



## 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
- CO<sub>2</sub> 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 CO<sub>2</sub> emissions
2. Evaluate driver behaviours
3. Measure fuel-related CO<sub>2</sub> output on a per tonne-mile basis

First system in the market that automatically combines

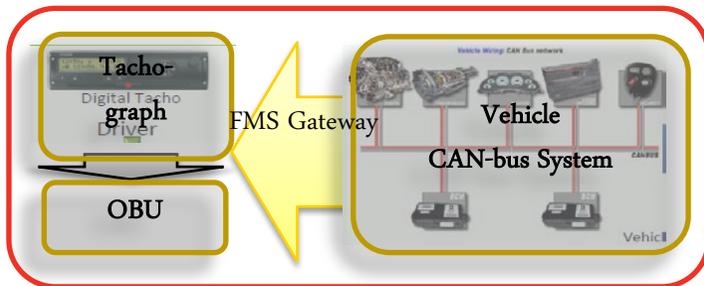
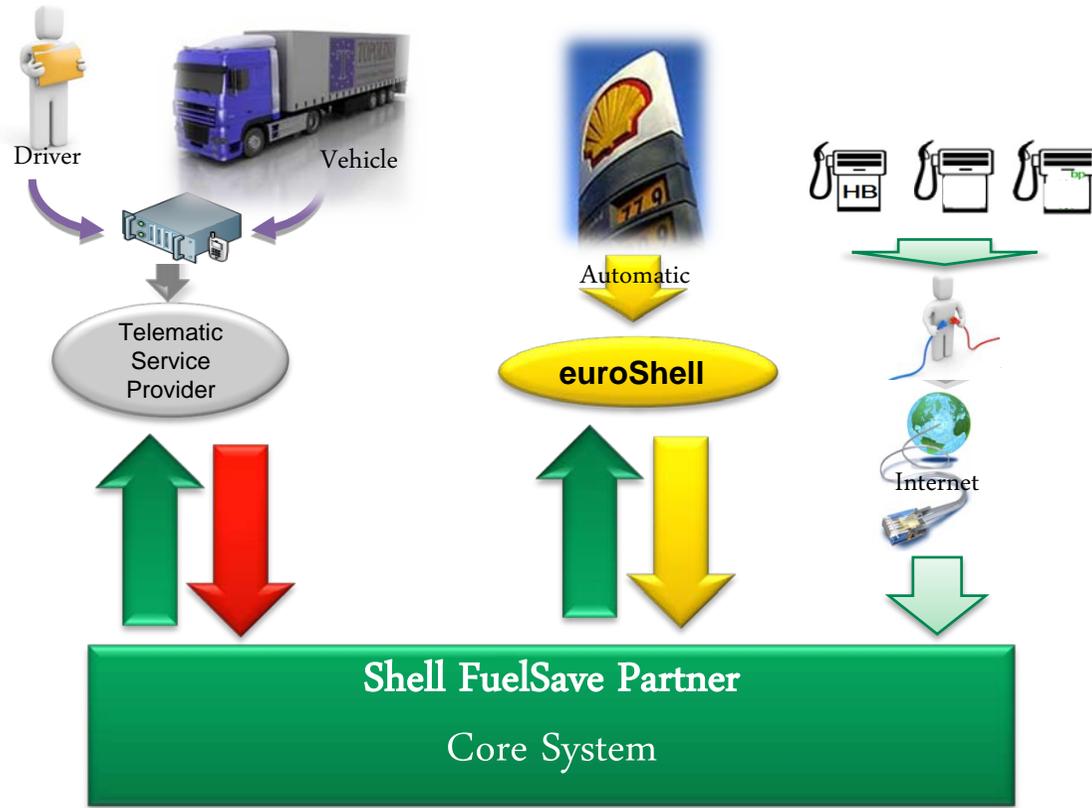
**Shell Fuel Card Data + Vehicle Performance  
+ Driver Performance**

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

CO<sub>2</sub> Efficiency

Payload Performance

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

Turn real insight into real action.

Driver

Fuel Efficiency

Engine

CO<sub>2</sub> 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       |
|                 |              |                  |                |                    |                     |                     |
| <b>Actual</b>   | 7.97         | 2915             | 106            | 77%                | 75%                 | 56%                 |
| <b>Previous</b> | 7.83         | 1936             | 103            | 73%                | 74%                 | 58%                 |
| <b>Target</b>   | 8.50         |                  | 120            | 80%                | 81%                 | 55%                 |

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

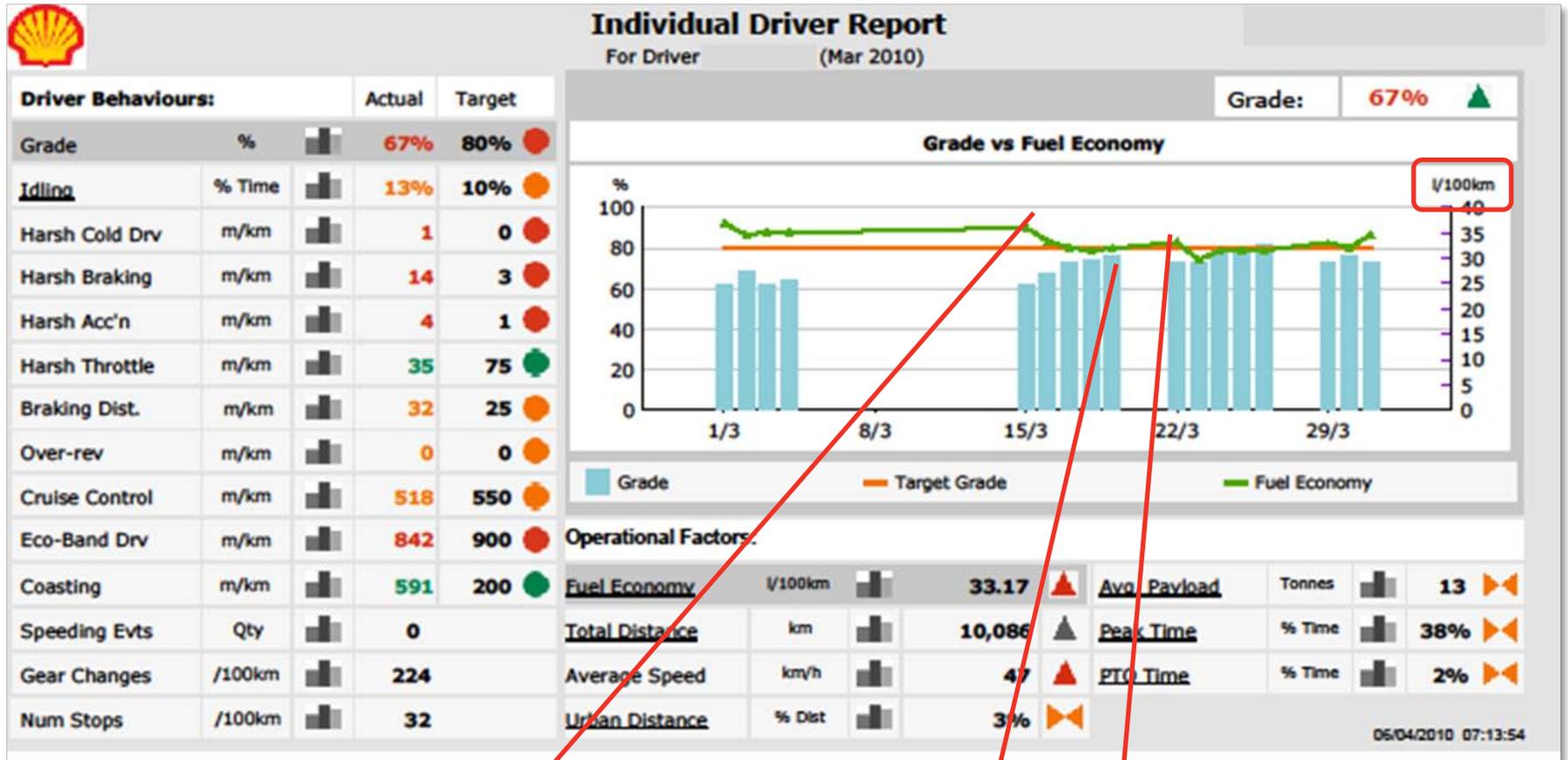
**Recent Activities**

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

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# 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<br>l/100km | Idling Time<br>% time | sh<br>ing<br>m | Harsh<br>Acc<br>m/km | Harsh<br>Throttle<br>m/km | Braking<br>Dist<br>m/km | Over-rev<br>m/km | Cruise Control<br>m/km | Speeding<br>Events | Gear<br>Changes<br>/100km | Number<br>of stops<br>/100km | Grade |    |     |    |     |
|--------------------------------|-----------------|-----------------------|----------------|----------------------|---------------------------|-------------------------|------------------|------------------------|--------------------|---------------------------|------------------------------|-------|----|-----|----|-----|
| Jan<br>9                       | Driver A        | 40.01                 | 17%            | 2                    | 3                         | 1                       | 94               | 33                     | 1                  | 0                         | 874                          | 413   | 5  | 102 | 31 | 69% |
| Mar<br>6                       | Driver A        | 37.81                 | 12%            | 2                    | 3                         | 1                       | 70               | 18                     | 1                  | 594                       | 874                          | 534   | 11 | 110 | 35 | 91% |
| Mar (Final week of March)<br>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 & CO<sub>2</sub> 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

