

THAI TEAM SETS FUEL SAVE RECORD AT SHELL ECO-MARATHON ASIA 2010

Dec 13, 2010

Thailand's Army Transportation Engineering School (ATE-1) team emerged top with a fuel efficiency record in the Shell Eco-Marathon Asia 2010 in Malaysia of 1,521 kilometres/litre.

Pissawan Achanapornkul, country chairperson of Shell Company of Thailand was happy to state that Thailand's Army Transportation Engineering School (ATE-1) won in the first Shell Eco-marathon in Asia during the July 8-10, 2010 at Sepang F1 circuit in Kuala Lumpur, Malaysia and that Shell was delighted to see the winning record in the Prototype Category of 1,521 kilometre/litre which is the same distance as from Bangkok to KL. The runner up was Hyogo Prefectural Tajima Technical Institute with 1,235.1 kilometres/litre and the third placed team was Tongji University with 940.9 kilometres/litre.

Pissawan Achanapornkul added, "We have seen many great ideas and clever vehicle designs, innovative use of energy types, good fuels and smart driving. Some of the vehicles look like capsules or pencils, with sleek lines for minimal resistance and drag. Moreover, our Thai youth also completed the safety measurements and the track with 9 of the 13 Thai teams making it on the score list, which results in many Thai flags on the scoreboard. Not only did we see the excitement of the competition, we also saw the spirit among the students, attentiveness, intention to join in activities, sharing and exchanging knowledge among different institutions and countries. The stage is open wide for new experiences."

Kittiwong Kaewbumrung, driver of Thailand's ATE-1 Team said, "during the competition, our car broke down throughout the initial phase but we did not give up and our team did everything to fix the car. I also applied a new driving strategy and minimized the time to turn on the engine and eventually we stood in the winning position with the best distance".

The winner of the Urban Concept category, where teams entered more "roadworthy" fuel-efficient vehicles, came from the National University of Singapore using hydrogen fuel, which was top with a distance of 612.4 kilometres/litre.

Apart from the Prototype and Urban Concept Vehicles Award, Shell Eco-marathon Asia also presented off track awards for Safety, Technical Innovation, Communications and Marketing. For the Safety Award and Technical Innovation Award, first place was given to the team from the National University of Singapore. While Autodesk Zeal Eco-Power of Tongji University won the Communications and Marketing Award.

About Shell Eco-marathon Asia

Shell Eco-marathon Award is presented to a vehicle that can travel the furthest distance on the least amount of fuel.

Shell Eco-marathon has been running in Europe since 1985 and the United States since 2007. This year, Asia is honoured to held the competition for the first time

Shell Eco-marathon 2010 is classified into 2 categories namely Prototype and Urban Concept categories. For the Prototype category, the vehicles will be focused on maximizing fuel efficiency through innovative design elements, such as drag reduction.

For the Urban Concept category, the design will be entered more "roadworthy" fuel-efficient vehicles. Aimed at meeting the real-life needs of drivers, these vehicles are closer in appearance to the cars seen on roads today. For both categories, competitors can use any conventionally available energy source – including fuels such as diesel, gasoline and liquid petroleum gas (LPG), as well as alternative fuels such as hydrogen, biomass and solar.

13 THAI YOUTH TEAMS READY FOR THE SHELL ECO-MARATHON ASIA 2010

Dec 12, 2010

Shell and the Ministry of Energy join forces along with other supporters in inviting the Thai public to send their good wishes and encouragement to the 13 Thai youth teams from around the country as they compete at the Shell Eco-Marathon Asia 2010. This race at which the prize goes to the car that travels the furthest distance on the lowest amount of fuel will be held at Sepang International Circuit, Malaysia during 8 to 10 July of this year.

Mrs. Pissawan Achanapornkul, Country Chairperson of The Shell Company of Thailand said, "Shell is very pleased to bring Shell Eco-Marathon, a well-known global event, to Asia for the first time. This race has been held in Europe for the past 25 years and in America for the past 4 years. By bringing Shell Eco-marathon to Asia, this gives young people all over the region, including Thailand, an opportunity to exhibit innovative thoughts in the creative design and development of fuel-efficient vehicles. Such an event creates greater awareness for efficient use of fuel also affords an outstanding engagement opportunity for current and future leaders who are passionate about finding sustainable solutions to the world's energy challenge."

Of the 84 teams from 11 countries in the region competing this year, Thailand accounts for 13 teams, making it the third largest representation after Pakistan and Malaysia. Last year, the Shell Eco-Marathon Europe was held in Germany where there was one team representing Thailand, a team from the School of Renewable Energy Technology (SERT), Naresuan University.

Archarn Pathompong Prommaboon, Head of the Khelang Nakorn LPRU team from the Faculty of Industrial Technology of the Lampang Rajabhat University has expressed his thanks to Shell for bringing the Shell Eco-Marathon to a neighbouring country, thereby giving greater opportunities for Thai students to demonstrate their abilities as well as widening their horizon at this international event.

Archarn Unnop Chandraokul of the Ma Sri Mok Team from the Banharn-Jeamsai Polytechnic College in Supanburi said that the Shell Eco-Marathon has helped to enhance the teachings of mechanical skills to future technicians, promoting innovation as well as supporting the drive for energy conservation.

The Horwang Non Team, the only high school entry from Thailand, said "We enjoy working with machinery and this project has been fun to work on. Through it, we have learnt to work as a team and the whole experience has been new and very challenging for us."

Mr. Peerapol Sakarin, Director-General of the Department of Energy Business, said "I would like to send my good wishes to all the 13 Thai youth teams as they take part in this year's Shell Eco-Marathon Asia 2010 and wish them every success. I hope that they will come back, armed with knowledge and new technology, to help create innovative ways to help Thailand as the country pushes for energy conservation. This is an opportunity for the young people of Thailand to display their potential on an international stage."

List of teams participating as follows:

BanHarn-Jeamsai Polytechnic College, Ban Phuruag School, Donmuang Technical College, Kasetsart University, King Mongkut's Institute of Technology Ladkrabang, Kong Thabbok Upatham Changkol Kho So Tho Bo School, Lampang Rajabhat University, Nawamindarachinutid Horwang

Nonthaburi, North - Chiang Mai University, Panjavidhya Technical Training School, Phattalung Technical Collage, Sakonnakon Technical College and School of Renewable Energy Technology (SERT), Naresuan University

Appendixes:

This race at which the prize goes to the car that travels the furthest distance on the lowest amount of fuel

The first race was held in France in 1985

In 2007 Shell Eco-Marathon organized the first competition in U.S.A.

And In 2010 Shell Eco-Marathon will be held for the first in Asia at the Sepang International Circuit, Kuala Lumpur in Malaysia allowing the competition to flow to other countries in this region.

In 2010, the latest statistics of the Shell Eco-Marathon held in Germany, with 221 teams from all participating countries, the record-breaking team winner was from France "The winner in the prototype category was Polytech'Nantes, France, powered by a hydrogen fuel cell and achieved 4,896 kilometres on the equivalent of one litre of fuel."

In 2010, the latest statistics from the Shell Eco-Marathon Americas, from 42 teams from all participating countries, the record-breaking team was from Laval University in Quebec, Canada who took home the grand prize with an astonishing 2,487.5 miles per gallon, equivalent to 1,057.5 kilometres per litre, in the "Prototype" category. The vehicle was in the Futuristic Prototypes category.

For more information on Shell Eco-marathon can be viewed at:

www.shell.com/eco-marathon

SHELL LAUNCHES “SHELL FUELSAVE” , SAVE UP TO 1 LITRE PER TANK AT NO EXTRA COST

Aug 06, 2010

Shell launches a new fuel, Shell FuelSave Gasohol 95 and Shell FuelSave Gasohol 91 as well as Shell FuelSave Diesel B5 available nationwide. This is the first and only Fuel Economy formula in Thailand, offering three unique features; save up to 1 Litre per tank*, contains fuel economy formula to improve engine efficiency at no extra cost.

Mrs. Pissawan Achanapornkul, Country Chairperson of The Shell Company of Thailand said “A survey conducted among drivers in Thailand, showed that the majority of Thais are aware that fuel is necessary in daily lives and agreed that being fuel efficient is a major way to save money and that they are willing to change their driving behaviours to save fuel.

As for Shell, the company will launch Shell FuelSave Gasohol 95, Shell FuelSave Gasohol 91 and Shell FuelSave Diesel B5, which is the first and only fuel economy formula in Thailand. Shell FuelSave Gasohol 95, Shell FuelSave Gasohol 91 and Shell FuelSave Diesel B5 have passed test procedures by independent testing institutes.

The tests were conducted with vehicles from major global brands and manufacturers , achieving real savings up to 1 Litre per tank” based on a minimum tank size and fill up of 50 Litres for gasoline and 72 Litres for diesel. Comparison is made between the previous Shell formula and the new instantaneous fuel economy formula “Shell FuelSave”.

Mrs. Pissawan Achanapornkul added that Shell is replacing Shell Gasohol 95 and Shell Gasohol 91 and Shell Diesel B5 with Shell FuelSave Gasohol 95, Shell FuelSave Gasohol 91 and Shell FuelSave Diesel B5, at no extra cost for customers. Consumers can be assured that Shell FuelSave can help them get the most out of every drop because Shell FuelSave Gasohol 95 and Shell FuelSave Gasohol 91 are designed to keep inlet valves clean, prevent deposit formulation and improve engine efficiency. As for Shell FuelSave Diesel B5, it is designed to ignite and burn effectively leading to better combustion of your engine. All of which leads to greater fuel economy.

The Shell Group of Companies has launched Shell FuelSave in 9 countries in Europe and Asia namely the Netherlands, Turkey, Malaysia, Singapore, Hong Kong, German, Norway, Denmark and the UK, which have been successfully received. This is reflected in sales figures that have exceeded targets, reinforcing Shell’s position of leadership in technology to develop high quality fuel. Shell Thailand is the first to launch both Shell FuelSave gasoline and diesel in Asia.

Shell aims to increase its market share by 2% or increase in sales of about 320 million Litres per year, and will spend over 100 million Baht in marketing promotions. Marketing activities include sales promotions and public relations activities to encourage more drivers to learn how to save fuel.

Shell FuelSave is now available at the 570 Shell stations nationwide. Shell FuelSave is the most advanced Fuel Economy formula, helping drivers using either gasoline or diesel to save fuel at no extra cost.

For Journalists

*Based on a minimum tank size and fill up of 50 litres for gasoline and 72 litres for diesel.
Comparison between a standard gasoline with the same characteristics as the previous Shell
formula and that same standard gasoline containing our new instantaneous fuel economy formula.
Actual savings may vary according to vehicle, driving conditions and driving style.

THAI ACTRESS CROWNED ASIA'S SMARTEST FUELSAVER

Jul 16, 2010

"Ann" Alicia Laisuthrukklai, an actress from Bangkok, Thailand has been named 'Asia's Smartest FuelSaver' by driving 15.648 kilometres on 1 litre of Shell FuelSave.

"Ann" Alicia Laisuthrukklai and Puri Hiranpruk, were Thailand's representatives in the final round of the search for "Asia's Smartest FuelSaver" held in Kuala Lumpur, Malaysia competing against 10 representatives from 5 other Asian nations in the Shell Eco-Marathon Asia 2010.

Mrs Pissawan Achanapornkul, Country Chairperson of The Shell Company of Thailand said Shell was very pleased to see "Ann" Alicia Laisuthrukklai named as the winner in "Asia's smartest FuelSaver" competition. The actress was able to drive 15.648 kilometres using 1 litre of Shell FuelSave. The competition aims to stimulate car users to efficiently use fuel and save more.

All participants took part in the "Shell FuelSave Academy", an intensive boot camp led by John and Helen Taylor to prepare the finalists for the competition "Asia's Smartest FuelSaver" a tense challenge to drive as far as possible using just one litre of Shell FuelSave. John and Helen are the owners of 85 World Records for fuel save driving.

Ann Alicia Laisuthrukklai said that "I'm delighted to represent Thailand in this competition. I learnt a lot about fuel saving from experts such as John and Helen which I was able to use during the competition which helped me to win. I believe that I can help pass this knowledge and experience on to other drivers so that they can apply during their daily lives".

The 'Shell FuelSave Report 2010', conducted annually, underlined that more than 9 in 10 think fuel efficiency is an important way to save money and a new class of 'Expert FuelSaver' is emerging. Significant numbers of drivers, however, still underestimate how much money they could save and most don't know how far a single litre of fuel can take you, suggesting more can be done to educate drivers about fuel saving.

In Thailand, where 88% of drivers agree that being fuel efficient is an important way to save money and 93% are willing to change their driving behaviours to save fuel, Shell will focus on trying to help the 96% of drivers who would like further advice on fuel saving.

"Shell FuelSave Report 2010" revealed that Shell has extended its effort to help drivers save 10% or more fuel. Now the focus is how to mobilise the 42% of the world's drivers who are not currently saving. The Report suggests that fuel saving behaviours stick best when advice is shared by 'Expert FuelSavers' so Shell is establishing a global panel of Expert FuelSavers, starting with John and Helen Taylor, the Shell FuelSave Ambassadors and the finalists of Europe and Asia's 'Smartest FuelSavers' because fuel save is easy for everybody.

SHELL TEAMS UP WITH DKSH TO EXPAND MARKET COVERAGE FOR SHELL LUBRICANTS

May 13, 2010

Bangkok – Shell sharpens its business strategy for premium lubricants by kicking off the online sales system and appointing DKSH as the official distributor to expand the market outreach into auto-part stores and garages nationwide. This move enables Shell to enhance its lubricant retails with storefront and customer to access its products even better. Shell expects an accelerated sales growth in its premium products by the end of the year.

Mrs. Pissawan Achanapornkul, Chairperson of The Shell Company of Thailand, says that this year Thailand's automobile industry is poised for a better growth, resulting in an expanded lubricant market. Compared to the same period of 2009, this year's first quarter sees a 6% overall market expansion, with Shell's own growth outperforming that at 10% which is also higher than the company's expectation. The company forecasts that in 2010, the overall lubricant consumption should rise to about 450 million litres with Shell to lead in the premium lubricant products thanks to its superior manufacturing technology on the global stance. Each year, Shell has allocated over Bt40 billion (about US\$1.3 billion) in research and development to improve the quality of its lubricants for the market.

To satisfy customer's higher expectation on the product quality and purchasing convenience, Shell has adapted its retailing strategy by adding 2 new channels into its existing distribution network. **Firstly**, Shell lubricant products are now available through the online **Touchless Processing** where customer directly interacts with the company and process all the necessary paper works from ordering, stock checking to tracking orders and confirming delivery date, automatically. Currently, the Touchless Processing takes up more than 75% of the company's total sales volumes.

Secondly, Shell has appointed '**DKSH**' – the country's leading marketing expansion firm – as the '**official distributor**' of the Shell lubricant products, allowing an even wider presence in walk-in retail stores such as auto-part shops and garages. Shell expects to increase this new retailing line through at least 20,000 stores around the country. Customers will get easier access Shell's premium, high-performance lubricants for their cars."

Mr. Somboon Prasitjutrakul, President of DKSH (Thailand) Co., Ltd., says that the company's partnership with Shell solidifies a bond between the two leading companies of Thailand. DKSH, with its outstanding product distribution network, streamlines with an excellent modern inventory management that helps partners achieve the untapped markets while increase sales volumes in the existing ones. Shell, meanwhile, is the world's leading manufacturer of premium lubricant oils widely trusted for superior quality. Putting the best two together, DKSH is confident that this partnership will work well to enhance growth of the Shell lubricant products. The mutual growth target for this year is set at 15%."

To provide even better service to the customers, we have managed to bring the technology into the sales system. PDA devices are employed to link with inventory management technology that monitors, in real time, the existing stocks and customer information. This information is the key to improve the store sales nationwide with the employed GPRS tracking device to efficiently map out each day's delivering routes," says **Mr. Somboon**.

“The new business strategy of the lubricant business will this year help us achieve the prospected targets and expand market of high performance lubricants. If the whole lubricant market is expected to grow at 4%, I am sure that Shell will outperform that,” says **Mrs. Pissawan**.

SHELL LAUNCHES PREMIUM GRADE GASOHOL, SHELL V-POWER GASOHOL 95, FOR DRIVERS LOOKING FOR POWER AND AFFORDABLE PRICES

Mar 29, 2010

Bangkok, 24th March 2010 : The Shell Company of Thailand is launching the latest product in the V-Power family – Shell V-Power Gasohol 95, a premium grade gasohol, bringing racing fuel to the road for greater engine performance and faster acceleration. Shell V-Power Gasohol 95 is expected to take 100% share of the premium gasohol market, resulting in a 3% increase in the benzene market share for Shell, which is equivalent to 20 million litres per month.

As customers' needs for gasohol increase, as can be seen by the rise in gasohol consumption to 70% of the overall benzene market, Shell sees this as an opportunity to respond to this changing need and at the same time supporting the Government's programme to develop alternative energy in Thailand. It is to these ends that Shell is launching its premium grade gasohol, Shell V-Power Gasohol 95. This advanced fuel technology has been developed in conjunction with Ferrari, and will be distributed in place of Shell V-Power Benzene.

Khun Pissawan Achanapornkul, Country Chairperson of The Shell Company of Thailand said, "We are very proud to be the fourth country after the United States of America, Brazil, and the Philippines to introduce premium grade gasohol, Shell V-Power Gasohol 95, to Thai consumers so that they can experience the power of this fuel".

This exclusive Shell V-Power Gasohol 95 formula will keep the engine clean so that it works more efficiently, prevents power-robbing deposits forming on the valves and injection systems, and cleans up existing deposits to help enhance the responsiveness of the engine for a quieter ride. Moreover, it is cheaper than Benzene 91 and Benzene 95 by Baht 0.70 and 6.70 Baht per litre respectively, and is only Baht 2.90 per litre more expensive than the average gasohol, making it an appealing alternative.

Shell V-Power Gasohol 95 will be available up-country from March onwards, then rolled out in Bangkok and the surrounding provinces, and will be available at all 360 Shell fuel stations nationwide by May. Shell will be spending a total of Baht 50 million in promotional activities to increase its share of the benzene fuel market by 3%, from 13% to 16% which is equivalent to 20 million litres, as well as to have 100% market share of the premium gasohol market.

Shell remains the market leader in the premium fuel sector in Thailand and in Asia, achieving highest sales volume of Shell V-Power fuel in Thailand which is the biggest market in Asia. This launch of Shell V-Power Gasohol 95 reiterates the confidence that Thai consumers have in Shell's premium grade fuel.

