

# SHELL INTRODUCES NEW SHELL V-POWER® NITRO+ PREMIUM GASOLINE

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A glimpse at NEW Shell V-Power® NiTRO+ Premium Gasoline

In June, Shell announced a new breakthrough fuel in the premium category to provide consumers across North America with the BEST TOTAL engine protection they can get to address three causes of engine performance deterioration. The new fuel, Shell V-Power® NiTRO+ Premium Gasoline, delivers unbeatable protection against gunk and corrosion and superior protection against wear.

Development of the new, innovative formulation came through the technical partnership between Shell and Scuderia Ferrari. This technical partnership with Scuderia Ferrari is considered one of the most technically advanced and successful in the history of Formula One racing. In fact, the new fuel is now recommended by BMW M.

Shell kicked off the launch of Shell V-Power NiTRO+ Premium Gasoline with a Times Square celebration featuring the start of a coast-to-coast drivers relay and consumer sweepstakes to award 100 BMWs in 100 days to lucky consumers to celebrate the new BMW endorsement. Against a backdrop of eight eye-catching vehicles – from vintage to innovative – collectors got an insider's look into the evolution of premium fuel and shared their stories in celebration of the love of driving.

Consumers entered for a chance to win a brand new BMW 320i, and interactive tools entertained the crowd and educated them about the benefits of Shell V-Power NiTRO+ Premium Gasoline. Also present was a Formula One show car honoring the 60+ year technical partnership between Shell and Scuderia Ferrari; an immersive 360-degree, virtual experience that took attendees from the pump, through the world of the engine and out the exhaust; and Formula One racing simulators.

Television host Carson Daly was the event host for the day. He was joined by special guests Helio Castroneves, driver of the No.3 Shell V-Power NiTRO+ Dallara/Honda, Marc Gené, Formula One test driver, and Guy Lovett, Ferrari Technology Manager for Shell Global Solutions, to kick off the 3,000-mile, coast-to-coast Shell V-Power NiTRO+ Drivers Relay.

The cross-country relay featured a pair of notable auto enthusiasts discussing their shared passion for driving while taking a BMW M3 on the road to experience premium performance with Shell V-Power NiTRO+ Premium Gasoline. Participants driving an honorary leg included athlete Matt Forté, auto racing team owner Bobby Rahal, former professional boxer Sugar Ray Leonard and world champion racing driver Mario Andretti.

Along the route, they were accompanied by the Shell Dual Fuel Car, which tracks the impact of Shell V-Power NiTRO+ Premium Gasoline and competitors' premium fuel in each side of a single engine to ensure drive and operating conditions are consistent for a head-to-head demonstration of the results.

After stopping in Chicago and Las Vegas for special events, the relay concluded in Los Angeles, where Mario Andretti and Shell scientists were joined by noted auto enthusiast Jay Leno at his iconic garage. There, they opened the hood of the Dual Fuel Car to evaluate how the fuels impacted the build-up of gunk on the engine as the car travelled across the country. The visual reveal in Jay's

Garage was very telling as there was significant gunk build-up on the intake valves on the competitor side whereas almost none existed on the Shell V-Power NiTRO+ Premium Gasoline side.

Shell V-Power was introduced in 1998 in Hong Kong as one of the first premium fuels on the market. It met the growing demand for premium-required and recommended vehicles needing a performance gasoline for modern and advanced engine technologies. Since then, Shell has cemented its reputation as an industry innovator and continues that legacy with the launch of New Shell V-Power NiTRO+ Premium Gasoline in North America.

Shell V-Power NiTRO+ Premium Gasoline sets a new standard in fuels innovation and redefines protection by delivering unbeatable protection against gunk and corrosion, and superior protection against wear for optimum engine performance. Filling up regularly helps customers receive the maximum performance and protection benefits that Shell V-Power NiTRO+ Premium Gasoline is designed to deliver.

Check out [this video](#) to view highlights from the drivers relay and read Fast Company's recent [story](#) to learn about how Jay Leno and Mario Andretti helped launch new Shell V-Power NiTRO+ Premium Gasoline. Visit [www.shell.us/vpower](http://www.shell.us/vpower) to learn even more.