

# SHELL SHIFTS INTO OVERDRIVE FOR PREMIUM FUEL LAUNCH FINALE

Jun 12, 2015

Shell V-Power NiTRO+ Premium Gasoline Launch Wraps-Up in Jay Leno's Garage

What could be more premium than a drive from Las Vegas to Los Angeles in a Ferrari F12berlinetta... or a California T, or maybe a Ferrari FF? But Vegas odds have nothing on Los Angeles with racing legend Mario Andretti and high-performance enthusiast John Hennessey in the driver's seats for a truly premium ride to the world's most renowned automotive enthusiast's garage –Jay Leno.

The Relay fueled up along the way at a beautiful Shell station in Monrovia, California and then completed the leg the following day with Scuderia Ferrari and Mario Andretti leading Shell to the finish line at Jay Leno's iconic garage.

"You can hear and feel the difference the right fuel makes for the engine... it sings!" remarked Andretti as he led the Relay procession inside Jay's Garage. Mario gave the Ferrari F12berlinetta some extra revs to demonstrate his point before shutting off the engine.

Approximately 50 Shell wholesalers, Ferrari Car Club representatives and members of the media, including Mario Lopez of EXTRA and a Fast Company reporter, gathered at the garage where they were treated to an incredible private tour by Jay Leno himself, Shell V-Power Nitro+ Unleashed video game where players got to battle against one another as well as gunk, wear and corrosion, and experience a 3D journey to learn how the new fuel works inside an engine using a virtual reality headset.

The finale in Jay's Garage focused on Shell's strength as a brand by talking to its past, present and future. Emcee Chris Normyle, Shell Creative and Visual Services Lead, highlighted the company's past by stating how Shell has now sold fuel in the U.S. for a century – starting in California. Mario Andretti continued the heritage story by discussing the decades-long relationship with Ferrari. Elen Phillips discussed the launch of Shell V-Power NiTRO+ Premium Gasoline and the opportunity to demonstrate how different the new formulation is to any other competitor's premium on the market.

"Shell V-Power NiTRO+ Premium Gasoline is a really big deal for us," said Elen Phillips, Vice President, Shell Americas Fuels and Marketing. "We worked hard to create a truly disruptive campaign to prove this new formulation provides the BEST TOTAL engine protection you can get. In L.A., with the help of Jay Leno and our fuels scientists, we were able to dispel the myth that all premiums are the same by demonstrating it right front of media, wholesalers and consumers."

Shell Fuels Scientist Jim Macias took attendees through a visual inspection of the Shell Dual Fuel Car's intake valves to prove her point. The Dual Fuel car is unique in that uses two fuels simultaneously. It features a 6-cylinder engine with three cylinders running on new Shell V-Power Nitro+ Premium Gasoline and three cylinders running on competitive premium gasolines. This vehicle is designed to show the performance differences in a head-to-head comparison within one car driving in the exact same conditions.

After driving more than 13,000 miles, the results clearly showed that Shell V-Power NiTRO+ significantly outperformed competitor premium gasolines when it came to the buildup of gunk on engine intake valves.

In fact, the intake valves on the competitor premium fuel side were so caked with deposits that they were flaking off onto the valves. The Shell V-Power NiTRO+ side of the engine presented shiny metal intake valves. The results were so impressive that attendees - including media - broke out into applause

Shell continues to push the boundaries of innovation with technical partnerships on the track, with Shell scientists in the lab, and with the next generation of scientists and engineers through competitions like Shell Eco-marathon. Together, with our partners, Shell challenges future engineers to think creatively and act practically with hand-on opportunities to stretch the boundaries of energy efficiency.

Jay Leno recognized Shell's ongoing commitment to positively shape transport and future mobility, as he introduced the Shell Eco-marathon Americas 2015 winning team, University of Toronto. He said the team's ability to get more than 3,300 miles per gallon out of an engine they designed and built themselves is proof that enabling engineers and scientists with the knowledge they need today, companies such as Shell, can help create a brighter tomorrow.

Learn more about Shell V-Power NiTRO+ Premium Gasoline at [www.shell.us/vpower](http://www.shell.us/vpower) and see the behind-the-scenes photos and video from the Drivers' [Relay @shell\\_ontheroad](#).