



Racing formula

Formula One fans will be thrilled to know they can now avail themselves of the same petrol as their favourite racing team — if Ferrari is their team of choice, that is. Shell recently launched Shell V-Power Racing, the same petrol that fuels team Ferrari in the Formula One races.

Available at all 300 Shell stations nationwide, the petrol has 99% of the components found in the fuel used in F1 Ferrari cars, and is designed to provide immediate acceleration and power.

“We are proud to share this new innovation with our customers at no extra cost. Besides giving our customers Ferrari fuel for the road, we are also changing the current blue of V-Power to a flaming red to reflect Shell V-Power Racing. Shell stations will be re-branded with a

distinctive new look. Shell is investing 25% of its campaign budget on the re-branding,” says Haji Mohzani Abdul Wahab, Shell Malaysia’s managing director.

According to Shell Global Solutions Fuels Technology manager Eric Holthusen, the new fuel performs well because of a new additive — the Friction Modifier Technology (FMT) — which is proprietary to Shell premium fuels.

“The FMT is 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,” says Holthusen.

Shell is the official sponsor for the Ferrari Formula One team and the Ducati World MotoGP team.