

Shell LiveWIRE Business Start-Up Awards (BSA) 2012: 10 Young, Creative and Social Minded Entrepreneurs Recognised

Nov 20, 2012

PT Shell Indonesia presents Shell LiveWIRE “Business Start-Up Awards (BSA) 2012” to 10 start-up entrepreneurs, selected from 398 participants this year. The winners are young and innovative and displayed creativity in utilizing advanced technology while remaining socially-conscious in their business development efforts.

[Press Release in Indonesian](#)

The 2012 winners are Agus Mulyana the owner of Lo-Tech, Ali Topan (Spellbound Nursery), Bayu Sulisty Subyantoro (Hicca Animation Studios), Chrisna Aditya (Coollab), Irawan Setya Wardhana (Agro Sejahtera Lestari), Meike Fitrianingtyas (Angkringan Jamur Petruk), Muhammad Ilham (Stereo Dessert), Oscar Kurniawan Manule (Tanoshii Creative Studio), Rinanda Halfi Muhamad (Blackburger Indonesia) and Yuli Anita (Emeno Nursing Wear.)

They were selected from a pool of 398 young contenders aged between 18-32, who have developed businesses located in Greater Jakarta area, West Java, Central Java, East Java, and Bali.

The participants’ businesses are widely varied from culinary, fashion, and information technology-based to agriculture. However, the culinary industry still dominated, with many entries. Rinanda Halfi Muhamad the winner of a BSA 2012 award from Bandung, West Java, for instance, refines kluwek, Indonesian original black fruit for his burger’s bread dough labelled “Blackburger.” Another one is Muhammad Ilham, a winner from Bandung who offers a premium dessert, with his trifle-in-a-cup concept through “Stereo Desserts” label. His products have variation in taste and are distributed in several locations in Bandung.

More young entrepreneurs are also dabbling in information technology-based businesses as well. Agus Mulyana, for example, created his “Lo-Tech”, a robotic education device for elementary school to senior high school level, from scrap. Chrisna Aditya developed his “Coollab”, an interactive digital game which can be played on a multitouch tablet and mobile devices like smartphones. Bayu Sulisty Subyantoro through his “Hicca Animation Studios”, created Uwa, Mica and Pito characters inspired from endangered Indonesian species.

We are pleased to see that more and more Indonesian youth are honing their entrepreneurial skills, and I believe they hold great potential to become strong entrepreneurs in the future. With a little support and coaching, they will go far. The quality of submissions is encouraging and crucial as our young people will be Indonesia’s economic backbone in the future,” said Darwin Silalahi President Director and Country Chairman PT Shell Indonesia.

He added that the growth of young entrepreneurs is essential to build national economic resilience in facing the global free trade era in 2015. The contribution of micro-scale businesses in the rebuilding of Indonesia’s economy after crisis is apparent. With the Shell LiveWIRE programme, Shell is able to contribute towards the nation’s drive in sustaining economic stability, by promoting entrepreneurship and motivating young innovative people to reach their full potential.

Shell LiveWIRE Business Start-Up Awards’ judging criteria emphasizes on several aspects such as : Entrepreneurship, Business Situation and Future Planning. For Entrepreneurship, the indicators include: business ideas, innovation, as well as personal purpose and motivation. Meanwhile, indicators for business acumen include: operational performance such as efficiency, sales and

marketing, finance, human resources, technology and intellectual rights. Judges also evaluate their future planning through indicators such as long-term objectives, strategic planning and opportunity for business development.

The 10 winners of Shell LiveWIRE BSA 2012 receive a prize money Rp.20 million each. In addition to that, winners will receive business coaching and mentoring support, business consultation and media publications to fuel their further growth.

Further information about Shell LiveWIRE is available at www.livewire-indonesia.org or at www.shell.com/indonesia.

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Notes to Editor

About Shell LiveWire

Until today, as part of Shell International social program, Shell LiveWIRE has been applied in more than 18 countries and has helped developing more than 2,800 start-up businesses, while at the same time creating work for over 8,900 people. Since first initiated in Scotland in 1982, the program has contributed to the lives of more than 1.3 million young people – developing ideas and businesses through the dissemination of information, advice and support.

In Indonesia, Shell LiveWIRE is one of Shellsocial investment flagship programs established since 2003. The objective of the program is to promote entrepreneurship among Indonesian youths, to help develop their businesses as well as to give recognition to their innovative and creative businesses in the annual Business Start-Up Awards. From 2003 to 2012, there have been more than 5,000 young people participating in Shell LiveWIRE workshops. Meanwhile, a total of 3,043 young entrepreneurs from Java and Bali have applied to join the Shell LiveWIRE Business Start-Up Awards since the competition first ran in 2006.

Shell to build lubricants blending plant in Indonesia

Nov 14, 2012

Today, Shell announced its plan to build a new lubricants blending plant in Indonesia, with construction starting after completion of a tender process over the coming months.

- [Press Release in Indonesian](#)

The plant is due to be located at the Marunda Center, just north of Jakarta, and will produce a range of high quality consumer, transport, industrial and marine lubricants. It is expected to have a capacity of 120,000 tonnes per year, making it the largest lubricants blending plant operated by an international oil company in the country.

Mark Gainsborough, Executive Vice President, Shell Global Commercial said “We are delighted to confirm this significant new investment in our supply chain in Indonesia, a fast-growing lubricants market. We continue to implement our strategy of being close to our lubricants customers – driving business growth by offering the right products and services in the right places.”

Strong growth in lubricants demand is expected from Indonesia, driven by new vehicle ownership and production, construction and industrial activity – especially in the power generation and oil and gas production sectors. Shell is the largest international supplier of lubricants in the country, currently importing finished products from its blending plants in Singapore and Malaysia.

Darwin Silalahi, Country Chairman for Shell Companies in Indonesia, said “Shell has strong lubricants brands and brand preference in Indonesia and the region. It is exciting that products such as Shell Helix, Shell Advance, Shell Rimula, Shell Tellus and Shell Omala will be made in Indonesia in the coming years. This investment is testament to Shell’s confidence in the Indonesian market.”

The plant will be constructed to incorporate world-class lubricant blending, filling and packaging technology. Processes in the plant will be automated and the plant will be equipped with a stringent quality control system that will test at all stages of production to ensure products meet the quality specifications associated with Shell’s brands.

Here’s an inside look at a Shell lubricants blending plant, this one was recently opened in Torzhok, Russia.

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Photos to accompany this press release

A selection of supporting images (photos and video) is available on request. The latest advertising campaign (Shell Helix) launched in Indonesia on 1 June 2012, can be reviewed at: <http://www.youtube.com/shellhelix>

Notes to editors

- Shell will own 100% of this plant, thus ensuring full control over product quality.
- To date, Shell has imported lubricants to Indonesia. Bringing world-class production capacity closer to customers in Indonesia will allow Shell to supply a full range of high-quality motor oils, transmission oils and industrial lubricants to the market, with the potential to expand distribution to neighbouring countries in the future.
- This new Indonesia blending plant will be designed to meet high environmental standards including measures to reduce waste and carefully control waste disposal to ensure no harm to the environment. All processes at the plant are automated and controlled at all stages by operators based at the control room. A plant management system will be installed and control all stages of production.
- In Asia, Shell also has lubricants blending plants in China, Singapore, Thailand, Malaysia, the Philippines, Vietnam, South Korea, Pakistan and India.
- In August 2012, Shell also announced its plan to build a new, state-of-the-art lubricants blending plant in Tianjin, China.
- In addition, three of Shell's eight global base oil manufacturing plants are in Asia: Pulau Bukom in Singapore; Kaosiung in Taiwan and Yokkaichi in Japan. In early 2012, Shell signed a conditional Joint Venture agreement with Hyundai Oil Bank to develop, construct and operate a base oil manufacturing plant at the Daesan Refinery in South Korea.

About Shell Indonesia

The history of Royal Dutch Shell in Indonesia has started over 120 years ago, following its first oil discovery in Pangkalan Brandan, North Sumatra.

Shell today has a strong downstream presence in Indonesia. It was the first international petroleum retail brand in the country and is now a leading international oil company (IOC) with 65 operating sites in Greater Jakarta and Surabaya. In 2006, Shell started its commercial fuels, marines and bitumen businesses in Indonesia, providing oil products and related technical support to the industrial, transport and mining sectors. Shell is also recognised as a leading international company with the largest lubricant market share, after Pertamina, serving motorists and industrial customers.

Shell brings in significant investment to build fuels supply chain infrastructure in Indonesia, in cooperation with its local partners. The fuel storage facilities in Gresik and Pulau Laut, the lubes warehouse facility in Bekasi, Surabaya and Balikpapan, and the bitumen storage facility in Cirebon, are examples of successful joint ventures with leading Indonesian companies such as Astra International and Adaro Energy.

Last year, Shell re-entered the upstream business in the country of its birthplace. It signed an agreement to be the strategic partner with Inpex who operates the Masela PSC which includes the Abadi gas field. Shell's participation in the Abadi field underpins its growth strategy and recognizes its world leader position in both LNG and Floating LNG (FLNG) developments.

About Shell Lubricants

The term "Shell Lubricants" collectively refers to Shell Group companies engaged in the lubricants business. Shell sells a wide variety of lubricants to meet customer needs across a range of applications. These include consumer motoring, heavy-duty transport, mining, power generation and general engineering. Shell's portfolio of lubricant brands includes Pennzoil, Quaker State, Shell Helix, Shell Rotella, Shell Tellus and Shell Rimula. We are active across the full lubricant supply chain. We manufacture base oils in eight plants, blend base oils with additives to make lubricants in over 50 plants, distribute, market and sell lubricants in over 100 countries.

We also provide technical and business support to customers. We offer lubricant-related services in addition to our product range. These include: Shell LubeMatch –the market leading product on-line recommendation tool, Shell LubeAdvisor - helps customers to select the right lubricant through highly trained Shell technical staff as well as online tools, and Shell LubeAnalyst - an early warning system that enables customers to monitor the condition of their equipment and lubricant, helping to save money on maintenance and avoid potential lost business through equipment failure.

Shell's world-class technology works to deliver value to our customers. Innovation, product application and technical collaboration are at the heart of Shell lubricants. We have leading lubricants research centres in Germany, Japan (in a joint venture with Showa Shell), the UK and the USA. We invest significantly in technology and work closely with our customers to develop innovative lubricants. We have a patent portfolio with 150 + patent series for lubricants, base oils and greases; more than 200 scientists and lubricants engineers dedicated to lubricants research and development.

Customer benefits include lower maintenance costs, longer equipment life and reduced energy consumption. One of the ways we push the boundaries of lubricant technology is by working closely with top motor racing teams such as Scuderia Ferrari. These technical partnerships enable us to expand our knowledge of lubrication science and transfer cutting-edge technology from the racetrack to our commercial products.

Cautionary note

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This release contains forward-looking statements concerning the financial condition, results of operations and businesses of Royal Dutch Shell. All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements. Forward-looking statements are statements of future expectations that are based on management's current expectations and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in these statements. Forward-looking statements include, among other things, statements concerning the potential exposure of Royal Dutch Shell to market risks and statements expressing management's expectations, beliefs, estimates, forecasts, projections and assumptions. These forward-looking statements are identified by their use of terms and phrases such as "anticipate", "believe", "could", "estimate", "expect", "intend", "may", "plan", "objectives", "outlook", "probably", "project", "will", "seek", "target", "risks", "goals", "should" and similar terms

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We use certain terms in this release, such as resources, that the United States Securities and Exchange Commission (SEC) guidelines strictly prohibit us from including in filings with the SEC. U.S. Investors are urged to consider closely the disclosure in our Form 20-F, File No 1-32575, available on the SEC website www.sec.gov. You can also obtain these forms from the SEC by calling 1-800-SEC-0330

Shell Recognised as Leader in Global Lubricants

Nov 05, 2012

Shell's strong competitive positioning has been underlined in recent months by a number of leading market research firms studying the lubricants sector. Shell's lead in global market share has been confirmed in a new report from Kline and Company.

- [Press Release in Indonesian](#)

Shell's strong competitive positioning has been underlined in recent months by a number of leading market research firms studying the lubricants sector. Shell's lead in global market share has been confirmed in a new report from Kline and Company. Ipsos MORI and Harris Interactive found that Shell is the most preferred passenger car and heavy duty motor oil brands for drivers in China, Malaysia, Thailand, Russia and the United States (Pennzoil). Frost & Sullivan has also awarded Shell its first European 'Customer Value Enhancement Award' for automotive lubricants.

Mark Gainsborough, Executive Vice President for Shell Global Commercial, said *"Our lubricants business strategy is focused on brand and value. We have a strong supply chain, a portfolio of world-class brands and products, and we invest in technical innovation. Moreover, we develop genuine partnerships, put the customer at the heart of what we do, and respond to industry opportunities and challenges. As we drive our business forward, it is pleasing to hear confirmation of our strengths and achievements from third parties."*

The tenth annual Kline and Company report on the global lubricants sector ("Global Lubricants Industry 2011: Market Analysis and Assessment") confirmed that Shell maintained its volume leadership position during 2011, enjoying a 13% market share. Kline researchers also commented on Shell's value-led focus, astute use of distributors and new supply of Gas-To-Liquids (GTL) Group III base oils from the Pearl project in Qatar. Strategic investments in blending plants and R&D activities were also called out. The report noted Shell's strong Original Equipment Manufacturer (OEM) relations, with, for example, Daimler, Hyundai and Chinese OEMs.

Shell also led globally in Kline's branded lubricants category. The company's particular success in brand is also underlined by two recent pieces of end-user research, conducted by Ipsos MORI and Harris Interactive*. One study, direct with motorists, concluded that Shell is the most preferred passenger car motor oil brand in China, Malaysia, Thailand, Russia and the United States (Pennzoil). A second survey, this time direct with truckers, found that Shell is the most preferred heavy duty engine oil brand in China, Malaysia, Turkey, Russia and the United States.

Frost & Sullivan has awarded Shell its first European 'Customer Value Enhancement Award' for automotive lubricants this year. Their analysts noted Shell's leadership in the quality and technical specifications of products and the track-to-road benefits of Shell's technical partnership with Ferrari. They also recognised the high number of Shell technical specialists in the lab and in the field, and tools such as Shell LubeMatch and Shell LubeAnalyst. The consultancy said, *"Shell has been constantly innovating in its approach to the lubricants market and has worked in tandem with OEMs to develop customized solutions. In doing so, Shell has enhanced the value that it is offering as a company, not only to clients, but also to actual end-users."*

**Surveys of licensed car drivers and owner truck drivers conducted during Quarter 2 of 2012 by Harris Interactive in the US and Ipsos MORI in all other referenced countries.*

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Notes to Editors:

- Kline & Company is a worldwide consulting and research (<http://www.klinegroup.com>). Kline& Company’s “Global Lubricants 2011: Market Analysis and Assessment” provides a detailed analysis of the global automotive and industrial lubricant industry segments and the players who participate in them.
- Frost & Sullivan is an international business research & consulting firm offering market analysis, market research, and reports. The Frost & Sullivan Best Practices team of industry experts presents awards to companies demonstrating best practices in a variety of regional and global markets. A host of factors such as leadership, strategy, service, innovation, integration, and development are considered as part of the award methodology.
- Ipsos MORI and Harris Interactive findings are results of brand health tracker studies carried out in China, Malaysia, Thailand, Russia and the United States during Quarter 2 2012. Interviews were conducted amongst approximately 5,000 passenger vehicle drivers and 5,000 truck owner/drivers between 30 May 2012 and 26 June 2012. Both set of drivers were asked which engine oil brand they preferred regardless of price and availability. These studies were carried out on behalf of Shell.

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Shell and PGN Sign MoU for LNG Study in Indonesia

Nov 02, 2012

(London, 2 November 2012) – PT Shell Indonesia (Shell) and PT Perusahaan Gas Negara (PGN) today entered into a Memorandum of Understanding (MoU) to explore the potential for the development of small-scale Liquefied Natural Gas (LNG) operations in Indonesia.

- [Press Release in Indonesian](#)

(London, 2 November 2012) – PT Shell Indonesia (Shell) and PT Perusahaan Gas Negara (PGN) today entered into a Memorandum of Understanding (MoU) to explore the potential for the development of small-scale Liquefied Natural Gas (LNG) operations in Indonesia.

The MoU calls for cooperation and coordination efforts between the two parties to conduct a technical and economic feasibility study which will determine the viability for small-scale LNG including liquefaction, and the development of the respective supply chains using indigenous gas supplies, potentially to supply industrial and power customers.

The MOU signing ceremony takes place on the hills of the State Visit of President of the Republic of Indonesia Susilo Bambang Yudhoyono in UK. Representing UK Government to witness the signing ceremony is Minister for Trade and Investment Lord Green, while Indonesian Government is represented by Minister of Energy and Mineral Resources Jero Wacik, Minister of Industry MS. Hidajat and Minister of Trade Gita Wirjawan. Darwin Silalahi, President Director and Country Chairman of Shell Indonesia, signed the memorandum on behalf of Shell while Mr. Hendi Prio Santoso, PGN President Director, signed on behalf of PGN.

“This MoU brings together Shell’s technological expertise as one of the world’s largest LNG producers and PGN’s experience in gas distribution in Indonesia. We look forward to a fruitful partnership that will pave the way for meeting Indonesia’s growing energy demand through cleaner natural gas,” Mr. Silalahi commented.

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About Shell Indonesia

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Royal Dutch Shell plc

Royal Dutch Shell plc is incorporated in England and Wales, has its headquarters in The Hague and is listed on the London, Amsterdam, and New York stock exchanges. Shell companies have operations in more than 90 countries and territories with businesses including oil and gas exploration and production; production and marketing of liquefied natural gas and gas to liquids; manufacturing, marketing and shipping of oil products and chemicals and renewable energy projects. For further information, visit www.shell.com

Definitions and Cautionary Note

Resources: Our use of the term "resources" in this announcement includes quantities of oil and gas not yet classified as Securities and Exchange Commission of the United States ("SEC") proved oil and gas reserves or SEC proven mining reserves. Resources are consistent with the Society of Petroleum Engineers 2P and 2C definitions.

The companies in which Royal Dutch Shell plc directly and indirectly owns investments are separate entities. In this announcement "Shell", "Shell Group" and "Royal Dutch Shell" are sometimes used for convenience where references are made to Royal Dutch Shell plc and its subsidiaries in general. Likewise, the words "we", "us" and "our" are also used to refer to subsidiaries in general or to those who work for them. These expressions are also used where no useful purpose is served by identifying the particular company or companies. "Subsidiaries", "Shell subsidiaries" and "Shell companies" as used in this announcement refer to companies in which Shell either directly or indirectly has control, by having either a majority of the voting rights or the right to exercise a controlling influence. The companies in which Shell has significant influence but not control are referred to as "associated companies" or "associates" and companies in which Shell has joint control are referred to as "jointly controlled entities". In this announcement, associates and jointly controlled entities are also referred to as "equity-accounted investments". The term "Shell interest" is used for convenience to indicate the direct and/or indirect (for example, through our 23 per cent shareholding in Woodside Petroleum Ltd.) ownership interest held by Shell in a venture, partnership or company, after exclusion of all third-party interest.

This announcement contains forward looking statements concerning the financial condition, results of operations and businesses of Shell and the Shell Group. All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements. Forward-looking statements are statements of future expectations that are based on management's current expectations and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in these statements. Forward-looking statements include, among other things, statements concerning the potential exposure of Shell and the Shell Group to market risks and statements expressing management's expectations, beliefs, estimates, forecasts, projections and assumptions. These

forward looking statements are identified by their use of terms and phrases such as "anticipate", "believe", "could", "estimate", "expect", "goals", "intend", "may", "objectives", "outlook", "plan", "probably", "project", "risks", "seek", "should", "target", "will" and similar terms and phrases. There are a number of factors that could affect the future operations of Shell and the Shell Group and could cause those results to differ materially from those expressed in the forward looking statements included in this announcement, including (without limitation): (a) price fluctuations in crude oil and natural gas; (b) changes in demand for Shell's products; (c) currency fluctuations; (d) drilling and production results; (e) reserves estimates; (f) loss of market share and industry competition; (g) environmental and physical risks; (h) risks associated with the identification of suitable potential acquisition properties and targets, and successful negotiation and completion of such transactions; (i) the risk of doing business in developing countries and countries subject to international sanctions; (j) legislative, fiscal and regulatory developments including regulatory measures addressing climate change; (k) economic and financial market conditions in various countries and regions; (l) political risks, including the risks of expropriation and renegotiation of the terms of contracts with governmental entities, delays or advancements in the approval of projects and delays in the reimbursement for shared costs; and (m) changes in trading conditions. All forward looking statements contained in this announcement are expressly qualified in their entirety by the cautionary statements contained or referred to in this section. Readers should not place undue reliance on forward looking statements. Additional factors that may affect future results are contained in Shell's 20-F for the year ended 31 December 2011 (available at www.shell.com/investor and www.sec.gov). These factors also should be considered by the reader. Each forward looking statement speaks only as of the date of this announcement, 2 November 2012. Neither Shell nor any of its subsidiaries nor the Shell Group undertake any obligation to publicly update or revise any forward looking statement as a result of new information, future events or other information. In light of these risks, results could differ materially from those stated, implied or inferred from the forward looking statements contained in this announcement.

Shell may have used certain terms, such as resources, in this announcement that the SEC strictly prohibits Shell from including in its filings with the SEC. U.S. investors are urged to consider closely the disclosure in Shell's Form 20-F, File No 1-32575, available on the SEC website www.sec.gov. You can also obtain these forms from the SEC by calling 1-800-SEC-0330.

Shell partners with local resellers to ensure customers enjoy high quality fuels and services

Sep 04, 2012

Surabaya, 05 September 2012 – In a customers' engagement program with Shell's international distribution terminal, Gresik Distribution Terminal (GDT) in Gresik, Shell expressed its strong commitment to ensure customers in Indonesia enjoy high quality fuels and services.

- [Press Release in Indonesian](#)

Surabaya, 05 September 2012 – In a customers' engagement program with Shell's international distribution terminal, Gresik Distribution Terminal (GDT) in Gresik, Shell expressed its strong commitment to ensure customers in Indonesia enjoy high quality fuels and services.

GM Fuel and Lubes of Shell Indonesia Dr Johari Jalil said, "We work continuously with a selected group of resellers as our preferred business partners to develop new ideas and solutions to help our customers meet their current and future challenges." Gresik Customer Engagement is the first time that Shell showcases the world-class distribution facility located close to Surabaya to ensure supply security, along with its processes and systems to assure product quality. This event reiterates Shell's commitment to grow in Indonesia by building close customer relationship managed through our strong network and local resellers.

GDT has been in operation since 2009 on 5.6 hectares of land in Maspion industrial estate, Manyar, Gresik. It is a 60:40 joint-venture with Astratel Group which currently supplies Fuel Economy Diesel and Biodiesel B2 to all Shell Retail stations in Surabaya. It has six main fuel storage tanks with total capacity of 35,000 Kilo liters. GDT caters to customers' need in East Java and Kalimantan. Shell also has distribution terminals located in Merak, Pulau Laut and Pendingin.

Before 100 key customers and a group of media joining the GDT visit, Dr. Johari explained that Shell Commercial Fuels celebrates 5 years of success in Indonesia with continued investment in technology and innovation and delivery of superior fuel quality.

"The global demand for energy is increasing and the stresses on the environment are growing, creating new challenges for Indonesia. Fuel import into Indonesia from regional refineries will need to increase to meet growing demand for energy. Given that the regional product specifications is heading towards higher quality diesel, Indonesia customers will need to rethink its operational requirements to incorporate the benefits from lower sulphur and we are working with our customers to assist them to manage the transition," said Dr. Johari.

Shell's Product Quality Commitment

Speaking on Shell's quality assurance process, Dr Johari explained that product quality is a top priority for Shell, second only to safety and integral to our management of environmental and health issues. "Shell as a company rigorously applies quality assurance systems to ensure that our product always meets product specifications and are 'fit for purpose'. In this way, we aim for a reputation for fuel product quality and product stewardship that we can be proud of and that earns the confidence of our customers, partners and society at large", he added.

To assist customers manage their costs efficiently, Shell provides fuels that are technologically advanced following decades of research and development by some of the best scientists from around the world. Shell Diesel is currently available in Indonesia and keeps the engine clean and free from deposits. Shell's customer in Indonesia, PT Wavin is a good example of a manufacturing

company which achieved cost efficiency. It saved up to USD44,000 per year from using Shell Diesel. “They reduced frequency and cost of engine overhauls and injector replacement. Overall they have been able to lower maintenance costs,” said Dr Johari.

Shell works with Local Business Partners

Shell is committed to work with local business partners and grow reseller business in Java. “We are happy to partner with Shell fuel resellers Inti-Lingga Sukses, Proenergi, Kutilang Paksi Mas, Astiku Sakti and Enersol located in Jakarta, Surabaya and East Kalimantan which are equipped with the set-up, product knowledge and deep understanding of local business needs to meet Shell’s aspirations for future growth” said Dr Johari.

-end-

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Shell in Indonesia

Shell shares a rich history with Indonesia that reaches back over 100 years through the discovery of oil well in Pangkalan Brandan (North Sumatera). Shell is the foremost player in the industrial lubricants market which provides a range of lubricant products that has been specially developed to fulfill the specific requirements of each industry such as mining, cement and electric power generator. Shell lubricants was the starting point of our downstream business in Indonesia, and it is now commanding the largest market share among the International Oil Companies. Shell lubricants remain a quality product of choice for customers and are active in both B2B and B2C markets with a long history of marketing to the Indonesian customers. The business is supported by 39 authorized distributors throughout the country.

Continuing the milestones, in 2007, Shell started its Commercial Fuels business in Indonesia, where Shell provide bulk fuels and related technical support to the Industrial and Transport Sector based on the principles of Technological Leadership, strong local presence and partnership for growth.

Shell Helix Seeks Four “Get Your Heart Racing” Winners at La Piazza

Jul 13, 2012

As part of a global Shell promotion, Shell Lubricants Indonesia held the “Shell Helix – Exciting Weekend at La Piazza!” on 13-15 July, 2012.

- [Press Release in Indonesian](#)

As part of a global Shell promotion, Shell Lubricants Indonesia held the “Shell Helix – Exciting Weekend at La Piazza!” from July 13 to July 15, 2012. Supported by Forza Supercar Club Indonesia communities and Meguiar’s, the event was filled with activities such as ‘Red Carpet – Valet Parking’, experimental games, free oil change service, various entertainments and a photography contest. Kuswantoro Pranabudi, General Manager Marketing Shell Lubricants Indonesia said, *“The ‘Get Your Heart Racing’ global campaign program is one of the ways we appreciate Shell Helix loyal customers. We aim to build a better relationship with our loyal customers through this initiative”.*

The “Shell Helix – Exciting Weekend at La Piazza” is part of the closing program of a global promotional activity called “Shell Helix – Get Your Heart Racing!” which was held from April 1 to July 7, 2012. This globally held challenge has a grand prize of a three-day visit to Italy.

Four lucky winners will be visiting Italy to conclude the string of events of the “Get Your Heart Racing” programme. Winners will be taking on a trip around Italy starting at Ferrari headquarters in Maranello, followed by a round trip in Milan, as well as taking in the scenery at the racing paradise known as “the Cathedral of Speed” – Monza city. 20 lucky Shell Helix customers have been chosen out of 100,000 customers in 12 participating Indonesian cities. These winners took part in the final selection phase on July 15, 2012, at La Piazza.

The candidates participated in activities designed to test their motoring knowledge and capabilities, such as a coaching clinic. At the end of the clinic, participants will be required to answer written tests, complete the engine assembling test within a time limit and identify the given clues in order to complete missing components. These tests will determine the winner of “Get Your Heart Racing” program.

The exciting event saw various games available at the Experimental Games area, including a car race simulator, kinnect race and remote control games at the Mini Moza Circuit. Visitors also had the opportunity to take part in the authentic Italian racing experience as organisers also provided a luxury car service program, suitable for cars on par with Ferrari. Maintenance programs such as Shell Helix engine maintenance and Meguiar’s surface maintenance were also available. Visitors also participated in a two-day photography contest, dedicated for DSLR camera users and non-DSLR, gadget users, where contest participants were required to take macro shots of working Ferrari engine Block and Shell Helix.

Shell Helix with Active Cleansing Technology

Shell Helix is an engine lubricant with high technology, equipped with Active Cleansing Technology. Shell Helix is able to cleanse dirt and clog inside the engines, giving maximum protection, maintaining cleanliness and providing durability. Shell Helix ensures driving comfort and safety.

Shell offers a wide range of lubricant products suitable for various engine needs. For four-wheel vehicles, Shell Helix offers Shell Helix HX Ultra, Shell Helix HX7, Shell Helix HX5, and Shell Helix HX 3. Meanwhile, Shell Advance variants for two-wheel vehicles are Shell Advance Ultra, Shell Advance AX7, Shell Advance AX7 Scooter, Shell Advance AX5 and Shell Advance AX3. Shell also has Shell Rimula variants for diesel engines - Shell R3X, Shell Rimula R2 Extra and Shell Rimula R2 40.

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Indonesian Teams Collect Five Awards in Shell Eco-marathon Asia 2012

Jul 08, 2012

Cikal Cakrasvarna team from ITB achieved champion position in Urban Concept category

- [Press Release in Indonesian](#)

Indonesian student teams garnered five awards in the Urban Concept category and maintained their top position in the gasoline-fueled vehicles category at the energy-efficient vehicles competition Shell Eco-marathon (SEM) Asia, Sepang, Malaysia which ended on July 7, 2012.

Cikal Cakrasvarna team (ITB) took home the first place with a record distance of 196.3 km per litre of gasoline, which is equivalent to the distance from Jakarta to Tasikmalaya (West Java). Sadewa team (UI) won second place with a distance of 152.3 km per litre of gasoline. In the Urban Concept category where vehicles are fuelled with Fatty Acid Methyl Ester (FAME), Sapu Angin 7 team of ITS, defended the title they won last year as champion of Alternative Diesel fuel class, while the Cikal Diesel (ITB) occupied second place. In Urban Concept powered by Electric Battery, Cikal Cakrawala from ITB – a newcomer in the category – came in second after Ngee Ann Polytechnic team from Singapore.

Peter Lukito Ferdian, student team manager of Cikal Cakrasvarna expressed their satisfaction at winning the first place in the Urban Concept category for gasoline class. *“We are pleased with our results in SEM Asia this year as we are able to surpass our results last year and our current target of 130km/litre. We are also proud to be able to defend the Grand Prize award, considering that the competition this year is a lot harder with more participants”*, said Peter. Last year in SEM Asia 2011, Cikal was also placed first in the category for gasoline fuelled with a record distance of 117 km per litre.

First time competitor in SEM Asia, Team Antasena (ITS) who participated in the Prototype category with hydrogen as fuel, brought back important lessons despite not qualifying the technical round of the competition due to mechanical constraints. *“We have tried our best to fix the engine to meet the deadline, but we did not succeed. As a new participant, we have learned a lot from this event,”* said Sutarsis, lecturer advisor of Antasena.

With the Indonesian teams’ success in achieving five on-track awards in SEM Asia 2012, President Director and Country Chairman of Shell Indonesia Darwin Silalahi said, *“Looking at the success of Indonesian students in SEM Asia this year, we are confident that Indonesia will play a more significant role in the global agenda to accomplish smarter mobility.”*

Out of 119 participants in SEM Asia 2012, Indonesia was represented by 18 teams from nine universities, namely: three teams from University of Indonesia (UI), four teams from Bandung Institute of Technology (ITB), a team from University of Gadjah Mada (UGM), three teams from Sepuluh Nopember Institute of Technology (ITS), two teams from State Polytechnic Pontianak (Polnep), a team from University of North Sumatera (USU), a team from State Polytechnic of Jakarta (PNJ), two teams from Education University of Indonesia (UPI) dan a team dari State Manufacturing Polytechnic (Polman) Bandung. The Indonesian teams are the second biggest group after the host country Malaysia who were represented by 28 teams.

Consisting of eight Prototype and ten Urban Concept cars, the Indonesian teams have also opted to diversify their choice of fuel/energy source with; gasoline, FAME (Fatty Acid Methyl Ester 100% - a kind of bio-diesel fuel) to the electric battery and Fuel Cell (hydrogen).

-END-

For more information on all Shell Eco-marathon, please visit the Shell Eco-marathon website at www.shell.com/ecomarathon.

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About Shell Eco-marathon

Shell Eco-marathon (SEM) started in 1939 at a Shell research laboratory in the United States when the scientists placed a bet to design a vehicle that can travel the farthest distance with the least fuel. The contest winner that year was able to achieve 50 mpg (21 km/litre). From these humble origins, an idea to conduct a better organized competition was born, which eventually became the event that we know today as Shell Eco-marathon.

SEM was first held for the first European students in 1985 in France. Then in April 2007, Shell held the first SEM America in the United States for college students. SEM Asia was first held in 2010 with Malaysia as host until 2013. The Philippines will host the next SEM Asia for 2014-2016.

Indonesia a Key Growth Country for Shell - Royal Dutch Shell CEO

Jun 07, 2012

Shell highlighted the significance of Indonesia to the company with the visit of Royal Dutch Shell Chief Executive Peter Voser to the country on Thursday, 7 June 2012. The aim of his visit is to reinforce Shell's commitment to Indonesia and discuss areas of cooperation across the energy value chain.

- [Press Release in Indonesian](#)

Shell highlighted the significance of Indonesia to the company with the visit of Royal Dutch Shell Chief Executive Peter Voser to the country on Thursday, 7 June 2012. The aim of his visit is to reinforce Shell's commitment to Indonesia and discuss areas of cooperation across the energy value chain.

"Shell sees Indonesia as a key growth country in Asia and important to the Shell's long term global strategy. We look forward to partnering with the country to deliver benefits to the nation and develop energy to meet the country's and world's growing needs." said Peter Voser following his meeting with President of Republic of Indonesia, Susilo Bambang Yudhoyono (SBY) at the State Palace.

"As a leading global energy company, we intend to strengthen presence in growth countries and forge strong partnerships with Indonesia," he said. Accompanying Peter Voser in his meeting with President SBY were Executive Vice President Commercial, New Business Development and LNG, Guy Outen, Executive Vice President Asia, Michiel Kool and President Director/Country Chairman of Shell Indonesia, Darwin Silalahi.

This visit to Indonesia marks a milestone in cementing the century long partnership between Royal Dutch Shell and Indonesia. Shell has a strong downstream presence in Indonesia, and recently marked a re-entry into the upstream business, with the signing of an agreement with Japanese operator Inpex last year, as a strategic partner to develop the Abadi gas field. Shell is very happy to be back in the country of the birth of its upstream business, Indonesia. Shell is also very excited to be part of the development of the giant Abadi gas field and very keen to be working with Inpex as a strategic partner in this opportunity.

In the downstream retail business, Shell was the first international petroleum retail brand in Indonesia and is now a leading international oil company with 60 operating sites in Greater Jakarta and Surabaya. In 2006, Shell started its Commercial Fuels business in Indonesia, providing bulk fuels and related technical support to the Industrial and Mining Sector. Now Shell is recognized as a prominent international petroleum brand, in the Indonesian Commercial Fuels business.

Shell brings in significant investment to build infrastructure in Indonesia, in cooperation with our local partners. The fuel storage facilities in Gresik and Pulau Laut, the lubes warehouse facility in Bekasi, Surabaya and Balikpapan, and the bitumen storage facility in Cirebon, are examples of our successful joint ventures.

Shell Eco-marathon Teams Welcomed at the State Palace's Courtyard

After the meeting, President SBY and Royal Dutch Shell CEO Peter Voser met the 18 Indonesian student teams participating in the Shell Eco-marathon (SEM) Asia 2012. The teams showcased their fuel-efficient cars at the State Palace's courtyard.

This is the third time Indonesia is participating in the SEM Asia – an event that challenges youths to design vehicles of the future that can travel the furthest on the least amount of fuel.

“Shell has taken an innovative approach to addressing the world’s future energy and environmental challenges, with the Eco-marathon being one of the creative ways to push the boundaries on fuel efficiency. I am impressed with the students’ enthusiasm and commitment to take up this challenge and this gives me hope that we can all make a positive difference to the future of meeting the global energy challenge,” said Peter Voser.

The 18 Indonesian teams comprise three teams from ITS (Surabaya), four teams from ITB (Bandung), two teams from UPI (Bandung), three teams from UI (Depok), one team from PNJ (Jakarta), two teams from Polnep (Pontianak), one team from UGM (Yogyakarta), one team from USU (Medan) and one team from Polman (Bandung). The number of participating teams has doubled from the nine teams that participated in the inaugural SEM Asia in 2010.

A total of 140 teams from 18 countries will participate in the SEM Asia 2012 held from 4th to 7th July in Kuala Lumpur. Will our Indonesian teams set a new fuel efficiency record? Follow us on the SEM Asia 2012 website and the Shell facebook.

END

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About Shell

Royal Dutch Shell plc is incorporated in England and Wales, has its headquarters in The Hague and is listed on the London, Amsterdam, and New York stock exchanges. Shell companies have operations in more than 90 countries and territories with businesses including oil and gas exploration and production; production and marketing of liquefied natural gas and gas to liquids; manufacturing, marketing and shipping of oil products and chemicals and renewable energy projects. For further information, visit www.shell.com

About Shell Eco-marathon

Shell Eco-marathon is one of the world’s most innovative and challenging student competitions held annually in Europe, America and Asia. High school and college student teams from around the world are challenged to design, build and compete with energy efficient vehicles. The winner is the team that goes the farthest distance on 1 kWh or 1 litre of fuel.

Shell Eco-marathon brings together current and future leaders and people who are passionate about finding sustainable solutions to the world’s energy challenge. Shell Eco-marathon is a visible demonstration of Shell’s commitment to help the world meet its growing energy needs in a responsible way by working together with students and partners around the world.

The Shell Eco-marathon is a global initiative with similar events in the US, Europe and Asia. This year, Shell Eco-marathon Americas took place in March in Houston, USA, Shell Eco-marathon Europe took place in May in Rotterdam, the Netherlands and the Shell Eco-marathon Asia will take place from July 4-7 in Kuala Lumpur, Malaysia.

Shell Offers Innovative Product and Service Solutions for Indonesian Mining Industry

Jun 06, 2012

Speaking in the 18th Coaltrans Asia 2012 in Bali, Shell expressed its strong commitment to delivering innovative product and service solutions to its mining customers in Indonesia.

- [Press Release in Indonesia](#)

Speaking in the 18th Coaltrans Asia 2012 in Bali, Shell expressed its strong commitment to delivering innovative product and service solutions to its mining customers in Indonesia.

PT Shell Indonesia's Director, Dr Johari Jalil said, "We work continuously with our customers and technical partners to develop new ideas and solutions to help them meet their current and future challenges." Coaltrans Asia 2012 is the annual meeting of Asia's key coal industry players where the entire coal mining industry come together to discuss new challenges.

Dr. Johari explained that the global demand for energy is increasing and the stresses on the environment are growing, creating new challenges for the mining industry. "The Indonesian Government's Mandate on B2, 2% Palm Oil Methyl Esther (POME) and 98% fossil diesel is scheduled to start on July 1, 2012, means industry will need to rethink its operations and we are working with our customers to assist them to manage the transition," said Dr. Johari.

Energy Saving Products

To assist customers manage their costs by managing fuel efficiency, Shell provides fuels that are technologically advanced following decades of research and development by some of the best scientists from around the world. Shell Diesel is currently available in Indonesia and keeps the engine clean and free from deposits.

PT Wavin in Indonesia has recently achieved cost savings of up to USD44,000 per year from using Shell Diesel. "They reduced frequency and cost of engine overhauls and injector replacement. Overall they have been able to lower maintenance costs," said Dr Johari.

Shell is a leading supplier of lubricants globally (source: Kline) with a strong presence in the mining sector. Shell Lubricants is fully committed to providing lubricants and lubricant related services to the mining sector. With continuing investment in research and development, Shell Lubricants is working with mining companies around the world to increase productivity and reduce unscheduled downtime.

Biodiesel

Shell is currently supplying Biodiesel B2 to all Retail stations in Jakarta and Surabaya since May 1, 2012. Speaking on biofuels, Dr Johari said, "Shell is one of the largest distributors of biofuels in the world and has sold more than nine billion litres of biofuels in 2010. Shell is now investing in the production of the lowest CO2, most sustainable and cost effective of today's Biofuels".

Energy Efficiency in Operations

Dr Johari Jalil also said, "During tough economic times with mining companies under pressure to reduce cost and environmental targets, Shell is well positioned to support mining companies because of our global reach and on-the-ground capability. Shell is a technology leader in product

applications and we have a deep understanding of our customers' needs. This helps us to deliver cost-effective solutions with our cross-business approach covering fuels and lubricants for mining customers”.

-END-

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Shell in Indonesia

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In 2006, Shell started its Commercial Fuels business in Indonesia, where Shell provide bulk fuels and related technical support to the Industrial and Transport Sector based on the principles of Technological Leadership, strong local presence and partnership for growth.

Eighteen University Teams to Represent Indonesia at Shell Eco-marathon Asia 2012

Mei 24, 2012

UI and ITB to build their own “Plug-in” Electricity Vehicles while UPI, Polman and Polnep to create Fuel Injection Vehicles.

- **[Press Release in Indonesian](#)**

Imagine designing and building a car to go as far as possible on the least amount of fuel. Sounds tough, doesn't it? 18 Indonesian teams from nine universities are preparing to do exactly that. The teams are busy putting the finishing touches to their vehicles and some of those students are working round the clock to get their vehicles just right. These 18 teams will be flying the Indonesian flag at the third Shell Eco-marathon Asia (SEM Asia) that will be held at the Sepang International Circuit, Kuala Lumpur, from 4 to 7 July 2012.

The Shell Eco-marathon is not a race with a winner clocking the fastest time. Instead, it challenges today's youths to design vehicles of the future that can travel the furthest on the least amount of fuel. The event seeks to inspire young innovators and engineers from around the world to develop new approaches to smarter mobility which means helping our people to be more fuel efficient today, while finding new ways to deliver a cleaner transport system for tomorrow. Shell Eco-marathon has an important role to play because it inspires a young generation of engineers and scientists to think creatively about fuel efficiency, and to put new ideas into practice.

President Director and Country Chairman of Shell Indonesia Darwin Silalahi said, “This Shell Eco-marathon is a real opportunity for our youths to make a difference by being part of a greater cause to invent solutions for smarter mobility, along with what we strive at Shell to meet the ever growing global demand for energy. The world will need more diverse energy sources and ingenuity in developing sustainable solutions. I am confident our Indonesian teams will shine at Shell Eco-marathon this year and do their part to achieve our common goals of sustainable energy.”

The 18 Indonesian teams comprise three teams from ITS (Surabaya), four teams from ITB (Bandung), two teams from UPI (Bandung), three teams from UI (Depok), one team from PNJ (Jakarta), two teams from Polnep (Pontianak), one team from UGM (Yogyakarta), one team from USU (Medan) and one team from Polman (Bandung). The number of participating teams has doubled from the nine teams that participated in the inaugural SEM Asia in 2010.

More Diversified Energy Sources

Divided into 8 prototype and 10 urban cars, the Indonesian teams have also diversified their fuel/energy source options from only Gasoline and FAME (Fatty Acid Methyl Ester 100% - a type of biodiesel fuel) last year, to Electric Battery and Fuel Cell (hydrogen) this year.

Cikal from ITB and Arjuna from UI have moved on to build ‘Plug-in electricity’ cars this year. After their winning in UrbanConcept with gasoline fuel in SEM Asia 2011, ITB gained confidence to develop a battery powered vehicle which they see as the key technology for the future of sustainable transport. “Cakrawala is the first electric car we build. We mostly learn the building process on our own as well as through intensive consultation with our lecturers. Surely, we aim to be one of the best in UrbanConcept category for e-mobility,” said Purwindro Tjokrodipo, Cikal Electric's team manager.

Differs from Cikal Cakrawala, Arjuna from UI will compete in the Prototype category for e-mobility. “We are driven to develop a new source of energy for the future transportation,” claim Dimas Aji, team manager for Arjuna. Their car, Keris V.4, is targeted to reach 350km/kWh.

Gilang Pradhya from the Polman Bandung team said, “The biggest challenge in working on the car is to manage the team as a whole and to plan a schedule that would fit our class and work practice as well as SEM’s deadline.” Gilang and his team have developed Kanayakan, an urban gasoline car.

Munawir Siregar from the HORAS USU team added, “Since this is USU’s first participation in the SEM Asia, our target this year is to pass the technical and safety inspection and take our vehicle to the tracks. We are confident that our car Mesin USU, will be ready for any challenge that may come at Sepang.” Horas will also compete in UrbanConcept with gasoline fuel category.

This is the third year that Indonesian teams are participating in the SEM Asia. In the SEM 2010, Indonesian teams took home five awards. ITS’s Sapu Angin 2 team took the Grand Prize as well as the Gasoline Fuel Award for UrbanConcept Internal Combustion Engine. The Yellow Makara team and Zamrud Khatulistiwa team from University Indonesia took home the Second and Third prizes respectively, in the same UrbanConcept Internal Combustion Engine class, while the Exia team from ITB with its ethanol fuelled car, took home the People’s Choice Award as the most popular team with more than 65,000 votes.

In SEM Asia 2011, Indonesian teams received six awards in total. The teams dominated the UrbanConcept category - ITS with their SapuAngin 4 using biodiesel fuel (Fatty Acid Methyl Ester/FAME 100%), maintained their previous year achievement and received the Grand Prize Award in Internal Combustion Engine as well as Alternative Diesel Fuel Award. Cikal ITB was placed second in the Internal Combustion Engine for UrbanConcept category and received the Gasoline Fuel Award for their car. The Indonesian teams also received two out of the four Off-track (outside circuit) awards: Semar Proto from Gadjah Mada University (UGM) was placed as the best in Technical Innovation, while the Rakata team from Bandung Institute of Technology (ITB) received the Communication Award.

A total of 140 teams from 18 countries will participate in the SEM Asia 2012 in Kuala Lumpur. Will our Indonesian teams set a new fuel efficiency record? Follow us on the SEM Asia 2012 website and social media networks.

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About Shell Eco-marathon

Shell Eco-marathon is one of the world’s most innovative and creative student competitions held annually in Europe, America and Asia. High school and college student teams from around the world are challenged to design, build and compete with energy efficient vehicles. The winner is the team that goes the farthest distance on 1 kWh or 1 litre of fuel.

Shell Eco-marathon brings together current and future leaders and people who are passionate about finding sustainable solutions to the world's energy challenge. Shell Eco-marathon is a visible demonstration of Shell's commitment to help the world meet its growing energy needs in a responsible way by working together with students and partners around the world.

The Shell Eco-marathon is a global initiative with similar events in the US, Europe and Asia. This year, Shell Eco-marathon Americas took place in March in Houston, USA, Shell Eco-marathon Europe took place in May in Rotterdam, the Netherlands and the Shell Eco-marathon Asia will take place from July 4-7 in Kuala Lumpur, Malaysia.

Shell and DPE Resolve Testing of the Underground Tanks in 5 Fuel Stations

Mei 04, 2012

Shell Indonesia confirms that the Company and the Industry and Energy Agency (Dinas Perindustrian dan Energi/DPE) and Dirjen Migas have reached an agreement on the Vacuum testing method for the Shell underground tanks at the five retail stations.

- [Press Release in Indonesian](#)

Shell Indonesia confirms that the Company and the Industry and Energy Agency (Dinas Perindustrian dan Energi/DPE) and Dirjen Migas have reached an agreement on the Vacuum testing method for the Shell underground tanks at the five retail stations.

The testing process has currently been undertaken and initial result has proven to be a valid test. All tanks and fuel lines in S. Parman and Gatot Soebroto stations have so far passed and cleared while the tanks in other 3 sites will be scheduled immediately. Shell is looking forward to DPE reopening the sites shortly.

Shell wishes to express its sincere gratitude to the DKI Jakarta Governor Fauzi Bowo, Head of Dinas Perindustrian dan Energi Jakarta Chapter Andi Baso, and Ministry of Energy and Mineral Resources Director General of Oil and Gas Evita H. Legowo for their cooperation, support and assistance in the communications and consulting process in seeking a solution to the temporary closure of the Shell fuel stations in Jakarta.

Shell is the first in the industry to introduce double wall under-ground tank for fuel stations in Indonesia. Since it opened its 1st station in 2005 all existing and operating stations have been using this new technology.

Double wall tanks provide double protection against potential leaks and prevent corrosion. Hence they are environmentally safe. In addition, Shell uses an integrated fuel management system that constantly monitors fuel inventory levels at the stations. Any unusual losses in the system can readily be identified and investigated. Shell as the largest fuel retailer in the world is pleased to bring this technology to ensure utmost environmental protection in its operation.

Shell is committed to operating all its fuel stations in full compliance with Government rules and regulations and in accordance with the Shell global Health, Safety, Security and Environmental standards.

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HORAS Team of USU Ready to Compete in Shell Eco-marathon Asia 2012

Apr 30, 2012

University of North Sumatra (USU) will participate in this year's Shell Eco-marathon (SEM) Asia 2012 in Sepang, Malaysia.

- [**Press Release in Indonesian**](#)

University of North Sumatra (USU) will participate in this year's Shell Eco-marathon (SEM) Asia 2012 in Sepang, Malaysia. With a team named "HORAS", 14 of Mechanical Engineering USU best students' hoped to bring with them a spirit that represents all citizens of North Sumatra. In a launch event held at the USU Hall today, HORAS showcase and run their energy-efficient vehicles directly.

"Shell sees the issue to meet future energy needs while preserving the earth as a challenge to creativity and innovation; where in it lays our spirit and shared responsibility to fulfill the customer need of sustainable mobility. Young people are agents of change as well as the primary potential resource in solving various problems around the world. Shell Eco-marathon is one manifestation of our efforts in addressing energy needs, which involve innovation, creativity and spirit of reformations from the young generation ", said Darwin Silalahi, President Director and Country Chairman of PT Shell Indonesia at the event. Darwin also expressed his appreciation to USU student team's participation in the Shell Eco-marathon Asia 2012 which is the first to represent universities located in Sumatera.

In their inaugural participation in the SEM Asia 2012 to be held at Sepang International Circuit in July, USU will compete in UrbanConcept category (in which vehicles are designed to resemble the existing urban car) with gasoline as fuel. The record for this category in SEM Asia is temporarily held by ITS Surabaya with achievement of 237.6 km/liter.

Rector of USU, Prof. Dr. dr. Syahril Pasaribu, DTM & H, M.Sc. (CTM), Sp.A (K) on this occasion stated, "HORAS evidently shows that the spirit of our students in dealing with the issue of future energy challenges is not inferior to other universities in Indonesia and in Asia. University of North Sumatera is very proud of the competence and hard work of our students in the Faculty of Engineering."

SEM challenges young people's innovation in facing the future energy challenge by designing, creating and driving fuel-efficient vehicles. The concept of the competition is simple; vying for the farthest distance using the least amount of fuel (more distance, less fuel).

The importance of support from various parties is also underlined by Darwin Silalahi who points out that, "The support from the university as well as from communities in Medan and in North Sumatra certainly has helped foster an enormous enthusiasm which is a critical driving factor for the success of team HORAS."

General Manager of the team HORAS, Munawir R. Siregar said, "We are targeting fuel consumption of 200km/liter for the MESIN USU car that we created. There are still some constraints and limitations, but with the support of many parties are optimistic to achieve the targets we have set. "

SEM Asia 2012 will be participated by 145 teams from 17 countries. Aside from HORAS that represents USU, Indonesia will also be represented by 17 other teams. Namely 3 teams from ITS, 4

teams from ITB, 2 teams from UPI, 3 teams from UI, 1 team from PNJ, 2 team from Polnep, 1 team from UGM and 1 team from Polman Bandung.

About SEM

The Shell Eco-marathon aims to inspire engineering students to develop new approaches to sustainable mobility and fuel efficiency. It is a major educational project that encourages and fosters innovation in which students work together to explore potential solutions to both current and future transport and energy challenges.

Shell Eco-marathon is a continuous educational project that challenges student teams to design and build the most energy-efficient vehicle to compete against other teams' vehicles. The winner is the vehicle that travels the farthest distance using the least amount of fuel or energy. The teams will be competing in two main category based on their car design:

- Prototype is for futuristic, streamlined vehicles that aim to maximize fuel-efficiency through innovative design elements
- Urban Concept is for more conventional four-wheel fuel-efficient vehicles suited to the needs of today's drivers.

Teams have a choice of any of the following fuels or energy types to power their vehicles:

- Shell Unleaded 95 (EU) / Shell Plus 89 (US) Petrol/Gasoline
- Shell Diesel
- Liquefied Petroleum Gas (LPG)
- Shell Gas to Liquids (100% GTL)
- Fatty Acid Methyl Ester (100% FAME)
- Ethanol E100 (100% Ethanol)
- Hydrogen
- Solar
- Plug-In Electricity (Li-on)

More information on Shell Eco-marathon can be found at: www.shell.com/eco-marathon

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www.usuhoras.co.cc

Garuda Indonesia Signs Global Contract Corporate Account with Shell International Limited

Mar 30, 2012

Garuda Indonesia and Shell International Limited signed a corporate sales agreement as part of the airline's efforts to expand market on its domestic and international routes, as well as facilitate the oil company's employees and their families' when traveling with Garuda Indonesia for business or leisure.

- [Press Release in Indonesian](#)

Garuda Indonesia and Shell International Limited signed a corporate sales agreement as part of the airline's efforts to expand market on its domestic and international routes, as well as facilitate the oil company's employees and their families' when traveling with Garuda Indonesia for business or leisure. In the agreement, Shell International Limited names Garuda Indonesia as one of its official carriers.

The Memorandum of Understanding (MoU) was signed by Garuda Indonesia President & CEO, Emirsyah Satar, and President Director and Country Chairman of PT. Shell Indonesia, Darwin Silalahi, at the Auditorium of the Garuda Management Building, Cengkareng.

From now on, employees in all Shell branch offices worldwide traveling with Garuda Indonesia are entitled to special rates and services, namely special net corporate fare, priority reservation, and easy group bookings.

Commenting on the occasion, Garuda Indonesia President & CEO, Emirsyah Satar said that Garuda Indonesia is very pleased to work together with one of the best multinational companies - Shell International Limited. "This global contract agreement with Shell marks the beginning of Garuda Indonesia's global corporate market expansion. Garuda will now be able to reach 80.000 Shell International employees in 80 countries. Garuda Indonesia will continue to develop this very potential corporate market", added Emir.

Shell Indonesia's President Director & Country Chairman Shell Indonesia also welcomes the cooperation. "On behalf of Shell International Limited, I would like to say that we are proud to name Garuda Indonesia as one of our preferred carriers in the world. This global agreement reflects our recognition of Garuda Indonesia's ongoing transformation process which we have seen in the airline's fleet modernization, improved service quality and safety & security standards", added Darwin Silalahi.

As the airline continues to develop its corporate market, since February 2012 Garuda Indonesia endeavors to globally broaden its channel distribution through corporate account global contracts.

To support the program, Garuda Indonesia also offers corporate partners greater accessibility through the "Garuda Online Booking for Corporate", as well as step up corporate market development in branch offices abroad.

To date, Garuda has established corporate sales co-operations with more than 1469 large companies in Indonesia, and in 2011 Garuda earned a total income of IDR 1,52 trillion from corporate sales. In 2012, Garuda Indonesia sets its sights on acquiring 1600 'corporate partners' and targets and income of IDR 3 trillion for corporate sales.

PT. GARUDA INDONESIA (PERSERO) Tbk.

VP CORPORATE COMMUNICATIONS

PUJOBROTO

PT. SHELL INDONESIA

MGR. OF EXTERNAL COMMUNICATIONS & SOCIAL PERFORMANCE

SRI WAHYU ENDAH

ITS' Energy Efficient Cars SAPU ANGIN 6 and 7 Ready to Carve New Achievements in SEM Asia 2012

Mar 27, 2012

Sapu Angin (SA) Teams of Institute Technology of Sepuluh Nopember (ITS) re-launched the latest modifications to their concept of fuel-efficient and eco-friendly cars to compete in Shell Eco-marathon (SEM) Asia 2012.

- [Press Release in Indonesian](#)

The cars named SAPU ANGIN 6 (SA 6) and SAPU ANGIN 7 (SA 7) were introduced on Wednesday (March 28), at Gedung Robotika ITS. The showcase was followed by test drive to demonstrate the performance of the two cars.

In SEM Asia 2012, which will be held at Sepang International Circuit, Malaysia in this upcoming July, ITS will send out three of their best students teams to compete in three different categories. Sapu Angin 6 will participate in the Prototype class with gasoline as fuel, Sapu Angin 7 will take part in the Urban Concept class with a diesel engine fueled with Fame Acid Methyl Ester 100%, and Antasena will compete in Hydrogen class with Fuel Cell.

SA 6 and SA 7 are the latest generation of the Sapu Angin project that have participated in SEM Asia 2010 & 2011. In line with ITS' mission in becoming an eco-campus, Sapu Angin is the authentic proof of ITS' student capability in the automotive field to answer the challenges of future energy challenge.

"ITS has consistently established brilliant achievements in the Shell Eco-marathon Asia. We are very proud of Sapu Angin's accomplishment to be able to defend the Grand Prize title for two consecutive years in UrbanConcept category for Internal Combustion Engine," said Darwin Silalahi, President and Country Chairman of Shell Indonesia.

Darwin Silalahi also appreciated supports from various stakeholders which have pumped up the spirit of ITS teams, as he went on saying that "The overall support from the university as well as the people of Surabaya and East Java has developed a huge enthusiasm, which serves as an important factor for the success of the team. Youth innovations in encouraging efficient energy use and exploring the use of alternative energy are in line with Shell's commitment to face future energy challenges in a responsible manner. Shell Eco-marathon is a verification of that commitment, as well as an invitation for other institutions to also do the same."

Head of the Mechanical Engineering Department at the Faculty of Industrial Technology ITS Ir. Bambang Pramujati, M.Sc.Eng, PhD said, "The achievements and accomplishments of our students at the Shell Eco-marathon is an attestation that the quality of Indonesian student creations are no less than students of other Asian countries. In line with the mission of ITS to be an eco-campus and a research university, we will continue to support the Sapu Angin project to proceed in order to provide better solutions in response to the need for energy-efficient cars in Indonesia."

In the first SEM Asia in 2010, SA 2 successfully won two awards at the Combustion and Gasoline Fuel Grand Prize Award for the class of Urban Concept with a gasoline fueled Internal Combustion Engine that covers a distance of 237.8 km / liter. A year later at the same event SA won two titles, namely Internal Combustion Grand Prize and Alternative Diesel Fuel Award for Urban Concept with a diesel engine fueled by FAME, a biodiesel fuel with consumption of 149.8 km/liter.

General Manager of SA ITS 2012, Yoga Dwi W. said, "This year is our third year in participating in SEM Asia. We have set fuel consumption target of 2000 km/litre for SA 6 and 700 km/litre for SA 7. We are optimist that we can reach the targets we have set."

SEM Asia 2012 will be followed by 146 teams from 17 countries. In addition to three teams of ITS (2 from Sapu Angin and 1 from Antasena which will compete in the Hydrogen class), Indonesia will also be represented by 15 other teams, namely: Institut Teknologi Bandung (ITB) with 4 teams, Universitas Sumatera Utara (USU) with 1 team, Universitas Pendidikan Indonesia (UPI) with 2 teams, Universitas Indonesia (UI) with 3 teams, Politeknik Negeri Jakarta with 1 team, Politeknik Negeri Pontianak (PolNep) with 2 teams, Universitas Gadjah Mada (UGM) with 1 team and Politeknik Manufaktur Negeri (Polman) Bandung 1 team.

About SEM

Shell Eco-marathon aims to inspire engineering students to develop new approaches to sustainable mobility and fuel efficiency. It is a major educational project that encourages and fosters innovation in which students work together to explore potential solutions to both current and future transport and energy challenges.

Shell Eco-marathon is a continuous educational project that challenges student teams to design and build the most energy-efficient vehicle to compete against other teams' vehicles. The winner is the vehicle that travels the farthest distance using the least amount of fuel or energy. The teams will be competing in two main category based on their car design:

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 - Shell Gas to Liquids (100% GTL)
 - Fatty Acid Methyl Ester (100% FAME)
 - Ethanol E100 (100% Ethanol)
 - Hydrogen
 - Solar
 - Plug-In Electricity (Li-on)

More information on Shell Eco-marathon can be found at: www.shell.com/eco-marathon.

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UI to Send Its First Electric Car To Shell Eco-marathon 2012

Mar 25, 2012

Shell Eco-marathon (SEM) teams of University of Indonesia (UI) are very proud to launch their three new vehicles in Depok, on Monday, 26 March, among other is the plug-in electricity car with lithium battery as source of power.

- [Press Release in Indonesian](#)

UI will be sending three finest student teams to compete in the annual SEM Asia competition held in Sepang International Circuit this year.

The UI participation in the plug-in electricity category is a technical milestone, aside from competing in the Internal Combustion Engine with gasoline. The student teams will comprise not only students majoring in various engineering disciplines such as; mechanical, civil, metallurgy, and industrial engineering, but will also involve their colleague from social science.

“In facing growing demand for energy worldwide, Shell is committed to help promote efficient energy use, understanding the current pattern of consumption and exploring alternative energies. Shell Eco-marathon is a visible demonstration of Shell’s commitment to face the energy challenge in a responsible way, and is an invitation for others to do the same,” said Darwin Silalahi, President Director and Country Chairman of PT Shell Indonesia.

UI Rector Prof Gumilar Soemantri said that, “The University of Indonesia is very proud of the students’ achievements that are among the first to answer this call for solutions to respond to the burning need for energy-efficient vehicles in Indonesia. These students truly represent the young and brightest minds and will play a very important role in helping Indonesia face its future energy needs challenges.”

In the brand-new “electric-mobility” category all hopes are on the ever-popular Keris – this time V.4. It’s being entered by Team Arjuna, captained by Dimas Aji Karisma Cakra (one year behind the other team leaders in the same program). He affirmed that the University of Indonesia team was responsible for the nation’s first locally-designed and built electric car. Powered by plug-in batteries, the electric Keris V.4 generates very little pollution and exhibits minimum shake towards sounds]. According to Aji, the team is hoping for results in the range of 350 km. 1kwh or Rp 1 380,000 (non-subsidized electricity) for 350 km.

Led by an engineering student with two years’ previous Shell Eco-Marathon experience, Team Sadewa’s entry represents the evolution of last year’s Kalabia model. Fitra Didik Nugroho (Mechanical Engineering class of 2008) said Kalabia Evo-2 has a revamped machine and design alterations, yet is maintaining its presence in the Urban Concept Gasoline class with machine injection completed with programmable ECU.

Meanwhile, Nakoela team which is led by Fariz Muriyadi (Mechanical Engineering class of 2008) presents Keris V.3 employs the same basic concept for body and driver positioning as previous Keris generations – even those iterations didn’t qualify. Nevertheless, Fariz said that with solid design for both body and engine the new Keris is targeted to reach 1000km/litre of fuel.

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- Urban Concept is for more conventional four-wheel fuel-efficient vehicles suited to the needs of today's drivers.
- Teams have a choice of any of the following fuels to power their vehicles: conventional fuels such as diesel, gasoline and LPG or alternative fuels such as fuel cells/hydrogen, bio-fuel, solar and Gas to Liquids (GTL). The vehicles may use one of the following fuel or energy types:
 - Shell Unleaded 95 (EU) / Shell Plus 89 (US) Petrol/Gasoline
 - Shell Diesel
 - Liquefied Petroleum Gas (LPG)
 - Shell Gas to Liquids (100% GTL)
 - Fatty Acid Methyl Ester (100% FAME)
 - Ethanol E100 (100% Ethanol)
 - Hydrogen
 - Solar
 - Plug-In Electricity (Li-on)

Shell Eco-marathon 2012 challenge will be participated by 8 other Indonesian universities & educational institution -- Universitas Gajah Mada (UGM), Institut Teknologi Bandung (ITB), Institut Teknologi Sepuluh Nopember (ITS), Politeknik Negeri Pontianak, Universitas Pendidikan Indonesia, Politeknik Manufaktur Bandung, Politeknik Negeri Jakarta and Universitas Sumatera Utara (USU).

These universities will each enter talented student teams with vehicle prototypes in the different classes to compete with other students' around the region. The inventions come in an assortment of shapes, colors and sizes, from conventional looking vehicles to out-of-the-box creations that express the young generation's creativity and innovation.

For more information about the SEM can be found at: www.shell.com/eco-marathon.

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Shell Launches Shell Fuel Economy Formula

Jan 20, 2012

An Innovation to help fulfill Indonesian customers need for sustainable mobility.

- [Press Release in Indonesian](#)

PT. Shell Indonesia launched today Shell Fuel Economy formula in all Shell retail stations in Jakarta and Surabaya.

“Following the launch of Shell Motor Express, Shell continues to bring innovation not only to provide unique customer experience but also to help our nation agenda on sustainable mobility. Shell Fuel Economy Formula delivers improved mileage efficiency out of every drop of fuel, and as part of this launch, Shell will also advocate consumers on good driving behavior which is equally important to get more mileage from our fuel,” said President Director and Country Chairman Shell Indonesia Darwin Silalahi in his speech at the launch of Shell Fuel Economy Formula. Shell has dedicated over 100 years of research towards making fuel as efficient as possible, reaching some significant milestones along the way. In 2006, Shell powered a world record for the “lowest round-the-world fuel consumption” in a standard vehicle, going around the globe on just 24 tanks of Shell Unleaded with Fuel Economy formula.

By using Shell Fuel Economy Formula and the right driving behaviour, consumers may experience extra mileage. As we know the right driving behaviour is equally important and critical for fuels efficiency consumption.

It is Shell’s first fuel product innovation in Indonesia since its presence in 2005 and part of continuous Shell efforts to provide service to Indonesia motorists and focus on the concept called QQS+

- **Quality** (Trusted quality)
- **Quantity** (Provide exact amount of liters as per customer request)
- **Service** (A wholehearted service to Indonesian motorist)
- **Value for Money** (Gives additional value to Indonesia motorist)

Shell Fuel Economy Formula launch will be supported via integrated marketing and site experience support, starting from **Above The Line programs** via newspaper, magazine, tabloid and digital communication. **Below The Line programs** are also planned and will focus on educating Indonesian motorists on the right driving behavior.

The right driving behavior is important to get more mileage from your fuel and as part of Shell Driver Education Programme, we will share tips to reduce fuel consumption – essentially good driver habits, such as taking unnecessary weight out of your car and regularly checking tyre inflation.

Shell hopes that by launching Shell Economy Formula, it will help improve Indonesia’s energy productivity and hence fulfill customers need for sustainable mobility. Through Shell Fuel Economy, Indonesian motorists could gain more value and encourage more others to shift from subsidized fuel. It is part of Shell’s active contribution in support of the Indonesian government plan to reduce fuel subsidy and help government’s advocacy for more motorists to migrate to non subsidized fuel.

All gasoline grades, Shell Super (Ron 92) and Shell Super Extra (Ron 95), will now be available with the new Shell Fuel Economy Formula.

For further information, please visit the following address:

www.shell.com/indonesia

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Get the Most Out of Driving with the New Shell Motorist Application

Sep 20, 2012

The new mobile application that allows Shell customers to access information and drive more efficiently in 20 different countries

- [Press Release in Indonesian](#)

September 20, 2012 - Shell today announces the launch of the Shell Motorist Application in Indonesia. The Motorist App is Shell's latest mobile innovation applied for Apple and Android operating systems to make the customer's journeys simpler. It will enable users gain more valuable information since it's specifically designed to help motorists plan their journey and keep on top of their vehicle's maintenance.

Shell Motorist Application functions include:

- An interactive map showing the location of the nearest Shell forecourt. Users can also refine their search by fuel type or by the availability of certain onsite amenities.
- A brand new route planner service allowing drivers to plot and view their journey. It is designed to help find the best way to driver's destination and estimate cost of the journey
- A motoring reminders calendar where drivers can set a series of alerts for up to three different vehicles. These include: reminders of motoring tax and insurance renewal deadlines; vehicle servicing alerts; and prompts to conduct general vehicle maintenance checks, including water levels, oil and tire pressure
- A 'news alerts' section showing the very latest Shell promotions, forecourt offers and product news
- Information of Shell highlights and products

For the first time via a Shell App, drivers will have access to up to date information in 20 different countries, helping them plan their journeys more efficiently. Moreover, users are able to access information while driving at home or abroad, keep on top of their vehicle's maintenance and make the most of Shell facilities and customer offers.

"Shell is constantly looking for ways to improve the entire motoring experience for our customers. We are committed to investing much of our resources into research and development to ensure innovative products like our Shell Fuel Economy Formula which we launched in January 2012, as well as solutions like this latest Shell Motorist Application tool. In our view, this application meets the needs of our customers in Indonesia because it helps users to access up to date and relevant information to plan their journeys more efficiently," said Sammy de Guzman, GM Sales & Operations Manager, Shell Indonesia.

The Shell Motorists App is now available for free download on iPhone, iPod Touch, Android Handset devices in the following 20 countries: Indonesia; Thailand; Belgium; Denmark; France; Germany; Italy; Luxembourg; Netherlands; Norway; UK; Turkey; Singapore; Hong Kong; Malaysia; Canada; USA, Hungary, South Africa and Australia.

-End-

Notes to Editors

Technical details

For Apple devices, the Shell Motorist's App is 8.8 MB in size and is compatible with iPhone and iPod Touch. It requires iOS 3.0 or later

For Android devices, the Shell Motorist's App is 4.6 MB in size and available for Android OS 2.2 (API level 4) and above

For more information on Shell Motorist Application please visit <http://www.shell.co.id/motoristapp>

About Shell

Royal Dutch Shell plc is incorporated in England and Wales, has its headquarters in The Hague and is listed on the London, Amsterdam, and New York stock exchanges. Shell companies have operations in more than 100 countries and territories with businesses including oil and gas exploration and production; production and marketing of liquefied natural gas and gas to liquids; manufacturing, marketing and shipping of oil products and chemicals and renewable energy projects. For further information, visit www.shell.com.

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