

NOT ALL TRUCKS ARE THE SAME



SHELL RIMULA LIGHT DUTY RANGE

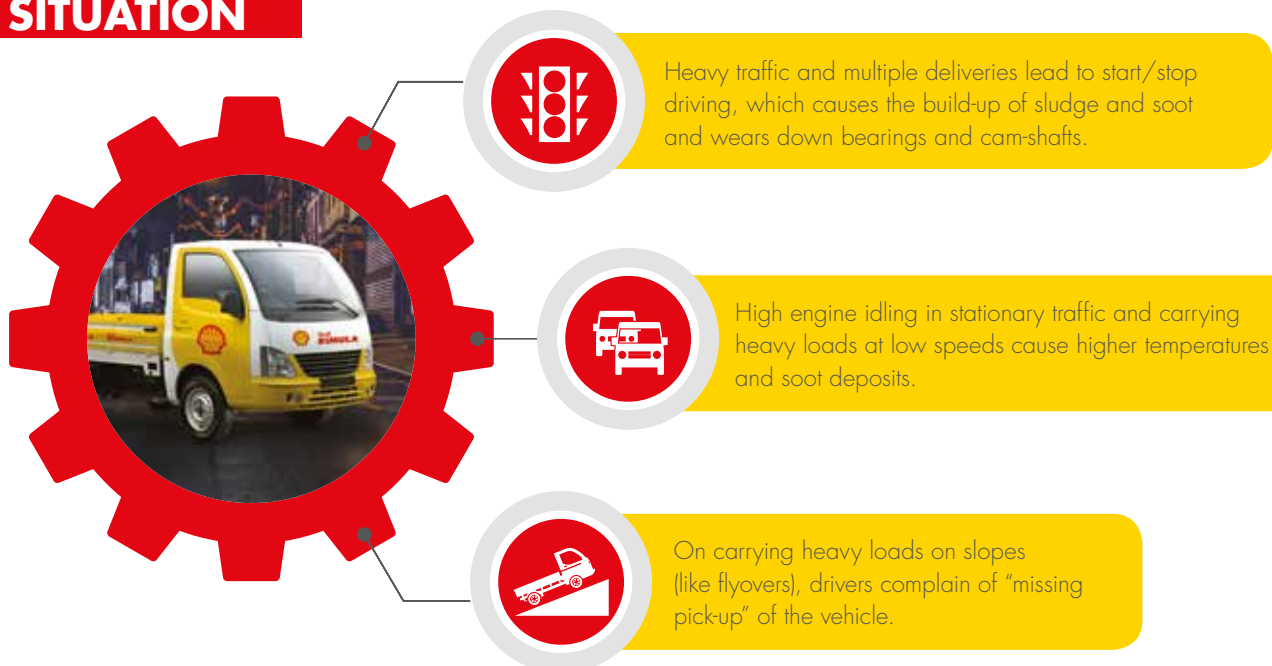


Engine oil designed especially
for light duty vehicles

Shell
RIMULA



SITUATION



SHELL SOLUTION

In recognition of these differences, Shell Rimula has launched a new range of light duty truck engine oil -Shell Rimula LD3. This is a special oil for light duty trucks designed to tackle urban driving conditions, so that customer can spend less time and money on repairs and more time on the road.



**SHELL RIMULA LIGHT DUTY
15W-40 CNG - 3L**



**SHELL RIMULA LIGHT DUTY
15W-40 CH4 - 3L**

MAIN APPLICATIONS:

Shell Rimula Light Duty is specially designed for

- MLCVs/Mini-trucks like TATA Ace, Super Ace, IRIS, Ashok Leyland Dost, Mahindra Maxximo, Jeeto
- All MLCVs/Mini-trucks running for applications like market loading, delivery of construction material, fruits & vegetables, food grains, industrial goods, bakery, FMCG, milk/soft drinks crates, mineral water etc



CONSUMER BENEFITS



START STOP:

Constantly starting and stopping the vehicle in traffic causes sludge which means more wear of engine parts. Shell Rimula Light Duty Oil helps breaks down sludge to combat wear and protects engine.

HIGH IDLE ENGINE RUNNING:

For light duty truckers, being stuck in slow moving traffic is unavoidable, hence they need an oil that protects the engine during such conditions. Shell Rimula Light Duty oil offers extended oil life.

INCLINES:

Carrying heavy loads while frequently climbing flyovers & ramps at shop entrances leads to faster oil thickening & deposit build up, due to which LCV drivers complain of "loss of pick up". Shell Rimula Light Duty Oil offers improved antioxidant performance and lesser soot deposits, which maintain the vehicle pick-up even on inclined roads.