

From: [Hunt, Adam](#)

Sent: Friday, July 11, 2008 6:01 PM

Subject: Shell to phase out Shell V-Power

Good evening

On behalf of Shell Australia I am writing to inform you and your club members that from the end of July 2008, Shell will be phasing out Shell V-Power Racing fuel from the Australian market.

The phase out of Shell V-Power Racing from 46 Coles Express sites in QLD, VIC, NSW & ACT will take approximately six months.

A changing market has been the major contributor to Shell's decision to phase out the fuel.

Moving forward, Shell V-Power will be Shell's premium performance fuel. Shell V-Power will continue to be available at the Coles Express sites in QLD, VIC, SA, NSW & ACT.

At 98 octane, Shell V-Power contains a unique Friction Modification Technology (FMT) and an exclusive cleaning formula designed to enhance everyday driving performance and responsiveness.

Shell Australia will continue to respond to consumer demand to maintain a quality fuels portfolio, and supply a range of quality fuels available for Australian motorists who understand that not all fuels are the same.

For further information or any technical assistance about the removal of Shell V-Power Racing, please visit www.shell.com.au or call our Customer Service Centre on 13 16 18.

Thank you for your support.

Yours sincerely

The Shell Company of Australia Limited

Adam Hunt on behalf of:

Jenny Lalor

Retail Fuels and Forecourt Team Leader

Shell Australia