

NEW Shell Diesel Extra

With DYNAFLEX Technology

REDUCE YOUR COST OF OWNERSHIP

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

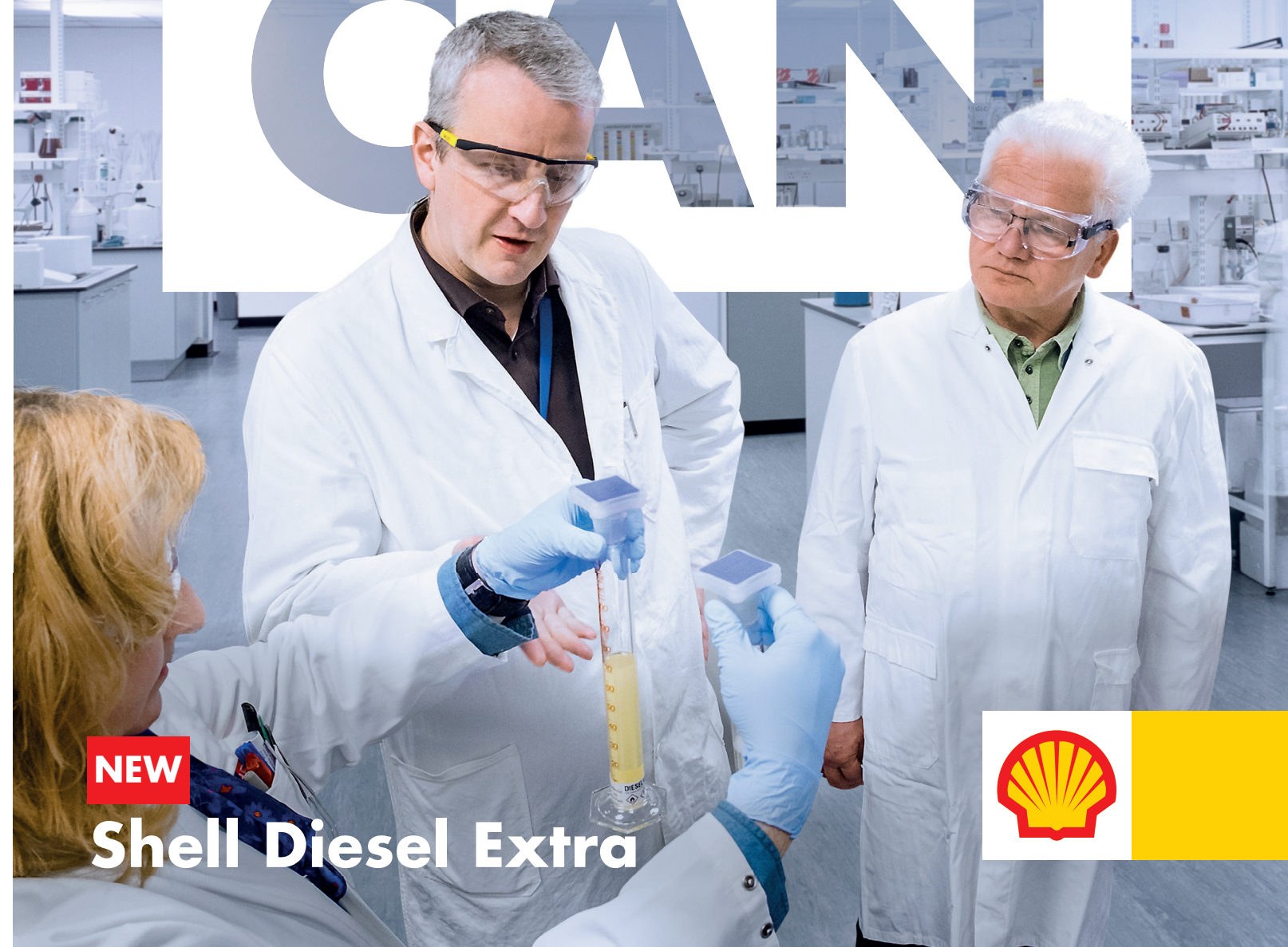


SHELL COMMERCIAL FUELS
TOGETHER ANYTHING IS POSSIBLE

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

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



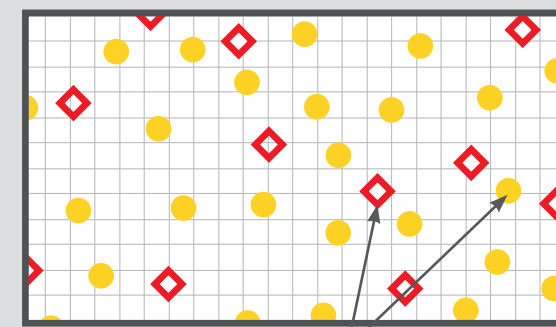
LEADING FUELS INNOVATION

Shell Commercial Fuels aspires to be a global leader in fuels technology, building on over 100 years of Shell Fuels innovation. We continually invest in enhancing our products to help customers meet their fleet operating needs and achieve tangible business benefits.

ROLE OF ENGINE CLEANLINESS

Diesel engine technology is advancing, placing new and changing demands on fuels.

Deposits in the injector nozzles of high precision diesel engines can lead to less efficient combustion, resulting in torque loss, higher fuel consumption and in turn increase your environmental impact.

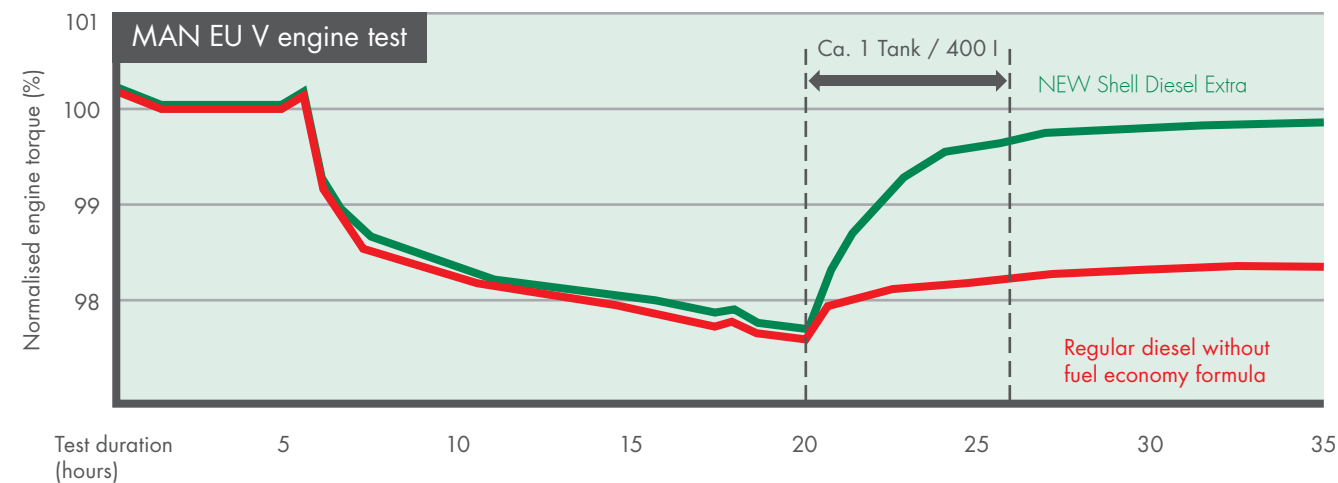


Two new detergent chemistries designed to work in both older and newer engine technologies.

NEW TECHNOLOGY¹ FOR ENGINE EFFICIENCY

NEW Shell Diesel Extra has been specifically formulated with our new, exclusive dual detergent DYNAFLEX Technology². It is designed to help clean up the engine from injector deposits and to help provide better fuel economy and more load-pulling power when needed.³

CLEAN-UP EFFECT: MORE ENGINE TORQUE³



NEW SHELL DIESEL EXTRA HOW IT WORKS¹

NEW INJECTOR NOZZLES: CLEAN-UP OF DEPOSITS

Whether your heavy-duty fleet is older or newer, carbon deposits can build up on the injectors, leading to less efficient combustion.

NEW Shell Diesel Extra is formulated with exclusive dual detergent technology to help clean up the injectors from deposits and keep them clean, thus helping provide better fuel economy.



Regular Diesel

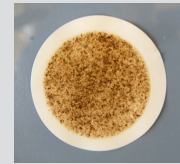


NEW Shell Diesel Extra

STORAGE TANK: ANTI-MICROBIAL EFFECT

NEW Shell Diesel Extra is designed to help separate fuel from water¹.

It can help you do proper housekeeping to reduce risk of microbial growth and downtime due to fuel system failures like filter plugging.



Regular Diesel



NEW Shell Diesel Extra

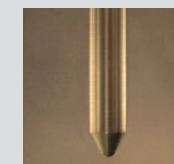
ENGINE AND STORAGE TANK: CORROSION PROTECTION

Fuels are not naturally corrosive, but rust can form on metal parts when water and oxygen are present.

NEW Shell Diesel Extra is designed to help prevent corrosion¹ in critical fuel system components and storage tanks by forming a protective barrier.



Regular Diesel



NEW Shell Diesel Extra

NEW ENGINE: MORE TORQUE

Deposits in injector nozzles can also lead to torque loss, giving you less load-pulling power when you need it.

NEW Shell Diesel Extra is designed to improve engine efficiency and retain power with higher loads¹ – starting to work even after one tank.



Regular Diesel



NEW Shell Diesel Extra



SHELL COMMERCIAL FUELS
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1. Compared to our previous formulation. 2. DYNAFLEX technology or DYNAFLEX formulation are our names for our latest generation of advanced formulations. 3. Compared to regular diesel without SDX fuel economy formula with the same type and level of biocomponent. Actual savings may vary according to vehicle, driving conditions and driving style. Shell tests and customer experience have shown a range of fuel savings depending on the age of vehicle and type of operations.

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