

Shell FuelSave Unleaded



Shell FuelSave Unleaded is a new and efficient Shell fuel created to help save you up to 1 litre per tank* at no extra cost – so whether you're on a hectic school run, family taxi duty or just popping to the shops, that's one less thing to think about.

From the moment you fill your car with Shell FuelSave Unleaded, you could start to benefit from the new fuel economy formula. That's because it's enriched with Shell Efficiency Improver combined with a special detergent package, designed to improve fuel economy from the very first drop.

How does Shell Efficiency Improver work?

Previous fuel economy formulations have been solely based on inlet system deposit control over extended mileage using detergent additives.

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.

This helps you get more out of every drop of Shell FuelSave Unleaded and saves you up to 1 litre per tank* at no extra cost.

Getting to this stage was a welcome challenge for our scientists, who relentlessly tested the fuel in their lab as well as on the road so that each time you fill up, you save. Over 400 individual fuel economy measurement tests Over 5,000 miles were driven in the series of on-road demonstrations have been carried out in a range of cars and engine types. Tests were carried out at a third party testing center using an industry recognized Fuel Economy Drive Cycle. Each vehicle was tested 36 times over a 6 month period and over 5,000 miles were driven in the series of on-road demonstrations.

So, save up to 1 litre per tank* with Shell FuelSave Unleaded – head to your nearest Shell station today.

**Based on a minimum tank size and fill up of 50 litres. Comparison between a standard gasoline and that same standard gasoline containing our instantaneous fuel economy formula. Actual savings may vary according to vehicle, driving conditions and driving style.*



Fuel Saving Tips



Shell FuelSave Calculator

http://www.shell.co.uk/home/content/gbr/products_services/on_the_road/fuels/fuelsave/unleaded/