

Shell

Unleaded E10

with Fuel Economy Formula and 10% Ethanol

The facts about Shell Unleaded E10, your car and the environment



You can obtain further information on Shell Unleaded E10
by calling the Shell Customer Service Centre on 13 16 18
or visiting www.shell.com.au/E10

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Made to move



Introducing Shell Unleaded E10 with Fuel Economy Formula and 10% ethanol.

Shell is dedicated to developing a range of fuels designed to deliver better performance, better economy and benefit the environment, that's why Shell is proud to announce the introduction of Shell Unleaded E10 containing 10% ethanol.

Shell Unleaded E10 is safe for your car.

The Australian car industry has thrown its support behind ethanol-blended petrol, reassuring drivers that E10 fuels are safe for 10% ethanol-blend compatible vehicles and will not affect warranties.

Whilst most new and many older vehicles can safely run on Shell Unleaded E10, Shell recommends customers follow their vehicle manufacturer's recommendations before using a 10% ethanol-blended fuel. The Federal Chamber of Automotive Industries website www.fcai.com.au contains a comprehensive list of the different makes and models of cars that can use ethanol blended fuel. For additional information on pre-1986 cars visit www.shell.com.au/lrp for details.

Shell Unleaded E10 is safer for the environment.

Shell Unleaded E10 contains 10% ethanol, a renewable fuel component that helps reduce Greenhouse gas emissions. Ethanol is made by the fermentation of sugars produced by plants such as sugar cane and wheat. By using ethanol, a renewable energy source, we can replace refined, mineral base petroleum products. The use of ethanol in fuels also helps to reduce the benzene and sulphur contents of the fuel and this too can be beneficial to the environment.

How will this affect fuel efficiency?

Like regular Shell Unleaded, Shell Unleaded E10 contains Shell's exclusive Fuel Economy Formula, which is designed to help improve fuel economy by reducing efficiency losses caused by engine deposits and friction.*

Ethanol has a lower energy value than regular petrol, however when ethanol is blended into petrol at 10%, its effect on fuel efficiency is reduced proportionally. In fact, driving style and driving conditions will have a greater impact on fuel economy than the presence of 10% ethanol. We encourage you to visit www.shell.com.au/fuelstretch for hints and tips on driving techniques to help increase your fuel efficiency.

What is the octane rating of Shell Unleaded E10?

Shell Unleaded E10 has a minimum 94 octane rating, much higher than the Federal Government mandated minimum of 91 octane.

*Based on tests using fuel without additives and may vary by vehicle.