

# Shell underlines its commitment in meeting energy challenge

Shell brings lubricants technology lecture on innovations in the face of the energy challenge to IIT Madras

Experts predict that the world population will rise to 9 billion by the year 2050. Nearly 70 per cent of the world's population – nearly double of today's urban population – is expected to live in cities. The number of vehicles will increase to 2 billion by 2050 from 800 million of today which will increase the demand of fuel by 50 per cent. Due to increased population and enhanced economic prosperity, India will be in the forefront of 'meeting the energy challenge'.

Experts from Shell Lubricants and automotive original equipment manufacturers (OEMs) shared their perspectives on this challenge and recommended for close collaboration of lubricant companies and OEMs at the design stage. During a global lecture series conducted by Shell Lubricants, in association with Indian Institute of Technology (IIT) Madras, they emphasised cross-industry co-engineering as the fastest route to optimising fuel efficiency in lubricants for vehicles.

Lubricants - alongside new fuel and engine technologies - have a unique and vital role to play in meeting the global energy challenge. Right lubricants can enhance the fuel efficiency. Dr. Selda Gunsel, Vice President, Shell Global Commercial Technology, said, "Fuel economy can be improved by using the most suitable quality lubricant for an engine."



(From Left to Right) Dr. Cameron Watson, GM for Lubricants Technology OEM & Direct Sector, Shell; Dr. Tim Leverton, Head of Advanced & Product Engineering at Tata Motors; Prof. Gordon Murray, CEO and Technical Director for Gordon Murray Designs (GMD); Rick Finn, Corporate Strategy Team, Infineum; Dr. Selda Gunsel, VP of Shell Global Commercial Technology and Nitin Prasad, Country Head, Shell Lubricants India

She adds, "Collaboration and co-engineering is the key to meet the energy challenge which will further improve the energy efficiency and reduce CO2 emission."

Co-engineering was further reinforced by Prof. Gordon Murray, renowned Formula One and McLaren designer as well as the Chief Executive Officer and Technical Director for Gordon Murray Designs (GMD). She said, "At GMD we are developing innovative cars that challenge every aspect of car design concepts, including lubrication. A lubricant is a vital engine component that has more potential than most for improving a vehicle's fuel economy and cutting its CO2 emissions. That is why we have been working closely with Shell as technical partners since 2010. We share the same drive for fuel efficiency and innovation in an energy challenged world."

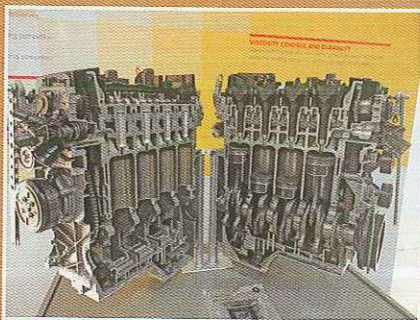
GMD's T25 city car that uses a modern

low-friction 600cc engine achieved a 6.5 per cent fuel economy improvement over an urban cycle compared with 10W-30 oil by extending the co-engineering principles.

Nitin Prasad, Country Head, Shell Lubricants India, said, "The Shell Lubricants Technology Lecture is a great platform to collaborate across media, academia and industry on how lubricants can be used as a valuable design parameter in the automotive industry as opposed to an afterthought."

After the success of the first two editions of global lecture series at Imperial College, London, and Tsinghua University, Beijing, Shell Lubricants, conducted the third edition – it's first in India.

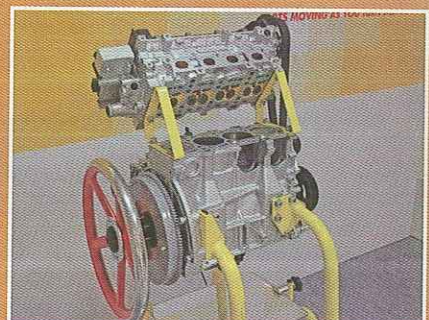
The event was attended by leading automotive and engineering experts in India as well as IIT Madras faculty and students. ■



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