

# PRODUCT

## SHELL V-POWER NiTRO+ PREMIUM GASOLINE

*New Shell V-Power NiTRO+ Premium Gasoline provides the **BEST TOTAL engine protection you can get!** Shell will deliver this message to customers through our biggest and most exciting premium fuels launch ever beginning June 1st!*

### 1 WHAT'S DIFFERENT ABOUT THIS NEW PRODUCT?

- Shell V-Power® NiTRO+ is a new premium gasoline formulation that offers the **BEST TOTAL engine protection you can get.**
- Industry-standard testing proves it.

#### PROTECTS AGAINST



GUNK



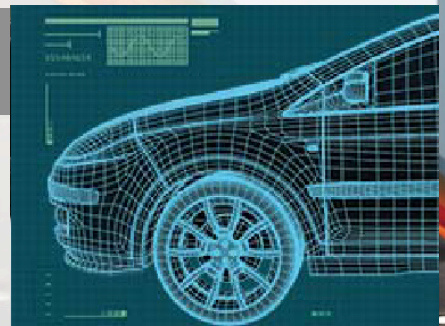
CORROSION



WEAR

### 2 WHAT IS BEST TOTAL ENGINE PROTECTION?

- Unbeatable protection against **gunk** and **corrosion** and superior protection against **wear!**
- It protects against **NOT JUST ONE, BUT THREE** main types of engine performance deterioration. How did we prove this? We tested it against other premium gasolines with industry standard tests.



### 3 WHAT IS GUNK?

- **Gunk** is carbon deposits that can build up on intake valves and fuel injectors.
- These deposits can rob your vehicle of performance and make your engine work less efficiently.



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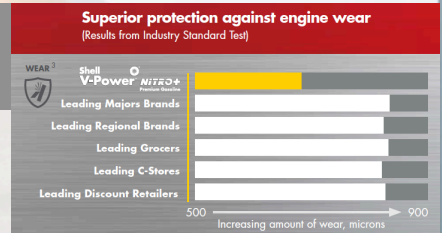
## 4 WHAT IS CORROSION?

- **Corrosion** is caused by moisture and other contaminants that can make their way into a vehicle's fuel tank. It can impact the fuel pump, fuel lines and fuel injectors.
- The formation of particles from the corrosive process can contribute to the blockage of fuel filters impacting overall vehicle operations.



## 5 WHAT IS WEAR?

- **Wear** can occur wherever there is repeat metal-to-metal contact resulting in the loss of some of that metal from the surface of an object.
- You can see the difference in wear protection between Shell V-Power<sup>®</sup> NiTRO+ Premium Gasoline and the majority of competitive premium fuels.



## 6 HOW GOOD IS THIS NEW FORMULATION?

- New Shell V-Power NiTRO+ Premium Gasoline is the only brand of premium gasoline recommended by Ferrari and now BMW M.
- Make sure that you are familiar with the product brochure and how to obtain additional information online!



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## PRODUCT BROCHURE FOR CUSTOMERS

**BMW M DRIVEN BY SHELL V-POWER<sup>®</sup> NiTRO+ PREMIUM GASOLINE.**

For more than 100 years, Shell has been harnessing science, engineering and technology to pioneer the world's most innovative gasoline. For nearly half a century, BMW M has been building the world class automobiles by merging engineering with cutting edge technologies. Today, this shared passion has brought these two great brands together in a unique relationship—one that is constantly striving to bring you the best automotive fuel technologies.

Owning a vehicle is more than getting from Point A to Point B, it's an experience. It's a thrill that falls in the hearts of BMW M owners around the world who love vehicles. As a company with a history of building the world's most innovative automobiles, it's no wonder BMW M now recommends our most innovative gasoline—Shell V-Power NiTRO+ Premium Gasoline. It's a unique relationship built on a shared passion for performance.

Get the full story at [www.shell.us/vpower](http://www.shell.us/vpower)

**NEW**

Shell  
V-Power<sup>®</sup>  
NiTRO+  
Premium Gasoline

Choose the **BEST TOTAL** engine protection you can get.



BMW M recommends Shell V-Power NiTRO+ Premium Gasoline

### Shell V-Power<sup>®</sup> NiTRO+ Premium Gasoline

The **BEST TOTAL** engine protection you can get. Period.

Shell V-Power NiTRO+ isn't just reinventing premium gasoline, it's reinventing the premium gasoline category. Shell V-Power NiTRO+ offers drivers unsurpassed protection against gunk and corrosion, and superior protection against wear, giving drivers one more reason to fill-up at Shell. And this triple action protection formula is only available at Shell.

#### What is gunk?

Gunk is another name for carbon deposits that can build up on intake valves and fuel injectors which can make your engine work less efficiently. Shell V-Power NiTRO+ has seven times the cleaning agents required to meet federal standards and removes an average of 60% of performance-robbing gunk left by lower quality premium gasoline, starting with the very first tank.

#### What is corrosion?

Corrosion is caused by moisture and other contaminants that can make their way into a vehicle's fuel tank. It can impact the fuel pump, fuel lines and fuel injectors. Furthermore, formation of particles from corrosive processes such as rusting of steel surfaces can contribute to the blockage of fuel filters, impacting overall vehicle operation.

#### What is wear?

Wear can occur when two metal surfaces rub against each other leading to loss of metal from those surfaces. This can occur in the piston assembly, fuel pump and fuel injectors and can cause higher oil consumption, loss of power and higher emissions.

Go to [www.shell.us/vpower](http://www.shell.us/vpower) to learn more!

### Our best ever results.

Shell scientists put Shell V-Power NiTRO+ Premium Gasoline through rigorous testing. And while many customers think all gasolines are the same, these testing results help dispel that myth and then some.

Shell V-Power NiTRO+ VS Lower Quality Premium Gasoline



Shell V-Power NiTRO+ VS Leading Competitor



Superior protection against engine wear (Results from Industry Standard Test)

Brand	Wear (mm)
Shell V-Power NiTRO+	0.001
Leading Major Brand	0.002
Leading Regional Brand	0.003
Leading Economy	0.004
Leading Off-Brand	0.005
Leading Discount Brand	0.006

200 mil. (0.002 in.)  
100 mil. (0.001 in.)

1. Initial intake deposit results based on ASTM D5682.  
2. Complete intake deposit using ASTM D5682.  
3. Wear results obtained using g3000method from ASTM D5682.

Shell  
V-Power<sup>®</sup>  
NiTRO+  
Premium Gasoline

## SUMMARY

- New Shell V-Power<sup>®</sup> NiTRO+ Premium Gasoline provides the **BEST TOTAL** engine protection you can get!
- **BEST TOTAL** engine protection is unsurpassed protection against gunk and corrosion, and superior protection against engine wear! It protects against **NOT JUST ONE, BUT THREE** main types of engine performance deterioration.
- We tested against other premium gasolines with industry standard tests. You can see the results in the new product brochure (example pictured above).
- New Shell V-Power NiTRO+ is the only brand of premium gasoline recommended by Ferrari and NOW BMW M!

