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Mohzani (left) and Holthusen posing with the Ferrari Formula One S2004 at the launch.

# F1 power with new fuel

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**I**TS technical partnership with Ferrari in Formula One for almost 60 years has enabled Shell to introduce its high performance Shell V-Power Racing fuel.

"The new fuel will replace the Shell V-Power that was introduced in 2000. Shell V-Power has been a success as it is the premium fuel chosen by our customers. Our aim is to be in the forefront of fuel technology with constant innovations to produce high performing fuels," said Shell Malaysia Trading Sdn Bhd managing director Mohzani Abdul Wahab, who launched the product on Thursday.

Malaysia is the first nation in the Asian region to introduce Shell V-Power Racing that contains 99% of the components designed for Ferrari in the Formula One.

"This is the most advanced fuel that we have to offer. We want to share with our customers the thrill of experiencing the burst of power and exhilaration on the road," added Mohzani, who had earlier made a grand entrance in a Ferrari 612 Scaglietti.

Shell Global Solutions fuels technology manager Eric Holthusen was

also present to brief the guests on the new fuel that incorporates performance enhancement technology and the Friction Modifier Technology (FMT) new additive.

"FMT is developed in our research laboratories and through our participation in Formula One with Ferrari. The V-Power Racing friction reduction properties with FMT are designed to improve acceleration by reducing power loss due to friction. FMT reduces friction between moving engine parts by removing and preventing deposit build-up in the engine," Holthusen explained.

The enhanced premium fuel, priced at RM2.15 per litre, will be available at 300 Shell stations in Peninsular Malaysia.

Mohzani also revealed that the brand would invest 25% of its campaign budget in giving its stations an appealing face-lift in the latest branding initiative.

The red appeal will be inevitable at the selected stations, as the current blue V-Power will be making way for the fiery red V-Power Racing.

"It is important to have a new distinctive brand identity with a whole new look for our customers to feel the difference at our stations. We will complete the exercise by the end of the year," added Mohzani.