

# GREEN, CLEAN AND EVEN CHEAPER

*Shell Super Unleaded E10 is good for the car, the environment and the budget*

**H**ELPING the public cope with the unabated spiraling costs of fuel, Shell Philippines has pioneered an ethanol-formulated unleaded gasoline that is good for the car, the environment and the pocket, as well.

"Shell decided to pilot this product in the Philippines in view of our desire to support the government and the Filipino people," said Carlos Posadas, Shell Philippines fuels manager. "Our [25 years of] experience and learning internationally has allowed us to bring it to the Philippines for our motorists' safe and enjoyable driving experience."

The new Shell Super Unleaded E10 contains a specially formulated base fuel specifically designed to accommodate 10-percent ethanol. The special unleaded blend made by Shell's refinery in the Philippines, when combined with ethanol, can be used by unleaded-run vehicles.

Ethanol-blended fuels like Shell Super Unleaded E10 mitigate greenhouse gases as ethanol—a fully renewable energy source—replaces refined, mineral-base petroleum products. The use of ethanol also helps lessen the sulfur component of such fuel formula. Meanwhile, the additional oxygen provided by the ethanol can help improve combustion, and ethanol itself is a cleaner burning component than gasoline.

What's more, Shell Super Unleaded E10 is priced cheaper by P2 per liter compared with the regular Shell Super Unleaded. Customers can fill up with this ethanol-formulated gasoline in nearly 100 sites in Metro Manila and nearby provinces.

Since its introduction at selected pump stations in 2006—three years ahead of the mandated 5-percent



SHELL Philippines fuels manager Carlos Posadas (right) poses with Shell Fuels Technology manager for Asia Pacific and the Middle East Eric Holthausen during the company's seminar on fuels.

ethanol content in all gasoline in the country by February 2009—response to this new formula has turned out well, "with very encouraging results," according to Posadas.

"We see that over 20 percent of our gasoline customers are using the product where it is available," he said. "By that time [February 2009], we expect that half of our gasoline sold in our country will have 10-percent ethanol."

As such, Posadas is optimistic about the fuel's impact.

"We can expect that we depend on 10 percent less imported oil if we replace it with 10-percent ethanol. This will be very good for the local ethanol industry,

which will generate thousands of jobs, as well as spur various other indirectly related industries," he stressed.

Shell Philippines is working with a number of local ethanol producers and suppliers for use in its ethanol-blended products in the future.

Likewise, the oil giant is encouraging more of the populace to consider using ethanol-blended fuel by educating motorists with key partners and stakeholders such as the Department of Energy (DOE).

In support of the government's biofuels program, Shell Philippines is looking to mix ethanol in its other fuel products.

Posadas said that by February 2009, "we will also have Shell Super Premium E-10, as well. And by February 2011, we can expect that our best products—Shell V-Power and Shell Regular Unleaded for tricycles—will have ethanol content."

All fuel products of Shell, including Shell Super Unleaded E10, are compliant the DOE standards, as well as the Philippine National Standards' requirements for gasoline. In three years' time, the whole of Metro Manila, half of North Luzon and South Luzon, Cebu and Davao will have ethanol-blended fuels for sale.

Roderick Abad