



HELPING LOWER COST PER KILOMETRE BY OPTIMISING VEHICLE LUBRICATION

MANY FLEET COMPANIES UNDERESTIMATE THE INFLUENCE OF LUBRICATION ON VEHICLE AVAILABILITY, MAINTENANCE COSTS AND FUEL EXPENDITURE

Only **31%** understand how lubricants can help **improve fuel efficiency**



37% understand how effective lubrication can help **reduce unplanned downtime**



Only **1 in 3** companies have all the **correct lubrication management procedures** in place¹



THE BENEFITS OF HIGHER QUALITY LUBRICANTS ARE OFTEN OVERLOOKED

Only **52%** consider **lubricant product performance** an important purchase consideration



56% do not expect higher quality lubricants to help **cut maintenance costs**



and **66%** do not expect they can help **reduce unplanned downtime**



THIS IS HAVING A FINANCIAL IMPACT

Over half of companies admit their lubrication errors caused unplanned vehicle downtime



32% believe this cost their business **over \$100,000²**



and **1 in 5** believe costs **exceeded \$250,000²**



EFFECTIVE LUBRICATION CAN HELP FLEET MANAGERS REDUCE UNPLANNED DOWNTIME AND LOWER MAINTENANCE COSTS, CONTRIBUTING TO LOWER OVERALL COST PER KILOMETRE

SHELL LUBRICANTS WORK WITH CUSTOMERS TO HELP DELIVER TCO SAVINGS

At least **\$139 million** savings delivered to customers worldwide (2011-2015)³



260 Shell Lubricants technical specialists help customers reduce TCO through effective lubrication



OEM and customer collaborations enable Shell Lubricants to develop products that help improve equipment reliability and productivity



Shell Lubricants Services to help upgrade lubrication management:

Shell LubeAdvisor

Helping identify and seize savings

Shell LubeExpert

Expert advice on-site

Shell LubeAnalyst

Lubricant monitoring

Shell LubeCoach

Staff training

This survey, commissioned by Shell Lubricants and conducted by independent research firm Edelman Intelligence, polled 395 decision makers in the Fleet sector in 8 countries (Brazil, Canada, China, Germany, India, Russia, UK, US) from November to December 2015.

1. Shell recommended procedures include delivery and storage, oil change, oil dispensing systems, efficient grease lubrication systems, oil analysis and training employees in lubricant selection or management.

2. \$ figure based on converting local currency into equivalent \$ amount

3. Based on savings delivered to Shell Lubricants customers from 2011-2015

SHELL LUBRICANTS
TOGETHER ANYTHING IS POSSIBLE