



EXPERTS CHOOSE SHELL HELIX ULTRA*

www.shell.com/pureplus

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Shell
HELIX ULTRA
with **PUREPLUS** Technology

*Experts at Ferrari and several other manufacturers choose Shell Helix Ultra for the vehicles they manufacture.



**Expect nothing less
than pure performance**

Thanks to Shell Helix Ultra
with PurePlus Technology

Today's engines are designed to deliver consistently good performance, but

- **extreme weather**
- **hours stuck in stop-start traffic**
- **and tough terrain**

can all affect the performance of a car and its engine over time.



Introducing Shell Helix Ultra with PurePlus Technology

The latest product in the Shell Helix Ultra range is Shell's most advanced motor oil and the first motor oil to be made from natural gas.

It works hard to **protect the engine** and **deliver great performance**, even on demanding drives.

Behind this product, is a revolutionary process that produces pure, synthetic base oil from natural gas. Base oil is the main ingredient of a lubricant and Shell PurePlus Technology results in a 99.5% pure base oil that offers **higher levels of cleansing and protection.**¹

¹ Compared with typical group II and III base oils

Shell Helix Ultra with PurePlus Technology also offers several other important benefits for the engine.



PERFORMANCE IN EXTREME TEMPERATURES

Effective even in extreme temperatures

Oil is the lifeblood of an engine and keeps things running smoothly, no matter how testing a journey may be.

- Even at **-40°C**, thanks to its enhanced viscosity features, this superior motor oil flows smoothly. It flows up to three times faster than required by the latest industry standard, which enables the engine to warm up quickly³ and reach optimum performance sooner.
- The oil also stays stronger for longer in extreme high temperatures to keep on protecting the engine. It provides superior resistance to oil degradation: up to 32% better than the latest industry standard.⁴



CLEANER ENGINES

Unsurpassed sludge protection to prevent dirt build-up through exceptional cleaning power

The formula features a unique and powerful combination of Shell PurePlus Technology with high-performance additives. This means that no other motor oil cleans an engine better.¹

It helps to prevent dirt particles from sticking together to form sludge, which can have a serious impact on engine power, and it protects the engine from harmful deposits that can affect a car's performance.



LESS TOP-UP

Less top-up

A low-evaporation formula results in up to 50% less evaporation loss compared with inferior oils, which means that drivers do not need to top up the oil as frequently.²

¹ Based on Sequence VG sludge test results using 0W-40

² Based on ASTM D5800 NOACK volatility test

³ Compared with API SN specification and based on ASTM D4684

⁴ Compared with API SN specification and based on Sequence IIIG oxidation and deposit tests





Shell Helix Ultra with PurePlus Technology has received the seal of approval from some of the world's most respected car manufacturers, including

- **BMW Motorsport**
- **Chrysler**
- **Ferrari**
- **Ford**
- **General Motors**
- **Honda**
- **Hyundai**
- **Maserati**
- **Mercedes-Benz**
- **Volkswagen.**



This year, Shell has embarked on an engineering partnership with BMW Motorsport. Shell scientists and BMW engineers will work together to further develop cutting-edge motor oil technology for racing cars, which will ultimately also benefit everyday drivers.

BMW Motorsport
Premium Technology Partner

