

# SHELL V-POWER NITRO+ DRIVERS RELAY ARRIVES IN THE WINDY CITY

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Chicago Chapter of BMW Car Club of America Helps Rev Up Shell V-Power NiTRO+ Drivers Relay Autocross Experience at Soldier Field

Shell V-Power NiTRO+ Premium Gasoline launch has gone on the road, 3000 miles from New York to Los Angeles, to help promote this unprecedented breakthrough in fuels technology. Along the way, the Relay cars and team are meeting with media, car lovers, and stakeholders in markets like Chicago and Las Vegas.

After departing from NYC Times Square – the Relay team traveled more than 800 miles before arriving in Chicago, IL. With stops in Bloomsburg and Emlenton, PA and Toledo, OH at Shell stations to fuel up and greet Shell's local staff.

Under blue, sunny skies, the Shell V-Power NiTRO+ Drivers Relay made its first official stop at another iconic American landmark: Soldier Field, home of the Chicago Bears, on the banks of Lake Michigan in Chicago, IL, USA.

"We have the BEST TOTAL engine protection you can get with Shell V-Power NiTRO+ Premium Gasoline, and now BMW M is recommending it for its BMW M Automobiles," said Craig Schneider, GM of Marketing, Shell Oil Products US. "In celebration of the 2015 BMW M Automobile premium fuel recommendation, we are giving Shell customers a chance to enter to win one of 100 Ultimate Driving Machines. We'll give away a BMW 320i each day in the first 100 days of the Shell V-Power NiTRO+ Premium Gasoline launch!"

The team continued the celebration of Shell V-Power NiTRO+ Premium Gasoline, a fuels technology innovation specially created for today's drivers, with an Autocross experience at Soldier Field for key influencers, BMW Car Club Members, and media. The Autocross experience featured well-known hometown hero, Chicago Bears Running Back Matt Forte alongside racing legend Bobby Rahal. Both men made sure they had some track time before going head-to-head as they put their driving skills into gear to see who could get the better time in completing the course.

Forte and Rahal have more history with Shell than most people realize. Forte brought his parents with him and made the experience a family outing. Matt thanked Shell and his father, Gene Forte a 37-year Shell employee, for affording him the opportunity to pursue his ultimate dream: playing professional football for the Chicago Bears. While Rahal recounted how he has counted on Shell for more than 30 years to take care of the engines of some of his most prized cars.

Invited media, wholesalers and guests enjoyed thrilling ride-alongs in some of the BMW Car Club of America Autocross expert's own BMW M Automobiles and BMW M Performance Automobiles on a custom course designed to test the high performance automobiles and Shell V-Power NiTRO+ Premium Gasoline to the test.

The stop in Chicago definitely recognized the industry-defining partnership with the BMW M and highlighted the excitement of bringing two powerful brands together through the adrenaline pumping Autocross experience. Oh, and if you bet that Rahal bested Forte in the Autocross, you would owe

Matt a drink or at least a celebratory toast to what may become his second favorite pastime following football: professional driving!

Learn more about Shell V-Power NiTRO+ Premium Gasoline at [www.shell.us/vpower](http://www.shell.us/vpower) and following the Shell V-Power NiTRO+ Drivers Relay at #shell\_ontheroad.