

THAI TEAM WINS ASIA'S TOP SHELL FUELSAVE 1 LITRE CHALLENGE

Jul 20, 2011

Fuel Spenders Learn to Save at Shell Eco-marathon Asia.

A Team of Thai driver's was crowned Asia's Top Shell FuelSave 1 Litre Challenge champions at the Sepang International race track in Malaysia during the Shell Eco-marathon held from July 6th to 8th 2011. The Asia Top Shell FuelSave 1 Litre Challenge was organized as part of a Shell FuelSave campaign to uncover some of Asia's biggest fuel spenders – so it can turn them into fuel savers at Shell Eco-marathon.

In the Asia's Top Shell FuelSave 1 Litre Challenge at the Sepang International race track in Malaysia, nineteen drivers from five countries in the region; Hong Kong, Singapore, Malaysia, Philippines and Thailand will receive extensive training from a team of Shell scientists and fuel economy experts.

The Thai Shell FuelSave Team comprising Khun Kittithon Vatcharasavee, Khun Dararat Thipwong, Khun Watchara Pholkaew and Khun Krittasarun Boonyatanaset competed against four other countries and won the Asia's Top Shell FuelSave 1 Litre Challenge with an average distance of 15.952 kilometers on 1 Litre of Shell FuelSave.

Following the event, they will lead a campaign to inspire their own nation's drivers to be more fuel efficient. To do so, they will use their fuel economy training and experiences at Shell Eco-marathon Asia to show how saving fuel has helped them cut their household bills.

"Shell is passionate about helping motorists get the most out of their fuel, so recruiting a team of real drivers from across Asia to become fuel savers and help inspire others to be more fuel efficient is a natural step for us." said **Mrs.Pissawan Achnapornkul, Country Chairperson of Shell Company of Thailand.**

THAI STUDENT TEAM HAS WON THE SHELL ECO-MARATHON FUEL SAVING VEHICLE COMPETITION

Jul 11, 2011

A Thai Student Team has won the Shell Eco-Marathon Asia 2011 setting a new record with a distance of 2,213 kms, using energy equivalent to 1 litre of fuel or equal to the distance from Kuala Lumpur to Chiang Mai.

The Thai Student Team from Dhurakij Pundit University won the competition and creating a new record in the Prototype category by driving a distance of 2,213 kms using the equivalent amount of energy of 1 litre of fuel. To cap a successful day for Thailand the – ATE-1 team, last year's winner, came second with a distance of 1,608 kms while Hyogo Prefectural Tajima Technical Institute from Japan came third with a distance of 1,125 kms.

The Shell Eco-marathon challenges high school and college student teams from around the world to design, build and test energy efficient vehicles. The winners are the teams that go the farthest distance using the least amount of energy. Shell Eco-marathon kicked off in Kuala Lumpur, Malaysia on July 6-9, 2011 which is the second year the competition has been held in Asia. There were 17 Thai team taking part in the competition amongst 93 teams from 12 countries.

Mr. Amornpot Serpwong, head of the team and driver of Dhurakij Pundit University said that with the technique of driving, choosing E 100 as fuel and the streamlined design of the vehicle which reduces drag helped bring victory to the team.

Mrs. Pissawan Achanpornkul, country chairperson of Shell Company of Thailand said that Shell is so proud that the Thai teams have made a name for Thailand two years in a row "We have seen great ideas in construction and designing smart vehicles, innovation in using energy, good fuel and good driving all of which help to use energy to its full potential."

Winners in the other categories included Singapore's NP-Distanza Proto, from the Ngee Ann Polytechnic, also set a new record of 84.9km/kWh with a prototype hydrogen fuel cell vehicle. Another highlight of the E-mobility class – introduced this year – was the Malaysian team from the UTM International Campus, clean vehicle team, with 390.4 km/kWh.

In the Urban Concept Category, Indonesian Team Mesin ITS4's internal combustion entry, running on FAME (fatty acid methyl ester), garnered the best efficiency performance with a distance of 149.8 kilometres/litre.

Off the track students were also recognized in aspects of Safety, Technical Innovation and Communications and Design with Singapore's Nanyang Technical University receiving the award for Safety, Indonesia's Universitas Gadjah Mada for Technical Innovation and Institut Teknologi Bandung Team Rakata for Communications; and National University of Singapore Urban Concept for Design. While first-timer National Kaoshiung University of Applied Sciences from Chinese Taipei bagged the People's Choice Award.

THAI YOUTH SHOW THEIR IDEAS FOR FUEL EFFICIENT CARS AT SHELL ECO-MARATHON 2011

Jun 15, 2011

17 Thai youth teams enter regional the Shell Eco-Marathon 2011 fuel economy competition in Kuala Lumpur, Malaysia.

Shell Eco-Marathon is an educational activity that challenges students to design the most fuel efficient vehicle that can travel the longest distance while consuming the least fuel. This year 17 teams from Thailand will join 106 other teams from 13 different Asian countries in this competition. Last year the Army Transportation Engineering School team won the title and set a new record for the Prototype Category, by achieving the greatest distance travelled of 1,521 Km on only 1 litre of fuel.

Pissawan Achanapornkul, Country Chairperson of Shell Company of Thailand Ltd., revealed that Shell Eco-Marathon will inspire young people, engineers and scientists to come up with new fuel efficient innovations and translate the concept to practice in order to respond to rising demands for fuel in the future. This year, the challenge sees a wider variety of fuel used, including Ethanol Hydrogen, electronic or solar power. The variety of fuels and global warming reduction awareness are key factors contributing to the development of rising demand for future energy for motor vehicles.

An Auto Max team member, Danai Kongaon, from Patthalung Technical College, said that Shell Eco-Marathon continuously encourages young Thais to develop fuel efficient vehicles. "We have gained a lot of experience and applied strict discipline of teamwork towards the competition. What's more is that we can transfer this experience to our juniors as well so they continue to put out more innovative ideas and techniques for developing fuel efficient vehicles."

As for **Inno-Gen KMITL V. 1 team member, Chanont Jiwattayakul, from the King Mongkut's Institute of Technology Ladkrabang** comments that the challenge is a good opportunity for participants to put their knowledge to the test by actually developing a fuel efficient technology themselves. "This also helps raise awareness about fuel efficiency and allows young Thais to prove themselves and achieve their goal of becoming a champion in one of the categories and promote both Thailand's and their institute's reputation."

Anuchit Klapprasit, Donmuang Technical College-A's supervisor said that 2 teams from the college are attending the competition this year, one of which opts for electronic power. The reason given for this choice lies in the newly arisen opportunity for contestants to use electronic power, offered by Shell Eco-Marathon's organizer. "We are interested in this newly available option because we get to study and apply new technology to our work in an attempt to keep pace with changing demands for energy."

P.K. Evolution team member, Chatmongkol Chayakul, from Pakkred Secondary School added that participating in this competition gives him the opportunity to apply the knowledge he gains from studying physics, chemistry and applied sciences to his project which consequently enhance his understanding of the subjects both in terms of theories and practice. This enables him to successfully invent a clean energy car and therefore thanks Shell for supporting such a magnificent project as this and allowing him to make use of his knowledge.

Shell Eco-Marathon Asia 2011 in Malaysia this year is the second year that such an event is held in Asia. This year Thailand is sending 17 teams of energetic young people to compete against 106

other teams from 13 different Asian countries. Given the figure, Thailand ranked third in terms of number of participants, second only to Malaysia and Pakistan that have entered 23 and 18 teams, respectively to compete in the competition.

The list of contestants joining the 2011 challenge

1. King Mongkut's Institute of Technology Ladkrabang (sends 2 teams to join the competition.)
2. Army Transportation Engineering School
3. Kasetsart University (sends only one team to join the competition in the Urban Concept category.)
4. Dhurakij Pundit University
5. Donmuang Technical College (sends 2 teams to join the competition.)
6. Panjavithya Technical Training School (sends in 2 teams to join the competition.)
7. Pakkred Secondary School
8. Ayutthaya Technical Commercial School
9. Phattalung Technical College (sends 2 teams to join the competition.)
10. LampangRajabhat University (sends 2 teams to join the competition.)
11. Sakonnakhon Technical College
12. Phitsanulok Business Administration and Technology School

Additional Information:

Shell Eco-marathon, a challenge to identify the most fuel efficient vehicle that can travel the greatest distance on the smallest amount of fuel, was originated in Europe in 1985 and was adopted in America in 2007. Come 2011, Asia has been honoured with the second competition of this kind to be held at the Sepang International Circuit in Malaysia between 6th and 9th July 2011.

Shell Eco-Marathon 2011 is classified into 2 categories, the Prototype which values the innovative design for the most fuel efficient prototype and the Urban Concept which pays attention to the practical use of common vehicles on the road. In the competition, participants in both categories will use currently available fuels such as Diesel and Gasoline or alternative power such as Hydrogen, Ethanol, solar or Plug-In" Electricity.

SHELL ADVANCE LUCKY WINNER#2

Apr 27, 2011

Shell Advance's campaign of monthly lucky draws for the Honda PCX 125i motorcycle.

Kamon Kongsakulvatanasook (Left), Cluster Marketing Manager, Thailand, Philippines, Vietnam (SEAN), The Shell Company of Thailand Ltd, jointly presented a Honda motorcycle to Wichai Krilert from Roongreang 2002 in Ubonratchatani. Wichai is the Lucky winner of the second draw under Shell Advance's campaign of monthly lucky draws for the Honda PCX 125i motorcycle.

SHELL ADVANCE LUCKY WINNER#1

Apr 26, 2011

Shell Advance's campaign of monthly lucky draws for the Honda PCX 125i motorcycle.

Emmanuel Mignot (Second Left), general manager, Lubricants Thailand, Philippines, Vietnam, The Shell Company of Thailand Ltd and Panida Wattanapatimakul, product manager, automotive DKSH (Thailand) Ltd, jointly presented a Honda motorcycle to Wallop Nui-yen from Boonlert Group in Phisanulok. Wallop is the Lucky winner of the first draw under Shell Advance's campaign of monthly lucky draws for the Honda PCX 125i motorcycle.

SHELL OFFERS ADDITIONAL SAVING

Feb 01, 2011

with 20bht of fuel discount coupon published in Daily Newspaper during Feb.1-2, 2011. Customers can use the coupon with any Shell fuel fill up of 800bht or more at participating service stations nationwide during Feb. 1-8, 2011.

Ms Pantisha Lekhavat, Marketing Manager-Retail of Shell Company of Thailand and Pisit Hetrakul, PhD., Marketing Director of Daily newspaper, handing a discount coupon to the customer.

FILL UP SHELL, WIN 1 YEAR OF FREE FUEL!

Jan 17, 2011

Shell gives out a lucky draw coupon for every 100 Baht filled up at Shell's stations, to win prizes worth 3,000,000 Baht every week – now till 15 Mar 2011.

Ms. Pissawan Achanapornkul, Shell's country chairperson draws the first winner for this week's, Khun Thawat Sorod from Ubon-rajchatani who gets Shell pre-paid cards worth 100,000 Baht. Shell gives out a lucky draw coupon for every 100 Baht filled up at Shell's stations, to win prizes worth 3,000,000 Baht every week – now till 15 Mar 2011.