

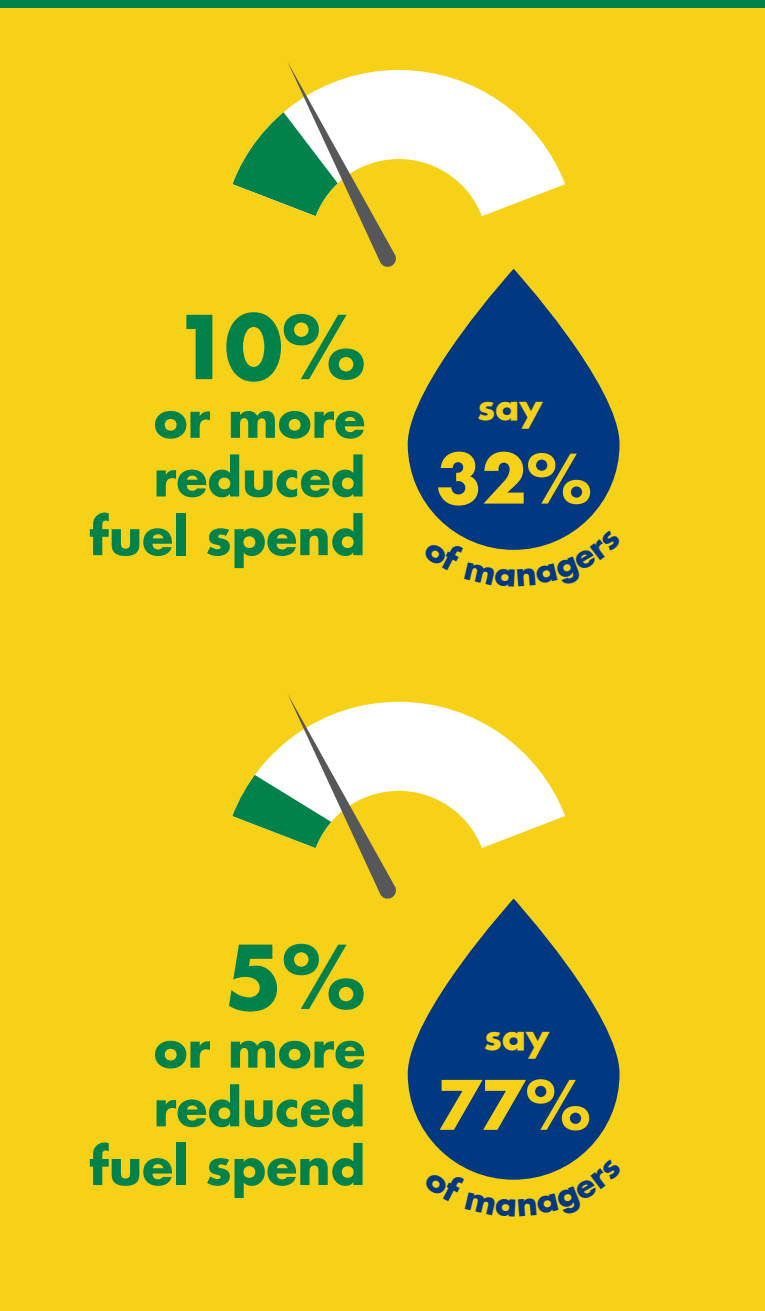
# Fuel Matters United States



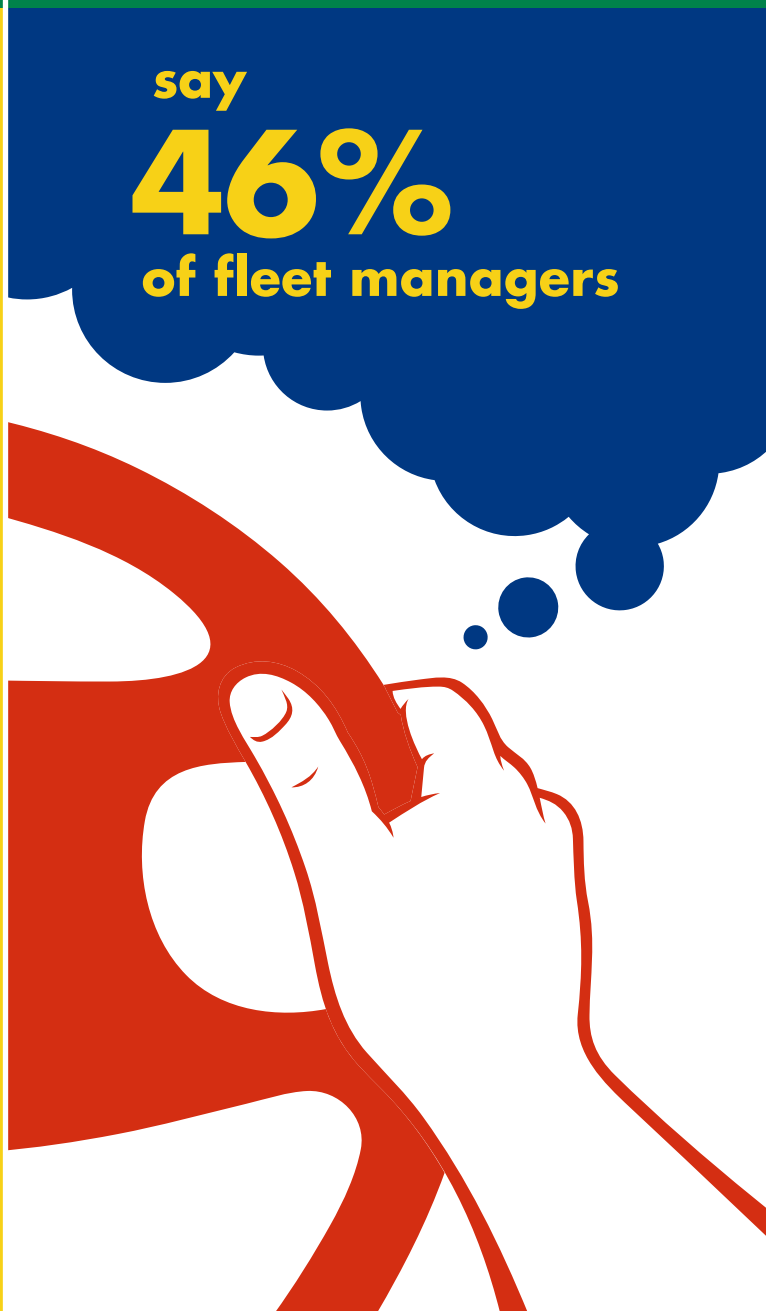
Research commissioned on behalf of Shell to uncover the commercial vehicle industry's views on how fuel consumption can be reduced

## Effective fuel management can lead to cost savings

1) U.S. fleet managers recognize that tightening their practices can generate major savings



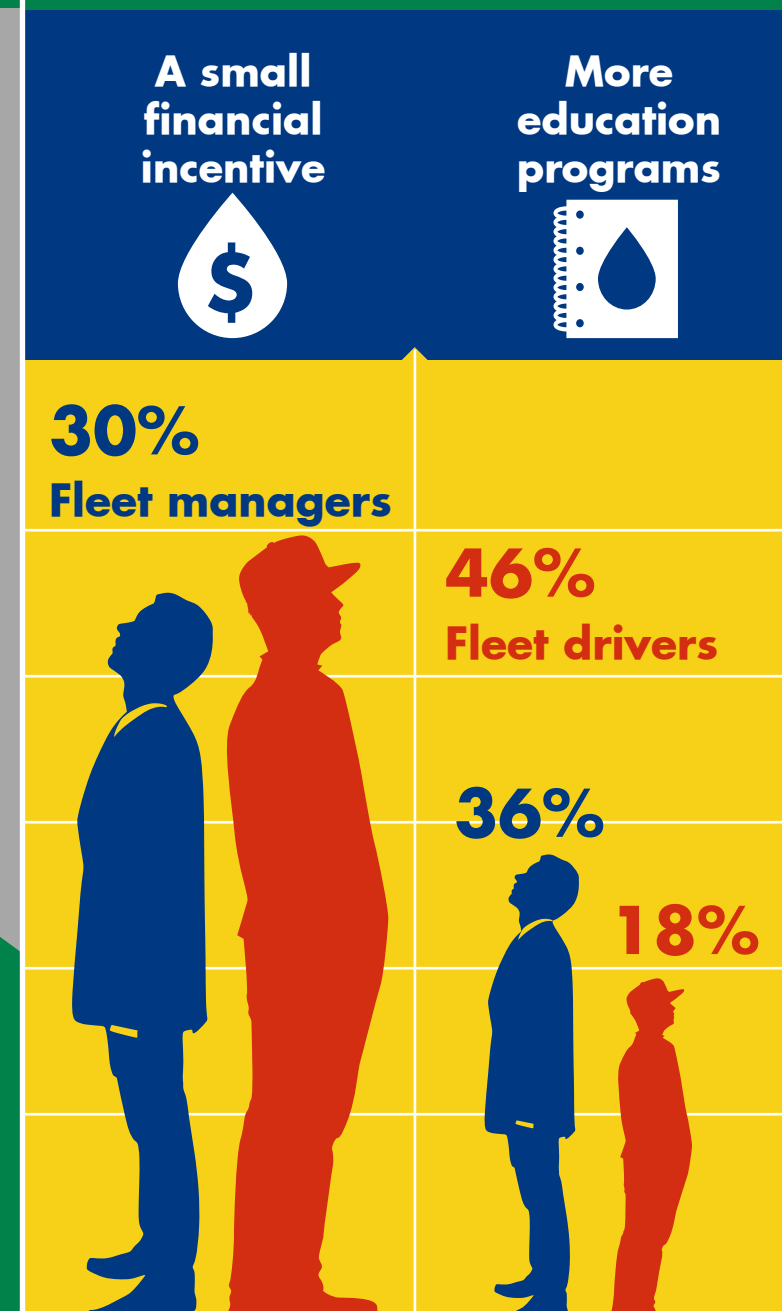
2) And think a need for greater adoption of fuel-efficient driving techniques is the biggest challenge the industry faces



3) But getting driver buy-in is the greatest barrier to overcome

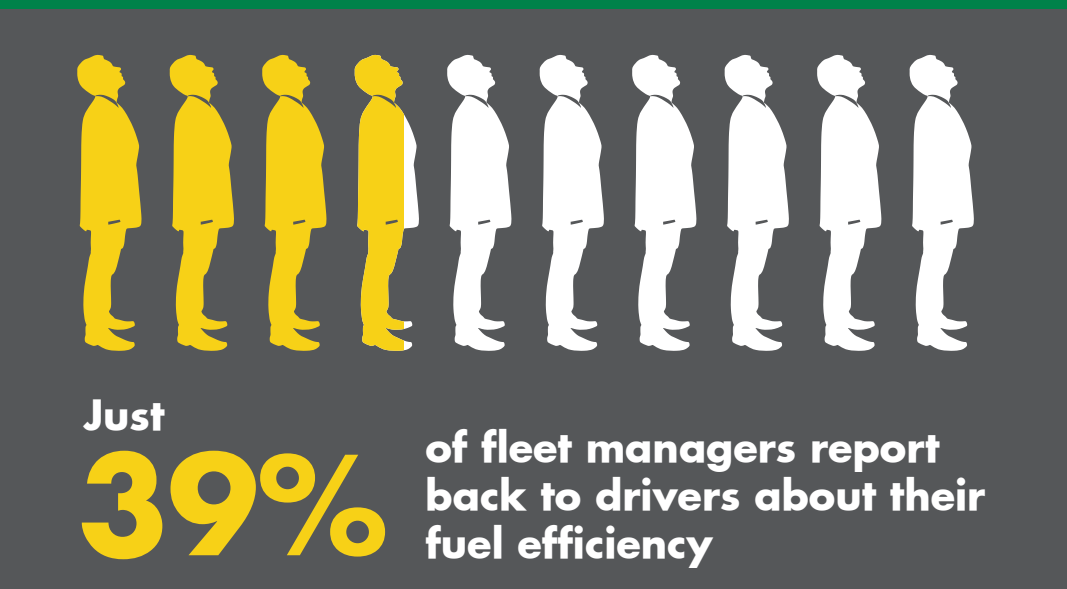


4) Both U.S. managers and drivers agree the best ways to get buy-in are:

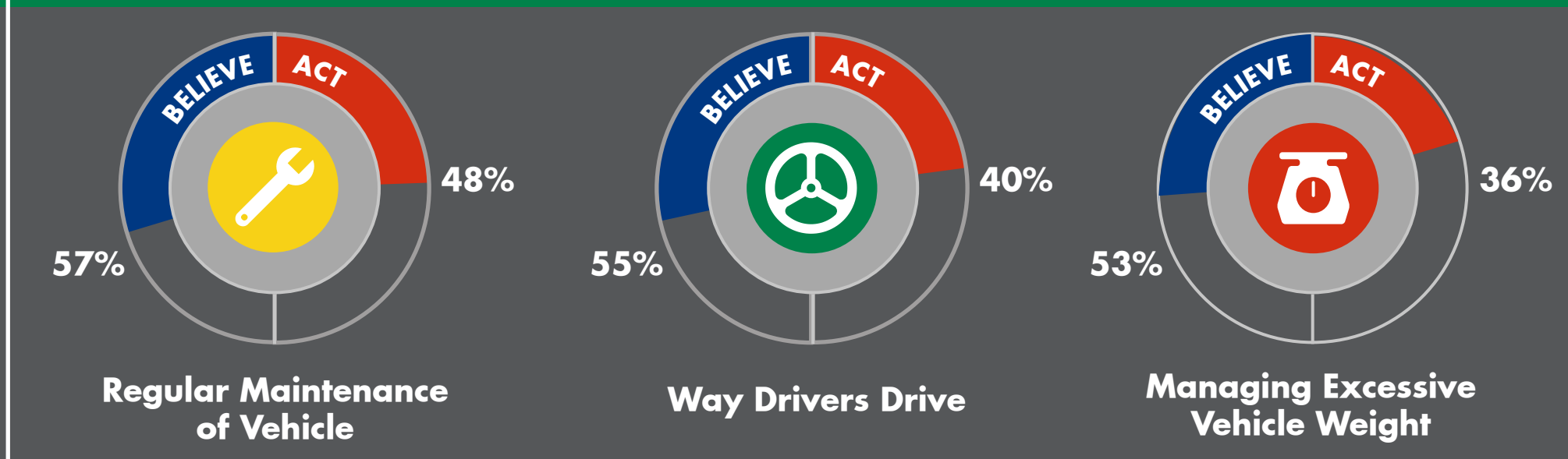


## But the responsibility should not rest entirely on drivers

5) More managers need to provide drivers with training on how to drive efficiently



6) And act on other areas they believe can reduce the amount of fuel they use



7) The Shell Fleet Navigator Card™ is designed to reduce fuel consumption, administration time and maintenance costs



Access to over 95% of all fuel stations in the U.S.



Online card management and customizable reporting solutions



Shell site locator



Quality fuels and lubricants