THE ROAD TO THE NEW NORMAL: MAKING CONSUMABLES WORK FOR YOUR BOTTOM LINE

Shell and Automotive Testing Papenburg (ATP) demonstrate Total Cost of Ownership savings from Shell premium fuel and lubricants tested in real-world conditions. Results from the successful collaboration include 8.9 per cent fuel economy1 as a combined efficiency benefit and 5.28 per cent more load-pulling power2 from cleaned-up fuel injectors.

Fuel represents an important share of fleet operating costs – approximately 23 per cent on average according to recent Shell research – so any improvement in fuel economy can have a significant impact on your bottom line, releasing savings that can be redirected to other parts of your business or used to protect financial health during periods of extended uncertainty3.

Being able to rely on products with performance proven under real-life conditions and by independent test experts such as ATP will be key to ramping up operations as industries become more accustomed to the impact of the pandemic, since the efficiency gains that once offered a competitive edge, may now be essential for survival. As the ATP testing shows, the right consumable selection can greatly increase the efficiency of your heavy-duty engines, providing you with an opportunity to deliver higher output with fewer resources when this is arguably needed most. It also shows that there could be even greater improvements in fuel efficiency when working with premium fuel and lubricants.

Shell tests not only the performance of the engine, but also the health of the injection system, particularly injector cleanliness. To inspect the inner workings of the engine, experts such as ATP will be key to inspect the inner workings of the engine, allowing you to make informed decisions about fuel formulation and to standard lubricant.

The results also highlight the increased productivity that Shell FuelSave Diesel can offer, with ATP measuring up to 5.28 per cent more load-pulling power when compared with regular diesel.

Navigating your fleet through a dynamic industry environment is a difficult job at the best of times, but with the impact of COVID-19 making it even harder, there’s a much greater task on fleet managers to unlock efficiencies wherever possible. Increasing your output by using fewer resources may seem like a conflicting equation, but valuable bottom line gains can be achieved by going back to basics and focusing on the variables that are in your control, such as your consumables. The fuel and lubricant you select can have a big impact on fleet efficiency and success, making it crucial that you maximize the value that consumables provide to your company.

To show this value, professional experts put consumables to the test under real-world conditions. Shell recently collaborated with Automotive Testing Papenburg (ATP) to do just that, measuring the Total Cost of Ownership (TCO) savings that can be achieved when using Shell premium fuel and lubricants together. Staged in north-western Germany, ATP is known as one of the world’s most modern testing facilities for both passenger and commercial vehicles, housing more than 735 kilometers of test track. Engaging a facility at the standard of ATP allows precise testing and close monitoring of the test conditions. “It is very important to test every time with similar conditions,” explains Markus Blohm, Project Manager at ATP. “This means we have to guarantee that the driver influence is as low as possible. Therefore, we are using our driver guidance system to make sure the driver keeps the right velocity. We are also simulating some city traffic, which means velocities between zero and fifty kilometers per hour and different accelerations and decelerations.”

Over 17 days and more than 4,000 kilometers, the ATP engineering team took to the track in heavy-duty vehicles to test Shell FuelSave Diesel – the latest generation of Shell diesel with DYNAFLEX Technology – alongside two of Shell’s leading heavy-duty lubricants, Shell Rimula and Shell Spirax, against regular diesel and standard lubricants. The result was a real-world measurement of how the mixed products impact the overall performance of the engine. While there is a growing awareness across the supply chain sector of the benefits that either a premium fuel or a premium lubricant can have on fleet performance, the ATP test demonstrates the additional efficiencies that can be unlocked by combining the two. “Using Shell premium products, I especially noted that we were able to reduce fuel consumption, lower costs and additionally have a beneficial impact on the environment,” explains Markus Blohm, Project Manager, Heavy Duty Vehicle Testing at ATP. And indeed, testing showed that when used together, Shell FuelSave Diesel and premium Shell lubricants can deliver up to 8.9 per cent fuel economy4, a figure that could have significant cost saving potential when viewed in light of the 23 per cent share of total operating costs that fuel tends to account for5.

1. Compared to regular diesel without fuel economy formula and to standard lubricant. 2. Based on demonstration tests with heavy-duty vehicles and standard lubricants. 3. Customer benefits will vary according to type of operation, vehicle, driving conditions and fuel economy. Conditions in collaboration with ATP. 4. Additional efficiencies that can be unlocked by combining the two. 5. For more information, you can:

- Visit the Shell website: www.shell.com/commercialfuels
- Find out more on Shell FuelSave Diesel and Shell Diesel Extra: https://www.shell.com/business-customers comercialfuels/
- Watch a video on the testing and results: https://www.youtube.com/watch?v=mDrhrG6maSg
- Contact a local Shell representative: https://www.shell.com/business-customers/commercialfuels/contact-commercial-fuels.html

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