

# Shell Diesel Extra™



**ADAMS TRANSPORTE SAVES  
MORE THAN 5% FUEL WITH  
SHELL FUELSAVE DIESEL\***



## High marks in practical application for Shell FuelSave Diesel with fuel economy formula.

After using Shell FuelSave Diesel for over 10 months, the haulage company Adams Transporte in Niederrissen, Germany, confirms the efficiency benefits of Shell FuelSave Diesel: "With Shell FuelSave Diesel we were able to achieve a clear reduction in fuel consumption compared to the regular diesel we used previously from another company", says owner Helmut Adams.



Over a period of more than 10 months in which the company's fleet of 17 trucks were filled with Shell FuelSave Diesel under the same conditions, and without informing the drivers about the switch, Helmut Adams was able to record an average fuel saving of 5.12%.

Adams' experience with Shell FuelSave Diesel also demonstrates an improved efficiency in day-to-day vehicle operations:

- **Reduction in fuel consumption by more than 5%**
- **Faster filling due to less foaming**
- **Lower CO<sub>2</sub> emissions**
- **Reduced maintenance costs**

### Extrapolated across Adams' entire fleet this means:

- An annual fuel saving of 34,067 litres<sup>1</sup>
- Reduction in CO<sub>2</sub> emissions by 89,936kg corresponding to the CO<sub>2</sub> emissions from over 34 passenger cars a year<sup>2</sup>

*The above testimonial was provided in relation to usage of Europe's Shell FuelSave Diesel. Canada's new Shell Diesel Extra™ shares a similar detergency formula to that in Europe's Shell FuelSave Diesel, only the additive in the Canadian version has been re-formulated to ensure it is fit for purpose in the Canadian climate, and no anti-foaming agent has been included so no changes in refueling time are expected.*

\* Refers to Shell Diesel with fuel economy formula. Brand name may vary per country. Known as New Shell Diesel, Shell Diesel Extra, New Shell Diesoline Ultra in other markets.

<sup>1</sup> Based on the average annual kilometres covered by Adams Transporte.

<sup>2</sup> According to the study "Shell Passenger Car Scenarios", Shell Germany, 2009, [www.shell.de/pkwszenarien](http://www.shell.de/pkwszenarien), 1 litre of diesel combusts to approx. 2.63kg CO<sub>2</sub> and average fuel consumption of a passenger car is approx. 7.8li/100km.

## Interview with Helmut Adams, owner of haulage company



**“With Shell FuelSave Diesel we have been able to considerably improve the efficiency of our fleet. That’s our fuel for the future.” (H. Adams)**

Helmut Adams is involved on an honorary basis in the race management centre of the Nürburgring racetrack, where he got to know Shell Branded Reseller Jörg Bertgen at a Truck Grand Prix. Jörg Bertgen told him about the possibility of reducing fuel consumption by up to 3% on average with Shell FuelSave Diesel – a value even exceeded by Adams Transporte in practice.

### **What were the decisive arguments for you to test Shell FuelSave Diesel?**

When you cover on average 10,000km per month per truck (corresponding to a fleet total of over 2 million kilometres per year), lower fuel consumption can translate into a considerable cost saving. That made me curious and led me to try out the Shell FuelSave Diesel.

### **What results have you been able to gather so far?**

The practical benefits convinced us. We were able to record an average fuel saving of 5.12%. On top of that we noticed a clear time saving when filling up and also an improved starting in cold conditions.

### **How satisfied are you with the Shell FuelSave Diesel?**

We’re very satisfied and are expecting further savings through lower maintenance costs. I’m more than happy to pay one cent more for a litre of Shell FuelSave Diesel when the bottom line is that I save on average more than one Euro per 100 kilometres.



**Working together to deliver results:  
Shell Reseller Jörg Bertgen (l.)  
with haulier Helmut Adams**