

# Why choose Shell FuelSave Diesel?

OUR MOST ADVANCED CLEANING FORMULA <sup>1</sup>	HOW YOU CAN BENEFIT <sup>2</sup>	BUSINESS VALUE <sup>2</sup>
<ul style="list-style-type: none"> <li>■ <b>Dual detergent DYNAFLEX Technology<sup>1</sup></b>, designed to help clean up injector deposits and prevent further build-up</li> </ul>	<ul style="list-style-type: none"> <li>■ Better fuel economy<sup>2</sup></li> <li>■ More torque and load-pulling power when needed</li> <li>■ Lower exhaust CO<sub>2</sub> emissions and black smoke<sup>4</sup></li> </ul>	<ul style="list-style-type: none"> <li>■ Lower fuel and operating costs</li> <li>■ Vehicle reliability</li> <li>■ Reduced environmental impact</li> </ul>
<ul style="list-style-type: none"> <li>■ Formula<sup>1</sup> to help improve oxidation stability and <b>keep fuel more stable</b> in the presence of bio components</li> </ul>	<ul style="list-style-type: none"> <li>■ Reduced risk of fuel degradation and sludge build-up</li> </ul>	<ul style="list-style-type: none"> <li>■ Equipment reliability</li> </ul>
<ul style="list-style-type: none"> <li>■ <b>Corrosion inhibitor</b> to help prevent corrosion in critical fuel system components and storage tanks</li> </ul>	<ul style="list-style-type: none"> <li>■ Reduced maintenance and risk of breakdown</li> </ul>	<ul style="list-style-type: none"> <li>■ Lower operating costs</li> <li>■ Reduced downtime</li> </ul>
<ul style="list-style-type: none"> <li>■ <b>Antifoam agent</b> to help reduce foaming when refuelling</li> </ul>	<ul style="list-style-type: none"> <li>■ Reduced refuelling time and risk of spillage</li> </ul>	<ul style="list-style-type: none"> <li>■ Increased operating hours</li> </ul>



## WANT TO REAP MORE?

Your fuel choice today can make a big difference tomorrow. Contact us to learn how Shell FuelSave Diesel can help your farm unlock its growth potential.

[Name]  
 [Contact Information]  
 [Email]  
 [Website]

**SHELL COMMERCIAL FUELS**  
TOGETHER ANYTHING IS POSSIBLE

<sup>1</sup>DYNAFLEX Technology or DYNAFLEX formulation are our names for our latest generation of advanced formulations for gasoline and diesel fuels. See [www.shell.com/commercialfuels](http://www.shell.com/commercialfuels) for more information. | <sup>2</sup>Shell FuelSave Diesel is designed to help provide by up to 3% fuel economy, compared to regular diesel without fuel economy formula. Actual savings may vary according to vehicle, driving conditions and driving style. Internal Shell tests and with customers have shown a range of fuel savings depending on age of vehicle and type of operations. | <sup>3</sup>As experienced by some customers rather than Shell protocols. Benefits will vary according to type of operation, vehicle, driving conditions and driving style. | <sup>4</sup>In heavy-duty engines up to and including Euro III. | <sup>5</sup>Compared to regular diesel without fuel economy formula. Based on demonstration tests with off-highway heavy-duty Tier 4 engines in collaboration with DLG Germany. Achieved within 50 hours of engine operations and 4 tankfuls. | <sup>6</sup>Shell FuelSave Diesel with DYNAFLEX Technology meets the Worldwide Fuel Charter requirements for less than 2% power loss associated with injector cleanliness. | <sup>7</sup>Illustrates 24/7 operations. Compared to regular diesel without fuel economy formula and to standard lubricant. Based on demonstration tests with off-highway heavy-duty Tier 4 engines in collaboration with DLG Germany.

# IT'S MORE THAN FUEL IT'S FEEDING THE FUTURE

Shell  
**FuelSave** Diesel





# Unlock your growth potential

Your farming world is changing, with unpredictable weather conditions, volatile business returns and higher focus on reducing environmental impact. These pressing challenges call for an energy solution like Shell FuelSave Diesel with DYNAFLEX Technology<sup>1</sup> to help you grow and produce more, while using and emitting less.



## EXCLUSIVE FORMULATION

# 2

Detergent chemistries – for both newer and older machinery

# 2

Deposit control actions – **Clean Up** and **Keep Clean**



## ROBUST TEST PROGRAMME

# 4,000+

hours of engine runs

OVER

# 9Mkm

on the road



### ASSET RELIABILITY

Specially formulated to help provide better fuel economy<sup>2</sup> and more load-pulling power, our fuel enables your machinery to operate in the field for longer hours reliably and at lower cost<sup>3</sup> – when you need it most in peak seasons.



### SUSTAINABILITY

With Shell FuelSave Diesel you can support your environmental efforts multi-fold:

- Carbon footprint: Lowering CO<sub>2</sub> emissions through better fuel economy<sup>2</sup>
- Community care: Less black smoke<sup>4</sup> through more efficient combustion
- Compliance: Supporting use of biofuels through dehazing action and improved fuel stability



### REDUCING TOTAL COST OF OWNERSHIP

Our dual detergent technology works to actively clean up injector deposits and to protect your engines. So you can spend less time in breakdowns and downtime, and more time increasing your productivity and bottom line<sup>5</sup>.



## PRODUCTIVITY

UPTO

# 5.6%

more load-pulling power<sup>5</sup>

Meets Worldwide Fuel Charter requirement for less than

# 2%

power loss<sup>6</sup>



“I use Shell Diesel on my entire fleet. The quality of the fuel is outstanding, especially on the new generation common rail computerised machinery.”

**Mr. BP Greyling,**  
South Africa's Top Commercial Farmer

**Shell FuelSave Diesel**



## FAST ACTION

Starts to work after **just one tank**

UPTO

# 100%

injector deposit clean-up in **less than three working days<sup>5</sup>**



## VALUE FOR MONEY

Up to

# 3%

fuel economy<sup>2</sup>



## EFFICIENCY COMBO

Up to

# 2.83

MORE HECTARES

from Shell FuelSave Diesel and premium Shell lubricants used together<sup>7</sup>