

Shell Held “Community Festival” at Panjang Jiwo

Des 12, 2010

As the culmination of SUPEL programme (Shell for Environment Preservation) at Panjang Jiwo, Prapen, Shell held a “Community Festival” on Sunday, 12 December.

Press Release in Indonesian

The festival, which showcased various competitions with the theme of environment preservation, was attended by Surabaya Mayor Tri Rismaharini and participated by 700 head of families at Panjang Jiwo village. The launch of SUPEL at Panjang Jiwo was conducted in June this year with the theme of PANJI KAMI (Panjang Jiwo, Beautiful Village, Independent and Inspirational). This activity is a sustainable partnership programme between Shell, Panjang Jiwo residents, Surabaya City Government and Puskota Surabaya University. The “Community Festival” activities includes mural competition (writing inspirational messages on environment through wall mural), compost-making, recycling of non-organic waste to make trash bins for cars and clean village competition.

Wally Saleh, VP Director Business Development, PT Shell Indonesia stated, *“Shell has a strong commitment to support Surabaya in embodying clean, beautiful, healthy and productive culture. We hope that the SUPEL programme which is supported by various parties can become a foundation and pilot programme which can be implemented to realise this vision.”*

The programme started off with a dissemination activities and community response inventory. This cooperation programme kick-off between Shell, Puskota and the community was first publicised at the peak commemoration of Environmental Day 13 June 2010 through a healthy walk and the signing of a joint initiative. These steps are the basis for the creation of an eco-friendly model village.

With this programme, it is expected that the spirit of PANJI KAMI to be embedded. Beautiful Village with clean, green and healthy environment, Independent Village with high levels of self-help and community participation, Inspirational Village with new role models, leadership and management of many innovations that will impact other communities to do the same activity as Panjang Jiwo community.

This event includes around 250 participants from various parties consisting of citizens, leadership-related offices, educational institutions, corporations, environmental cadres, health cadres and youth. The Surabaya City Government and Ministry of Environment also attended the event. A number of activities to be held are: hiking, eco-friendly technology exhibitions, various competitions, community service and the signing of a joint initiative between Shell, Surabaya City Government and community in realising PANJI KAMI.

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Retail Opening Hours

Nov 16, 2010

Shell Retail sites opening hours during Idul Adha holiday on 17 Nov

Dear Customers, please be informed that during Idul Adha SPBU Shell will close on 17 November at 05.00 AM to 11.00 AM. Afterward, SPBU Shell will open as usual.

Shell Ranked No. 1 Lubricants Supplier Globally For Fourth Consecutive Year

Okt 05, 2010

Customer focus and technology leadership ensured increased market share and competitive lead despite economic recession.

Press Release in Indonesian

Shell has been named the No.1 global lubricants supplier for the fourth consecutive year in an annual research study carried out by Kline & Company ("Kline")¹.

Despite one of the toughest operating environments since the Great Depression, Shell Lubricants trumped a tumultuous 2009, growing its global market share to 13.4% from 12.7% in 2008. It also widened its lead over its nearest competitor to 2.5%, up from 1.6% the year before. These figures are especially significant, given that 2009 worldwide lubricant demand declined 8.4% over 2008 to 35 million tonnes.

"Kline's research shows that despite very challenging market conditions, Shell has continued to outperform the lubricants market as a whole and maintain our global leadership position," said **Chong-Meng Tan, Executive Vice President for Shell B2B and Shell Lubricants**. *"I believe this is the result of a consistent strategy that focuses squarely on customers, as well as leading technologies delivering superior products and services that add value for clients."*

According to Kline, the impact of the global recession had been less severe in the Asia-Pacific region, which continued to show the most robust volume growth. Shell achieved strong growth in China to garner an 11% market share, extending its lead as the top international supplier; in growth markets like Indonesia, Shell is a significant player among international oil companies. Kline also noted that the USA – the largest lubricants consuming market – was among those that were most impacted by the economic downturn. Nevertheless, Shell continued to maintain its leadership position with an 11.6% share.

Hardeep Kirpal-Singh, Director/GM-Sales Indonesia Lubricants, PT Shell Indonesia said, *"In reference to the Kline study, it reinforces that Shell has certainly got the right propositions for our customers in the B2B segment by delivering value to their operations whilst having a strong brand to provide assurance to the B2C consumers. We have the expertise to deliver these propositions to our customers and consumers, this gives us the confidence that our strategy and efforts are aligned in delivering our growth aspiration & promises."*

On the industry's competitive landscape Kline indicated that technological expertise has been, and will increasingly become, an important differentiator for lubricants suppliers. This is a key strength for Shell, whose technological leadership includes more than 70 years of innovation through investing in research and development (R&D), and recruiting world-class scientists to create some of the most advanced lubricant products available. Most recently, Shell broke ground for the construction of a technical services centre in Zhuhai, China. When operations start in 2011, the centre will provide comprehensive lubricating solutions to Chinese customers in the automobile, shipping and power industries. Shell also partners with leading original equipment manufacturers, customers and institutions in projects that enable testing of its products in some of the most demanding conditions.

Shell's focus on customers has won the confidence of many who are market leaders in their sectors. Earlier this year, Shell and Hyundai Motor Company announced the renewal of their global lubricants agreement, making Shell the preferred lubricants supplier for a further five years. International mining companies such as Anglo American have also extended their contracts with Shell over the last 12 months.

1 Kline & Company is a worldwide consulting and research firm. All data in this media release has been sourced from Kline & Company's report "Global Lubricants Industry 2009: Market Analysis and Assessment, 2009-2019", unless otherwise stated.

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Note to Editors:

About Shell & Hyundai

Shell and Hyundai have had an alliance since 2005, making Shell the preferred lubricants supplier of Hyundai worldwide.

About Shell Lubricants

1. The term "Shell Lubricants" collectively refers to Shell Group companies engaged in the lubricants business. They manufacture and blend products for use in a range of applications, from consumer motoring to mining and power generation to commercial transport. Shell's portfolio of lubricant brands includes Pennzoil®, Quaker State®, Shell Rotella T, Shell Helix, Shell Rimula, Shell Tellus, Monarch, a portfolio of car care products and Jiffy Lube®. Shell has leading lubricants research centres in Germany, Japan (joint venture with Showa Shell), UK, and the USA.
2. Our products are manufactured and marketed in more countries than any other lubricants supplier's, enabling us to supply to our largest customers. We are expanding rapidly into emerging markets while continuing to seek growth in our heartland markets.
3. In 2002, Shell acquired Pennzoil-Quaker State Company to become the No. 1 lubricants marketer in the USA. Pennzoil motor oil has been one of the leading motor oil brands in the USA since 1985.
4. In 2006, Shell acquired a 75% share in Tongyi, which is China's leading independent lubricant manufacturer. Today Shell is the leading international lubricants supplier in China and has the third largest share of China's rapidly growing market.
5. In November 2009, we opened our sixth lube oil blending plant in Zhuhai, Guangdong Province, China. With a production capacity of 200 million litres a year, and the potential for a phased development to 400 million litres a year, the complex could become one of Shell's top three lubricants blending plants worldwide in volume terms.
6. We focus on developing products and services that provide both superior protection and efficiency.

Retail Opening Hours

Sep 08, 2010

Shell Retail sites opening hours during Idul Fitri 1431 H

Please be informed that during Idul Fitri our sites are open as follows

Retail Opening Hours - Idul Fitri 1431 H

10 September	Closed from 01.00 AM - 11.00 AM
11 September	Normal operating hours

Shell Inaugurates its Pulau Laut Fuel Terminal in South Kalimantan

Agt 27, 2010

Shell in co-operation with Indonesia Bulk Terminal (IBT) officially opened its Pulau Laut Fuel Terminal in South Kalimantan today.

Press Release in Indonesian

This new facility together with Shell's other fuel terminals in Pendingin and Gresik, will provide a strong supply network to serve the mining and industrial customers in East and South East Kalimantan on a cost competitive basis. The new terminal will also help promote the area's economic growth.

Shell's Downstream Director, Mark Williams said, *"Shell is selectively growing our Downstream business and Indonesia is one of the key growth markets. We are committed to growing our business together with our local partners and providing our customers with a reliable supply of quality fuels at competitive prices."*

Added **Darwin Silalahi, Country Chairman and President Director, PT Shell Indonesia,** *"There is strong synergy between Shell and IBT, and I am confident the Pulau Laut facility can make significant contributions to the region. Besides bringing investment and employment opportunities, it can also serve to stimulate greater economic wealth for the country."*

Adrian Lembong, Director of PT Indonesia Bulk Terminal, said, *"We are proud of this cooperation and we are certain that the long-term partnership between IBT and Shell will thrive and be mutually beneficial. This fuel terminal operations will help provide an increase in revenue and complement our coal loading operations, ultimately helping us to serve our customers better."*

The Pulau Laut Fuel Terminal sits on a land area of 43,000 m² and has a capacity of 60,000 mt. The terminal commenced operations and fuel sales in May 2010.

Shell Commercial Fuels operates in over 40 countries worldwide and more than 200,000 customers use our transport, industrial and heating fuels everyday. Shell is the world's leading supplier of hydrocarbon products and services to the mining industry, supplying 6 out of 10 of the world's leading mining houses. Commercial Fuels deals with 35% of Shell fuels sold to the world, with a range of business customers, many of whom are leaders in their respective industries, including mining, manufacturing, agriculture and power.

Shell entered the Indonesian commercial fuels market in 2007 and has expanded rapidly, securing strategic customers such as PLN, PT Adaro Indonesia and other major mining and industry customers with their needs for high quality fuels.

Notes to Editors

About 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

About Indonesia Bulk Terminal

IBT, a wholly-owned subsidiary of PT Adaro Energy Tbk, operates a coal terminal located on Pulau Laut, an island off South Kalimantan and 200 km from the Taboneo anchorage. Adaro and third-party coal producers use IBT as a coal trans-shipment and coal blending hub for both domestic and international coal shipments through Kalimantan. IBT's port has a rated throughput of 12 Mt per annum with the capability to load vessels of up to 85,000 DWT. The terminal maintains eight stockpiles with a total capacity of 800,000 tonnes of coal and a stockpile reclaiming system to provide accurate blending to meet end-users precise specifications. There are 4 cranes for loading the coal at a rate of 750 tonnes for each crane, while the shiploading capacity is 3,000 tonnes per hour.

Cautionary Note

The companies in which Royal Dutch Shell plc directly and indirectly owns investments are separate entities. In this press release "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 press release refer to companies in which Royal Dutch 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 press release, 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 34% shareholding in Woodside Petroleum Ltd.) ownership interest held by Shell in a venture, partnership or company, after exclusion of all third-party interest.

This press 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 and phrases. There are a number of factors that could affect the future operations of Royal Dutch Shell and could cause those results to differ materially from those expressed in the forward-looking statements included in this press release, including (without limitation): (a) price fluctuations in crude oil and natural gas; (b) changes in demand for the Shell's products; (c) currency fluctuations; (d) drilling and production results; (e) reserve 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 press release 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 Royal Dutch Shell's 20-F for the year ended December 31, 2009 (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 press release, 27 August 2010. Neither Royal Dutch Shell nor any of its subsidiaries 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 press release.

The United States Securities and Exchange Commission (SEC) permits oil and gas companies, in their filings with the SEC, to disclose only proved reserves that a company has demonstrated by actual production or conclusive formation tests to be economically and legally producible under existing economic and operating conditions. We may have used certain terms in this press release that SEC's 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.

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Sapu Angin 2 from ITS Breaks Record for Urban Concept Combustion Category at the First Shell Eco-marathon Asia 2010

Jul 13, 2010

Nine Indonesian teams swept a total of seven prizes at the inaugural Shell Eco-marathon Asia, held in Kuala Lumpur, Malaysia last week.

Press Release in Indonesian

Teams from four leading universities in Indonesia, ITS, UI, ITB and UGM competed at the event, held at the Sepang F1 Circuit from July 8-10. The teams had been given a rousing send off by The President of the Republic of Indonesia Susilo Bambang Yudhoyono, who hosted the teams during the National Education Day celebration at the State Palace before they left for the competition.

They did not disappoint. Indonesian teams returned home with proud achievements including winning the first, second and third prize in the Urban Concept Combustion category, first prize in the Gasoline Fuel Award, first prize in the People's Choice Award and finalists in the Auto-Desk Design award.

Darwin Silalahi, President Director and Country Chairman PT Shell Indonesia, said, *"We are proud and elated that the student Indonesian teams were able to shine at such a competitive event at an international level. The record breaking fuel-efficiency in the Urban Concept Combustion category by Sapu Angin 2 from ITS is notably a remarkable achievement, as it their first experience in building a vehicle and to compete in SEM."*

The Sapu Angin 2 team from ITS achieved 237.6 kilometres per litre , to take home the first prize in the Urban Concept Combustion category, which breaks the record set at Shell Eco-marathon Americas this year (185.87 km/l). The Sapu Angin 2 team also took home the Urban Gasoline Fuel Award.

Meanwhile, Yellow Makara team and Zamrud Khatulistiwa Team from University Indonesia took home the second and third prize in the same Urban Concept Combustion category. They were amongst the 5 teams out of the 15 teams who met the rigorous technical inspections and safety standards in this category, enabling them to compete. From 81 teams and 10 countries across Asia that entered the SEM competition, only 53 passed this rigorous technical inspections and safety standards selection. All 9 Indonesia teams passed and were able to compete at the SEM Asia.

Other than the Shell Eco-marathon On Track Awards for Prototype and Urban Concept Vehicles, Off Track Awards were also given for Safety, Technical Innovation, Communications and Marketing. The off track awards complement the Shell Eco-marathon track awards because the competition is a total perspective. The Exia team from ITB took home the People's Choice Award as the most popular team with more than 65.000 votes.

The Dazzling and Yellow Makara team from University of Indonesia were two of the five finalists for the Auto-Desk Design Award. This Design category recognises innovative design research in terms of ergonomics, aesthetics, choice of materials and technical feasibility. The originality and overall coherence of the design are also taken into account. The term "design" includes: vehicle structure, driving position, the engine, steering, suspension, braking, etc.

The kick-off of the event in Asia last Thursday made the Shell Eco-marathon a truly global event for the first time. It has been running in Europe since 1985 and the United States since 2007. The annual competition challenges students to design, build and drive a vehicle that can travel the furthest distance on the least amount of fuel.

Student teams participated in either the Prototype or Urban Concept categories. For the Prototype category, teams entered futuristic prototypes – streamlined vehicles focused on maximising fuel efficiency through innovative design elements, such as drag reduction.

For the Urban Concept category, teams entered more "roadworthy" fuel-efficient vehicles. Aimed at meeting the real-life needs of drivers, these vehicles are closer in appearance to the cars seen on roads today. For both categories, teams can use any conventionally available energy source – including fuels such as diesel, gasoline and liquid petroleum gas (LPG), as well as alternative fuels such as hydrogen, biomass and solar.

The next Shell Eco-marathon Asia will be held in Sepang F1 Circuit, Kuala Lumpur, Malaysia, July 2011.

Urban Concept

Sapu Angin 2 from ITS Breaks Record for Urban Concept Combustion Category at the First Shell Eco-marathon Asia 2010

Vehicles build to more conventional four-wheel roadworthy criteria and designed to meet the needs of today's drivers.

Prototype Concept

Futuristic; streamlined three- or four-wheel vehicles where the primary design consideration is reducing drag and maximising efficiency.

Final Trophies and Prizes

Shell Eco-marathon Asia 2010

Category	Fuel Type	Km	Institution
Urban Concept	Combustion Engine	237.6	Sepuluh Nopember Institute of Technology, Indonesia
	Fuel Cell/Hydrogen	612.4	National University of Singapore
	Gasoline Fuel	237.6	Sepuluh Nopember Institute of Technology, Indonesia
Prototype Concept	Combustion Engine	1,521.9	Kong Thabbok Upatham Changkol Kho So Tho Bo School, Thailand
	Fuel Cell/Hydrogen	598.9	Universiti Teknologi Malaysia

	Solar Power	316.1	Nanyang Technological University, Singapore
	Gasoline Fuel	1,521.9	Kong Thabbok Upatham Changkol Kho So Tho Bo School, Thailand

Shell Eco-marathon Europe 2010

Category	Fuel Type	Km	Institution
Urban Concept	Combustion Engine	347.6	Technical University of Denmark
	Fuel Cell/Hydrogen	747.2	De Haagse Hogeschool
	Solar Power	652	Lycee Louis Pasquet
Prototype Concept	Fuel Cell/Hydrogen	4,896.1	Polytech Nantes, France
	Combustion Engine	2,964.7	La Joliverie Projet Microjoule, France
	Solar Power	652	Lycee Louis Pasquet

Shell Eco-marathon America 2010

Category	Fuel Type	Km	Institution
Urban Concept	Combustion Engine	185.87	Master Dei High School
Prototype Concept	Fuel Cell/Hydrogen	780.9	Cicero North Syracuse High School, Cicero, NY
	Combustion Engine	1,057.5	Microjoule, St Joseph La Joliverie, France
	Solar Power	1,933.5	The Purdue University

Shell Eco-marathon: Records to Beat

Category	Fuel Type	Km	Institution	Year
Urban Concept	Fuel Cell/Hydrogen	1,246	NTNU (Norges Tekniske og Naturvitenskapelige Universitet), Norway	2009

	Combustion Engine	589	Technical University of Denmark, Denmark	2009
Prototype Concept	Fuel Cell/Hydrogen	4,896.1	Polytech Nantes France	2010
	Combustion Engine	3,777	Microjoule, St Joseph La Joliverie, France	2009

For more information and downloadable images on the Shell Eco-marathon, please go to: www.shell.com/ecomarathon

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First Shell Eco-marathon Asia showcases fuel efficient cars with an Asian twist

Jul 09, 2010

Fuel efficient vehicles with a distinctly Asian touch were spotted at the Sepang International Circuit on the first day of Shell Eco-marathon Asia, an event which gathered 81 student teams from 10 countries in the region.

Shell Eco-marathon is a competition which challenges students to design, build and drive a vehicle that can travel the furthest distance on the least amount of fuel and lowest possible CO₂ emissions. The competition has been running in Europe since 1985 and the United States since 2007, and now brought to Asia for the first time, making it a truly global event.

For the first Asian run, the students took the challenge further by designing cars which don't just save on energy, but also express their unique Asian cultures, reflecting the region's rich diversity.

The golden, sword-shaped car of University of Indonesia's Dazzling Team easily caught the attention of spectators. The car's design was inspired from the keris, an ethnic Indonesian sword. Beyond its aesthetic appeal, the students believe the car's design helped reduce air resistance through its arrow head form. "We want to be different. We want to show that we can give our best in our own way," beams Dazzling Team's Leader Tri Canyo Wibowo.

Thailand's Team Inno-Gen of King Mongkut's Institute of Technology Ladkrabang drew their inspiration from line art, a Thai form of art with elements of nature. The car's body is bright blue and shiny, with a huge curve at the rear, resembling a wave of water. Sakaruch Chienthaworn, Inno-Gen's Team Leader, explains, "our car runs on hydrogen fuel cells, so we wanted to put a look of nature in it."

Other teams exemplified Asian resourcefulness in their designs. Team USM Gen 2 from University Sains Malaysia used rice sacks for the shell of their prototype vehicle. Since rice is a staple food in Malaysia, rice sacks are an abundant resource. The sacks are made of jute fiber, and therefore natural and biodegradable. "We chose this material for the shell because it is strong and light, and we considered its impact on safety and the environment," Team Leader David Chew Vee Kuan says. He adds that they learned the technique from local boatmakers.

The Shell Eco-marathon technical team was impressed by the effort the students put into the designs of their cars, even while most of them are first-timers at the competition. "The Asian cars are extremely well-designed, and high standards were applied on its aesthetic aspects," Norman Koch, Engine and Vehicle Technology Manager for Shell Global Solutions says.

The ability of the Asian students to think out of the box was also striking. One particular example is the remote-controlled vehicle of Pakistan's PNEC-02. This uses wi-fi technology and allows the driver to turn it with joysticks on a remote control console, instead of a steering wheel, and stop it with the flick of a switch. This removed the need for traditional transmission systems in conventional cars that add weight, enabling the vehicle to travel further, getting more out of every drop of fuel, the students reckoned.

"These are solutions that even old-timers in Europe haven't thought of. The students were able to come up with fresh thoughts to old problems," Koch adds.

The students are now putting their creations on the Sepang F1 racetrack, aiming to set the first fuel efficiency record for Shell Eco-marathon Asia. They are also hoping to beat the all-time global

record of 4,896 km – equivalent to travelling from Beijing to Singapore - on a single litre of fuel, which was set by Team Polyjule Polytech Nantes from France at the European edition of the Shell Eco-marathon in May.

The Shell Eco-marathon Asia winners will be awarded on July 10 in a Prize Giving Ceremony with Shell Malaysia Country Chairman Mr. Anuar Taib.

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

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Shell Global Solutions' integrated gas processing and treating technologies

Jun 23, 2010

Shell Global Solutions' integrated gas processing and treating technologies helps meet environmental requirements while maximising life-cycle profitability.

Press Release in Indonesian

Global energy demand is forecast to rise by 49%, from 2007 – 2035, with much of this increase occurring in India and China, as they grow their economies. According to the US International Energy Administration, natural gas consumption worldwide will increase by 44% from 108 trillion cubic feet in 2007 to 156 trillion cubic feet in 2035. By the year 2025, Indonesia needs to maintain production 1 million barrel per day in production to meet the energy demand.

With 50 years' experience in supporting the Shell Group's upstream operations, Shell Global Solutions (Shell GS) offers leading upstream technologies to third-party customers to mainly improve their efficiency by providing solutions, business and operational consultancy, technical services and R&D expertise to assist companies in optimizing their assets.

Upstream gas operators face tough challenges in removing contaminants from their products, reducing emissions and meeting specifications, but need to minimise life-cycle costs in gas-treating technology.

“Our gas and liquid treating, and sulphur technologies continue to develop and evolve as our operational experience and research and development efforts reveal smarter ways to process the more complex gases we face today,” said Derek Ritchie, Technology Commercialisation and Licensing Manager Upstream Asia Pacific. “Evolving technology designs, new catalyst developments and smart solvents focus on clients' requirements to meet commercial-sale and emission specifications.”

Shell GS' gas treating technologies has recently been adopted by PT Pertamina EP for its Matindok gas development project to support the company's drive towards increased LNG production.

“Recent introductions to our acid gas removal technology include Sulfinol®-X for dealing with complex gas streams containing carbon dioxide and/or hydrogen sulphide specifically with mercaptans and carbonyl sulphide; and the low-temperature SCOT® process in which reduced operating temperatures lead to significant life-cycle cost savings,” said Ritchie. “Shell Global Solutions now also has Cansolv SO₂ and CO₂ technologies in its treating portfolio. This enables treating of contaminated gas to meet emission controls.”

“The successful management of limiting emissions is an imperative for the world,” said Johan Hazejager, Business Development Director, Shell Global Solutions. “Technology is key to meeting future energy challenges, but not all solutions are easy to implement. There is every reason to expect that, in the energy sector, significant potential exists throughout a project's life cycle, from exploring to decommissioning, to be more sustainable. However, it is a very complex area and issues such as how to best integrate technologies and how to ensure the best balance between upfront costs and life-cycle costs need to be addressed.”

About Shell Global Solutions

Shell Global Solutions provides business and operational consultancy, catalysts, technical services and research and development expertise to the energy and processing industries worldwide. Shell Global Solutions has over 4,700 staff located in an extensive network of offices around the world, with primary commercial and technical centers operating in the USA, Europe and Asia Pacific.

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1. International Energy Outlook 2010: <http://www.eia.doe.gov/oiaf/ieo/world.html>
2. Speech by Matthias Bichsel at “Delhi Sustainable Development Summit”, 5-7 February 2010

Shell untuk Pelestarian Lingkungan untuk Mewujudkan PANJI KAMI (Panjang Jiwo Kampung Asri, Mandiri dan Inspiratif)

Jun 13, 2010

Dalam rangka memperingati Hari Lingkungan Hidup yang jatuh pada 5 Juni kemarin, Shell menggelar program SUPEL (Shell Untuk Pelestarian Lingkungan).

Dalam rangka memperingati Hari Lingkungan Hidup yang jatuh pada 5 Juni kemarin, Shell menggelar program SUPEL (Shell Untuk Pelestarian Lingkungan). Peluncuran SUPEL diselenggarakan di Panjang Jiwo Surabaya dengan tema PANJI KAMI (Panjang Jiwo Kampung Asri, Mandiri dan Inspiratif). Kegiatan ini merupakan kemitraan antara Shell, warga Panjang Jiwo, Pemerintah Kota Surabaya dan Puskota Universitas Surabaya.

Wally Saleh, Vice President Director, Business Development PT Shell

Indonesiamengatakan, *“Shell memiliki komitmen yang kuat untuk menjadi bagian dari masyarakat yang bertanggung jawab dimanapun kami beroperasi. Melalui program SUPEL ini, Shell berharap dapat membantu membangun kehidupan yang lebih baik untuk masyarakat sekitar tempat kami beraktifitas. Kami mengharapkan masyarakat Panjang Jiwo dapat membawa kampungnya menjadi lebih ramah lingkungan, lebih peduli sanitasi, produktif dan menjadi percontohan bagi kampung yang lain.”*

Hidayat Syah Kepala Dinas Kebersihan dan Pertamanan Kota

Surabaya menyampaikan, *“Langkah yang diambil Shell merupakan langkah yang tepat dengan mengembangkan program pertanggungjawaban perusahaan yang semakin kontekstual terhadap kebutuhan masyarakat. Surabaya sangat berterimakasih atas kesadaran komunitas Panjang Jiwo membantu menata wajah kota dan dengan bangga mendukung seluruh partisipasi warganya. Semoga budaya rasa memiliki masyarakat Panjang Jiwo semakin melengkapi dan memperluas gerakan lingkungan oleh seluruh masyarakat kota. Pelaksanaan program SUPEL- dan PANJI KAMI yang melibatkan pihak swasta, pemerintah dan komunitas hendaknya semakin memotivasi semua pihak, bahwa perbaikan lingkungan dapat dimulai dari sesuatu yang sederhana dari lingkungan terdekat kita. Pemerintah menghimbau agar program ini tidak membuat kita terlena dan terjebak dalam kegiatan-kegiatan sesaat atau gebyarnya saja, karena perawatan yang menjamin keberlanjutan kesadaran lingkungan adalah tantangan terberat bagi kita.”*

Acara ini melibatkan sekitar 1000 partisipan multipihak, yang terdiri dari warga, pimpinan dinas terkait, lembaga pendidikan, perusahaan, kader lingkungan, kader kesehatan, anak-anak dan kaum muda. Pemkot Surabaya dan Kementerian Lingkungan Hidup (KLH) turut menghadiri acara tersebut. Berbagai aktifitas yang akan digelar antara lain; gerak jalan, lomba lukis anak, eksposisi karya kader kesehatan, gelar seni warga, pelatihan manajemen sumberdaya alami, pelatihan tata kelola sanitasi dan penandatanganan prakarsa bersama antara Shell, Pemerintah Kota Surabaya dan Komunitas dalam mewujudkan PANJI KAMI.

Program SUPEL – Panji Kami ini akan berlangsung selama enam bulan dan diharapkan mampu meningkatkan kepedulian warga dalam mengelola lingkungan berbasis 3 R (Reduce, Reuse & Recycle atau 3 M yaitu Mengurangi, Menggunakan Kembali & Mendaur Ulang) dan menjadikan Panjang Jiwo sebagai model kampung ramah lingkungan dengan dan menjadi agen perubahan untuk peduli lingkungan.

Kesungguhan semua pihak mewujudkan impian pelestarian lingkungan dideklarasikan dalam aksi pemilahan sampah secara massal, penghijauan di lahan kosong dan gang-gang kampung, serta pembersihan saluran drainase di RW 01 Panjang Jiwo. Kepedulian tersebut akan dikukuhkan dalam

jalinan sosial multipihak. Momentum ini selanjutnya akan dijadikan landas pacu untuk mewujudkan budaya bersih, asri, sehat dan produktif di komunitas Panjang Jiwo.

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Shell Indonesia and Circle K Strategic Alliance

Jun 11, 2010

New Convenience Store Concept at Shell Retail Outlets.

Press Release in Indonesian

A new strategic alliance, considered a first within the retail fuels industry in Indonesia, is announced today between Shell Indonesia and Circle K aimed at providing customers better value and greater convenience. Customers will not only be able to enjoy Shell's high quality fuels and service at competitive prices, but now with the alliance, they can also access a wider range of merchandise at the Circle K convenience stores within the same location.

The alliance will see Circle K as the owner and operator of all convenience stores at Shell's growing retail network in Indonesia. Every convenience store at Shell's retail stations, originally under the name Shell Select, will be converted gradually under the Circle K brand. This conversion will start from the second quarter of 2010 and will be completed by the end of the year. The Shell Retailers will continue to operate the fuels business on site and will also concurrently serve as shop manager of the CK store. Shell has currently 42 operating sites in Greater Jakarta and Surabaya.

Sammy de Guzman, General Manager Retail, PT Shell Indonesia, said, *"We are delighted to have Circle K as our strategic partner for the convenience store. The synergy of these two strong global brands will benefit Indonesian consumers through exciting offers with better value. With this alliance, we can focus on what we do best, delivering quality fuels and technology and forecourt innovations at competitive prices to our customers. At the same time, with Circle K's extensive range of convenience store products and services on-site, we can further enhance our customers' refueling experience at our stations to make the difference real."*

Circle K is the leading convenience store brand in Indonesia and has been in operation for almost 25 years with total store network available in 6 (six) Indonesia's major cities.

Cahyadi Heriantio, CEO of Circle K Indonesia, said, *"With the combination of Shell's strategic location and Circle K's experience in convenience retailing, Shell motorists will benefit from having an exciting shopping experience that Circle K is able to offer, through an improved choice of products and convenient yet excellent service."*

All Circle K convenience stores at Shell gas station sites will offer a comprehensive array of fresh bakeries, packaged beverages, snacks, ready-to-eat foods, magazines and other groceries. A range of Shell lubricants for motorists will also be available in the store.

About Circle K

Circle K is distinguished as part of Alimentation Couche-Tard (ACT) group of Companies which is based in Quebec, Canada, who owns several convenience store brands such as Circle K, Couche-Tard, Mac's and On the Run. The ACT group runs a total network of more than 9,400 stores including 3,600 which sells motor fuels. About 46,000 employees work for the group.

Circle K Indonesia has been operating for almost 25 years in service, with its first store in Jakarta. Throughout the years Circle K has been expanding in 6 (six) major cities of Indonesia. With total

workforce of around 3,000 employees, Circle K as a leading convenience store in Indonesia always innovative in fulfilling customer's needs through exciting shopping experience.

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Shell Indonesia Celebrates One Million Man-Hours Without Loss Time Injury

Jun 08, 2010

Today, Shell Indonesia together with all Shell's offices around the globe celebrates Safety Day 2010 as a part of its commitment on delivering a high standard of Health Safety Security Environment (HSSE) and encouraging a culture of compliance with regulations, policy, standards, and practice, whenever and wherever Shell operates.

Press Release in Indonesian

Today, Shell Indonesia together with all Shell's offices around the globe celebrates Safety Day 2010 as a part of its commitment on delivering a high standard of Health Safety Security Environment (HSSE) and encouraging a culture of compliance with regulations, policy, standards, and practice, whenever and wherever Shell operates. In Indonesia, the celebration is aligned with the achievement of one million-hours zero without loss-time injury (LTI) of fuel retail site constructions in Indonesia. During this event, Shell invites parties that have made this achievement possible, including contractors and surrounding community representatives of Shell's fuel retail sites.

Armita Indradini, Retail District Manager, PT Shell Indonesia, said "Safety Day at Shell is when all employees and contractors are encouraged to gather together to focus on safety and make plans to take the next steps on the journey towards Goal Zero. It's a day for sharing ideas and good practices, for working in teams on plans to deliver continuous improvement in safety performance, and to reflect on our personal commitment to safety. Achieving one million man-hours without LTI is a positive testament to the excellent work of our staff as well as contractors in carrying out their work safely and professionally. "

As one of the world's leading oil and gas companies employing more than 101,000 people, Shell's policy on Health, Safety, Security, and Environment (HSSE) is well understood and adhered by all of Shell's employees, vendors, as well as contractors. Shell has one of the largest fuel retail businesses with 44.000 retail stations in over 90 countries and daily serves millions of customers worldwide.

During this event, Shell also invited neighbors from various retail sites to share their experience on how Shell impacts their daily life, specifically in HSSE matters.

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Turut Membangun Karakter Bangsa: Tim Indonesia Untuk Shell Eco-marathon Asia 2010

Mei 11, 2010

Sebagai puncak acara peringatan Hari Pendidikan Nasional tahun 2010, Kementerian Pendidikan Nasional akan memperkenalkan sembilan kendaraan hemat energi karya anak bangsa dari empat universitas negeri terkemuka UI, ITB, ITS dan UGM yang akan mewakili Indonesia dalam ajang Shell Eco-marathon (SEM) Asia 2010.

Sebagai puncak acara peringatan Hari Pendidikan Nasional tahun 2010, Kementerian Pendidikan Nasional akan memperkenalkan sembilan kendaraan hemat energi karya anak bangsa dari empat universitas negeri terkemuka UI, ITB, ITS dan UGM yang akan mewakili Indonesia dalam ajang Shell Eco-marathon (SEM) Asia 2010. Acara puncak dari rangkaian Hari Pendidikan Nasional yang tahun ini bertema “Pendidikan Karakter untuk Membangun Keberadaan Bangsa”, dibuka oleh Susilo Bambang Yudhoyono, Presiden Negara Kesatuan Republik Indonesia, di Istana Negara.

SEM Asia 2010 adalah sebuah ajang pendidikan yang bertujuan memotivasi kreatifitas dan inovasi mahasiswa dalam menjawab tantangan di bidang kelangkaan energi di masa depan dengan menciptakan kendaraan yang dapat menempuh jarak terjauh dengan bahan bakar seminimal mungkin.

Darwin Silalahi, President Director dan Country Chairman PT Shell Indonesia, mengatakan, “Kami menyambut baik dan berterima kasih atas dukungan pemerintah untuk memotivasi mahasiswa/i Indonesia dalam menjawab tantangan ketahanan energi. Partisipasi mahasiswa/i dalam Shell Eco-marathon memberikan kesempatan bagi mahasiswa/i untuk membangun karakter dengan mengedepankan kepedulian terhadap tantangan besar Indonesia, pentingnya penguasaan teknologi, pengembangan kepemimpinan kelompok, serta dorongan untuk menjadikan sebuah gagasan atau imajinasi menjadi kenyataan.”

Dr. Muhammad Nur Yuniarto, dosen pembimbing tim prototype ITS, mengatakan “Tim ITS tidak setengah-setengah dalam persiapan lomba kali ini. Kami selalu berupaya melakukan yang terbaik. Kami mendesain dan membuat semua bagian kendaraan kami. Hal yang paling membanggakan adalah kami menggunakan mesin buatan kami sendiri yang kami beri nama PAIJO EXPERIMENT 01. Mesin ini menjadi tonggak dan tanda bahwa mahasiswa Indonesia mampu membuat mesin sendiri. Kedepannya kami berharap teknologi yang kami gunakan dapat dimanfaatkan untuk kepentingan masyarakat Indonesia secara umum. Kami bangga bisa menunjukkan karya kami di Istana Negara. Ini merupakan rekognisi yang luar biasa.”

Cahyo, ketua The Dazzling Tim UI, mengatakan ”Dengan berpartisipasi di SEM Asia 2010, kami berharap menjadi pionir untuk dapat berkarya bagi negeri ini. SEM Asia 2010 ini memberikan kesempatan kepada kami untuk mengaplikasikan berbagai ilmu yang sudah kami pelajari pada saat kami menciptakan kendaraan-kendaraan kami, berbasis kreativitas dan pengembangan tiada henti.”

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Cleaning Technology for Your Vehicle: Shell Helix Launches ‘Clean Inside Wave Two’ Campaign

Apr 30, 2010

Shell Indonesia introduces the ‘Clean Inside Wave Two’, a powerful new advertising campaign by Shell Helix as part of its global program.

Press Release in Indonesian

Shell Indonesia introduces the ‘Clean Inside Wave Two’, a powerful new advertising campaign by Shell Helix as part of its global program. To mark the launch, Shell introduces the “Crystal Car” television commercial, which demonstrates with crystal clarity how Shell Helix can cleanse a surface with the unique Active Cleansing Technology, and its ability to protect a vehicle’s engine. This is a continuation from the first campaign that was launched two years ago.

Darwin Silalahi, President Director and Country Chairman PT. Shell Indonesia, said, *“This milestone global program was developed with Indonesia as one of only five markets in the world where the campaign was tested. These five important markets are the BRIIC countries – Brazil, Russia, India, Indonesia and China. This demonstrates how significant Indonesia is for Shell lubricants.”*

Min Yih Tan, Shell’s South Asia Cluster Lubricants General Manager, said, *“Shell understands that a clean engine is essential. Shell’s technology, marketing and supply partnerships with customers give us first-hand insight into their real issues, helping us develop products and services which answer the toughest global automotive challenges.”*

Over the years, Shell has been investing heavily on research and development. And through our technical partnership with Ferrari, we have developed an advanced lubricant product, which is the Shell Helix Ultra.

“And if you could see the inside of your engine running on Shell Helix Ultra, you will see its Active Cleansing Technology continuously cleansing and protecting your engine. Shell Helix Active Cleansing agents prevent dirt particles sticking together to form. They keep your car engines run smoothly and more effectively, enabling the best performance you can see,” added Min Yih.

Shell’s track record in lubricants innovation, stretching back more than 60 years, affords the company a deep understanding of the operation and lubrication needs of engines. Building on this proven heritage, Shell continues to employ leading edge technology to develop lubricant products that deliver protection to modern engines.

Technical cooperation between Shell, Ferrari and Ducati has resulted in the high quality lubricant products we offer our customers. Shell offers a variety of lubricant products for various engine requirements, such as; Shell Helix series for car engines, Shell Helix HX3, Shell Helix HX5, Shell Helix HX7, Shell Helix HX7 E Shell Helix Ultra and Shell Helix Ultra E. Shell Advance series for motorcycle engines are Shell Advance SX2, Shell Advance VSX 2, Shell Advance S 4 and Shell Advance Ultra also Shell Rimula series for diesel engines, Shell Rimula R3X 15W-40, Shell Rimula R2 Extra 15W-40, Shell Rimula R2 40.

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UI Wakili Indonesia Dalam Kompetisi Shell Eco-marathon Asia 2010

Apr 30, 2010

Mahasiswa UI Ciptakan Kendaraan Hemat Energi dan Ramah Lingkungan.

Sebagai perwakilan Indonesia pada kompetisi Shell Eco-marathon Asia 2010, untuk pertama kalinya Fakultas Teknik Universitas Indonesia (FTUI) akan memperkenalkan tiga jenis kendaraan hemat bahan bakar, ramah lingkungan dan aman pada Grand Launching kendaraan Shell Eco-marathon UI pada hari Jumat, 30 April 2010 di Balai Sidang UI, Kampus Depok.

Produk inovatif karya mahasiswa FTUI ini mengusung tema "Hemat Energi dan Ramah Lingkungan" yang direpresentasikan pada tiga jenis mobil dengan nama KERIS, PASOEPATI dan EQUATOR. Rektor UI, Prof. Gumilar R. Somantri menegaskan bahwa UI sangat peduli pada ancaman energy shortage dan decreasing environment quality. Melalui kompetensi UI di bidang ilmu pengetahuan, upaya-upaya pengembangan teknologi yang berkualitas dan ramah lingkungan senantiasa menjadi perhatian utama.

Darwin Silalahi, Country Chairman dan President Director PT Shell Indonesia,

mengatakan, *"Sebagai universitas yang mengedepankan inovasi dan riset di bidang teknologi, UI berhasil meluncurkan 3 kendaraan sekaligus sebagai wakil Indonesia untuk SEM Asia 2010. Kami percaya bahwa generasi muda Indonesia memiliki potensi yang besar dalam memberikan solusi terhadap tantangan energi masa depan yang bermanfaat terhadap masyarakat Indonesia dan dunia."*

Grand Launching kendaraan Shell Eco-marathon UI ini merupakan bagian dari serangkaian acara dalam menyambut ajang kompetisi bergengsi Shell Eco-marathon Asia 2010 yang melibatkan 108 kontestan terbaik di level Asia pada 8-10 Juli 2010 di Sepang International Circuit, Malaysia. Ketiga jenis mobil yang akan diluncurkan ini secara utuh dikonseptkan dan dikembangkan oleh tangan-tangan mahasiswa FTUI dan menjadi Pandawa Indonesia pada ajang prestisius tersebut. Dengan semangat "Merah Putih", ketiganya ini akan bertarung pada dua kategori kendaraan, yaitu tipe prototype yang futuristik (berkonsep mobil masa depan) dan tipe urban yang berspesifikasi kendaraan perkotaan ramah lingkungan. Shell Eco-marathon Asia 2010 merupakan perhelatan akbar bagi anak-anak muda di Asia menuju perkembangan konsep kendaraan masa depan.

Tentang Kendaraan SEM UI : Keris, Pasoepati dan Equator

Keris merupakan karya Tim Dazzlings FTUI yang masuk dalam kategori Futuristic Prototype. Secara filosofis terinspirasi dari senjata etnis Indonesia yang memiliki bentuk unik dan motif estetik. Mobil bermesin SOHC, kapasitas 35 cc dengan kompresi 4 tak ini merupakan konsep mobil masa depan yang ideal dengan mengedepankan desain modern dan irit bahan bakar yang ramah lingkungan.

Pasoepati, kendaraan berkapasitas satu penumpang memiliki keunggulan pada aksesibilitas dan kemudahan aplikasi desain / bentuk. Ide awal desain body terinspirasi dari bentuk ikan karena ikan memiliki bentuk tubuh yang aerodinamis dan memiliki kontur streamline yang membuatnya mudah cepat bergerak di dalam air. Mobil besutan Tim Yellow Makara ini bermesin Mahator 125 cc dengan kompresi 4 tak sehingga dapat menempuh jarak 200 km dengan satu liter bensin. Pasoepati masuk dalam kategori Urban Concept dan memiliki koefisien drag yang kecil sehingga mengurangi hambatan udara ketika mobil melaju.

Equator, mobil karya Tim Zamrud Khatulistiwa FT UI masuk dalam kategori Urban Concept, didesain dengan mengedepankan konsep aerodinamis, streamline, efisien, dan mengutamakan kenyamanan pengendara dengan adanya lekukan pada sisi samping mobil yang dapat menimbulkan down force sehingga mobil tidak ada guncangan saat melaju di kecepatan tinggi. Equator mengandalkan mesin Suzuki 110 cc dengan kompresi 4 tak, Equator diproyeksikan dapat menempuh jarak sejauh 300 km dengan satu liter bensin.

Selain Shell sebagai penyelenggara SEM Adia 2010, tim UI menghargai dukungan para sponsor yang telah membantu dalam persiapan menuju SEM Asia 2010 antara lain : Garuda Indonesia, Suzuki dan Karoseri Roda Tangerang.

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Mahasiswa ITB Memulai Perjalanan Menuju Kendaraan Hemat Energi

Apr 26, 2010

Institut Teknologi Bandung meluncurkan tiga kendaraan hemat energi hasil karya mahasiswa ITB yang akan berpartisipasi dalam kompetisi Shell Eco-marathon (SEM) Asia, pada bulan Juli 2010 di Sirkuit Sepang, Malaysia. Ketiga kendaraan ini dirancang dan dibangun oleh tiga tim mahasiswa ITB untuk menjawab tantangan kompetisi yaitu menempuh jarak yang ditentukan dengan konsumsi bahan bakar minimal.

Institut Teknologi Bandung meluncurkan tiga kendaraan hemat energi hasil karya mahasiswa ITB yang akan berpartisipasi dalam kompetisi Shell Eco-marathon (SEM) Asia, pada bulan Juli 2010 di Sirkuit Sepang, Malaysia. Ketiga kendaraan ini dirancang dan dibangun oleh tiga tim mahasiswa ITB untuk menjawab tantangan kompetisi yaitu menempuh jarak yang ditentukan dengan konsumsi bahan bakar minimal. Dua dari tiga kendaraan, yaitu tim HEAVe-EXIA dan tim RAJAWALI akan bertanding di kategori Futuristic Prototype sementara tim CIKAL akan berlaga di kategori Urban Concept. SEM Asia 2010 merupakan wadah bagi anak muda untuk unjuk gigi memamerkan inovasi dan tawaran solusi bagi masalah energi.

Anggota tim-tim ITB terdiri dari mahasiswa dari berbagai disiplin ilmu, yaitu Teknik Mesin, Aeronotika dan Astronotika serta Teknik Material dari Fakultas Teknik Mesin dan Dirgantara (FTMD), Teknik Elektro dari Sekolah Teknik Elektro dan Informatika (STEI), dan Desain Produk serta Desain Interior dari Fakultas Seni Rupa dan Desain (FSRD).

Prof. Akhmaloka, PhD, Rektor ITB mengatakan, "ITB merupakan perguruan tinggi yang berkonsentrasi dalam bidang sains, teknologi dan seni, dan menyatakan dirinya sebagai universitas berbasis riset dan inovasi. Karya para mahasiswa, khususnya anggota tim CIKAL, HEAVe-EXIA dan RAJAWALI merupakan bagian dari proses menjawab tantangan dalam ketiga bidang tersebut di masa datang. Kami mendukung inisiatif dan usaha keras mahasiswa beserta dosen pembimbing dalam mempersiapkan kendaraan mereka tanpa mengabaikan kewajiban kuliah masing-masing. Apresiasi juga kami berikan kepada segenap alumni dan sponsor yang telah memberikan dukungannya."

Darwin Silalahi, President Director dan Country Chairman PT Shell Indonesia, mengatakan, *"ITB selalu menempati posisi yang unik di Indonesia, khususnya di dalam perjalanan pengembangan teknologi. Peluncuran kendaraan ITB untuk SEM dengan sekaligus tiga tim, menunjukkan komitmen yang tinggi untuk berkontribusi memberikan solusi teknologi terkait tantangan energi. Kami berharap, semangat partisipasi seperti ini dapat menciptakan standar baru partisipasi Indonesia di kompetisi internasional sekaligus menjawab tantangan energi masa depan."*

Prof. Djoko Suharto, Guru Besar ITB, mengatakan, *"Makna dan dampak kompetisi SEM yang diperoleh sangat banyak, mulai dari pengetahuan tentang teknologi canggih, dampak ke pendidikan sampai ke kehidupan masyarakat yang lebih luas. Dari aspek teknologi, penerapan teknologi bio, nano, info dan c*

ogno diperlukan untuk pengurangan hambatan udara, penggunaan material dari serat alam, roda dan bantalan dengan koefisien hambatan kecil maupun untuk sistem pembakaran yang efisien. Dari aspek pendidikan, proyek kendaraan ini berguna membangun kerja sama (team work competency) multi disiplin serta membangun kompetensi spesialis (speciality), selain karakter integritas diri dan budaya bekerja keras, cerdas, iklas dan tuntas. Masalah energi dan transportasi merupakan

tanggung jawab sosial bersama antara industri, lembaga pendidikan/penelitian dan pemerintah untuk mengatasinya, dan SEM memberikan wadah yang baik untuk hal tersebut.”

Data Teknis Kendaraan

Tim cikaL

Data Teknis Kendaraan ITB - cikaL

Kategori kendaraan:	Urban Concept
Konsep yang ditawarkan:	Mobil hemat bahan bakar, aerodinamis, dan ringan dengan rangka utama dari alumunium dan body dari carbon fiber. Dengan desain bergaya modern, sesuai dengan kehidupan perkotaan saat ini yang serba praktis, namun tetap detail. CikaL juga mengandung unsur budaya yang kemudian dipadukan selaras menjadi bagian dari mobil ini.
Data Teknis:	Dimensi: <ul style="list-style-type: none"> ▪ Panjang: 2,5 m ▪ Lebar: 1,2 m ▪ Tinggi: 1,2 m
Berat:	<ul style="list-style-type: none"> ▪ Kosong: 120 kg ▪ dengan pengemudi: 190 kg
Jenis Bahan Bakar:	Bensin dengan oktan 95 (gasoline 95)
Material yang digunakan:	<ul style="list-style-type: none"> ▪ Chassis dan rangka utama: aluminium ▪ Body: carbon fiber

Tim HEAVe-EXIA

Data Teknis Kendaraan ITB - HEAVe-EXIA

Kategori kendaraan:	Futuristic Prototype
Konsep yang ditawarkan:	HEAVe adalah kendaraan prototip 3 roda dengan 1 penumpang. HEAVe didesain dengan bentuk aerodinamis dan menggunakan struktur ringan. Kategori bahan bakar yang dipilih adalah Ethanol 100% yang rendah emisi. Mesin yang dipakai merupakan modifikasi mesin Kanzen 80cc. Untuk sebagian struktur pembentuk luar digunakan serat bambu.
Data Teknis:	Dimensi: <ul style="list-style-type: none"> ▪ Panjang: 3,0 m ▪ Lebar: 0,8 m ▪ Tinggi: 0,8 m
Berat:	<ul style="list-style-type: none"> ▪ Kosong: 48 kg ▪ dengan pengemudi: 100 kg
Jenis Bahan Bakar:	Bensin dengan oktan 95 (gasoline 95)

Material yang digunakan:	<ul style="list-style-type: none"> ▪ Chassis dan rangka utama: stainless steel ▪ Body: kombinasi serat carbon, serat kaca dan serat bambu
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Tim Rajawali

Data Teknis Kendaraan ITB - Rajawali

Kategori kendaraan:	Futuristic Prototype
Konsep yang ditawarkan:	Kendaraan memakai mesin 35cc dan berbahan bakar bensin dengan oktan 95. Bentuk kendaraan terinspirasi dari bentuk tetesan air yang aerodinamis. Struktur body kendaraan adalah full carbon fibre. Rajawali hanya menggunakan 1 transmisi gigi sehingga tidak ada kehilangan daya akibat perpindahan gigi. Untuk mengatur daya, dipasang injector dan ECU agar konsumsi bahan bakar dapat sehemat mungkin.
Data Teknis:	Dimensi: <ul style="list-style-type: none"> ▪ Panjang: 2,7 m ▪ Lebar: 0,75 m ▪ Tinggi: 0,75 m
Berat:	<ul style="list-style-type: none"> ▪ Kosong: 50 kg ▪ dengan pengemudi : 100 kg
Jenis Bahan Bakar:	Bensin dengan oktan 95 (gasoline 95)
Material yang digunakan:	<ul style="list-style-type: none"> ▪ Chassis dan rangka utama: duralumin ▪ Body : carbon fiber

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Kementerian Koperasi & UKM dan Shell Indonesia Menandatangani Nota Kesepakatan Pengembangan Wirausaha Muda Indonesia

Mar 31, 2010

Pengangguran dan peningkatan kesejahteraan masyarakat masih merupakan masalah yang perlu mendapat perhatian serius di Indonesia. Pemberdayaan pengusaha dan pemerintah sebagai salah satu penggerak dan pemacu munculnya pengusaha-pengusaha muda baru di Indonesia merupakan salah satu solusi yang konkrit yang dapat dikerjakan. Dalam rangka pengembangan wirausaha muda di Indonesia, Kementerian Koperasi & UKM bersama PT Shell Indonesia menjalin kerjasama.

Penandatanganan nota kesepahaman yang disaksikan oleh Menteri Koperasi dan UKM Sjarifuddin Hasan ini dilaksanakan oleh Neddy Rafinaldy Halim, Deputy Bidang Pengembangan SDM dari Kementerian Koperasi dan UKM dengan Darwin Silalahi, President Director and Country Chairman PT Shell Indonesia. Nota kesepakatan bersama ini merupakan landasan bagi kedua pihak dalam melakukan kerja sama untuk pengembangan kewirausahaan di Indonesia.

Pengembangan kewirausahaan di kalangan anak muda merupakan bagian dari program investasi sosial (CSR). Program yang diberi nama Shell LiveWIRE ini bertujuan memicu semangat kewirausahaan dan memacu pengembangan usaha yang dijalankan oleh anak muda. Hal ini sejalan dengan program kewirausahaan Kementerian Koperasi dan UKM yang memfokuskan pada para lulusan Sarjana. Dengan nota kesepakatan ini, maka Shell Indonesia dan Kementerian Koperasi dan UKM dapat saling mendukung implementasi masing-masing program tersebut. Kerjasama dengan Kementerian Koperasi dan UKM memberikan nilai tambah bagi peserta Shell LiveWIRE workshop, karena peserta dapat mengakses fasilitas lembaga keuangan maupun perusahaan, terutama pemerintah melalui program koperasi civitas akademi yg dijalankan oleh Kementerian Koperasi dan UKM.

Sjarifuddin Hasan, Menteri Koperasi dan UKM mengatakan, "Kerjasama ini mendukung pencapaian target pelaksanaan program wirausaha muda pemerintah dalam rangka mendorong pertumbuhan wirausahawan baru dari kalangan sarjana. Tentu dengan harapan dapat membuka peluang terciptanya lapangan kerja, mengurangi jumlah penduduk miskin melalui upaya pengikatan produktivitas dikalangan sarjana, menjaga tingkat pertumbuhan ekonomi nasional serta menciptakan pengusaha-pengusaha berwawasan global yang menghasilkan produk-produk global. Saya yakin potensi di kalangan muda Indonesia untuk berwirausaha cukup besar.

Darwin Silalahi mengatakan, "Pada awal mula program Shell LiveWIRE di Indonesia tahun 2003, program ini kami lakukan sendiri dengan skala terbatas. Kemudian dengan seiringnya waktu, kerjasama berkembang dengan puluhan universitas serta Kamar Dagang dan Industri Indonesia. Kerjasama dengan Kementerian Koperasi dan UKM diharapkan menjadi tonggak sejarah baru bagi Shell LiveWIRE, dan menjadikan program kewirausahaan ini dapat terakselarasi jangkauan dan dampaknya, sehingga dapat menginspirasi jauh lebih banyak anak muda serta memberikan kontribusi yang lebih signifikan bagi pertumbuhan ekonomi Indonesia.

Program Shell LiveWIRE ini memiliki semangat untuk menumbuhkan jiwa wirausaha di kalangan anak muda Indonesia dan sekaligus memberikan penghargaan atas usaha yang telah dikembangkannya. Tahun lalu, program Shell LiveWIRE berhasil mendapat penghargaan Excellence Award for Best Corporate Sustainability for Community Deveopment 2009 dari Indonesian-Netherlands Association (INA). Selain itu, lima pemenang Shell LiveWIRE Business Start-Up Awards juga dinominasikan oleh majalah BusinessWeek Asia sebagai Asian Best Young Entrepreneurs of the Year 2009.

Sejak 2003, LiveWIRE Indonesia telah membantu lebih dari 4,000 anak muda untuk menggali potensi memulai bisnis dengan menyelenggarakan pelatihan kewirausahaan di 32 lokasi di seluruh Indonesia, bekerja sama dengan universitas setempat untuk menyebarkan semangat wirausaha.

Pada tahun 2009, Shell Indonesia juga telah menandatangani nota kesepakatan dengan Kamar Dagang dan Industri (Kadin) Indonesia dalam pemberian program bimbingan dan konsultasi bisnis bagi wirausaha muda binaan Shell LiveWIRE.

Tentang Shell LiveWIRE

Shell LiveWIRE adalah salah satu program Investasi Sosial/Corporate Social Responsibility (CSR) Shell Internasional yang dilakukan secara global. Tujuan utama dari program ini adalah mendukung tumbuhnya kewirausahaan di kalangan anak-anak muda, dan khususnya memberikan motivasi dan inspirasi bagi mereka untuk memulai bisnis. Program Shell LiveWIRE merupakan bagian dari program sosial Shell Internasional yang pertama kali diluncurkan di Shell Skotlandia tahun 1982, dan kini sudah dilaksanakan di lebih dari 23 negara di dunia. Program ini telah membantu mengembangkan lebih dari 2.800 bisnis baru serta menciptakan lapangan kerja bagi 8,900 tenaga kerja. Sejak dimulai pada tahun 1982, program ini telah memberikan kontribusi kepada 1.3 juta anak muda dalam mengembangkan ide dan bisnisnya melalui informasi, saran dan dukungan yang diperolehnya. Di Indonesia sendiri program ini telah dimulai sejak tahun 2003.

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Jarak Anyer-Panarukan Dengan 1 Liter Bensin

Mar 17, 2010

UGM Meluncurkan Semar: Mobil Hemat Energi dan Ramah Lingkungan

Tim SEMART dari Universitas Gadjah Mada (UGM) siap mengikutsertakan kendaraan SEMAR, yang mampu menempuh jarak setara Anyer – Panarukan hanya dengan 1 liter bensin, ke ajang Shell Eco-marathon (SEM) Asia 2010 di Sirkuit Sepang, Malaysia 8-10 Juli. Keikutsertaan UGM pada ajang internasional ini merupakan wujud nyata visi UGM menjadi World Class Research University (universitas riset kelas dunia). Kendaraan super efisien dan ramah lingkungan ini diluncurkan pada Rabu, 17 Maret dengan arak-arakan dari kampus UGM menuju alun-alun kota Yogyakarta.

SEM ASIA 2010 adalah sebuah ajang pendidikan yang bertujuan memotivasi kreatifitas dan inovasi mahasiswa dalam menjawab tantangan di bidang kelangkaan energi di masa depan dengan menciptakan kendaraan yang dapat menempuh jarak terjauh dengan bahan bakar seminimal mungkin. Jenis kendaraan yang dikompetisikan terbagi dua kategori yakni futuristic prototype dan urban concept. Desain futuristic prototype menuntut kendaraan agar dapat memaksimalkan efisiensi energi dan mengurangi gaya hambat angin. Sementara desain urban concept merupakan desain realistik yang dapat digunakan di perkotaan. SEMAR termasuk dalam kategori futuristic prototype.

Filosofi pemberian nama mobil ini “SEMAR” didasarkan pada tiga hal yaitu : SEMAR merupakan nama yang unik, mudah diingat, dan mencerminkan kebudayaan asli Indonesia karena mengambil salah satu karakter dari tokoh pewayangan. Mobil SEMAR mengangkat sisi menarik tokoh Semar yang kuat dan adiluhung.

Rektor UGM Prof. Ir. Sudjarwadi, M.Eng. Ph.D mengatakan, "Pembuatan Si Semar, adalah contoh rintisan terpuji dalam perjalanan mahasiswa calon pemimpin bangsa pada bidangnya, yang berambisi mengabdikan pada kepentingan bangsa dan kemanusiaan melalui karya nyata penerapan ilmu pengetahuan bagi kebudayaan, kemanfaatan dan kebahagiaan manusia." Keikutsertaan UGM di SEM Asia 2010 sesuai dengan salah satu visi dan misi UGM sebagai salah satu universitas terkemuka di Indonesia yakni menuju perguruan tinggi Tri Dharma : sebagai kampus kerakyatan, research university, dan sebagai kampus sosiokultural.

Darwin Silalahi, Country Chairman dan President Director PT Shell Indonesia, mengatakan, “Shell Eco-marathon memberikan kesempatan kepada generasi muda yang tertarik dengan teknologi, energi dan transportasi, sebuah wadah yang unik untuk men-showcase inovasi mereka. Kami bangga Tim Semart dari UGM, sebagai salah satu dari 9 tim dari Indonesia yang akan berlaga di SEM Asia 2010 nanti, sudah dapat meluncurkan kendaraannya. Sebagai wakil bangsa Indonesia di ajang tersebut, kami berharap ke-9 tim dari UGM, ITS, UI dan ITB dapat unjuk gigi dan berprestasi di tingkat internasional.”

Secara keseluruhan mobil SEMAR memiliki panjang total 2.7 m, tinggi 0.8 m, dan lebar total 0.88 m. Body kendaraan terbuat dari bahan fiber composite dan berkonsep airfoil untuk mengurangi koefisien of drag (CD) dari kendaraan. Struktur rangka dari kendaraan SEMAR menggunakan kombinasi plat dan profile aluminium yang didesain sedemikian hingga berat struktur body tidak lebih dari 25 kg, termasuk berat mesin, sehingga sangat ringan.

Kendaraan ini didesain dengan 3 roda berpengerak dan steering roda belakang. Sedangkan sebagai penggerak mula, digunakan mesin 4-tak dengan kapasitas 25 cc yang mengaplikasikan sistem injeksi yang dapat diprogram. Dengan sistem ini diharapkan konsumsi bahan bakar dapat dioptimalisasi dengan tepat sesuai dengan kebutuhan riil.

Dengan konsep tersebut di atas, kendaraan ini diharapkan dapat melaju dengan konsumsi bahan bakar seminimal mungkin, sehingga menjadi kendaraan ramah lingkungan. Harapannya kendaraan SEMAR dapat menempuh jarak kurang lebih 1000 km atau setara dari Anyer sampai Panarukan dengan konsumsi bahan bakar 1 liter bensin. Selain itu kelebihan lain dari kendaraan ini adalah memiliki body yang sangat unik, mengaplikasikan prinsip perforated suction untuk menambah keaerodinamisan kendaraan, dan menggunakan teknologi sederhana namun tepat guna.

TIM UGM telah mendapatkan banyak dukungan dari berbagai kalangan antara lain dari pihak alumni, jurusan, universitas, pemerintah kota, Sri Sultan Hamengkubuwono X sebagai Gubernur pemerintah provinsi Daerah Istimewa Yogyakarta, pemerintah provinsi Kalimantan Timur, dan tentunya masyarakat Yogyakarta. Selain itu, TIM UGM juga telah bekerjasama dengan berbagai pihak seperti Shell Indonesia, Medco E & P, BP Migas, Yamaha, Garuda Indonesia, Indosaparela, dan Grandstar. Garuda Indonesia mendukung semua tim SEM Asia dari Indonesia dengan memberikan tiket pesawat gratis kepada anggota inti. SEMAR tentunya akan menjadi salah satu ikon Universitas Gadjah Mada sebagai universitas penelitian kelas dunia dan sebagai wujud nyata UGM sebagai kampus riset yang inovatif dan mendukung adanya konservasi energi demi tercapainya efisiensi energi yang lebih baik.

“Menang memang harapan semua orang, tapi bagi tim UGM menang bukanlah segalanya. Yang paling penting adalah partisipasi kita. Sekecil apapun partisipasi kita, menunjukkan bahwa kita telah ikut berkontribusi dalam mencari solusi yang dihadapi bangsa kita khususnya dalam masalah kelangkaan energi dan lingkungan,” ungkap Dr. Ir. Suhanan, DEA, selaku ketua Jurusan Teknik Mesin dan UGM memberikan semangat kepada tim SEMART.

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Shell LiveWIRE Business Start-Up Awards (BSA) 2010: Searching for Inspirational Young Entrepreneurs

Feb 16, 2010

Shell Indonesia invites all potential young start-up entrepreneurs in Java and Bali to participate in the Shell LiveWIRE Business Start-Up Awards 2010.

PT Shell Indonesia rolls out another round of Shell LiveWIRE “Business Start-Up Awards” (BSA) 2010. This is an exciting event to search for start-up young entrepreneurs who will inspire many young Indonesians. Participation is open for potential and inspirational start-up entrepreneurs (from 18 years – 32 years) from Java and Bali, and registration is open from 1 February to 30 April 2010.

Shell LiveWIRE BSA is part of Shell Indonesia’s social investment since 2003. This program aims to build the entrepreneurial spirit of Indonesian young people as well as to reward the businesses that has flourished. Last year, Shell LiveWIRE program received accolades of Excellence Award for Best Corporate Sustainability for Community Development 2009 from Indonesian-Netherlands Association (INA). In addition to that, last year, five winners of Shell LiveWIRE BSA were also named as Best Asia’s Young Entrepreneurs of the Year by Business Week magazine.

Sjarifuddin Hasan, State Minister of Cooperatives and Small Medium Enterprises Republic of Indonesia stated that, “The Ministry of Cooperatives and SME support efforts from all parties, whether corporations or cooperatives, in developing entrepreneurial spirit amongst public, especially young generations, as carried out by PT. Shell Indonesia through Shell LiveWIRE.”

According to Sjarifuddin, “Indonesia currently needs the support and availability of qualified young generation who are capable of competing, being creative and independent in developing our country to become a dignified and respected nation. The young generation must have a strong will to change and be interested and have the courage to become an entrepreneur.” Steps taken by Shell Indonesia through this Shell LiveWIRE Business Start-Up Awards is a real contribution from the corporate sector to support emergence of successful young Indonesian entrepreneurs in order to develop the Indonesian economy,” he added again.

Darwin Silalahi, President Director and Country Chairman PT Shell Indonesia, said, “Shell is committed to contribute meaningfully to the communities where we conduct our business. With this spirit, we want to take a positive role in developing the Indonesian economy, especially in reducing youth unemployment rate. We hope that Shell LiveWire BSA 2010 will inspire and motivate young Indonesian people to act, create and benefit themselves and their surroundings.

According to the National Social Economic Survey (August 2009), from 113,83 million workforce, out of the 240,559 million population, around 104,87 million is employed while 8,96 million (7.87%) remains unemployed. Amongst the unemployed are university educated people. This is due to the mindset that university graduates should look for employment instead of creating employment.

According to this survey, the employed and semi-employed (97.1%) mostly work in the SME sector. This is supported by data from the Central Bureau of Statistics 2009, stating that there are 520,00 units of small enterprises, 39,660 units of medium enterprises and 4,370 units of large corporations. Therefore total entrepreneurs in the formal sector are 564,250 units or only 0.24% of the Indonesian population. Far from the ideal, this condition shows the strategic role of SME can play in eradicating poverty in Indonesia. Through events such as Shell LiveWIRE Business Start-Up Awards, young people are challenged to create businesses and opening up jobs for employment.

The award for start-up young entrepreneurs emphasizes on the aspects of: Entrepreneurship, Business Situation and Future Planning. For entrepreneurship aspect, the judgment includes: business idea, innovation, objectives and personal motivation. While for business situation aspect, includes: operating performance such as efficiency, sales and marketing, finance, human resources, technology and intellectual rights. The final aspect is on future planning, such as: long term objectives, strategic plan and opportunities for business development.

In 2009, more than 300 young people from Jakarta Greater Area, Bandung, Yogyakarta, Central Java, East Java and Bali registered for the Shell LiveWIRE BSA. This year, the committee expects a higher number of participants.

Shell LiveWIRE BSA 2010 will give a prize of Rp. 20 million per winner for maximum of 10 winners. The winners will also receive training and business advice as well as media exposure. Apart from the Business Start-Up Awards, Shell LiveWIRE also organizes training programs, business consulting and business discussion to assist and inspire young people to start their own business.

Persistence coupled with sound business advice, gives positive results. Take a look at Roihatul Jannah, with her product of child seat for motorcycles dubbed "Helmiat Bonceng Bocah", who grew her business extensively after winning the Shell LiveWIRE BSA. Mohammad Tholabuddin from Central Java with his taro chips variety, winner of Shell LiveWIRE BSA 2009, has also expanded his distributor networks to large cities all over Java.

As part of Shell International's social programs, Shell LiveWIRE has been applied in more than 23 countries and has helped to develop more than 2,800 new businesses, as well as creating employment opportunities for 8,900 employees. Since it was initiated in 1982, the program has contributed to 1.3 million youths in growing their businesses and developing their ideas through information, advice and support.

Information about Shell LiveWIRE BSA 2010 can be obtained by visiting Shell LiveWIRE Indonesia website at www.shell.com/indonesia or through adi.waskito@shell.com.

About Shell LiveWIRE

Shell LiveWIRE BSA 2009 is part of Shell's LiveWIRE program by PT Shell Indonesia since 2003. Other than "Business Start-Up Awards", Shell LiveWIRE also provides training, business coaching, and discussion to help and inspire youths who are interested in starting-up or developing their businesses.

As part of Shell International social investment program, Shell LiveWIRE has been implemented in 23 countries and has helped developed more than 2,800 new businesses, as well as creating employment opportunities for 8,900 employees. Since this program was initiated in 1982, it has contributed to 1.3 million youths in growing their businesses and developing their ideas through information, advice and support.

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Shell Luncurkan Situs Amandijalan.com

Jan 19, 2010

Pentingnya keamanan di jalan tidak dapat dipandang sebelah mata dilihat dari tingginya angka kecelakaan dan akibat yang ditimbulkannya. Berdasarkan data dari Polda Metro Jaya, jumlah kecelakaan lalu lintas di DKI Jakarta pada tahun 2009 mencapai 6.896 kejadian, termasuk luka ringan, luka berat dan meninggal dunia. Jumlah ini meningkat 7,51 persen atau 503 kasus dibandingkan tahun sebelumnya. Sebagai bagian dari rangkaian program kampanye aman di jalan yang telah dilakukan, kali ini Shell meluncurkan sarana informasi berbasis internet www.amandijalan.com yang dapat memberikan informasi dan edukasi kepada semua pengguna jalan baik pengendara bermotor, sepeda maupun pejalan kaki.

Menurut **Darwin Silalahi, Country Chairman dan President Director, PT Shell Indonesia**, "*Kami selalu mengutamakan keamanan dalam segala aspek, baik dalam lingkungan bekerja maupun lingkungan dimana kami beroperasi. Keamanan di jalan merupakan salah satu fokus kegiatan investasi sosial kami. Perlu ada tindakan-tindakan nyata untuk meningkatkan budaya aman di jalan, dan Shell sudah sejak lama memperhatikan masalah ini. Dengan adanya situs ini kami mengharapkan masyarakat sebagai pengguna jalan dapat meningkatkan kesadaran akan pentingnya mengimplementasikan keamanan di jalan dalam kehidupan sehari-hari.*"

Dalam kata sambutannya, **Direktur Lalu lintas Babinkam Polri Brigjen Pol. Djoko Susilomengatakan**, "*Shell Indonesia kembali berpartisipasi dalam upaya keselamatan di jalan dan tertib lalu lintas melalui situs www.amandijalan.com. Bentuk kepedulian dan kepekaan terhadap masalah-masalah sosial, salah satunya adalah masalah lalu lintas seperti yang dilakukan oleh PT. Shell Indonesia perlu kita dukung dan berikan apresiasi. Harapan kita program-program seperti ini akan dilakukan juga oleh pihak lain. Kepedulian, kepekaan, dan dedikasi PT Shell Indonesia dalam ikut mewujudkan keselamatan lalu lintas dan tertib berlalu lintas akan merupakan bentuk pengabdian kepada masyarakat yang sangat besar manfaatnya.*"

Selain menyediakan informasi mengenai keselamatan di jalan untuk pengendara bermotor, sepeda maupun pejalan kaki, [amandijalan.com](http://www.amandijalan.com) juga memfasilitasi pembelajaran berlalu-lintas untuk anak-anak dengan adanya halaman komik "Petualangan Tisa dan Aksa". Sebagai tambahan, situs ini juga diisi oleh kuis, forum diskusi online dan berita seputar perkembangan peraturan berlalu-lintas di Indonesia.

Kemudahan, kecepatan dan ketepatan dalam perolehan informasi tentang keselamatan di jalan merupakan salah satu kunci keberhasilan proses edukasi masyarakat akan arti pentingnya keamanan di jalan. Internet sebagai media yang makin berpengaruh dalam kehidupan masyarakat di jaman modern ini merupakan jalur yang paling tepat untuk mengkomunikasikan informasi seputar keselamatan dan keamanan di jalan. Selain situs [amandijalan.com](http://www.amandijalan.com), Shell juga tiap tahun menyelenggarakan program-program edukasi tentang keselamatan dan keamanan di jalan lainnya, seperti program Road Safety for School Kids yang diperuntukkan bagi siswa sekolah dasar.

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Satu Liter Bensin Untuk 1.000 km

Jan 11, 2010

ITS meluncurkan Sapu Angin 1, mobil hemat energi dan ramah lingkungan dengan target 1 liter untuk menempuh jarak 1.000 km. Mobil yang berbahan bakar bensin ini rencananya akan diikutsertakan dalam kompetisi internasional Shell Eco-marathon (SEM) 2010 yang akan dilaksanakan pada bulan Juli 2010 di Sirkuit Sepang, Kuala Lumpur, Malaysia.

Prof Ir Priyo Suprobo Msc Phd, Rektor ITS mengatakan "Mobil Sapu Angin ini akan menjadi ikon ITS dan adalah salah satu bentuk jawaban ITS terhadap permasalahan energi global yaitu hemat energi dan ramah lingkungan. Selain itu, keikutsertaan ITS dalam lomba SEM Asia 2010, dapat mengharumkan nama ITS di dunia internasional sebagai bagian dari image dan character building dari ITS. Saya harapkan spirit ITS yaitu tradisi juara, betul-betul terlihat dalam keikutsertaan tim ini pada lomba tersebut. ITS harus bisa menjadi yang terbaik bukan saja di Indonesia tapi juga di Asia."

Darwin Silalahi, Country Chairman dan President Director PT Shell Indonesia mengatakan "Saya gembira akan kemajuan yang telah dicapai ITS pada pengerjaan mobil prototype Sapu Angin I. Pencapaian ini menunjukkan keseriusan ITS untuk berkompetisi di SEM 2010. Saya berharap peserta lain dari UI, ITB dan UGM juga akan menyusul melakukan running test sehingga kita dapat mempersiapkan kendaraan yang akan dibawa ke SEM nanti dengan lebih baik. Besar harapan saya agar tim-tim dari Indonesia dapat memenangkan beberapa kategori yang dilombakan dalam SEM nanti."

Kompetisi SEM terdiri dari 2 kategori yakni futuristic prototype, dan urban concept vehicle. Desain utama dari kendaraan kategori prototype adalah untuk mengurangi gaya hambat angin dan memaksimalkan efisiensi energi. Sedangkan kategori urban adalah mendesain kendaraan roda 4 yang sifatnya realistis untuk digunakan di perkotaan saat ini.

Tim ITS akan mengikuti kedua kategori tersebut. Sapu Angin 1 yang telah di luncurkan rencananya akan diikutkan untuk kategori prototype. Sedangkan kendaraan yang akan diikutsertakan untuk kategori urban diberi nama Sapu Angin 2, masih dalam tahap perancangan. Nama Sapu Angin diambil dari ajian Sunan Kalijaga yang konon dapat bergerak dari satu tempat ke tempat lainnya dengan mudah.

M. Agus Setiawan, manajer dari tim Mesin ITS 1 mengatakan, "Kami mencoba membuat sebuah kendaraan yang hemat energi dan ramah lingkungan. Untuk bisa mendesain kendaraan seperti yang diinginkan, ada tiga aspek yang diutamakan. Pertama, berat kendaraan, kedua adalah efisiensi engine, dan ketiga adalah aerodinamika. Sehingga, dalam merancang Sapu Angin 1, ketiga aspek tersebut yang sangat kami perhatikan." Galih Priyo Atmojo, manajer tim Mesin ITS 2 menambahkan, "Target kami untuk Sapu Angin 2 adalah 1 liter untuk 300 km."

Tim ini telah terbentuk sejak Agustus 2009, dan beranggotakan 14 mahasiswa yang semuanya berasal dari jurusan Teknik Mesin ITS. Anggota yang terpilih sesuai dengan kompetensi di bidang masing-masing, dan mayoritas berasal dari mahasiswa angkatan 2006 dan sebagian dari angkatan 2005.

Tim Mesin ITS telah mendapat dukungan dari banyak pihak, seperti alumni dan perusahaan – perusahaan besar sebagai pihak sponsor kegiatan ini. "Tim kami telah bekerjasama dengan PT. Borka Energi Lestari, PT. Lintech Duta Pratama, PT. Semen Gresik, PT. Bukit Asam, PT. Usaha Bangun Saka, PT. Dinamika Energitama Nusantara, PT. PAL Marine service, PT. IKA Mekanika Indonesia, PT. Surabaya Industrial Estate Rungkut, PT. 3M Indonesia, PT. Inersa sena

(POLYGON), CV Novalindo Utama Engineering dan PT. Maruline Maju Utama,” ungkap M. Agus Setiawan.

Darwin Silalahi menambahkan “Di Shell, kami melihat Eco-marathon bukan hanya sekedar sebuah ajang lomba mobil. Tetapi lebih kepada dorongan dan peluang inspirasi kepada generasi muda untuk memikirkan energi yang efisien, dan menawarkan sebuah wadah untuk menuangkan inovasi mereka. Kami yakin para pelajar Indonesia dapat menjawab tantangan masa depan ini, sehingga diharapkan dapat memberikan kontribusi positif bagi negara dan juga masa depan dunia.”

Dengan dirancangnya kedua kendaraan ini, tim Mesin ITS berharap turut berpartisipasi dalam memberikan solusi bagi permasalahan energi dunia yang ada saat ini dan juga dapat mengharumkan nama ITS di kancah internasional.

SAPU ANGIN1 – Mesin ITS Team 1

Prototype

Target	1000 km/liter
Chassis	Monocoque
Engine	25 CC, 4 STROKE OHC VALVETRONIC (Internal Combustion)
Fuel System	EFI
Fuel	Gasoline
Induction	Optic Sensor
Transmission	Sprocket Chain System
Steering System	Go-kart Pitman Arm Steering
Brake	Disk brake
Pembimbing	Dr. M. Nur Yuniarto

SAPU ANGIN 2 – Mesin ITS Team 2

Urban Concept

Chassis	Monocoque
Engine	50 CC, 4 STROKE OHC VALVETRONIC (Internal Combustion)
Fuel System	EFI

Fuel	Gasoline
Induction	Optic Sensor
Transmission	Sprocket Chain System
Steering System	Rack and pinion
Brake	Disk brake
Target	300 km/liter
Pembimbing	Ir.Witantyo M,eng Sc

Tentang Shell Eco-marathon

Shell Eco-marathon (SEM) adalah suatu ajang kompetisi membuat kendaraan yang dapat menempuh jarak terjauh dengan bahan bakar se-efisien mungkin. SEM telah diselenggarakan di Eropa selama 25 tahun dan di Amerika sejak dua tahun lalu. Sementara itu di Asia baru akan dilakukan di Sirkuit Sepang, Malaysia pada Juli 2010.

SEM memotivasi anak muda agar kreatif berinovasi dalam bidang teknologi dan energi untuk mengantisipasi tantangan energi masa depan. Pada SEM Eropa 2009 yang diselenggarakan pada awal Juli 2009, tim dari Universitas LPTI St Joseph La Joliverie Nantes, Perancis dengan kendaraan futuristic prototype-nya mampu menempuh jarak 3771 km hanya mengonsumsi 1 liter BBM. Sementara di Amerika, Laval University menjadi juara umum dengan 1172,2 km/l.

Sembilan tim akan mewakili Indonesia dalam SEM Asia di Sepang 2010 yakni 3 tim dari UI, 3 tim dari ITB, 2 tim dari ITS dan 1 tim dari UGM. Keseluruhan tim yang akan berkompetisi dalam SEM Asia 2010 adalah 111 tim dari 12 negara.

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