



Shell FuelSave Partner

Shell
FuelSave Partner



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The Energy Challenge

1. RISING DEMAND



- Population growth
- Economic growth
- More affluent society

2. SECURITY OF SUPPLY



- End of 'easy oil'
- Resource nationalism
- More unconventional

3. ENVIRONMENT & SOCIETY



- Hydrocarbons remain dominant
- CO₂ consequences

The Shell Point of View

IMPROVING EFFICIENCIES

Shell is developing technically advanced products, and working with partners and customers to enable them to get the most out of every drop.

DEVELOPING ALTERNATIVE FUELS

Shell is developing alternative energy sources that will alleviate pressure on fossil fuels and reduce greenhouse gas emissions.

BEHAVIOUR CHANGE

Shell seeks to be an agent of positive change, promoting the adoption of more efficient driving behaviours and transport use.

What is Shell FuelSave Partner?

Shell FuelSave Partner is a Fuel Management solution that enables commercial vehicle fleet operators to:

1. Focus on saving fuel and fuel-related CO₂ emissions
2. Evaluate driver behaviours
3. Measure fuel-related CO₂ output on a per tonne-mile basis

First system in the market that automatically combines

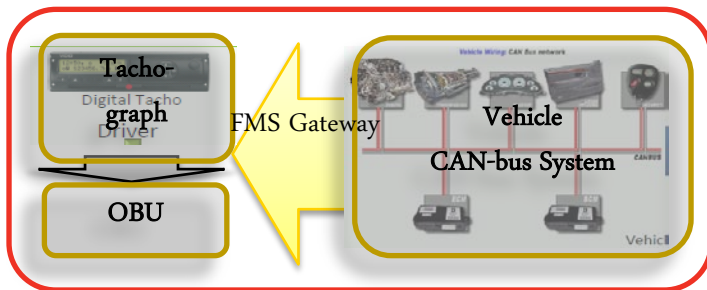
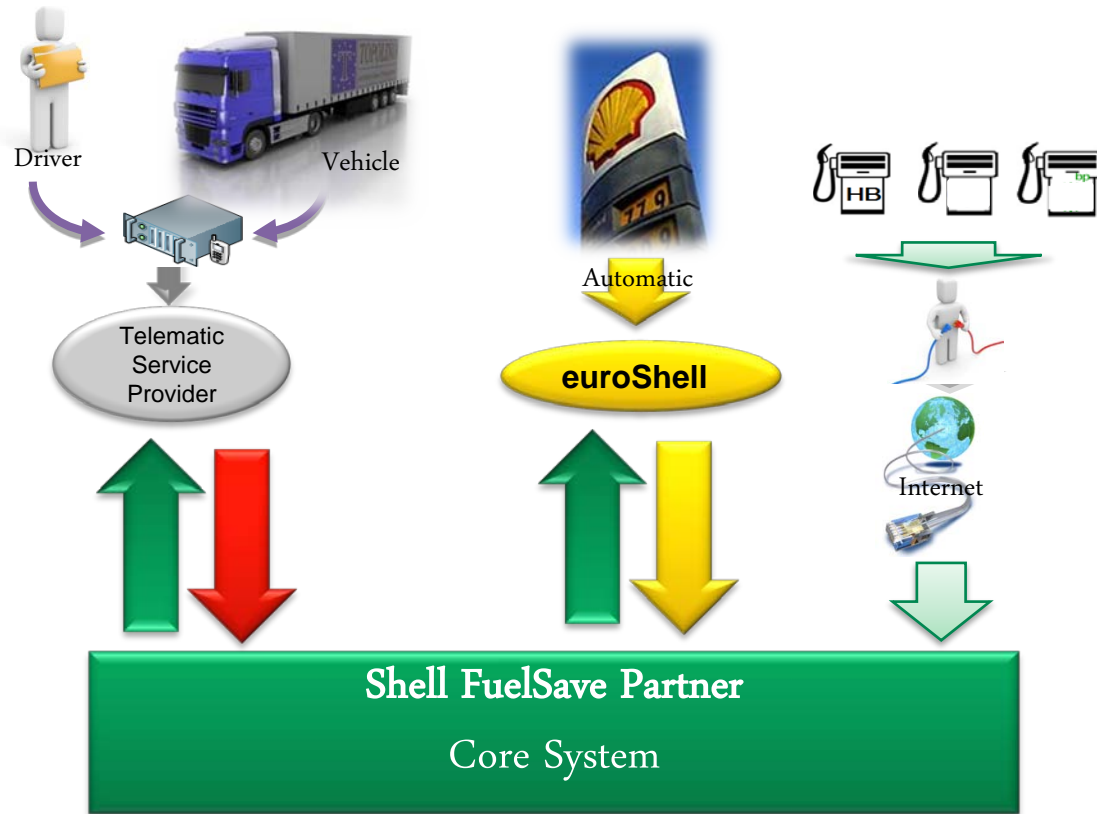
**Shell Fuel Card Data + Vehicle Performance
+ Driver Performance**

With **no** upfront investment...

Helps REDUCE FUEL CONSUMPTION BY UP TO 10%



How does the system interface work?



Collecting and analyzing relevant data – generating meaningful reports.

Shell FuelSave Partner manages the data...

Technology alone does not bring benefits.

Fuel Economy

Driver Performance

Fuel Consumption

Vehicle Performance

CO₂ Efficiency

Payload Performance

...so transport operators can focus on taking action.

Turn real insight into real action.

Driver

Fuel Efficiency

Engine

CO₂ Emissions





Shell FuelSave Partner

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FOR FLEET (29/03/2010 - 04/04/2010)

DASHBOARD	FUEL ECONOMY	FUEL CONSUMPTION	CO2 EFFICIENCY	DRIVER PERFORMANCE	VEHICLE PERFORMANCE	PAYLOAD PERFORMANCE
	Average mpg	litres/day	g/tonne.mile	% Grade	% Grade	% of Capacity
Actual	7.97	2915	106	77%	75%	56%
Previous	7.83	1936	103	73%	74%	58%
Target	8.50		120	80%	81%	55%

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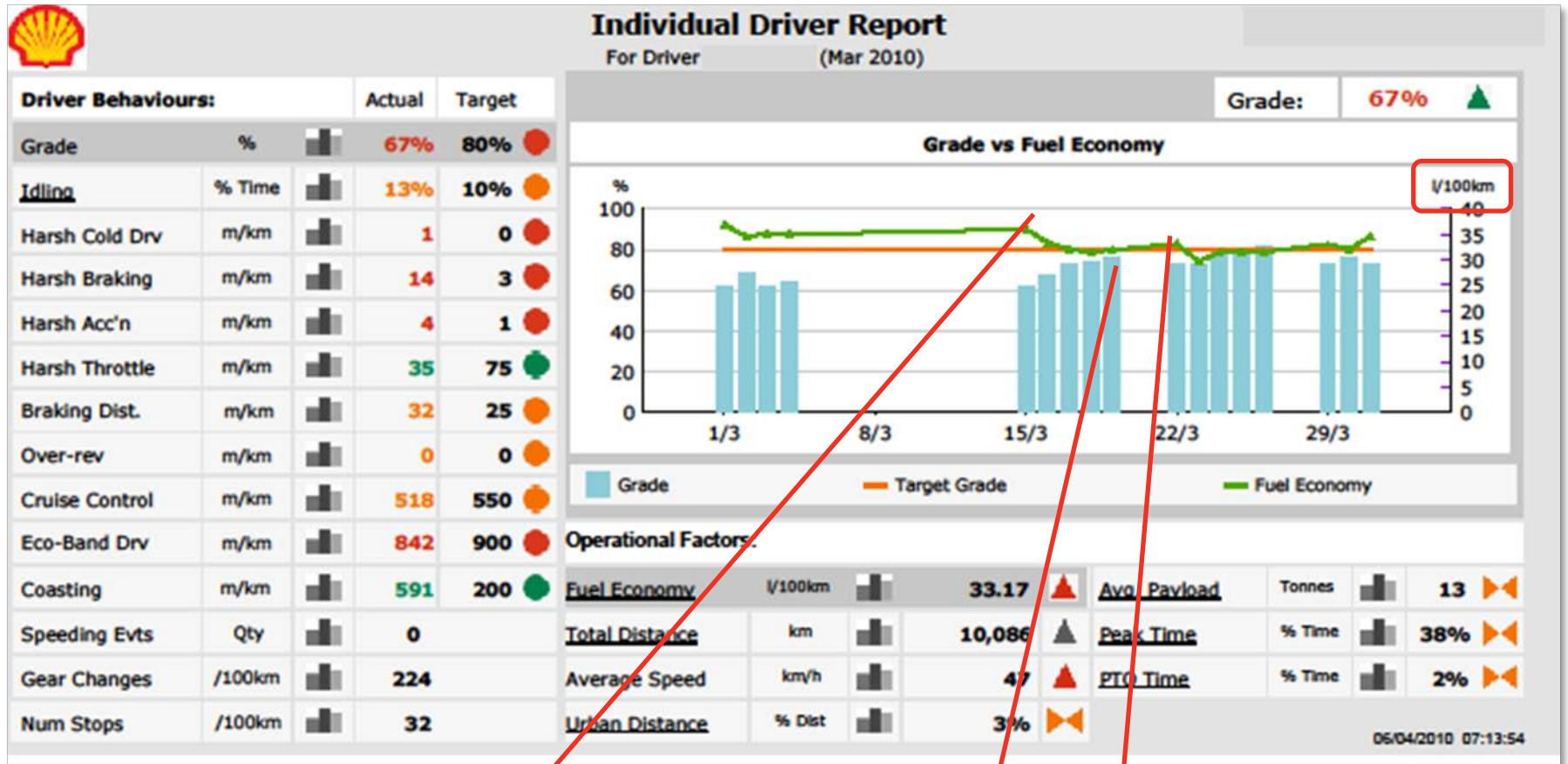
01/04/2010	Time without Breaks
31/03/2010	Time without Breaks
31/03/2010	Time without Breaks
31/03/2010	Time without Breaks
31/03/2010	Time without Breaks

Recent Activities

01/04/2010	euroShell Card Data
03/03/2010	Vehicle Performance
No	Non-Shell Card Data
No	Homebase Data

Recently Viewed Reports

Driver response to coaching



First driver coaching session

Driver's Grading Improves

Fuel Economy response to improved driving style

Driver League Table – Tracking One Driver

Driver	FUEL l/100km	Idling Time % time	sh ing m	Harsh Acc m/km	Harsh Throttle m/km	Braking Dist m/km	Over-rev m/km	Cruise Control m/km	Speeding Events	Gear Changes /100km	Number of stops /100km	Grade				
Jan 9	Driver A	40.01	17%	2	3	1	94	33	1	0	874	413	5	102	31	69%
Mar 6	Driver A	37.81	12%	2	3	1	70	18	1	594	874	534	11	110	35	91%
Mar (Final week of March) 6	Driver A	35.38	8%	1	4	1	69	18	0	554	890	491	2	116	33	90%



Fuel Economy improvement by 11.6%

Reducing idling time initial focus by driver

Still areas for improvement

Some key facts to remember about Shell FuelSave Partner

A comprehensive fuel management system

Help reduce fuel consumption & CO₂ by up to 10%

Is unique in being linked to Shell fuel card

Automatically updates fuel, vehicle and driver information

It's a subscription service

No upfront investment needed

Helps recognize and quantify controllable factors

- Poor engine performance
- Unsuitable loading
- Poor driving behaviours
- Potential fraud

