

## Copy of the questions sent to Shell on 4<sup>th</sup> August 2010 and their reply

**From:** [cim-noreply@shell.com](mailto:cim-noreply@shell.com)  
**To:** [victorsmith@fosterwyatt.com](mailto:victorsmith@fosterwyatt.com)  
**Sent:** Wednesday, August 04, 2010 10:05 PM  
**Subject:** Re: Shell Fuel Save

Thank you for contacting Shell. Our dedicated Customer Service Professional will respond to you within 24 hours. [Excluding weekends & public holidays] Please note that you can also place orders online with Shell. To access this online order placing service, please go to: [www.eserve.shell.com](http://www.eserve.shell.com).

This email has been automatically generated. Please do not reply to this note.

Regards,

Shell Customer Service Centre  
Rowlandsway House  
Wythenshawe M22 5SB

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**From:** [Victor Smith](mailto:Victor.Smith@feedback-uk@shell.com)  
**To:** [feedback-uk@shell.com](mailto:feedback-uk@shell.com)  
**Sent:** Wednesday, August 04, 2010 10:05 PM  
**Subject:** Shell Fuel Save

From the information on your advert in the Times on 31st July 2010 and on your Fuel Saver webpages your fuel sounds particularly interesting. I would welcome your clarification on a couple of points concerning the use of Shell Fuel Save regular fuel in classic MGs as I run a group for MG enthusiasts with MGs powered by 3.5 litre Rover V8 engines where the savings you suggest would be particularly useful.

### **Shell Efficiency Improver component**

This new additive formulation combined with the new Shell Efficiency Improver component works by lubricating where normal engine oils can't easily reach. This can help engine components to turn more freely, resulting in more of the fuel's energy being made available to drive the wheels.

Q1. What is the efficiency improver component in the Fuel Save fuel and how does it lubricate the engine - what is the formulation and what is the lubricating mechanism or action in helping the engine components to turn more freely?

Q2. From the extensive testing on cars you mention has been carried out, have you tested the Fuel Save fuel on older engines, for example on the Rover V8 engine, and if you have, were there any beneficial and/or adverse effects a classic car user should be aware of?

### **Ethanol content**

Q3. What is the ethanol content of the Shell Fuel Save regular fuel you advertise?

I would welcome your clarification on each point.

Regards,

Victor Smith  
V8 Register – MG Car Club  
PO Box 888  
London SW14 7YT  
Tel: 0208 392 9434  
[victorsmith@v8register.net](mailto:victorsmith@v8register.net)