



SHELL HELIX HX7 TECHNOLOGY

Shell
HELIX
Motor oils

DESIGNED TO MEET CHALLENGES

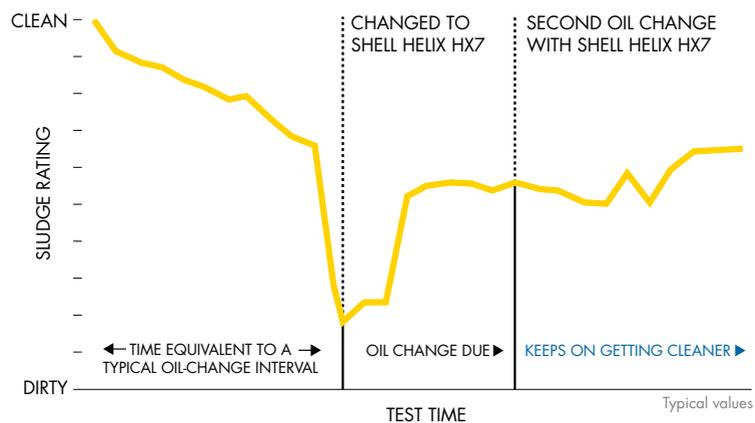




THE BENEFITS OF SHELL HELIX HX7

Cleaner engines can operate more efficiently. Efficient engines are likely to be more responsive. Shell Helix HX7 motor oil uses special active cleansing agents to help engines to operate efficiently.

Tests in an independent laboratory showed that Shell Helix HX7 oil can remove twice as much sludge from a gasoline engine compared with a normal mineral oil. The engine was run with normal motor oil for a typical oil-change interval (280 hours), and sludge built up. The oil was then replaced with Shell Helix HX7, and the engine was run again for a similar period (216 hours – standard Sequence VG test). An immediate clean-up effect was seen with Shell Helix HX7, and the oil went on cleaning the engine for the entire test interval. The engine got even cleaner following a second oil change with Shell Helix HX7.

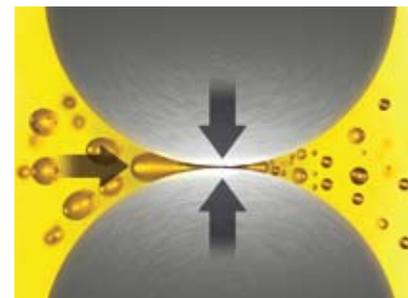


CLEANSING ACTION: Shell Helix HX7 gives an immediate clean-up effect, and goes on cleaning the engine for a long period after the oil change.

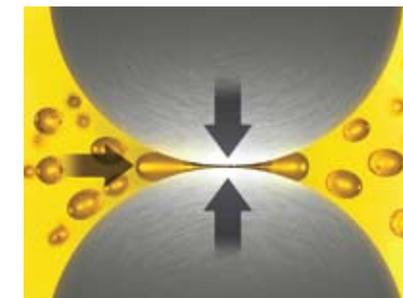
SHELL HELIX HX7 REMOVES UP TO 30% MORE SLUDGE THAN SHELL HELIX HX5

SHEAR STABILITY

If oils shear, they lose viscosity, and this can expose an engine to more friction and wear. Shell Helix HX7 is formulated to resist shearing so that it goes on performing for the entire oil-change interval.



SOME OILS: Large molecules can be torn apart by shearing forces. The oil's viscosity is reduced, and engine friction and wear can increase if the oil film gets too thin.



SHELL HELIX OILS: Large molecules resist being torn apart by shearing forces. Oil viscosity and engine protection are maintained.

SHELL HELIX HX7 PROVIDES UP TO 47% BETTER SHEAR STABILITY THAN SHELL HELIX HX5

OXIDATION STABILITY

High engine temperatures and contaminants can cause oil to break down chemically. This action is known as oxidation and causes oil to turn black. The hotter the engine runs, the faster the degradation rate. Oxidation can cause

- sticky black particles to form and coat engine parts
- oil thickening, which reduces engine efficiency and impedes start-up oil flow
- black sludge to form, which can block oil ducts and cause oil starvation to vital engine parts
- acids to form, which can corrode engine metals and lead to engine failure.

SHELL HELIX HX7 PROVIDES UP TO 24% MORE OXIDATION PROTECTION THAN SHELL HELIX HX5

URBAN DRIVER PERCEPTION TRIALS

We have put Shell Helix oils to the test in a series of tough perception trials. We asked independent research agencies to find out whether drivers across the world noticed the benefits after an oil change to Shell Helix.

The response in Istanbul, Turkey, was typical: more than half the 147 drivers whose cars received Shell Helix HX7 noticed that their cars were more responsive to drive. Characteristic responses included "There is a liveliness in the engine", "The engine runs more comfortably, and I have more peace of mind" and "Performance when pulling away has improved."



SHELL HELIX DIESEL HX7

SYNTHETIC TECHNOLOGY MOTOR OIL

SPECIAL FEATURES	BENEFITS
Special active cleansing technology	Works harder to protect than conventional mineral oils by continuously preventing soot deposits from building up on engine surfaces
Long-term oxidation stability	Up to 19% more protection than other synthetic-technology leading brands tested
Low viscosity, rapid oil flow and low friction	Greater fuel efficiency
High shear stability	Maintains viscosity and stays in grade throughout the oil-change interval
Specially selected synthetic base oils	Reduce oil volatility and therefore oil consumption and the need for top-up
Minimises vibration and engine noise	Smoother, quieter drive

Exceeds specifications: API CF; ACEA B3/B4; MB 229.1; VW 505 00; PSA D level III



SHELL HELIX HX7

SYNTHETIC TECHNOLOGY MOTOR OIL

SPECIAL FEATURES	BENEFITS
Special active cleansing technology	Up to twice as effective at removing sludge from dirty engines compared with a mineral oil
Enhanced oxidation stability	Up to 19% more protection than other synthetic-technology leading brands tested
Low viscosity, rapid oil flow and low friction	Greater fuel efficiency
High shear stability	Maintains viscosity and stays in grade throughout the oil-change interval
Specially selected synthetic base oils	Reduce oil volatility and therefore oil consumption and the need for top-up
Minimises vibration and engine noise	Smoother, quieter drive

Exceeds specifications: API SM/CF; ACEA A3/B3/B4; JASO SG+; MB 229.1; VW 502 00/505 00; RN0700; Fiat 9.55535 G2 (meets requirements)



SHELL HELIX HX7 K

SYNTHETIC TECHNOLOGY MOTOR OIL

SPECIAL FEATURES	BENEFITS
Thicker oil that contains extra anti-wear agents	Reduces wear and oil consumption, and maintains cylinder compression
Special active cleansing technology	Up to twice as effective at removing sludge from dirty engines as a mineral oil
Enhanced oxidation stability	Up to 19% more protection than other synthetic-technology leading brands tested
High shear stability	Maintains viscosity and stays in grade throughout the oil-change interval
Specially selected synthetic base oils	Reduce oil volatility and therefore oil consumption and the need for top-up
Minimises vibration and engine noise	Smoother, quieter drive

Exceeds specifications: API SL/CF; ACEA A3/B3/B4; JASO SG+



SHELL HELIX DIESEL HX7 K

SYNTHETIC TECHNOLOGY MOTOR OIL

SPECIAL FEATURES	BENEFITS
Thicker oil that contains extra anti-wear agents	Reduces wear and oil consumption, and maintains cylinder compression
Special active cleansing technology	Works harder to protect than conventional mineral oils by continuously preventing soot deposits from building up on engine surfaces
Enhanced oxidation stability	Up to 19% more protection than other synthetic-technology leading brands tested
High shear stability	Maintains viscosity and stays in grade throughout the oil-change interval
Specially selected synthetic base oils	Reduce oil volatility and therefore oil consumption and the need for top-up
Minimises vibration and engine noise	Smoother, quieter drive

Exceeds specifications: API CF; ACEA B3/B4; JASO SG+



SHELL HELIX HX7 E

IMPROVED ENGINE EFFICIENCY

SPECIAL FEATURES	BENEFITS
Formulated with special low-friction base oils	Reduces friction to improve fuel consumption and lessen exhaust emissions
Special active cleansing technology	Up to twice as effective at removing sludge from dirty engines compared with a mineral oil
Enhanced oxidation stability	Up to 19% more protection than other synthetic-technology leading brands tested
Low viscosity, rapid oil flow and low friction	Up to 1.8% more fuel economy compared with 15W-40 mineral oil
High shear stability	Maintains viscosity and stays in grade throughout the oil-change interval
Minimises vibration and engine noise	Smoother, quieter drive
Low-SAPS oil for emission system protection	Provides long life for exhaust aftertreatment devices

Exceeds specifications: API SM/CF; ACEA A3/B3/B4/C3; BMW LL-04; MB approval, 229.31; VW 502 00/505 00



SHELL HELIX HX7 C

SYNTHETIC TECHNOLOGY MOTOR OIL

SPECIAL FEATURES	BENEFITS
Formulated with special base oils	Provides long life for exhaust aftertreatment devices
Special active cleansing technology	Up to four times more effective at removing sludge from dirty engines than a mineral oil
Enhanced oxidation stability	High levels of antioxidant give excellent oxidation protection
Low viscosity, rapid oil flow and low friction	Greater fuel efficiency and easier cold starting
High shear stability	Maintains viscosity and stays in grade throughout the oil-change interval
Specially selected synthetic base oils	Reduce oil volatility and therefore oil consumption and the need for top-up
Minimises vibration and engine noise	Smoother, quieter drive

Exceeds specifications: API SL/CF; ACEA A3/B3/B4; JASO SG+; BMW-LL-98; MB 229.3; VW 502 00/505 00; GM LL-B-025; Fiat 9.55535-N2 (meets requirements), 9.55535-M2; RN0700, RN0710



SHELL HELIX HX7 G

SYNTHETIC TECHNOLOGY MOTOR OIL FOR GAS VEHICLES

SPECIAL FEATURES	BENEFITS
Special active cleansing technology	Up to twice as effective at removing sludge from dirty engines as a mineral oil
Enhanced oxidation stability	Up to 19% more protection than other leading synthetic-technology products brands tested
Low viscosity, rapid oil flow and low friction	Greater fuel efficiency
High shear stability	Maintains viscosity and stays in grade throughout the oil-change interval
Specially selected synthetic base oils	Reduce oil volatility and therefore oil consumption and the need for top-up
Minimises vibration and engine noise	Smoother, quieter drive

Exceeds specifications: API SM/CF; ACEA A3/B3/B4



SHELL HELIX HX7 AJ

SYNTHETIC TECHNOLOGY MOTOR OIL FOR JAPANESE ENGINES

SPECIAL FEATURES	BENEFITS
Special active cleansing technology	Provides excellent engine protection by continuously preventing deposits from building up on engine surfaces
Enhanced oxidation stability	High levels of antioxidant give excellent oxidation protection
Low viscosity, rapid oil flow and low friction	Greater fuel efficiency
High shear stability	Maintains viscosity and stays in grade throughout the oil-drain interval
Specially selected synthetic base oils	Reduce oil volatility and therefore oil consumption and the need for top-up

Exceeds specifications: API SM/CF; ILSAC GF-4



SHELL HELIX DIESEL HX7 AJ-L

SYNTHETIC TECHNOLOGY MOTOR OIL FOR JAPANESE ENGINES

SPECIAL FEATURES	BENEFITS
Emission system protection	Low-SAPS formula provides long life for diesel engines fitted with diesel particulate filters and three-way catalyst systems
Special active cleansing technology	Works harder to protect than conventional mineral oils by continuously preventing soot deposits from building up on engine surfaces
Enhanced oxidation stability	High levels of antioxidant give excellent oxidation protection
Low viscosity, rapid oil flow and low friction	Up to 2.5% greater fuel efficiency compared with a 1.5W-40 oil
High shear stability	Maintains viscosity and stays in grade throughout the oil-drain interval
Specially selected synthetic base oils	Reduce oil volatility and therefore oil consumption and the need for top-up

Exceeds specifications: ACEA B1; JASO DL-1