



Shell

FuelSave Diesel



**NAKORNCHAI AIR CUTS
FUEL CONSUMPTION BY 1.6%
WITH SHELL FUELSAVE DIESEL**

Nakornchai Air Company Limited is one of Thailand's leading bus and coach operators with routes connecting the capital with the northern and eastern parts of the country. Nakornchai Air is committed to first class customer service, safe driving and environmental stewardship.

In response to its focus on using energy efficient vehicles and products, Nakornchai Air decided to test the benefits of Shell FuelSave Diesel. In a three month trial, 75 vehicles of the company's modern bus fleet ran on Shell FuelSave Diesel, covering a total distance of more than 2,000,000 kilometers.

The results were compared to data for the same vehicles running on standard diesel over the same period the previous year.

Using Shell FuelSave Diesel in the trial helped Nakornchai Air achieve:

- Average fuel consumption savings of 1.6%
- Faster filling due to less foaming



Across the entire bus fleet, these fuel consumption savings could mean nearly US\$134,000 financial savings annually when using Shell FuelSave Diesel*!

Saving fuel has also enabled Nakornchai Air reduce the CO₂ emissions and black smoke* produced by its fleet – to the benefit of its customers at bus terminals and stations as well as helping the company reduce the environmental impact of its operations.

* In heavy duty engines up to and including Euro III

Interview with Mr. Sayan Wongbenjarat, owner of Nakornchai Air Company Limited



“Shell FuelSave Diesel is an innovative fuel that really helps us to utilise scarce resources more effectively – and we are proud to be doing this!”

Mr. Sayan Wongbenjarat, owner of Nakornchai Air Company Limited

What drives the choice of fuel in your company?

“Price is critical for us because fuel is such a major part of our costs. We need a fuel that helps us operate as efficiently as possible. But quality is also important - using quality-controlled vehicles and fuels leads to a better ride, optimised energy usage and fewer emissions.”

Why did you go for Shell FuelSave Diesel?

“Firstly, it’s the brand image of Shell. We used to buy from Shell in the past and never regretted it. When Shell introduced Shell FuelSave Diesel, we knew we can trust them and we were keen to benefit from it ourselves.”

What effects have you been experiencing with Shell FuelSave Diesel?

“There has been a clear reduction in fuel consumption – an average of 1.6% compared to the consumption of the same vehicles over the same period a year ago. In this way, Shell FuelSave Diesel has helped us save around US\$0.01 – US\$0.02/litre**, thanks to its efficiency. On an annual basis, this could mean around a US\$134,000 reduction in operating costs* .

We have also experienced faster refuelling thanks to less foaming, meaning less time off the road for our fleet.

And finally, we choose Shell so that we can get the right amount of product, in the right high quality.”

How can Shell FuelSave help you to be more competitive?

“A fuel that helps our fleet to run more efficiently saves us money. A fuel that can protect our engines also helps lower our vehicle maintenance costs, and one that allows better combustion helps reduce our vehicle emissions. Shell FuelSave Diesel ticks all three of these boxes!”



*Based on a total annual fuel consumption of approximately 8.4 million litres by the entire bus fleet of 109 vehicles, a fuel price of Baht 30 per litre and an exchange rate of Baht 30/US\$1.

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