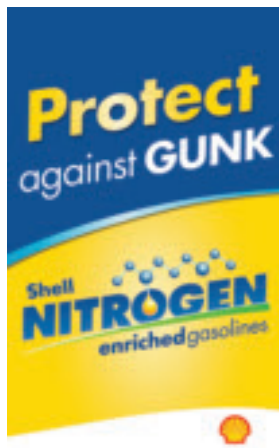


Q1 2010 Protect your Engine Against gunk with Shell Nitrogen Enriched Gasolines!



The module contains the following information:

- Benefits of Shell Nitrogen Enriched Gasolines
- Campaign dates
- Tips for discussing Shell Nitrogen Enriched Gasolines with consumers
- Point-of-purchase installation details

Shell Nitrogen Enriched Gasolines were introduced in March 2009. Now it is time to remind customers about the benefits of this great product!

Shell Nitrogen Enriched Gasolines are patented AND exclusive to Shell. All three grades of Shell gasoline contain a Nitrogen Enriched *Cleaning System* that seeks and destroys engine gunk in both conventional and modern engines. It also acts as a PROTECTIVE barrier that shields engines from performance-robbing gunk.

What are the KEY benefits of Shell Nitrogen Enriched Gasolines?

- Acts as a protective barrier to help keep engine clean even better than before.
- Seeks and destroys engine gunk in all 3 grades.
- Protects against gunk in the toughest engine conditions.
- Shell V-Power® provides maximum protection.

Shell V-Power

Our premium gasoline, Shell V-Power, is our best gasoline containing the highest concentration of our NEW Nitrogen Enriched cleaning system. Therefore, Shell V-Power provides maximum protection, seeking and destroying engine gunk *even faster* than Shell regular grade of gasoline, and helping your vehicle maintain optimum performance.

What are the dates of the campaign?

The Shell Nitrogen Enriched Gasolines campaign begins **Monday, December 28** and ends on **Sunday, April 4, 2010**.

How should I talk to customers about the Shell Nitrogen Enriched Gasolines?

Remember A.M.A.

- 1) Ask? Ask each customer: "Have you heard about the Shell Nitrogen Enriched Gasolines?"

- 2) Make Aware! Let all consumers know that "All three grades of Shell Gasoline contain a Nitrogen Enriched Cleaning System that acts as a protective barrier against performance-robbing gunk."
- 3) Appreciate! "Thank you for using Shell Nitrogen Enriched Gasolines, have a great day!" and offer the customer a brochure.

Have you read the Shell Nitrogen Enriched Gasolines Brochure? This brochure has great information for you and your customers. If your customers have questions, be sure to refer them to the brochure.

How do I install the point-of-purchase materials?

Refer to the point-of-purchase plan-o-gram included in with the POP kit shipped to your location.

Contact Pointsmith at 1-800-762-5213 if any of the point-of-purchase materials are missing.

OBSERVE appropriate safety measures when installing POP.

POST the Shell Nitrogen Enriched Gasolines POP on **Monday, December 28, 2009**.

Place the Shell Nitrogen Enriched Gasolines Brochures in the pocket of the Passionate Expert Stand-up display.

- If you would like to order a Passionate Expert stand up, contact Pointsmith. Otherwise, place the brochures in the transaction/counter area for customer access.
- Ensure that the dispenser application holders are stocked with the Shell Card applications.
- ENSURE that the valve display remains near the transaction area and continues to be visible.



More information on Shell Nitrogen Enriched gasolines can be found at www.shell.com/us.



Your skills
Make the Difference REAL!



Module 22

Question Bank

Now that you have learned more about Shell Nitrogen Enriched Gasolines, your Wholesaler/Retailer invites you to participate in the below quiz and a related monthly sweepstakes to win one of many \$50 Shell Gift Cards. To take the quiz and enter the sweepstakes, follow the directions on the bottom of this page. For more details about the monthly sweepstakes, you may refer to the official rules located on the YMTDR training website at www.ymtdr.com.

NOTE: You will need to answer 10 of 12 questions in order to qualify for the monthly incentive sweepstakes.

- You can find more information on Shell gasoline by visiting:
 - nitrogenenriched.com
 - shell.us
 - gotgunk.useshell.com
 - lhategunk.com
- What makes New Shell Nitrogen Enriched Gasolines even better?
 - They seek and destroy engine gunk in all 3 grades
 - Act as a barrier to help keep your engine clean and protect it from performance rubbing gunk
 - Shell V-Power provides maximum protection
 - All of the above
- What does "AMA" stand for?
 - Auto Makers Association
 - Ask Me About
 - Ask, Make Aware, Appreciate
 - Active Molecule Agents
- Which of the following are benefits of Nitrogen Enriched Shell V-Power:
 - Provides maximum protection
 - Seeks and destroys engine gunk faster than Shell Regular and Plus gasolines
 - It helps vehicles maintain optimum performance
 - All of the above
- Our premium gasoline, Shell V-Power, contains the highest concentration of the Shell Nitrogen Enriched cleaning system.
 - Partly true, all 3 grades have the same concentration
 - True
 - False
 - Neither True nor False
- All Shell gasolines meet the TOP TIER Gasoline Detergent Standard created by top automakers.
 - True
 - False
 - True only for Shell V-Power
 - True only for Shell V-Power and Plus
- Intake valves and fuel injectors are critical engine parts that Shell Nitrogen Enriched Gasolines can clean and protect better than before.*
The statement above applies to:
 - Shell V-Power
 - Shell V-Power and Plus
 - Regular and Plus
 - All Shell Gasolines
- When asked "What is Gunk?," your response should be:
 - The technical term for engine gunk is carbon deposits
 - Point to the valve with gunky build-up on the valve display, mention that all Shell gasolines clean and protect against gunky buildup, and hand the customer one of the Shell Nitrogen Enriched Gasolines brochures.
 - Carbon deposits that can form on critical engine parts when using lower quality gasoline
 - a or b or c
- Shell Nitrogen Enriched Gasoline's are:
 - unique to Shell
 - patented
 - extensively tested
 - all of the above
- What are Shell Nitrogen Enriched Gasolines?
 - Shell Nitrogen Enriched Gasoline is the New Shell V-Power®
 - Shell Nitrogen Enriched Gasolines refer to Regular and Plus, but not to Shell V-Power
 - A Nitrogen Enriched cleaning system that can clean up engine gunk in all 3 grades of Shell gasoline
- Shell Nitrogen Enriched Gasolines protect against gunk in the toughest engine conditions.
 - True
 - False
 - Partly true – only applies to Shell V-Power
 - None of the above
- What are the start and end dates of the Nitrogen Enriched fuels campaign?
 - January 1 to March 31, 2010
 - December 28, 2009 to April 4, 2010
 - February 1 to February 28, 2010
 - January 1 to June 30, 2010

Module is also available online at www.ymtdr.com. When you're ready to take the quiz, have your SHIP TO six-digit number handy and call 1-800-329-2410. Follow the directions/prompts: you will simply need to press the corresponding number on your telephone keypad to record answers. The materials in the modules associated with this program have been prepared solely as a tool which can be utilized by Shell-branded retailers and wholesalers and their employees in the conduct of their business. Use of the materials is not mandated by Shell Oil Products US nor Motiva Enterprises LLC, and is totally at the option and discretion of the wholesaler/retailer. Additionally, participation in the sweepstakes offer is totally voluntary. The materials are provided for information and guidance only. Neither Shell nor Motiva represents that the materials are comprehensive or that use of the materials or information will produce any particular result or benefit, and Shell and Motiva shall have no liability to any user of the information or materials due to any such use.



Your skills
Make the Difference REAL!

