



NOT FOCUSING ON THE BASICS COULD BE COSTING YOU

There has been a lot of change amidst the current crisis. Budgets are shrinking, the world is shifting to digital systems,¹ and it's becoming increasingly difficult for fleets to navigate the new commercial environment.

To figure out how to move forward, sometimes we have to look backwards. During the last recession, the most resilient and successful companies prioritized minimizing operational costs and increasing productivity.²

The fleets that will come out the strongest from this crisis are the ones that will take the same approach, and respond with **speed** and **discipline**.³

SHELL
LUBRICANT SOLUTIONS



GET BACK TO THE BASICS OR RISK BIG COSTS DOWN THE LINE

Now, more than ever, it's critical to maximize the efficiency of your operation.

And it doesn't have to be complicated. Most fleet managers don't realize that you can do it by utilizing the technology and practices that are already at your disposal.

After all, it's the little things that add up to big costs down the line. Just the basics of operations can represent over \$900,000 USD in spending,⁴ so if you're underutilizing the technology and practices already available to you, you could be racking up nearly **\$1M USD in completely preventable costs**.

Learn how to combine technologies and action to reduce fuel consumption and wring the most out of every gallon of fuel.



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TECHNOLOGY



\$226,800 to \$340,200

Possible Savings⁵

Downspeeding

Engine downspeeding is a primary powertrain-focused strategy for improved fuel economy. It allows the engine to operate at the most efficient speed while generating the power needed to maintain the desired cruising speed. Without it, costs can increase by \$226,800 to \$340,200.⁵

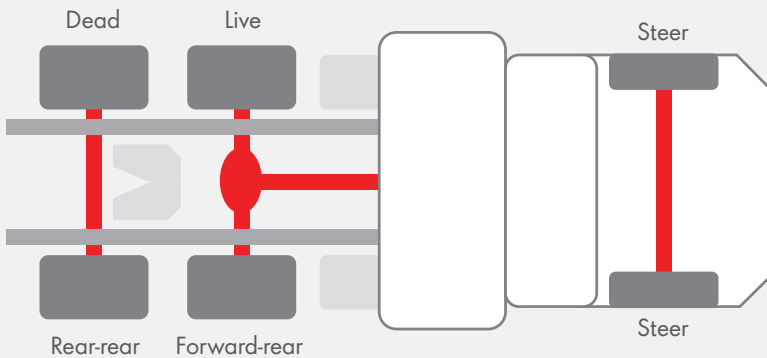


\$283,500

Possible Savings⁶

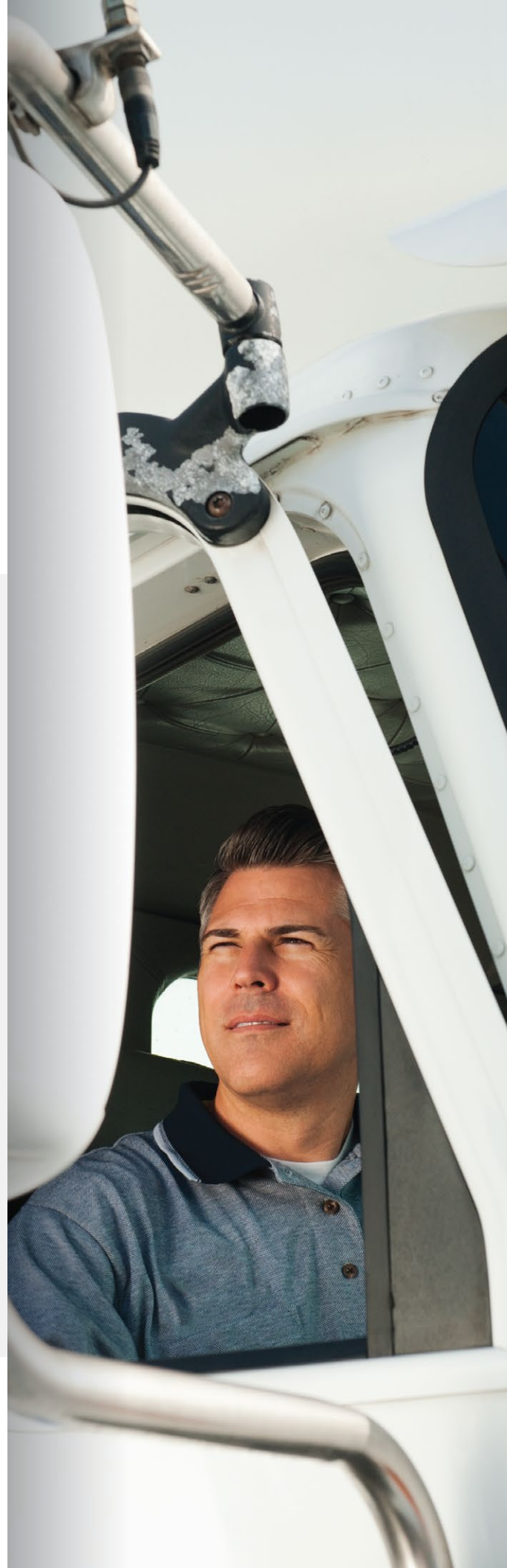
Chassis Configurations

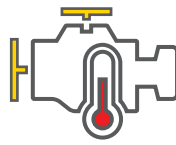
Liftable tandem axel 6x2 configurations can solve higher tire wear. Other configurations can lead to up to an additional \$283,500.⁶



Rear drive "tandem" axles, one of which is not powered in a 6 x 2 configuration.

Forward steer axle - identical in both a 6 x 4 and a 6 x 2 configuration.





\$113,400

Possible Savings⁸

Idle Reduction

Sleeper tractors idling results in millions of gallons of diesel fuel burned in the US annually.⁷ Just a 10% reduction in annual idling will result in better fuel economy and cut costs by as much as \$113,400.⁸



\$147,420 to **\$192,780**

Possible Savings⁹

The Right Tires at The Right Pressure

Are you using the right tires at the right pressure? If not, you could be accumulating an additional \$147,420 to \$192,780 in tire maintenance expenses alone.⁹

FUEL SAVING PRACTICES

Lower Truck Speed

Lowering truck speed improves aerodynamics and lowers tire rolling resistance. Some fleets avoid it out of fear of decreasing efficiency, but there is no significant productivity loss on 98% of freight shipments with lowered truck speeds.¹⁰

Lightweighting

A pound removed from equipment can be added in payload.¹¹

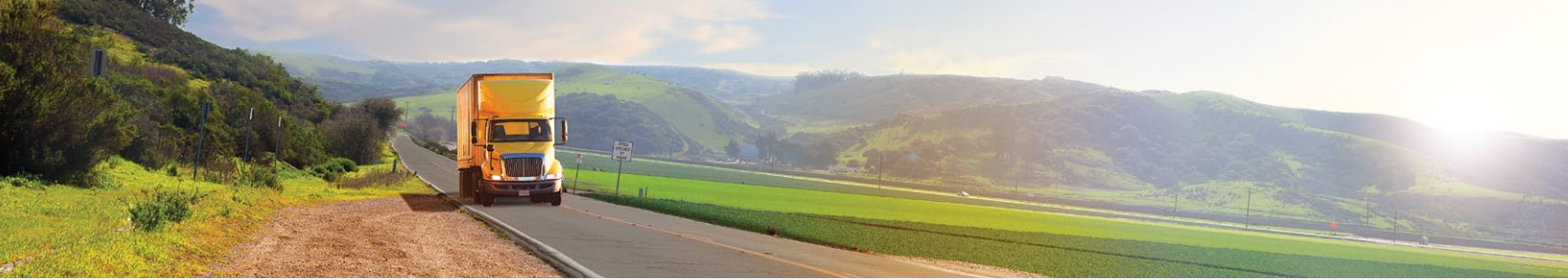
Optimizing Maintenance

Without proper truck maintenance, fuel economy suffers and costs increase.¹²

Use CK-4 and FA-4 Oils

CK-4 and FA-4 oils, like the Shell Rotella[®] line,¹³ are designed to provide better fuel economy as well as strong shear and oxidation stability.





TAKE THE NEXT STEP TO IMPROVE YOUR FLEET'S EFFICIENCY: **TALK TO A SHELL TECHNICAL EXPERT**

By maximizing the benefits of the technology and practices already at your fingertips, you can cut down on costs and significantly increase the effectiveness of your entire operation.

But if you really want your fleet to thrive, that should just be the first step.

To make an even bigger impact on your fleet's efficiency, budget, and safety, schedule a call with one of our Shell Technical Experts. They'll make sure your fleet stays ahead throughout the crisis and beyond by providing unmatched technical support and predictive maintenance services, and helping you find the best Shell Rotella® heavy-duty engine oil and Shell lubricants for your operation by application.

Let's Talk

Note:

Possible savings are based on an average fuel price of \$3/gallon for a 200 vehicle fleet operating class 8 trucks with a standard fuel economy of 5.29 MPG*, averaging 100,000 miles per year.

*US Department of Energy report dated Feb. 2020: <https://afdc.energy.gov/data/10310>

Sources:

1. Fleets Are Moving to Digital Systems. Source: [Fleets Push Forward Tech Investment Despite Pandemic, Economic Uncertainty](#).
2. During the Last Recession, the Most Resilient Companies Prioritized Minimizing Operational Costs and Increasing Productivity. Source: McKinsey & Company: [COVID-19 Facts and Insights March 25](#).
3. The Most Resilient Companies Will Respond with Speed and Discipline. Source: McKinsey & Company: [COVID-19 Facts and Insights March 25](#).
4. Downspeeding, Chassis Configuration, Idle Reduction, and Using the Right Tires at the Right Pressure Can Lead to 5 - 8% in Fuel Economy Improvements. Source: [NACFE Confidence Report: Programmable Engine Parameters](#).
5. Downspeeding Can Generate 2 - 3% in Fuel Economy Improvements. Source: [NACFE Confidence Report: Programmable Engine Parameters](#).
6. Stronger Chassis Configurations Can Lead to 2.5% in Fuel Economy Improvements. Source: [NACFE Confidence Report: Programmable Engine Parameters](#).
7. Sleeper Tractors Idling Results in Millions of Gallons Of Diesel Fuel Burned In The US Annually. Source: [NACFE Confidence Report: Programmable Engine Parameters](#).
8. Idle Reduction Can Improve Fuel Economy By 1%. Source: [NACFE Confidence Report: Programmable Engine Parameters](#).
9. Using the Right Tires at the Right Pressure Can Generate 1.3 - 1.7% in Fuel Economy Improvements. Source: [NACFE Confidence Report: Programmable Engine Parameters](#).
10. There is No Significant Productivity Loss on 98% of Freight Shipments with Lowered Truck Speeds. Source: [NACFE Technology Overview: Speed Limiters](#).
11. Reducing Vehicle Weight Improves Fuel Economy and Freight Efficiency. Source: [NACFE Technology Overview: Lightweighting](#).
12. Optimizing Preventative Maintenance Leads to Better Fuel Economy. Source: [NACFE Technology Overview: Preventative Maintenance](#).
13. CK-4 and FA-4 Oils, Like the Shell Rotella® Line, Provide Better Fuel Economy. Source: [What Is Pc-11? What You Need To Know About Pc-11, Ck-4, And Fa-4 Diesel Engine Oil](#).



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For more information, contact:

US Shell Lubricants' Technical Information Center: 800.237.8645

Contact Our Technical Experts

Or visit: shell.us/trucking

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