

NO OTHER MOTOR OIL CLEANS YOUR ENGINE BETTER*

DESIGNED FROM NATURAL GAS



*Based on Sequence VG sludge test results using 0W-40.

THE FUTURE OF MOTOR OIL IS HERE

THE FIRST SYNTHETIC MOTOR OIL DESIGNED FROM NATURAL GAS



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Shell
HELIX ULTRA
with **PUREPLUS** Technology



READY FOR A REVOLUTION IN MOTOR OIL?

INTRODUCING SHELL HELIX ULTRA WITH PUREPLUS TECHNOLOGY

Shell has been at the forefront of motor oil technology for over a hundred years. So it's no surprise that our latest breakthrough is leading a revolution in motor oil. Shell Helix Ultra is our most advanced synthetic motor oil to date and delivers high levels of cleansing and protection. The future of motor oil is here. Isn't it time you embraced it?

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The result of over 40 years of scientific development, Shell has developed an entirely new way to produce synthetic base oils from natural gas. Shell PurePlus Technology is a revolutionary gas-to-liquids process that converts natural gas into a crystal-clear base oil with virtually none of the impurities found in crude oil. The result is our most advanced synthetic motor oil to date.

WHAT ARE THE BENEFITS OF SHELL HELIX ULTRA WITH PUREPLUS TECHNOLOGY?

We know that engines are in their best condition the day they come off the production line. That's why we created Shell Helix Ultra – no other motor oil cleans your engine better.¹

KEY FEATURES AND BENEFITS:



UNSURPASSED SLUDGE PROTECTION

Shell Helix Ultra with PurePlus Technology helps to protect high-performance engines from harmful deposits that hinder power and performance. No other motor oil cleans your engine better.¹



BETTER FUEL ECONOMY

Low viscosity and low friction formulation delivers up to 3% greater fuel economy.²



EXCEPTIONAL TEMPERATURE PERFORMANCE

Enhanced viscosity features mean faster oil flow in cold weather for quicker engine warm up.³ Shell Helix Ultra provides better protection than before in extreme temperatures.⁴

SHELL PUREPLUS TECHNOLOGY EXPLAINED

CRUDE OIL V GAS-TO-LIQUID ANALOGY

TRADITIONAL CRUDE OIL

Imagine taking a cup of water from a muddy river and running it through a water filter. However hard you try, the filtered water will still contain some impurities. This is similar to crude oil processing – which is why crude oil will always contain impurities.



Muddy water



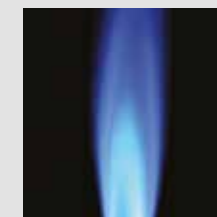
Runs through small filter



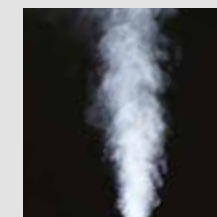
Still impure

GAS TO LIQUID

Now imagine collecting a cup of water by condensing steam or clean water vapour. Because there are no impurities to begin with the resulting water will be much purer. With the unique Shell PurePlus Technology we are able to mirror this process. The result is a base oil with very few impurities and our most advanced synthetic motor oil yet.



Gas



Steam



Liquid

We know you'd rather drink clean water. So, why not give your car the same treatment with Shell Helix Ultra, our most advanced motor oil to date?

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¹ Based on Sequence VG sludge test results using 0W-40. ² Based on ACEA M 111 fuel economy results compared with the industry reference oil. ³ Compared to higher viscosity oils. ⁴ Based on Sequence IIIG performance versus group II and group III base oils.