Agricultural machinery is increasingly subject to extreme levels of usage and weather conditions for many farmers, there is a missed opportunity to:

- prevent breakdowns
- avoid unplanned downtime
- increase operational efficiency

86% of lubricant buyers in farming have experienced unplanned equipment breakdown in the past three years.

Greater energy efficiency: 28%
Reduced oil consumption through extended oil drain intervals: 27%
Optimum performance in extreme weather conditions: 26%
Better protection against wear: 29%
Oxidation prevention: 20%
Contamination control: 18%

Less than 1 in 3 farmers understand how the product features of quality lubricants can improve performance and total cost of ownership.

Shell global survey of lubricant decision-makers in agriculture on their understanding of how lubricant product features can correspond to TCO savings - MarchMay 2018