

## NEW Shell Diesel Extra

### With DYNAFLEX Technology

## REDUCE YOUR COST OF OWNERSHIP

OUR NEWEST CLEANING FORMULA <sup>1</sup>	HOW YOU CAN BENEFIT <sup>1</sup>	BUSINESS VALUE <sup>2</sup>
NEW <b>dual detergent</b> designed to help clean up injector deposits and prevent further build-up	Better fuel economy More torque and load-pulling power when needed	<b>Lower fuel and operating costs</b> <b>Vehicle reliability</b>
NEW formula <sup>1</sup> to help <b>separate fuel from water</b> and ease housekeeping	Reduced risk of filter plugging and microbial growth	<b>Equipment reliability</b>
<b>Corrosion inhibitor</b> to help prevent corrosion in critical fuel system components and storage tanks	Reduced maintenance and risk of breakdown	<b>Lower operating costs</b> <b>Reduced downtime</b>



### SHELL COMMERCIAL FUELS TOGETHER ANYTHING IS POSSIBLE

Working together, we can help you keep moving on the road with a more profitable business.  
[www.shell.ca/en\\_ca/business-customers/shell-diesel-extra](http://www.shell.ca/en_ca/business-customers/shell-diesel-extra)

1. Compared to regular diesel without SDX fuel economy formula with the same type and level of biocomponent.  
2. Actual benefits may vary according to age and type of vehicle, driving conditions, type of operations and driving style.

# FUEL THAT CAN



**NEW**

## Shell Diesel Extra



# BUILD A BETTER BUSINESS



## IN CONSTRUCTION, PROJECT DEADLINES ARE CRITICAL

Your operations often run around the clock, so it's essential that you can rely on your machines at peak times – safeguarding both your operating efficiency and your returns.

That's how NEW Shell Diesel Extra is designed to work – its new and most advanced cleaning formula<sup>1</sup> helps provide better fuel economy and more load-pulling power<sup>2</sup> when you need it.

## NEW TECHNOLOGY<sup>1</sup> FOR ENGINE EFFICIENCY

### NEW Shell Diesel Extra

Evolving and more precise diesel engine technologies require even **better control on injector deposits** in order to minimize efficiency losses.

That's why NEW Shell Diesel Extra has been specially formulated with DYNAFLEX Technology – our new and exclusive **dual detergent technology**.

It's designed to help **clean the engine** of injector deposits to provide better fuel economy<sup>2</sup> and it works in both **newer and older engine** technologies.

## OUR NEW FORMULA INCREASE EQUIPMENT RELIABILITY AND LOWER OPERATING COSTS<sup>1</sup>

### MORE TORQUE

#### STARTS TO WORK EVEN AFTER ONE TANK

NEW Shell Diesel Extra is designed to improve engine efficiency and give you **more load-pulling power** in the field.



### VEHICLE RELIABILITY

#### EASIER HOUSEKEEPING

NEW Shell Diesel Extra can **help separate fuel from water**, allowing for proper housekeeping to prevent risk of filter plugging and microbial growth.

### BETTER FUEL ECONOMY

#### NEW CLEAN-UP EFFECT

NEW Shell Diesel Extra is designed to help provide better fuel economy and therefore help **reduce your fuel and operating costs** by helping clean the engine of injector deposits and prevent further build-up.



## WHAT EXPERTS SAY

NEW Shell Diesel Extra meets the Worldwide Fuel Charter requirements for **LESS THAN 2% POWER LOSS** associated with injector cleanliness.

1. Compared to our previous formulation. 2. Compared to regular diesel without SDX fuel economy formula with the same type and level of biocomponent. Actual benefits may vary according to age and type of vehicle, driving conditions, type of operations and driving style.

1. Compared to regular diesel without SDX fuel economy formula with the same type and level of biocomponent. Actual benefits may vary according to age and type of vehicle, driving conditions, type of operations and driving style.