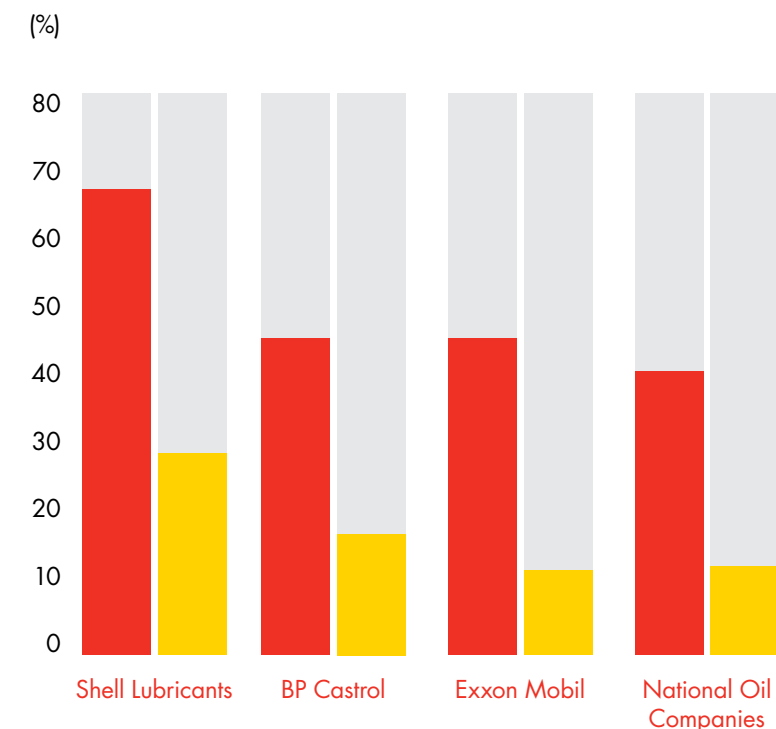
We'll take the time to understand your specific requirements and build a powerful marketing programme to deliver against your objectives.

THE POWER OF THE SHELL BRAND



The Shell logo is one of the three most recognised symbols in the world, along with Coca-Cola and the Olympics. Found in more than 145 countries, it's a brand that's known and trusted globally.

Shell Lubricants – No.1 in brand awareness and preference



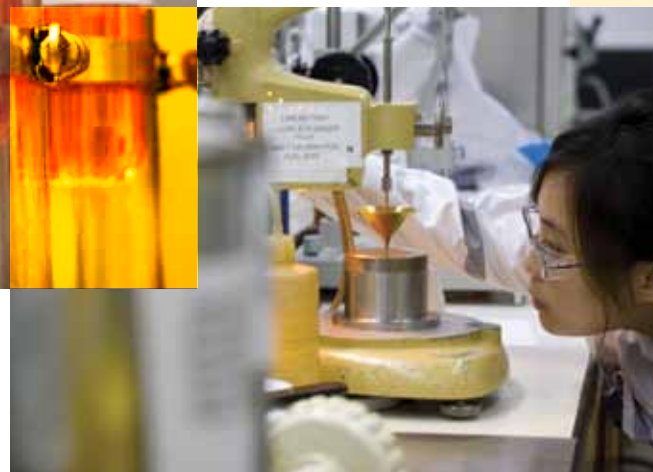
Brand Awareness
Name oil brand that comes to mind?

Brand Preference
Which oil brand do you prefer?

Source: Shell Lubricants 2008 research.

The Shell brand signifies trust and high quality to your customers. These benefits mean Shell motor oils can attract a premium over lesser-known competitor brands.

Our research has shown that motorists realise the importance of oil to their engine, but they don't really understand the technical aspects. As a result, they're reassured by brands they know and trust. Strong brands offer a clear emotional appeal, as well as tangible, rational benefits.



WORLD-CLASS PRODUCT TECHNOLOGY

You need to know your oil will protect your engine under all conditions. No matter how hot, cold, steep, dusty, muddy, or extended your operations. Whether you own one truck or a thousand, late models or classics, whatever your maintenance routines and procedures, Shell Rimula heavy-duty engine oils can deliver the protection you demand.



Whatever the conditions, Shell Rimula Protects

From reliable products using well-proven formulation chemistry, to unique and exclusive technologies for the latest low-emission, severe-duty engines, we can offer the right performance and protection.

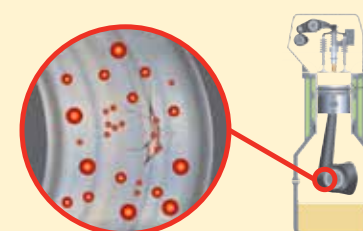
Built around a deep knowledge of the operation and lubrication needs of heavy-duty engines, our scientists and engineers have developed products built on technology that adapts chemically and physically to the changing conditions within the engine, ensuring your engines keep running however you choose to run your equipment, or your business.

UNIQUE ADAPTIVE TECHNOLOGY

Shell Rimula engine oils are formulated with adaptive technology to provide targeted protection which is released when required in three key areas:

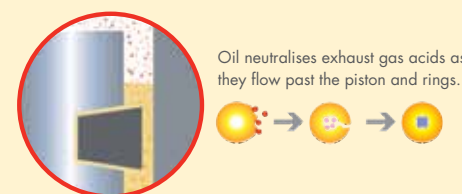
1. ACID CONTROL

The acids formed when diesel fuel is burned can escape into your oil, where they corrode parts of your engine, such as the bearings pictured here.



Acid attack on bearings can cause engine failure.

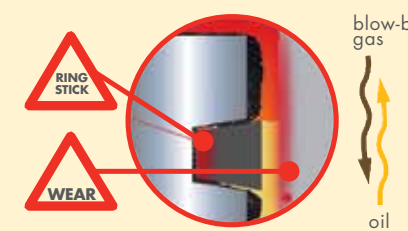
Shell Rimula oils contain powerful neutralising agents that protect the engine from attack.



Oil neutralises exhaust gas acids as they flow past the piston and rings.

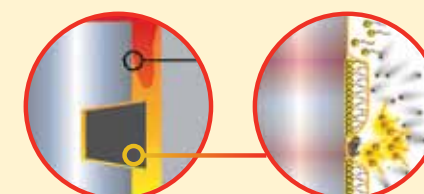
2. DEPOSIT CONTROL

The build up of excessive piston deposits can result in ring sticking and abrasion, and cylinder wear. This shortens engine life and increases oil consumption.



Hot spots when lubrication breaks down.

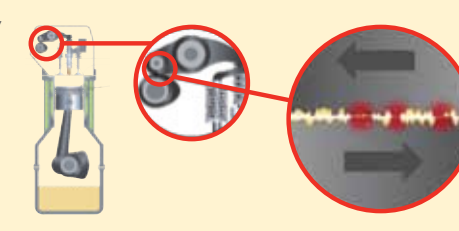
Shell Rimula Energised Protection oils contain active molecules that block or carry away particles that can cause deposits.



Active molecules repel or capture deposits forming carbon.

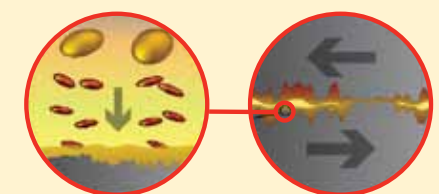
3. WEAR CONTROL

Keeping moving metal surfaces separated is a vital function of an oil. Failure can result in "hot spots" and wear.












Hot spots when lubrication breaks down.

Shell Rimula oils contain molecules that transform into protective films that keep metal surfaces apart, preventing wear.



Protective films formed by anti-wear molecules in high-stress areas.

SHELL RIMULA RANGE UPGRADE PLAN







	QUALITY MONOGRADE OILS	ADVANCED MULTIGRADE OILS	LOW-EMISSION MULTIGRADE OILS	CORE PRODUCT BENEFITS
PROTECTION LEVEL	6	<p>SHELL RIMULA R6 M, ME ENERGY SAVING</p> <p>BETTER DEPOSIT CONTROL</p> 	<p>BETTER DEPOSIT AND WEAR CONTROL + DPF PROTECTION</p> <p>SHELL RIMULA R6 LM, LME LOW EMISSIONS MAINTENANCE SAVING (R6 LME ONLY)</p> <p>BETTER ACID AND WEAR CONTROL</p> 	<p>RIMULA R6 LME</p> <p>CAN DELIVER UP TO 2% FUEL ECONOMY SAVINGS* <small>*Compared to a typical 15W-40 oil</small></p>
		<p>SHELL RIMULA R5 E MAINTENANCE SAVING ENERGY SAVING (R6 ME ONLY)</p> <p>BETTER DEPOSIT CONTROL</p> 	<p>LOWER EMISSIONS</p> <p>SHELL RIMULA R5 LE LOW EMISSIONS ENERGY SAVING</p> <p>BETTER ACID AND WEAR CONTROL</p> 	<p>RIMULA R5 LE</p> <p>DELIVERS UP TO 1.6% FE SAVINGS* <small>*For 10W-30 viscosity grade only, highway cycles, compared to a typical 15W-40 oil</small></p>
	4	<p>SHELL RIMULA R4 UNIQUE ACTIVE TECHNOLOGY MODERN ENGINE – HIGH POWER</p> <p>BETTER DEPOSIT CONTROL</p> 	<p>BETTER DEPOSIT AND WEAR CONTROL + DPF PROTECTION</p> <p>SHELL RIMULA R4 L LOW EMISSIONS EXTRA LIFE – IMPROVED PROTECTION</p> <p>BETTER ACID AND WEAR CONTROL</p> 	<p>RIMULA R4</p> <p>EXCEEDS API CI-4 WEAR REQUIREMENTS BY UP TO 50%* LASTS OVER 30% LONGER** <small>*For cross-head wear **Than competitors' products meeting API CH-4 or lower specifications as demonstrated in laboratory oxidation test</small></p>
		<p>SHELL RIMULA R3 X TRIPLE ACTION – RESISTS: ACID, DEPOSITS AND WEAR</p> <p>BETTER DEPOSIT CONTROL</p> 	<p>Grades with suffixes L, M or E deliver the following value-added performance:</p> <p>L = LOW EMISSIONS Enhanced compatibility with latest-technology engines</p> <p>M = MAINTENANCE SAVING Meets long-drain requirements for many engine makers</p> <p>E = ENERGY SAVING Demonstrated fuel-saving capability compared to standard SAE 15W-40 oils</p>	<p>RIMULA R3 X (CH-4/228.3)</p> <p>UP TO 35% LOWER WEAR* <small>*In on-road heavy-duty testing vs. API CG-4 oils</small></p>
	2	<p>SHELL RIMULA R2 TOUGH, LONG-LASTING ACTION</p> 	<p>BETTER DEPOSIT CONTROL</p> <p>SHELL RIMULA R2 EXTRA TURBOCHARGER PERFORMANCE</p> <p>BETTER ACID AND WEAR CONTROL</p> 	<p>RIMULA R3 X (CH-4/DH-1)</p> <p>UP TO 40% LOWER WEAR* <small>*Than minimum cross-head wear requirement for OEM requirements</small></p>
		<p>RIMULA R2 EXTRA</p> <p>UP TO 20% MORE DEPOSIT CONTROL COMPONENTS* <small>*Compared to basic API CF-4 oils</small></p>	<p>RIMULA R2</p> <p>UP TO 33% MORE ACID CONTROL COMPONENTS* <small>*Compared to basic API CF oils</small></p>	






We have designed our products to deliver a selection that is easy to understand and use. The Shell Rimula range features products with a range of Energised Protection formulations to match your specific engine and operating requirements that adapt physically and chemically to meet the changing needs of your engine.

SHELL RIMULA CORE PORTFOLIO

Our technologists understand how to design specific protection levels into an oil, to meet specific engine and operating conditions.

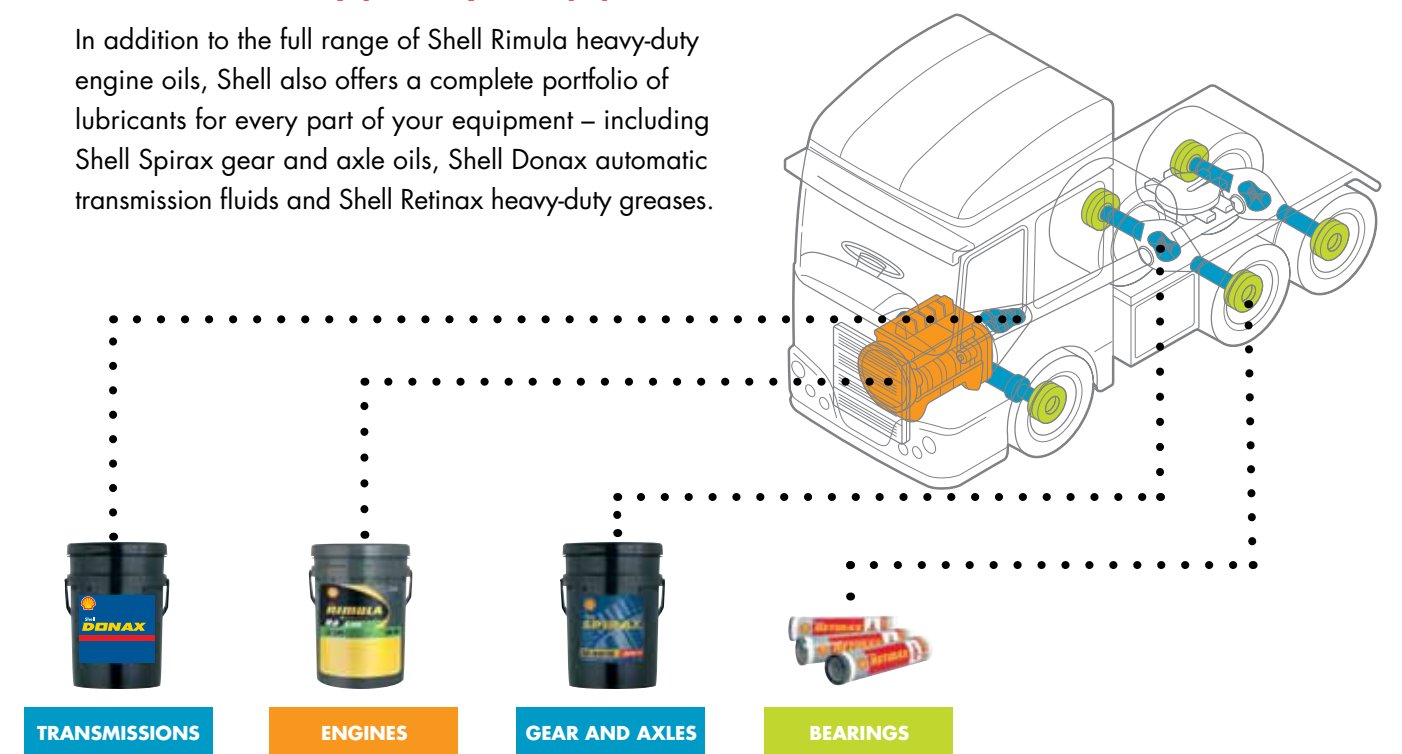
The Shell Rimula Energised Protection range of oils are the culmination of their expertise and skill – offering a full range of protection and performance possibilities to operators of transport equipment.

PRODUCT	VISCOSITY GRADES	KEY BENEFITS	INDUSTRY SPECIFICATIONS	MANUFACTURER SPECIFICATIONS
 SHELL RIMULA R6 LME	5W-30	<ul style="list-style-type: none"> Low emissions Maintenance saving Energy saving 	ACEA: E7, E6;	Cummins: CES 20077; MAN: 3477; MB Approval: 228.51
 SHELL RIMULA R6 LM	10W-40	<ul style="list-style-type: none"> Low emissions Maintenance saving 	ACEA: E7, E6, E4-99; API: CI-4, CH-4, CG-4, CF-4, CF;	Caterpillar: ECF-1-A; Cummins: CES 20077, 72, 71; Deutz: DQC IV-05; Mack: EO-M+; MAN: M3477, M3271 1; MB Approval: 228.51, 226.9; MTU: Category 3.1; Renault Trucks: RD-2; Volvo: CNG, VDS-2
 SHELL RIMULA R6 ME	5W-30	<ul style="list-style-type: none"> Maintenance saving Energy saving 	ACEA: E4; API: CF; DAF: HP-1/2;	MAN: M3277; MB Approval: 228.5; MTU: Category 3; Volvo: VDS-2
 SHELL RIMULA R6 M	10W-40	<ul style="list-style-type: none"> Maintenance saving 	ACEA: E7, E4; API: CF;	Cummins: CES 20072; Deutz: DQC IV-05; Mack: EO-M+; MAN: M3277; MB Approval: 228.5; MTU: Category 3; Renault trucks: RXD; Volvo: VDS-3, Scania: LDF-2
 SHELL RIMULA R5 LE	10W-40	<ul style="list-style-type: none"> Low emissions Energy saving 	API: CI-4, CH-4, CG-4, CF-4, CF; ACEA: E7, E5, E3; Global: DHD-1;	Cummins: CES 20078, 77, 76, 72, 71; Mack: EO-M, EO-M+; MAN: M3275; MB Approval: 228.3; Renault Trucks: RLD-2; Volvo: VDS-3, VDS-2
 SHELL RIMULA R5 E	10W-40	<ul style="list-style-type: none"> Energy saving 	API: CI-4, CH-4, CG-4, CF-4, CF; ACEA: E7, E5, E3; Global: DHD-1;	Cummins: CES 20078, 77, 76, 72, 71; Mack: EO-M, EO-M+; MAN: M3275; MB Approval: 228.3; Renault Trucks: RLD-2; Volvo: VDS-3, VDS-2

PRODUCT	VISCOSITY GRADES	KEY BENEFITS	INDUSTRY SPECIFICATIONS	MANUFACTURER SPECIFICATIONS
 SHELL RIMULA R4 L	15W-40	<ul style="list-style-type: none"> Low emissions Extra life – improved protection 	API: CJ-4, CI-4+, CI-4, CH-4, CG-4, CF-4, CF; ACEA: E7;	Caterpillar: ECF-2, ECF-3; Cummins: CES 20081, 77, 72, 71; DDC: 93K218; Deutz: DQC-III-05; MACK: EO-O Premium Plus; MAN: M3275; MB Approval: 228.3, 228.31; MTU: Category 2; Renault Trucks: RLD-3; Volvo: VDS-4, VDS-3
 SHELL RIMULA R4	15W-40	<ul style="list-style-type: none"> Unique active technology Modern engine – high power 	API: CI-4, CH-4, CG-4, CF-4, CF; ACEA: E7, E5, E3; Global: DHD-1;	Caterpillar: ECF-1-A; Cummins: CES 20078, 77, 76, 75, 72, 71; DDC: 93K215; Mack: EO-M, EO-M+; MAN: M3275; MB Approval: 228.3; Renault Trucks: RLD-2; Volvo: VDS-3
 SHELL RIMULA R3 X	15W-40	Triple action resists: <ul style="list-style-type: none"> Wear Deposits Heat 	API: CH-4, CG-4, CF-4, CF; ACEA: E5, E3;	Caterpillar: ECF-1-A; Cummins: CES 20077, 76, 75, 72, 71; DDC: 93K215; Mack: EO-M, EO-M+; MAN: M3275; MB Approval: 228.3; MTU: Category 2; Renault Trucks: RD-2; Volvo: VDS-2
 SHELL RIMULA R2 EXTRA	15W-40 20W-50	<ul style="list-style-type: none"> Turbocharger Performance 	API: CF-4, CF; ACEA: E2;	MAN: 271; MB Approval: 228.1; Volvo: VDS
 SHELL RIMULA R2	SAE 30 SAE 40	<ul style="list-style-type: none"> Tough long-lasting action 	API CF	

Lubricants for every part of your equipment

In addition to the full range of Shell Rimula heavy-duty engine oils, Shell also offers a complete portfolio of lubricants for every part of your equipment – including Shell Spirax gear and axle oils, Shell Donax automatic transmission fluids and Shell Retinax heavy-duty greases.



GROWTH PROGRAMMES

Helping you to grow without restricting your cash flow.

DEVELOPMENT FUND

We understand how important cash flow and growth is, especially as manufacturers apply increasing pressure to upgrade facilities. We also know that the key to success is having the ability to invest in order to expand and improve, whether it's with facilities, equipment, marketing, training, or any other area of your business.

Equally, we appreciate that finance is increasingly difficult to find – a situation that stunts the growth and ambitions of many dealers.

With our flexible investment fund, we can help ensure your business doesn't stand still while the competition moves forward.

The benefits to you

- All options are designed to provide you with a higher return on investment
- Allowing you to invest in other areas of your business
- We can provide upfront capital to ensure that you use the best tools and equipment for your dealership, including oil-handling equipment such as bulk tanks, hoses, reels and lube bays

“CUSTOMERS ARE INCREDIBLY DEMANDING. IF YOU DON'T HAVE THE STAFF, THE FACILITIES AND THE CAPABILITY TO SATISFY THEM, THEY WON'T HANG AROUND.”

“MARGINS IN OUR BUSINESS ARE NOT WHAT THEY WERE. TO GROW THE BUSINESS, THE BIGGEST HURDLE HAS BEEN FINDING INVESTMENT.”



EFFECTIVE SUPPORT

We do everything we can to make sure you have less to worry about.

Running an automotive sales and repair business is complicated and demanding. So that things can run smoothly, it's important to have trustworthy and efficient suppliers.

Reliable delivery

Our delivery terms are easy to understand. Deliveries are tracked, we provide accurate invoicing, and undertake regular customer satisfaction reviews.

Shell Service Centre

Our Shell Service Centre allows for flexible, 24-hour ordering. We've a dedicated delivery management team, and are proactive when it comes to acting on delivery issues.

Technical helpline and expert advice

We invest more in technical support than any other lubricants manufacturer.* By means of a dedicated helpline, you get permanent access to technical advice right across our product portfolio. As well as instant access to Shell Frontline Technical support.

*PIMS 2006.

LubeMatch

LubeMatch is a web-based tool that lets you find the right product for every single customer, instantly. It's available in 94 countries, in 19 languages, 24 hours a day.

Dedicated Account Management

Our Account Managers understand your business and the local market. They know how to use Shell's capabilities and products that meet your business needs. Their experience, training and knowledge can make sure your dealership grows.

E-Serve

Providing you with a unique touchless ordering system – reducing paperwork and saving valuable time.



MARKETING INITIATIVES FOR MERCEDES-BENZ DEALERSHIPS



We have a range of marketing initiatives to meet your business needs. From increasing your profitability and ensuring customer satisfaction, to driving customer loyalty and attraction. And our Account Managers are highly experienced in identifying the initiatives that can make a real difference to your business.

WE START BY IDENTIFYING YOUR NEEDS

**WE THEN DISCUSS WITH YOU WHICH INITIATIVES
MEET YOUR BUSINESS NEEDS**

**WE PLAN THE IMPLEMENTATION OF THE INITIATIVE WHICH CAN
INCLUDE EVENTS, TRAINING AND COMMUNICATION MATERIALS**

WE MANAGE THE IMPLEMENTATION OF THE INITIATIVE

AND FINALLY, WE TRACK RESULTS OF THE INITIATIVE