

Shell Indonesia launches “Desa BERSEMI” program in Marunda, Bekasi

Dec 21, 2015

The program aims to increase community awareness and initiative in realizing a clean, healthy, environmentally friendly, and productive residential area.

Jakarta, December 21, 2015 – Today (21/12), PT Shell Indonesia officially kicks off its residential environment quality improvement program, which takes form as the development of “Desa BERSEMI” (Clean, Healthy, Independent Village) in Segaramakmur Village and Pantai Makmur Village, both of which are located in Tarumajaya, Marunda, Bekasi. The program aims to increase community awareness and initiative in realizing a clean, healthy, environmentally friendly, and productive residential area.

The launching of Desa BERSEMI program is symbolized by the signing of a ‘Joint Initiative Charter’ by Lubricants Supply Chain (LSC) Manager of Shell Indonesia-Alex Marpaung, General Manager of Industrial & Warehousing Area of Marunda Center-Agus Susanto Mulyono, and Head of Tarumajaya Sub-district, Bekasi-Dwy Sigit Andrian, and subsequently followed by a ceremonial handover of gardening tools to the representative cadres from Pantai Makmur Village and Segaramakmur Village.

“The Desa BERSEMI program is a testament to Shell’s commitment to supporting any attempt of community development within our operational area, including in the surrounding area of our Shell Lubs Oil Blending Plant (LOBP) in Marunda. We hope this kind of program, which cultivates community potentials and initiatives, will encourage more active participation from the community. Our initial target is to train 100 cadres from the two villages to act as the catalyst that has the capacity and capability to build and develop Waste Bank, Compost (fertilizer), Creative Industries based on the 3R’s Principle, and Urban farming ,” said Alex. These cadres are then expected to help with the program dissemination to the wider community.

Meanwhile, Head of Tarumajaya Sub-district-Dwy Sigit Andrian said, “We’re delighted to have the BERSEMI program conducted here by PT Shell Indonesia in cooperation with Pusdakota Universitas Surabaya and Marunda Center in Pantai Makmur and Segaramakmur Villages. This is a testament to the commitment of business actors to be actively involved in community development in Bekasi. In addition, the BERSEMI program is a concrete example of how the companies in Bekasi realize their commitment to being directly involved in waste management by engaging the community. We hope what Shell does could be replicated by other companies in Bekasi, as these activities are in alignment with District Head-Hj. Neneng Hasanah Yasin’s program to further achieve the BERSINAR (Clean, Safe Innovative, and Religious) concept for Bekasi.”

Agus Susanto Mulyono, General Manager of Industrial & Warehousing Area of Marunda Center and executive partner of the program, added, “The Desa BERSEMI Program in the two villages in Tarumajaya Sub-district, Bekasi is expected to be a positive influence and benefit the environmental, social and economic aspects of the community, particularly for the local community surrounding the Industrial & Warehousing Area of Marunda Center.”

About Desa BERSEMI

The Desa BERSEMI Program will simultaneously combine an empowerment approach, capacity building, and social entrepreneurship. PT Shell Indonesia, supported by executive partner Pusdakota, will provide training for the community cadres on waste sorting, composting, urban

farming system, and waste bank. Furthermore, Shell will also provide the necessary tools for this integrated waste management program.

Previously, Shell Indonesia has developed a similar village model in several areas in Surabaya, such as Kampung Berseri (Clean, Healthy, Independent Village) in Lontar Village and Babatan, Surabaya City, and Desa/Kampung PANJI KAMI (Panjangjiwo Independent Village) in RW Panjangjiwo, Surabaya City.

Moreover, PT Shell Indonesia has also assisted waste management in Depok through a program managed by Depok Waste Bank (BSD) operating under Yayasan Semai Karakter Bangsa. BSD has been helping Depok City Government manage waste in Depok area through waste sorting and processing in 11 sub-districts within the area. PT Shell Indonesia also donated a pick-up truck and scale to BSD in 2013 in order to support the waste management in Depok area.

For more information on this program, contact:

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About Shell Indonesia

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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 78 operating sites in Greater Jakarta and Bandung. 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 in Indonesia, 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. We run the lubes warehouse facility in Bekasi, Surabaya and Balikpapan, and the bitumen storage facility in Merak,

In Upstream, Shell has been appointed as the Operator of the Pulau Moa Selatan Production Sharing Contract (PSC). This important milestone marks Shell's return to Upstream business in its birthplace, and builds on our 2011 re-entry to Indonesian Upstream through our participation in the Inpex-operated Floating Liquid Natural Gas (FLNG) project.

Instilling Road Safety awareness from early age through Road Safety Competitions

Dec 16, 2015

Supporting a Decade of Action for Road Safety, Shell instills awareness through Road Safety Competitions for Jakarta elementary students

Jakarta, December 16, 2015 – As many as 300 students from 30 Elementary Schools in Jakarta participated in the Road Safety Competition event, held today by PT Shell Indonesia at Sasana Kriya, Taman Mini Indonesia Indah (TMII).

The students, in range between 4th and 6th grade, from various elementary schools in five Jakarta districts, are taking part in a series of educational activities to instill the awareness and the importance of behaving in an orderly conduct on the road. The one full day program promotes road safety in the form of an educational competition for the children.

Through this program PT Shell Indonesia is supporting the government efforts to reduce fatal road accidents, while at the same time providing concrete actions to support UN's WHO (World Health Organization) as the initiator of the Decade of Action for Road Safety 2011-2020.

The number of road fatalities has become major concern for the government and the world these past few years. According to the data from [WHO Global Status Report](#) released on October 2015, 1.25 million people die from fatal accidents worldwide, even though good traffic behavior and safety efforts have improved. In its report, WHO estimated that the number road fatalities in Indonesia in 2013 are 15.3 times per 100 thousand populations. As a result of road fatalities, according to the report, the Indonesian economy loses 2.9 – 3.1 percent GDP annually.

“Shell is fully aware that all parties must take concrete actions to prevent road fatalities, which have become one of the leading causes of death in Indonesia. Aligned with the Sustainable Development Goal target, which plans to decrease the number of road deaths by 50% by 2020, Shell is instilling awareness of good traffic behavior and promoting road safety from an early age through this educational competition,” said Iip Sufriza, Shell Indonesia Corporate HSSE Manager.

“We welcome and appreciate the Road Safety Competition event held by PT Shell Indonesia, because not only is it aligned with the Safety Management campaign run by the Ministry of Transportation in 2015, but also because the government needs support from all parties, including corporations, for this campaign. We hope that initiatives like what Shell is doing can help create a culture of good traffic behavior,” said Andriyansah, Head of DKI Jakarta Transportation Department.

“Our experience in the field shows that human negligence has been one major cause of fatal accidents on the road. This is why the Police Department has always supported efforts to raise the awareness of good traffic behaviour. We welcome efforts by Shell to promote this awareness from an early age,” said Commissioner Risyapudin Nursin, Director of Traffic Directorate, Metro Jaya Provincial Police.

Launched since 2009, the Shell Road Safety Competition is an annual education-competition event promoting road safety for Elementary School students in DKI Jakarta. This event is conducted in partnership with the Traffic Directorate of Metro Jaya Provincial Police and the Provincial Primary and Secondary Education Department. The Shell Road Safety Competition is a social investment program initiated by Shell Indonesia and aimed to increase road safety awareness for elementary school children.

A month before these 30 schools took part in the 2015 Shell Road Safety Competition, they have received preparatory guidance. Educational materials that were provided include an introduction to traffic signs and good traffic behavior.

In the 2015 Shell Road Safety Competition, participants took part in Shell City games, a city simulation game demonstrating good traffic behavior, with many traffic signs. Participants entering Shell City went through 5 (five) game posts that must be passed by doing all the fun challenges in each post. Five schools that are selected as winners received effective studying training and learned about traffic safety.

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Creatively Utilizing Rattan, Studio Hiji Receives Most Potential Young Entrepreneur Award at the 2015 Shell LiveWIRE Business Start-up Awards

Nov 19, 2015

Jakarta, November 19, 2015 – Four local start-up companies led by Indonesian young entrepreneurs have been selected as winners of the 2015 Shell LiveWIRE Business Start-up Awards, announced in Jakarta last night (11/18).

As part of Royal Dutch Shell, a global energy company, PT Shell Indonesia has been holding a competition to develop local young entrepreneurs since 2006 through a program titled Shell LiveWIRE Business Start-up Awards.

This program is in line with efforts by the government to increase the number of local entrepreneurs. To quote data from the Ministry of Cooperatives and SMB, the number of national entrepreneurs is 1.6 percent of the total population and this number is projected to grow to 2 percent this year.

“The small and medium businesses founded by local entrepreneurs have proven to be a resilient sector in facing various challenges and economic conditions marred by uncertainty. In situations such as these, the presence of local entrepreneurs in locations throughout Indonesia, strongly contributes in supporting the national economy. Raw material consumption by local businesses for production, particularly those from the local area, will help drive the circulation of money at the local level, which will create a multiplier effect and contribute in boosting economic growth,” said CEO and Country Chairman of PT Shell Indonesia, Darwin Silalahi.

“We are proud to have successfully selected 10 young potential entrepreneurs that have contributed in their local area in creating jobs and being involved in boosting economic growth. Indonesia needs many more young entrepreneurs like them, and Shell Indonesia, through our Shell LiveWIRE program, is committed to continuously be active in developing young entrepreneurs; increase their quality so that they will become resilient businessmen able to build businesses that are durable and sustainable,” continued Darwin.

At this year’s event in 2015, out of 10 start-up finalists, the Panel of Judges selected four companies as winners.

Studio Hiji from Tangerang, Banten, founded by Abie Abdillah, was selected as the Most Potential Start-up Business category winner. In the first runner-up position, the Panel of Judges selected Oriflakes, founded by Suko Triyono from Yogyakarta, while Crispy Ikan, founded by Aang Permana from Cianjur, came as second runner-up winner.

One start-up company, Greenna, founded by Nina Nuraniyah from Bogor, was selected as the winner of the Most Impactful Start-up Business category.

“Networking is one of the keys of success for young companies like ours, and we are grateful to Shell for providing a platform to synergize, that through this program, we have been provided the opportunity to expand our business network, not just on the national level, but also to the international level,” said Abie Abdillah from Studio Hiji.

“The winners were selected after a rigorous judging process. We did not judge from only the business aspect, but we also took account of the entrepreneur’s character, product potential, their future plans, including their creativity in facing global challenges,” said Dolly Lesmana, Managing

Director of Arka Media, who is a representative of the Shell LiveWIRE Business Startup Awards 2015 Panel of Judges.

The first winner, first runner-up and second runner-up winner for the Most Potential Start-up Business category, each received prize money in cash of IDR 50 million, IDR 40 million, and IDR 30 million respectively, while the winner of the Most Impactful Start-up Business category received prize money in cash of IDR 25 million.

All winners and finalists are entitled to participate in a Business Coaching program where they will receive intensive entrepreneurship guidance from Business Coaches. In addition, as part of the international entrepreneurship program, the winners and finalists will also receive the opportunity to join the Shell LiveWIRE Let's Go Trade program, where successful participants will have the opportunity to win a business trip abroad – to a country of their choice – funded by Shell LiveWIRE International.

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Shell Marine Products Keen To Support Indonesia's Maritime Infrastructure Development

Nov 06, 2015

Shell Marine Products (SMP) is one of the leading suppliers of marine lubricants in Indonesia backed by its vast experience in the marine industry lasting over 100 years.

Jakarta, November 6, 2015 – Along with Indonesian Government's plan to develop maritime infrastructure, Shell Marine Products (SMP) looks forward to expanding its business in Indonesia, and caters to the growing demand for its high quality products and world-class technical and customer service. Shell Marine Products (SMP) is one of the leading suppliers of marine lubricants in Indonesia backed by its vast experience in the marine industry lasting over 100 years.

“We are very excited with this initiative by the Indonesian government and are looking forward to supporting this program by working with the various ship owners and operators so that the vessels that would ply these new routes have a reliable supply of our high quality lubricants and services, tried and tested by our customers around the world,” said Jan Toschka, General Manager of Shell Marine Products.

The Government's plan in maritime infrastructure development includes building highways, enhancing inter-island connectivity and upgrading port infrastructure within the Indonesian archipelago. Part of the plan is to develop 24 commercial seaports, over a thousand non-commercial seaports and procure 83 container ships, 26 bulk carriers and 500 passenger vessels by 2019.¹

In Indonesia, SMP delivers its products to customers in Balikpapan, Banjarmasin, Batam, Bitung, Cikarang, Cilegon, Jakarta, Makasar, Medan, Samarinda, Sorong and Surabaya via its dedicated distributors that can deliver products safely and meet vessels' location and schedule. Our distributors are also trained to deliver the world-class technical service standards we are known for.

Globally, SMP serves over 10,000 vessels, ranging from large ocean-going tankers to small fishing boats in over 540 ports across 43 countries. The advice and technical services we provide help our customers achieve maximum value from using our lubricant products across all types of machinery and equipment on a ship.

SMP customers also have 24/7 access to its International Customer Service Centre (iCSC). They will also be able to track their orders conveniently via SMP's industry-first Shell Marine Products mobile app, available on both iOS and Android mobile platforms.

¹Source: Bappenas

Notes to Editors

- SMP offers a wide range of marine engine oils for both two-stroke and four stroke engines like Shell Alexia, Shell Argina, Shell Gadinia and Shell Mysella, as well as lubricants for like hydraulic oils, gear oils, stern tube fluid, compressor oils, greases, etc.
- Aside from its high quality products, SMP also offers its suite of technical services, including its Rapid Lubricants Analysis oil condition monitoring service, and its Rapid Lubricants Onboard Alert, a unique portable device that provides on board measurement and recording of magnetic iron content in oils and greases.

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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 70 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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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 2014 (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, 6 November 2015. 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 Opens Largest Internationally Operated Lubricants Plant In Indonesia

Nov 05, 2015

Jakarta, November 5, 2015 – As part of its continued growth strategy, Shell today opened its latest lubricant blending plant in Asia and the largest operated lubricant plant among the international oil companies in Indonesia.

The facility is located at the Marunda Centre, North of Jakarta and sits on 75,000 square metres of land, equivalent to ten football fields. The plant is capable of producing 136 Million Liters (120K Tons) of finished lubricants a year, enough to change the motor oil of more than 460,000 motorcycles or almost 90,000 cars every day.

“This plant is testament to our confidence in the strength of the lubricants market in the country. Indonesia is the largest lubricants markets in Southeast Asia and is one of the growth engines for the industry in the region, alongside China and India. This plant brings our world-class lubricant production capability here in Indonesia, strengthening our supply chain. It enables us to meet the lubricant needs of our Indonesian customers, with our high quality and premium lubricants, made here in this new facility. Indonesia’s economy has grown rapidly in recent years and lubricants are an essential enabler for this country’s growth ambitions in almost every sector,” said Mark Gainsborough, Executive Vice President of Shell Lubricants.

Meanwhile President Director and Country Chairman of Shell Indonesia Darwin Silalahi added, “We are proud with the establishment of this Lubricants Oil Blending Plant in Indonesia. It’s a form of commitment to implement our strategy of being close to our customers - driving business growth by offering the right products and services in the right places. Moreover, this new investment is a realization of our mission and vision to energise Indonesia’s progress.”

The plant will produce Shell’s leading lubricants brands like Shell Helix (passenger car motor oil), Shell Advance (motorcycle oil), Shell Rimula (heavy duty engine oil), Shell Spirax (transmission oil), as well as other industrial lubricants. These products will support Indonesia’s growing demand for vehicle motor oils and other lubricants for applications in sectors like mining, power generation, transportation and the growing infrastructure building sector in the country.

In 2015, Shell was recognised for the third year in a row as the top international lubricants brand by the Indonesia WOW Brand Award, especially for Shell Helix, Shell Advance and Shell Spirax. In 2014, independent research confirmed that Shell was the most preferred international brand of passenger car motor oil in Indonesia. The same survey shows that in Asia, Shell also ranked first or second in China, Malaysia and Thailand.

The plant has world-class, highly automated lubricant blending, filling and packaging technology. It is equipped with a stringent quality control system that tests lubricants at all stages of production to ensure products meet the high quality specifications associated with Shell’s brands. As part of the focus on quality products, the plant has been equipped with a dedicated world-class lubricant-testing laboratory.

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Notes to Editors:

- Shell owns 100% and operates this plant, thus ensuring full control over product quality.
- This new Indonesia blending plant is 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 fully 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.
- Shell Lubricants is active both in the consumer and industrial markets in Indonesia. Aside from direct sales, Shell is also supported by over 30 authorised distributors throughout Indonesia.
- To date, Shell has imported lubricants to Indonesia. With this new lubricant plant, Shell is able to manufacture and supply a full range of locally produced, high-quality motor oils, transmission oils and industrial lubricants to the Indonesian market.
- Shell operates close to 50 lubricant blending plants in 34 countries, 18 of which are in located in Asia, specifically, in China, India, Indonesia, Malaysia, Pakistan, Singapore, South Korea and Vietnam.
- Three out of Shell's eight base oil plants are located in Asia, as well as ten of Shell's grease manufacturing plants globally.

About Shell Indonesia

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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 China, Germany, Japan (in a joint venture with Showa Shell), 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 and BMW Motorsport. These technical partnerships enable us to expand our knowledge of lubrication science and transfer cutting-edge technology from the racetrack to our commercial products.

Royal Dutch Shell plc

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Shell Technology Center Hamburg Answers Operational Challenges in Industrial Sector

Oct 09, 2015

Shell Technology Center Hamburg breakthrough with Gas-to-Liquid synthetic lubricant, answering operational challenges in industrial sector

PT Shell Indonesia invites the winners and loyal customers of Shell Lubricants industrial sector to visit one of the centers of their technology, Shell Technology Center Hamburg (STCHA), Germany. Besides giving appreciation to the customers of the cooperation that has existed over the years, a visit to the facility that has been established since 1956 is essential to provide confidence behind the development and quality assurance of its lubricant products as well as facilitating direct interaction Shell's team of experts. One of the main results of this facility is a synthetic lubricant based on Gas to Liquid (GtL) technology that is very pure and the latest test equipment that can provide complete solutions for vehicles up to 5% fuel efficiency.

As one of four Shell technology center for fuels and lubricants in the world by employing more than 300 international staff, STCHA has been taking an important contribution in the 50 years development of GtL technology. This breakthrough led to superior lubricating products, one of which is the transformer oil launched in Indonesia at the end of 2014, Shell Diala S4 ZX-I. Derived from natural gas, it is able to produce sulfur-free lubricant thus eliminating the risk of corrosion to a transformer to ensure a longer operational life. GtL base technology is also used for consumer and commercial lubricant products such as Shell Helix Ultra, Shell Advance Ultra and its Diesel Engine Oil, Shell Rimula R5E. *"I am very impressed with Shell products mainly its transformer oil Shell Diala S4, where it's R&D have been developed for decades. It exceeded my expectations with its high level of Breakdown Voltage properties which provided a much shorter oil treatment purification hence resulting in efficiency of our production process"* explains Mr. Rizky M. Sakhban, Managing Director of PT. Kalla Electrical System one of the transformer manufacturer in Indonesia with brand kallatrafo.

This research center also supports the everyday activities of technology partnerships for fuel and lubricants with world class OEMs Scuderia Ferrari in Formula One racing and Ducati in the MotoGP class. Aside from lab to the racetrack achievements, STCHA also established cooperation with OEMs in the industrial sector with its very own Marine and Power Innovation Center with the intention of answering challenges in power and marine sectors. The team here works closely with renowned OEMs like MAN, Wartsila, CAT and others for decades. *"The visit was great, Shell takes it seriously in product improvement and cooperation with OEMs. I would not hesitate to recommend Shell products"*, comments Mr. Donald P Silalahi, Plant Manager of PT Wijaya Karya after the visit.

It is crucial for Shell in ensuring not only the lab-scale development but also the applications in the field. This is apparent with its cutting-edge test facility where there are only five in the world called Driveline Rig Test that is used by OEMs and by customers in fleet sector in discovering the optimum range of lubricants for their vehicles. One of the results recorded are proving fuel efficiency up to 5% with the use of a series of synthetic lubricant products from Shell. This is in line with the focus of Shell as a reliable partner in the industrial sector *"Business climate is getting heavier which makes increased efficiency and cost reduction a must, with the superior products and the experienced team that we have, we believe we can address their (customers) challenges"* said Andri Pratiwa, EVP Sales Shell Indonesia during the visit.

Shell is committed to grow together with Indonesia and constantly makes innovation, product application and technical collaboration to give real benefits to our customers.

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, and 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 online product recommendation tool; Shell LubeAdvisor – which 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, and more than 200 scientists and lubricants engineers dedicated to lubricants research and development.

Customer benefits include lower maintenance costs, longer equipment life and lower 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.

President Jokowi welcomes the Indonesian winners of the Shell Eco-marathon (SEM) Asia competition

Sep 30, 2015

Jakarta, September 30th, 2015. President Joko Widodo (Jokowi) officially welcomes the students and their supervising lecturers from the winning teams of 2014–2015 energy-efficient vehicle competition Shell Eco-Marathon (SEM) Asia in the State Palace today (30/09). They were also a part of the team of 27 students from 18 universities in 13 cities, which will represent Indonesia in the 2016 Shell Eco-Marathon Asia in Manila, Philippines on March 3rd – 6th, 2016.

The students and supervising lecturers, who were accompanied by the President Director of Shell Indonesia, Darwin Silalahi, were warmly greeted by President Jokowi. The event was also attended by the State Secretary Minister, Pratikno and the Minister of Research and Higher Education, Mohamad Nasir.

In the meeting with President Jokowi, Shell introduced the energy-efficient vehicle competition (SEM) and the achievements of the Indonesian teams in six consecutive years. "We are happy for the President's support and encouragement to our Indonesian SEM teams to keep innovating and to be an inspiration to a wider segment of students, and especially to motivate them to be directly involved in creating solutions for future energy needs," said Darwin Silalahi. The Indonesian teams have participated in the energy-efficient vehicle competition SEM ASIA from 2010 to 2015, and they have won various achievements each year.

Darwin added that energy companies, such as Shell, are expected to provide ideas and solutions in response to future energy challenges, the impacts of which can be felt today. Smarter mobility is one of the innovative solutions in the transportation sector and Shell contributes in this field through the SEM.

"Our main business activity in the transportation sector is to provide energy in the form of fuel and lubricants. Currently, there are 900 million cars and trucks, and in 2050 the number will increase to be 2 billion. The required energy for transportation will be economically expensive and produce high carbon emission, causing environmental damage. Therefore, the participation of Indonesian students in SEM Asia is vital to overcome this global issue, by creating energy-efficient and environmentally-friendly vehicles while adhering to safety principles," said Darwin.

Shell Eco-marathon is the most innovative and challenging international annual competition in energy-efficient cars innovation for students and university students across Europe, America, and Asia. SEM is not a competition to create the fastest cars, but to create an efficient vehicle for the future that still meets the safety requirements, meaning a vehicle that can travel the most distance by using the least energy source. Students are challenged to design, build, and test their energy-efficient vehicles.

Future Automotive Innovator

Commenting on the meeting with President Jokowi, a SEM supervising lecturer from the University of Sumatra Utara (USU) Dr. Himsar Ambarita said, "Shell Eco-marathon provides the students with extremely valuable practical experience as well as prepares them to become future innovators in the automotive industry. The meeting with the President has further motivated us to earn achievements in the international level."

Andy Anzi, a participant of SEM Asia 2015 from UNS Solo who attended the meeting stated, “We are proud to be part of this competition, which have given us experience and international networking opportunities, particularly in the subjects of innovation, technology, and energy. We want to prove that the millennial generation of Indonesia could make the entire nation proud in international events.”

In the upcoming SEM Asia 2016, the 27 SEM teams from Indonesia will compete in the categories of UrbanConcept and Prototype vehicles, as well as the sub-categories of various energy sources: gasoline, diesel, ethanol, Gas to Liquid (GTL), Compressed Natural Gas (CNG), hydrogen, and electric battery. The Prototype category covers futuristic vehicles designed to maximize the efficiency of energy sources with innovative design elements. Meanwhile, the UrbanConcept category covers the design of conventional fuel-efficient four-wheeled vehicles to accommodate current driving needs. The SEM team from Indonesia will also compete in the off-track category, comprising of Communications Award, Shell Helix Tribology Award, Vehicle Design Award, Technical Innovation Award, Safety Award, and Perseverance & Spirit of the Event Award.

World expert in Bitumen technology meets key stakeholders in Indonesia

Sep 29, 2015

Jakarta, 29 September 2015 - Shell General Manager of Bitumen Technology, Professor John Read visited Indonesia to present the latest insights in bitumen technology to key stakeholders, including officials from the Ministry of Public Work, Angkasa Pura II, Civil Aviation authorities and major Indonesian contractors. These insights are part of the latest updates featured in the Shell Bitumen Handbook, Sixth Edition, published in February 2015.

“I’m delighted to have the opportunity of sharing our latest insights and best practices in bitumen technology to our key stakeholders in Indonesia. We believe they will benefit from this latest information with the ongoing infrastructure-building activities here in Indonesia, which has been phenomenal,” said John, who led an international team of Shell bitumen experts in updating the handbook.

Shell’s commitment to research and development has enabled it to bring numerous firsts to the bitumen industry such as coloured binders, low-temperature solutions, low-odour bitumen and underwater glue. Shell today holds 49 patents in bitumen technologies alone.

Shell Bitumen is the world’s largest bitumen marketer, and is well-placed to support Indonesia’s major infrastructure projects. Since its establishment in Indonesia in 2008, Shell Bitumen has been a supplier of high quality bitumen products, especially for highways and airport runways. Shipped directly from Shell’s Pulau Bukom manufacturing site in Singapore, the bitumen is stored in various storage facilities strategically located throughout Indonesia, like in Merak, which serves customers in Western and Central Java. Shell Bitumen has also established a network of 15 third party bulk depots, including growth areas Java, Kalimantan, Sulawesi, Sumatra and the Nusa Tenggara islands. Customers are also supported by technical experts in Indonesia, as well as in one of Shell’s three Bitumen Regional Technical Centres, located in Bangkok, Thailand.

Shell Bitumen’s solutions have been used in numerous major projects around the world, including iconic F1 racing circuits in Abu Dhabi, Bahrain, Germany (Hockenheim and Nurburgring), Malaysia, Singapore’s street circuit, as well as Ferrari’s own test track, in Fiorano, Italy. Its airport solutions have also been used at eight of the world’s top 10 busiest airports by international passenger traffic¹, which includes Dubai International Airport’s ambitious 80-day runway rehabilitation project in 2014.

In Indonesia, Shell Bitumen’s solutions have been used in many of the country’s key infrastructure projects, such as the Indonesia’s Jakarta-Cikampek, Purbaleunyi, Surabaya-Mojokerto and the Semarang-Solo toll roads. Shell Bitumen’s products have also been used in projects at 24 of Indonesia’s busiest airports, including Aceh, Bandung, Labuan, Semarang and Surabaya.

¹Airports Council International, 2015

Notes to Editors

- Shell is the world’s largest bitumen marketer, and delivers enough bitumen to pave a one-lane kilometre road every four minutes.
- Shell supplies a wide range of high quality bitumen products, from standard-grade bitumen to special polymer-modified bitumen (PMB), which are marketed under the brand name Shell Cariphalte, and can be used in applications such as highways, urban roads, including porous asphalts for sustainable urban drainage systems. It is also ideal for use in high stress

and heavily trafficked locations such as airport runways, racetracks, roundabouts and bus lanes. It can also be particularly beneficial in high stress applications such as rail, ports, bridge decks, crack relief systems or overlaying concrete pavements and expansion joints.

- The Shell Bitumen Handbook, first published in the UK in 1949 as the Mexphalte Handbook, has since, sold over 20,000 copies across 40 countries around the world. The handbook is considered by many in the industry as the definitive guide to asphalt paving technology. Today, it is used as a key reference by contractors and civil engineers around the world.
- Shell Bitumen operates a network of Regional Technical Centres located in key regions (Beijing, China, Strasbourg, France, and Bangkok, Thailand.) Shell has also established its global bitumen R&D Centre in Bangalore, India.

Royal Dutch Shell plc

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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 2014 (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, 29 September 2015. 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 WINS INTERNATIONAL AWARD FOR BITUMEN ODOUR-REDUCING PRODUCT

Jul 07, 2015

Shell Bitumen has been named the winner of the 2015 Global Road Achievement Awards (GRAA) by the International Road Federation (IRF) in the research category for its bitumen odour-neutralising product, Shell Bitufresh.

Shell Bitumen has been named the winner of the 2015 Global Road Achievement Awards (GRAA) by the International Road Federation (IRF) in the research category for its bitumen odour-neutralising product, Shell Bitufresh. The selection was made by an independent, international panel of judges with expertise across major road and highway disciplines.

“It is a great honour for all of us at Shell Bitumen to be recognised by a world renowned industry body like the IRF. Shell Bitufresh is just one of over 40 patented technologies we have developed throughout our 90 plus years in the bitumen business,” said John Read, Shell’s General Manager for Bitumen Technology.

Shell Bitufresh is a bitumen additive that has been specially formulated to reduce the odour of bitumen, helping to improve working conditions for workers and to reduce odour nuisance for neighbouring local residents. Unlike other products that simply mask the odour of bitumen, Shell Bitufresh actually works by reacting with the source of the smell to neutralise the odours.

Shell Bitufresh is specially formulated:

- to reduce bitumen odours for a period of at least two weeks
- for no impact on bitumen performance
- to work across all bitumen grades including polymer modified bitumen and oxidised grades

Shell Bitufresh is currently available in 17 markets around the world.

Notes to Editors

- Shell has been innovating in the bitumen business since 1920 and currently has 49 active patents linked to bitumen and asphalt.
- Shell operates one of the world’s largest bitumen-dedicated research and development centres in Bangalore, India.
- Shell is a leader in bitumen technology, and recently published the “Shell Bitumen Handbook, Sixth Edition”, which covers the latest topics in bitumen technology and application.
- Shell Bitumen operates a network of Regional Technical Centres located in key regions (Beijing, China, Strasbourg, France, and Bangkok, Thailand).
- Shell is the world’s largest bitumen marketer, and delivers enough bitumen to pave a one-lane kilometre road every four minutes.
- Shell Bitumen also offers its customers fixed price risk management services, giving contractors greater price stability, enabling them to plan project budgets more accurately.

Royal Dutch Shell plc

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Shell launches natural gas based motorcycle oil

Jun 11, 2015

Shell Lubricants Indonesia launches Shell Advance Ultra with PurePlus Technology, the first natural gas-based motorcycle oil formulated with Shell PurePlus Technology.

Shell Lubricants, one of world's leading lubricant producers and patent-holder of Shell PurePlus Technology officially launches the new motorcycle oil Shell Advance Ultra with PurePlus Technology today (11/06). **Shell Indonesia GM of Lubricants & Commercial Fuels Dr Johari Jalil** accompanied by **Helix & Advance Brand Manager Edward Satrio** launch this new natural gas-based oil at Foundry 8, South Jakarta.

Dr Johari Jalil said, "We are proud to launch the new Shell Advance Ultra with PurePlus Technology, revolutionary motorcycle oil and a great testament of Shell's 'track-to-road' philosophy. We put a big investment in our research and development, making us a leading company in innovation and technology front. These research findings are transferred into a product for everyday use on the road. Shell Advance Ultra with PurePlus Technology will improve biker's riding experience in Indonesia, given the varied geographical and climatic conditions in the country."

Edward Satrio added "The number of big capacity motorcycle engine is growing in Indonesia. We believe Shell Advance Ultra with PurePlus Technology will meet the needs of today's motorcycle engine in Indonesia." Shell Advance Ultra with PurePlus Technology offers three superior features – maintain a maximum motorcycle engine performance, increase fuel efficiency and prolong the oil change interval.

Shell Lubricants also engaged 10 bikers from various communities in Jakarta to participate in the "**Shell Advance Ultra Miles**" touring to test Shell Advance' new oil superiorities. The bikers were riding various motorcycles and having completed 2,563-kilometer road tracks for two weeks from Jakarta to Bandung, Purwokerto, Yogyakarta, Malang, Banyuwangi, Surabaya, Semarang, and then returned back to Jakarta. The touring was held on April 11-24, 2015 and aimed to get initial response from bikers on their riding experience with Shell Advance new oil, recognizing its superiorities and benefits to the engine.

The bikers generally expressed satisfactory riding experience with their motorcycles using Shell Advance Ultra with PurePlus Technology. **Agus Widodo (Achonk)** from Family Rider Inkopad (FRI) community said "It was comfortable to ride a motorcycle powered with Shell Oil on hilly roads. The transmission shifting was also smooth and easy despite the rpm condition. The power was even greater on straight roads." Meanwhile, Ibrahim Husein (Baim) from Jakarta Vixion Club (JVC) said "The power is awesome. It remained powerful on hilly and curvy roads without transmission shifting." Similar comment was expressed by the Chairwoman of Inuk Blazer Ladies Bikers Club (IBLBC) Inuk. She said, "Shell oil definitely boosted the power and acceleration."

Shell Lubricants Technical Advisor Indonesia Shofwatuzzaki (Zaki) said the test on engine power, measurement of oil residue and fuel consumption had confirmed riders' perception about the superiorities of this new Shell Advance Ultra. "Dyno test indicated a stable engine performance in the beginning of the tour and even after taking a distance of 2,500 kilometers. Moreover, oil volatility in motorcycles with this new Shell Advance was generally lower than other motorcycles powered by non-Shell Advance oils. Motorcycles with Shell Advance Ultra also consumed less fuel. Those facts indicate better lubrication by the new Shell Advance Ultra," Zaki said.

As part of the launch series, Shell Lubricants will conduct Shell Advance Ultra Zone. This event will serve as the gathering platform for Shell Lubricants and loyal consumers and customers of Shell Advance. Yogya will be the first place to hold ‘Shell Advance Ultra Zone – Yogyakarta Bike Day’ on June 13, 2015. There will be various activities in this event, including Padusan Motor (Motorcycle Cleansing), Motorcycle Bazaar, CLEANnPROUD Modification Contest, Riding Competition and Engine Power Test. Surabaya and Jakarta will further host this event.

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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.

About Shell Motorcycle Oils

Shell has embarked technical partnership with Ducati in World Superbike Championship since 1999. The technical partnership between Ducati and Shell became the basis for Shell in developing oil products currently used by bikers around the world. MotoGP provides the ultimate test bed for Shell Lubricants motorcycle oils development currently used by bikers around the world. Shell Advance Ultra with PurePlus Technology is one of motorcycle oil which has already passed the test in this track before being produced and used by bikers around the world.

Shell Advance Ultra with PurePlus Technology has also powered motorcycle engines in Shell Advance Asia Talent Cup (ATC). Shell serves as principal partner of Shell Advance Asia Talent Cup by providing Shell Advance 4T Ultra with PurePlus Technology motorcycle engine oil and Shell V-Power fuel to all series in this competition, including test drive. Twenty two young riders of seven countries passing the pre-selection process at Sepang International Circuit take part in Shell

Advance ATC 2015. Two of them are from Indonesia – Gerry Salim (East Java) and Andi Izdihar (Sulawesi).

Shell returns as PSC operator to explore deep water Indonesia

May 22, 2015

Shell has signed a Production Sharing Contract (PSC) with SKK Migas for the deep-water block Pulau Moa Selatan which is located in Moluccas of Eastern Indonesia.

Today Shell has signed a Production Sharing Contract (PSC) with SKK Migas for the deep-water block Pulau Moa Selatan which is located in Moluccas of Eastern Indonesia. The Pulau Moa Selatan PSC is in water depths between 1500 and 2700 metres. This important milestone marks Shell's return as a PSC operator and builds on its 2011 re-entry to the Indonesian upstream through the Inpex-operated Abadi Floating LNG project.

"Shell has a long and active history of business in Indonesia, with origins beginning in the 1880's in Sumatra. We are delighted to return and work closely with the Indonesian government to explore the frontier regions offshore Eastern Indonesia," said Graeme Smith, VP Exploration Asia and Australia at Royal Dutch Shell.

"This block offers an exciting frontier exploration opportunity to apply the advanced deep-water technical capabilities and operating experience we have built up around the world over the past three decades," added Graeme.

Shell will use leading deep-water exploration technologies including advanced tools for acquiring, processing and interpreting seismic and other geophysical data. This will improve understanding of the potential resources.

Under the agreement, Shell will assess the potential of the Pulau Moa Selatan block, which covers some 8,200 square kilometres. The block is located approximately 300 kilometres offshore.

- END -

Notes to Editor

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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 ownership interest held by Shell in a venture, partnership or company, after exclusion of all third-party interest.

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Three Indonesian Student Teams Shine in Shell Eco-Marathon Asia 2015

Mar 01, 2015

Indonesia wins six trophies in the Prototype and UrbanConcept categories

Students from Asia Pacific and the Middle East have conquered the Luneta Park street in Manila, recording five new mileages along the street circuit of Shell Eco-marathon Asia. The ITS Team 2 from the Surabaya Sepuluh Nopember Institute of Technology managed to double the mileage secured by last year's winner in the UrbanConcept Shell FuelSave Diesel category, with 152.7km/l. Meanwhile, the Batavia Generation team from the Jakarta State University secured third place in the Prototype Shell FuelSave Gasoline category, a travelled distance of 485.4km/l, or equivalent to the distance from Jakarta to Semarang.

This year, the Indonesian student teams outcompeted other teams in the UrbanConcept Shell FuelSave Diesel category, securing first, second, and third places. Securing second place in the UrbanConcept Shell FuelSave Diesel category is the Cikal Diesel team from the Bandung Institute of Technology (ITB) with a travelled distance of 136.9km/l, and third place is the Bengawan 2 Team from the March Eleventh University (UNS) with a travelled distance of 99.2km/l.

Furthermore, in the UrbanConcept Shell FuelSave alternative fuel category, two Indonesian teams namely the Horas Mesin Team from the North Sumatra University (USU) secured second place using an ethanol-fuelled vehicle with a travelled distance of 134.7km/l; and the IST Akprind 1 Team from the AKPRIND Science and Technology Institute secured third place using an ethanol-fuelled vehicle, with a travelled distance of 89km/l.

"We are very proud of what has been achieved by Indonesian students in the competition. They have taken an extraordinary journey, from the selection period to becoming winning teams in Manila. The vehicles they designed with fuel efficiency in mind have catapulted Indonesia's position among other nations. We must appreciate the spirit shown by our beloved students – those who managed to win and those who were not yet lucky enough to win the competition – since it showed that they care for future energy," said Darwin Silalahi, Shell Indonesia President Director and Country Chairman. *"Shell is very pleased to be able to support and motivate these young talents to share their knowledge and talents to help augment Indonesia's sound reputation in this international competition,"* added Darwin.

Rizaldy Hakim Ash Shiddieqy, the Manager of the ITS Team 2, which is the SEM ASIA defending champion since 2011, said that *"This achievement is the result of a solid teamwork, support from our lecturers who provide endless motivation and guidance. We found the circuit as the real challenge we had to face in SEM this year, since now there are paving lines, which required our driver to work hard to keep the vehicle stable in order to maximize fuel efficiency. We plan to further develop this Sapu Angin Diesel vehicle as we aim to improve our record travelled distance to 300 km/l."*

The Horas Mesin Team from the North Sumatra University (USU) who secured second place in the UrbanConcept Shell FuelSave alternative fuel (ethanol) category also expressed their delight, *"We have done our best and we're grateful for what we achieved. Going forward, we plan to improve the machine on the existing vehicle, its steering power and its field control,"* said Arie Matius Bangun, USU Horas Mesin Team Manager.

This year's winners defeated more than 120 students' teams from 17 countries in Asia and Middle East—including new teams of students from Australia, Bangladesh, Oman and Saudi Arabia. The

participating teams create vehicles in one of the categories of Urban Concept or Prototype using one of the seven different energy types. The winners will be the team with the most miles using fuel which amount is equal to 1 kWh of electricity, 1 m³ of hydrogen or 1 liter of fuel.

“I’m proud to see more teams and countries joining the Shell Eco-Marathon family this year. It is very impressive to see new participating members from countries such as Australia, Saudi Arabia, Oman and Bangladesh who have showed efforts and recorded results in their first year. I hope to see more new participants in the next competition,” said Norman Koch, Shell Eco-marathon Technical Director.

Six Off-Track Awards Presented to Best Students’ Teams

In addition to the On-Track awards, the teams also compete for six Off-Track awards, testing their various technical and creativity skills, as well as their approaches for safety and sustainability. A panel of experts from different fields evaluated the students in a number of categories including Safety, Communication, Technical Innovation, Vehicle Design, Perseverance and Spirit of the Event and the Shell Helix Tribology Award. The Shell Helix Tribology Award is an off-track award for students’ teams that show the use of lubrication engineering principals to improve their vehicle’s fuel efficiency.

The Perseverance and Spirit of the Event award is bestowed to the Alfaisal Team from the Alfaisal University of Saudi Arabia. They showed impressive perseverance even though they were late to receive their car in the circuit. Despite losing precious time, they did not hesitate to share fuel and resources for other teams. They also donated their back-up engine for the competing Philippines team when their engine suddenly broke.

Shell Eco-Marathon is about inspiring young generation in creating a solution for the future. This innovation will help us to see smart mobility and explore new types of sustainable fuel.

[Shell Eco-marathon Asia 2015 On-Track Awards Winners List](#)

[Shell Eco-marathon Asia 2015 Off-Track Awards Winners List](#)

The Shell Eco-marathon 2015 is held in partnership with the Philippine Government Department of Tourism and the City of Manila. Its Global Partners include HP (Official Global Information Technology (IT) Partner), Michelin (Official Global Paddock Partner and Tire Supplier), The Linde Group (Official Global Paddock Partner) and Southwest Research Institute (Official Global Paddock Partner). Local private sector partners are Unilever Philippines, Solane, Coca-Cola, Globe and Hyundai.

For more information on all Shell Eco-marathon events across the globe, including official rules, instructions for registration and details on prizes, please visit the Shell Eco-marathon website at www.shell.com/ecomarathon.

About Shell Eco-marathon

Shell Eco-marathon began in 1939 at a Shell research laboratory in the United States as a friendly wager between scientists to see who could get the most miles per gallon from their vehicle. The winner of that contest barely achieved 50 mpg (21 km/l), and from these humble origins, a more organized competition evolved.

In 1985 in France, Shell Eco-marathon as we know it today was born. In April 2007, the Shell Eco-marathon Americas event was launched in the United States, and in 2010, the inaugural Shell Eco-marathon Asia was held in Malaysia. Malaysia hosted Shell Eco-Marathon Asia until 2013. Since 2014, the event is being held in Manila, Philippines, which will continue to host the event until 2016.

Limited-edition Shell V-Power LEGO® Collection Races Into Shell Stations

Feb 24, 2015

New Ferrari models and LEGO® playsets now available exclusively at Shell stations with every purchase of twenty five (25) litre of Shell V-Power/Diesel.

Shell has launched its new Shell V-Power LEGO® Collection, an exclusive range of buildable Ferrari collectibles made out of LEGO® bricks. Available started from February 28, 2015 at Shell stations, the new range embodies the spirit of technological innovation and improved performance that is at the heart of Shell V-Power fuels.

Created in collaboration with Ferrari and the LEGO® Group, the Shell V-Power LEGO® Collection introduces six (6) new models that promise to delight customers when they fill up at Shell. The collection includes four iconic Ferrari cars, a Finish Line and Podium with a Scuderia Ferrari Engineer LEGO® Minifigure, and a Shell Station modelled after the one at Fiorano Circuit, Scuderia Ferrari's private racetrack in Maranello, with a Shell Scientist LEGO® Minifigure.

“The new Shell V-Power LEGO® Collection builds on the success of the first range of collectibles launched in Indonesia in last 2013, and we hope that with it, we can continue to capture the imagination of customers and motorsports fans young and old to construct their very own racing world,” said Wahyu Indrawanto, General Manager Retail Shell Indonesia.

With a minimum fill-up of twenty five (25) litre of Shell V-Power/ Diesel, customers will be able to purchase one of the six LEGO® models for Rp. 60.000, with new models released gradually. Drivers will also have the special opportunity to purchase the limited-edition Shell Tanker for Rp 70,000.

The Shell V-Power LEGO® Collection

The limited-edition collection celebrates the shared passion for performance in Shell's 60-year Technical Partnership with Scuderia Ferrari. Shell has worked together with Ferrari and the LEGO® Group for more than half a year to create the new cars and playsets. The model cars in the new collection again feature the smallest pull-back motor ever produced by the LEGO® Group, created specially for Shell to propel each vehicle more than 2 metres on a single pull.

The models included in the promotion (clockwise from top left in the photo below) are a Shell station with a Shell Scientist LEGO® Minifigure; a Finish Line and Podium with a Scuderia Ferrari Engineer LEGO® Minifigure; the Ferrari F12berlinetta; the Ferrari 512 S; the Ferrari F138; the Ferrari 250 GTO.

New models will be released gradually and will be started from February 28, 2015, with exciting activities and opportunities in store. Motorists, race fans and toy enthusiasts alike can look forward to the release of the limited-edition Shell Tanker, available on the 7th week.

Customers will also have the chance to win attractive prizes by submitting photos of “Shell V-Power LEGO® Collection goes around to ... in Indonesia”. Customers can also submit short videos showcasing how long it would take to build new Shell V-Power LEGO® Collection and challenge celebrity duration in building the set. Customers can share their entry on Twitter with the #ReadySetBuild and #ShellID hashtag.

Show us where your Shell LEGO® collection drives in Indonesia.

Shell Bitumen lays ground for growth in Indonesia

Feb 09, 2015

Shell Bitumen, like Indonesia, is also poised for further growth, as more road infrastructure is planned to be built in the coming years to improve connectivity throughout the archipelago

In 2011, the Indonesian government set up its Master Plan for Acceleration and Expansion of Indonesia Economic Development (MP3EI) which included the establishment of reliable infrastructure to support the increased activity associated with the rapid urbanisation in Indonesia.

Shell Bitumen, like Indonesia, is also poised for further growth, as more road infrastructure is planned to be built in the coming years to improve connectivity throughout the archipelago. Since its establishment in Indonesia in 2008, Shell Bitumen has been a supplier of high quality bitumen products, especially for highways and airport runways. Shipped directly from Shell's Pulau Bukom manufacturing site in Singapore, the bitumen is stored in local terminals throughout Indonesia.

Shell Bitumen has supplied the bitumen used in paving several major toll roads throughout Indonesia, including the Jakarta-Cikampek, Purbaleunyi, Surabaya-Mojokerto and the Semarang-Solo, as well as other national roads.

Shell Bitumen's products have also been used in projects at 24 of Indonesia's busiest airports, including Aceh, Bandung, Labuan, Semarang and Surabaya.

"We have been working with our partner contractors here in Indonesia to grow our business over the past few years and we are proud to know every day, millions of Indonesians experience a smooth journey thanks to our bitumen products. We look forward to supporting more of the government's projects in the coming years," said Tan Yew Chong, Shell Bitumen's Country Manager for Indonesia and Singapore.

Not only does Shell Bitumen supply products for roads and runways, it also offers a bitumen-based waterproofing product, Shell Flintkote, which is used in some of Indonesia's most recognisable buildings, including the Equity Tower, Gandaria City Mall, Pacific Place Shopping Centre and the World Trade Centre in Jakarta.

About Shell Bitumen

- Shell Bitumen has a bitumen storage facility in Merak, which serves customers in Western and Central Java. It has also established a network of 15 third party bulk depots, including growth areas Java, Kalimantan, Sulawesi, Sumatra, and the Nusa Tenggara islands.
- Shell Bitumen is the world's largest bitumen marketing business with over 1,600 customers in over 30 countries. Shell supplies over 11,000 tonnes of bitumen daily, enough to pave a one lane kilometre road every four minutes.
- Over the past decade, Shell Bitumen has provided solutions for over 100 of the world's busiest airports, including Heathrow (UK), Dubai (UAE), Charles de Gaulle (France), Schiphol (Netherlands), HKIA (Hong Kong), Changi (Singapore), KLIA (Malaysia), Frankfurt (Germany) and Suvarnabhumi (Thailand).
- Shell Bitumen operates a dedicated bitumen research and development centre in Bangalore, India and regional