

SHELL AND ENERGY MINISTRY HOSTS SEND-OFF FOR THAI STUDENTS PURSUING 4TH STRAIGHT WIN IN SHELL ECO-MARATHON CHALLENGE

Dec 17, 2013

BANGKOK –The Shell Company of Thailand Limited today joined with the Ministry of Energy to officially recognize the teams of Thai students competing in the fourth Shell Eco-marathon Asia in Manila in February 2014. Thai students have won the competition each year the event has run in Asia.

Shell Eco-marathon Asia 2014 will see 11 different teams of Thai students, coming from 9 educational institutions, square off against their regional peers to design and build energy-efficient vehicles and promote the development of new technologies. There will be over 140 teams from 16 different countries across Asia and The Middle East.

“Our Ministry realises that the future of Thailand’s energy self-reliance lies with the next generation, and we fully support Shell Eco-marathon in promoting innovation in energy efficiency”, said Police Lieutenant General Dr. Wichianchot Sukchotrat, Vice Minister for Energy, Ministry of Energy. “We are especially proud of the winning record of our nation’s students, who come from schools throughout Thailand, and wish them all the best as they pursue victory in Manila.”

Shell Eco-marathon is a global mileage challenge and educational platform. It launched in Asia in 2010 to encourage innovation in the development of energy-efficient technologies. After three years in Kuala Lumpur, Malaysia, the event will occur in Manila, Philippines. This is the first time Shell Eco-marathon Asia will take place on real city streets, showcasing the futuristic vehicles in a more realistic urban environment.

“Shell Eco-marathon aligns with our shift toward cleaner, more energy-efficient products and technologies, and The Shell Company of Thailand Limited is proud of our role in fostering a new generation of energy consciousness”, said Mr. Asada Harinsuit, Country Chairman, The Shell Company of Thailand Limited. “Thai students have shown remarkable expertise and creativity in demonstrating what’s possible, and this gives us great optimism as we tackle the many global energy challenges facing us today.”

The most recent Grand Prize Winner was the team from Dhurakij Pundit University, in a competition which saw 133 teams from 16 countries across Asia and the Middle East registered in two different design classes: Prototype, to build the most aerodynamic and fuel-efficient vehicle possible; and UrbanConcept, to build fuel economy into vehicles that most resemble today’s automobiles. Students manage all aspects of their projects, with winners in both classes receiving \$2,000 each for their school.

Thai actor Alexander Rendell, a participant in today’s panel discussion alongside representatives from Shell and the Ministry, is lending his support to Shell Eco-marathon Asia 2014 to further raise energy awareness among youth audiences. He will take part in the Shell FuelSave Celebrity Driving Challenge on 21st and 22nd January next year, navigating a predetermined route from Bangkok to Angthong with the goal of using as little Shell FuelSave fuel as possible. Along the route, student teams in Shell Eco-marathon Asia, and Rendell will exchange driving tips to help them improve their fuel efficiency.

Past Winners and Records

Year	Award	Team	Institution	Distance travelled (using energy equivalent of 1-litre fuel)
2010	Grand Prize Award	ATE.1	Kong Thabbok Upatham Changkol Kho So Tho Bo School	1,521.0 kilometres
2011	Grand Prize Award	LUK JAO MAE KHLONG PRAPA	Dhurakij Pundit University	2,213.4 kilometres
2012	Grand Prize Award	LUK JAO MAE KHLONG PRAPA	Dhurakij Pundit University	2,903.0 kilometres

The following teams from Thailand have registered for the Shell Eco-marathon Asia 2014:

Team Name	School Name	Vehicle Category	Energy Source
Ayutthaya ATCC1	Ayutthaya Technology Commercial College	Prototype	Battery Electric
HOW MUCH ETHANOL	Panjavidhya Technological College	Prototype	Ethanol
HOW MUCH BATTERY	Panjavidhya Technological College	Prototype	Battery Electric
Innogen KMITL V1	King Mongkut's Institute of Technology Ladkrabang	Prototype	Hydrogen
Innogen KMITL V2	King Mongkut's Institute of Technology Ladkrabang	Prototype	Battery Electric
Donmuang Technical college	Donmuang Technical college	Prototype	Battery Electric
LukJao Mae KhlongPrapa	Dhurakij Pubdit University	Prototype	Ethanol
Virgin	Sakonnakhon Technical College	Prototype	Gasoline
NSTRU Eco-Racing	Nakhon Si Thammarat Rajabhat University	Prototype	Battery Electric
ATE.1	Kong Thabbok Upatham Changkol Kho So Tho Bo School	Prototype	Gasoline
Ratanakosin Technological college	Rattanakosin Technological College	Prototype	Battery Electric

For more information on all Shell Eco-marathon events across the globe, including official rules, instructions for registration and details on prizes, please visit the Shell Eco-marathon website at www.shell.com/ecomarathon.

About Shell Eco-marathon

Shell Eco-marathon recognises creators who could get the longest distance per litre from the vehicles they build. Shell Eco-marathon as we know it today was born in 1985 in Europe. In 2007, Shell Eco-marathon Americas event was launched in the United States. In Asia, the fourth Shell Eco-marathon Asia will take place in Manila on 6 – 9 February, 2014.

Shell Eco-marathon Asia 2013 is held in two divisions. While Prototype Category is centred on vehicle engineering fundamentals to achieve the best possible energy efficiency, Urban Concept priorities realistic design of energy-efficient vehicles that will be practical on today's roads. In both divisions, contestants can choose to power their vehicle with any currently available energy, including diesel fuel and gasoline or alternative energies such as hydrogen, ethanol, fuel cell or electricity.

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SHELL ENCOURAGES FUTURE ENERGY EFFICIENCY & LAUNCHES SHELL HELIX HX8 0W-20 TO SUPPORT ECO CARS MARKET

Aug 29, 2013

Bangkok – The Shell Company of Thailand emphasizes its leadership in energy innovation and encourages future energy efficiency by launching Shell Helix HX8 0W-20 to support the growth of eco car market. The rising number of eco cars and increasing consumption of lubricants from this segment is foreseen in the long term.

Mr. Asada Harinsuit, Chairman of The Shell Company of Thailand said “The world’s increasing population has generated rising demand for more energy. Unfortunately, exploration is unable to keep paces with the world’s need. In Thailand, the demand for energy is predicted to double its volume in 15 years. Encouraging energy efficiency is one solution to strengthen national energy security. Therefore, Shell is committed to develop high quality motor oil to maximize engine performance and reduce fuel consumption for fuel economy vehicles like eco cars, which fit today’s urban need for convenience and versatility.

Mr. Troy Chapman, Executive Director – Lubricants, The Shell Company of Thailand said “Thailand is one of the most prospective car markets in Southeast Asia Pacific. Among the growing segments, eco car is one with the highest growth. From 2010-2013, there are cumulative number of 350,000 eco cars in the market. Such a big prospect has brought many carmakers to take part with continuous launches of new eco car models. It has been projected that the figure will rise to 1.2 million within 2015 and increase the consumption of motor oil of over a million litre per annum. Foreseeing such growing trend, Shell now has introduced **Shell Helix HX8 0W-20**, fully synthetic motor oil developed specially for eco cars. Thailand is the first country in the world to launch this product. **Shell Helix HX8 0W-20** fulfill the need of eco car users in “**All...Fit!**” concept. **Firstly, the Right Volume** in 3L pack size of **Shell Helix HX8 0W-20** is just the right volume for eco car engine. Secondly, **Affordable price** of Shell Helix HX8 0W-20 at THB 790 is valuable for quality synthetic oils. And lastly, **Nationwide Services & Distribution Channel Network** of Shell enables more convenience and time-saving for eco car users. The services are provided within averaging 30 minutes at Proserv in 380 Shell stations nationwide as well as at 70 branches of A.C.T. Auto Care & Tire and DKSH’s 16,000 oil shops. Furthermore, Shell also strengthens its Shell Helix synthetic line with the launch of **Shell Helix HX8 5W-40** as an additional choice for customers who look for high-quality fully synthetic motor oil to enhance their engine performance.

“Shell believes that **Shell Helix HX8 0W-20** will receive good response from eco car users as same as all our other products. In the first half of 2013, Shell Lubricants’ sales volume was achieved with 2% growth, which performed better than the overall market. The launch of these 2 new products will strengthen our synthetic portfolio as well as fulfill more specific needs of car users in all segments”, concluded Mr. Chapman.

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SHELL ANNOUNCES INTENTION TO GROW WITH THAILAND

Aug 10, 2013

Bangkok – Shell announces its determination to collaborate with stakeholders from governments and various business partners to take on the country's energy security challenges. With today's new Thai management team and solid global network supported by the Shell group, Shell Thailand strives to cooperate in harnessing a sustainable energy system with strong market mechanism. In addition to the policy, Shell will be investing in the country with newly developed technology and products via its current Retail sector and Lubricant business that will allow Thai consumers to take more effective approach to energy efficiency.

The world population is projected to increase to 9 billion people by 2050 and the rapid growth of emerging economies will keep people out of poverty. Moreover, it is estimated that the world energy demand may double in the next 50 years ahead, while in Thailand, energy demand is expected to be twice the current level in 15 years from now.\

Mr. Asada Harinsuit, Shell Thailand's Country Chairman said, in regards to Shell's perspective on managing the country's energy security challenges, there are three important issues to be addressed.

The first issue, energy supply/sources – to have accessible and sufficient energy sources available. Effective logistics and distribution system are key factors in ensuring reliable, cost-efficient, and timely delivery of energy supply, in order to provide affordable prices to consumers.

The second issue is to emphasize on using energy in the most efficient way. Shell has continuously developed top-notch technologies and invested heavily on research and development of fuel and lubricant products with more than 30 billion Baht each year. These technology developments not only offer consumers high-quality, economical products for more efficient use, but also help them save more energy.

The third issue is on how to manage energy both in the production process and the usage stage with a right balance, as we take into account the environmental concerns of reducing CO2 emissions that contribute to global warming.

In Shell's lubricant business, the GTL production (Gas-to-Liquid) is manufactured from pure base oil, which is essentially Sulphur-free that reduces CO2 emissions into the atmosphere. Compared to other traditional synthetic lubricants, the advanced GTL technology offers exceptional performance and long-term stability. In addition to investing in the lubricant business, we are investing in marketing activities and upgrading our supply chain production facilities with about 1.5 billion Baht during a 3-year period.

In the industrial sector, Shell continuously offers quality products and services for our customers to help them better manage costs in times of energy price fluctuation, which will strengthen competitiveness of the country's overall industrial sector.

As for retail business in the country, Shell has invested more than 1.5 billion Baht in expanding and upgrading the current 550 service stations to better serve and meet our customer's needs, i.e. resting/visiting areas, restrooms, minimarts, coffee shops. Shell also shares useful knowledge of management from the best practices of service stations worldwide, which opens up opportunities for Thai people to show their capabilities to the global arena.

Moreover, Shell offers a wide range of fuel products to meet different needs of customers – whether they want to save costs and choose our FuelSave product or they prefer premium fuel for more powerful driving performance, they can use Shell V-Power product. In addition, Shell also supports the use of renewable energy, Ethanol blend gasoline, in which we plan to roll out E20 products to at least 250 more stations within the first quarter of next year, as well as increasing the marketing budget to 40% in 2014.

“Shell strives to have a positive, beneficial impact on Thailand. We are not in the country to only succeed in our businesses, but we also see the importance of investment in products, services, networks, and human resource development – giving Thai people opportunities to showcase their skills and talents to be recognized worldwide.

We intend to be part of the country’s growth and in collaboration with all sectors involved, be it the local government and the industrial sector to develop energy system for future energy challenges to help improve the well-being of all Thai people and secure long-term stability.” The Chairman of Shell Thailand said at the end.