



WAK was on the TRACK at the



Shell V-Power and the Shell-Pennzoil Grand Prix of Houston JUNE 25-29, 2014



SHELL: INNOVATION, RESEARCH AND DEVELOPMENT

Women Auto Know was honored to be a VIP guest at the Shell Technology Center Houston for a tour of their facility and an inside peek at the innovative Shell V-Power Premium Gasoline. As part of the event, I got the opportunity to attend the Shell-Pennzoil Grand Prix Houston, take a few hot laps in the Radical (that's me up there) and meet the brilliant team of engineers and scientists behind the groundbreaking fuel advances at Shell.

I also had the privilege to rub shoulders with other people who are making a difference in the automotive industry like Eric Cook (ErictheCarGuy), Chris Prack of the National Institute of Automotive Service Excellence (ASE), Scotty Kilmer, Alan Taylor of ERN Live, Charles Sanville (the Humble Mechanic), Gregg Stebben of Men's Health Radio, Samantha Hoover of National Oils & Lubes News, Matthew Monaghan of SAE International, Steven Cole Smith of Motorsports, Brendan Baker of Engine Builder, Jason Fenske of Engineering Explained, Javier Mota of Aboutautos.com, Louise Noeth of Landspeed Productions, Mike Sheldrick of Automotive Digest, Jesse Torres of UTI and Stephanie Wallcraft of More Front Wing.

Check out the next few pages to learn more about Shell V-Power Premium Gasoline and the team of Shell engineers.

THE SCIENCE BEHIND PERFORMANCE FUELS

The development and production of Shell V-Power fuels is a complex process, and each stage is carefully researched and controlled. It takes time, and specially designed ingredients combined with expert knowledge, to create innovative fuels that can help your engine to perform at their best.

Consumers' Needs

The consumer plays a pivotal role in the development process of Shell V-Power fuels. We carry out an in-depth look at consumers in each country. This research helps to provide an understanding of consumer perceptions about their vehicles, how they use them, and what they look for in a premium fuel.

This information is analyzed in detail and shared with the wider Shell V-Power team, and begins the Shell V-Power development process in earnest.

'Building Blocks'

Consumer research is filtered down to the Shell V-Power scientists at Shell's Research and Development (R&D) centers around the world. Here, scientists work to identify the specific ingredients – the 'building blocks' – that are needed to create Shell V-Power.

Motorsport Expertise

Commitment to innovation through motorsport is an integral part of Shell's extensive R&D program, and is key to delivering better fuels for consumers. Shell is extremely proud of its rich motorsport heritage, and its longstanding technical partnership with Scuderia Ferrari has proven to be the most successful in motorsport history.

As Ferrari's technology consultant, we have developed expertise and knowledge in matching the correct fuel to new engine designs and technical developments made by Ferrari. Shell scientists who work with the Ferrari engineers at the track are the same people who are driving developments for Shell road fuels.

The Ferrari relationship reiterates our commitment and passion to bringing technologically advanced fuels to our customers. The information from the testing with Ferrari is used in the continuing development of Shell V-Power Premium Gasoline for cars on the road.

Local Adaptation

Shell V-Power fuels are tailored for each country to ensure that the fuel complies with local government specifications and local market conditions.

For example, Shell V-Power created for Canada has to be designed to withstand freezing conditions, whereas Shell V-Power produced for Australia needs to be designed to deliver improved performance at extremely high temperatures.

WHO YOU'LL MEET



Dave Dudek
Fuels Technology Manager, Shell

Dave Dudek is the Fuels Technology Manager at the Shell Technology Center – Houston. He has 25 years of experience in Shell, with a wide range of assignments in R&D, Chemicals, Supply, Refining, and Catalysis, and is passionate about leveraging technology to deliver value to the customer.



Jim Macias
Technology Manager, Shell Fuels

Jim Macias has over 25 years' experience with Shell in the areas of automotive fuels technology, engine oils and industrial lubricants. Over this period he has developed products for Shell's downstream businesses in various countries around the world, and assisted in the launch of several new products into the marketplace.



Vinod Natarajan
Project Leader, Fuels Technology, Shell

Vinod Natarajan has worked in the Fuels Technology Group at Shell for more than 6 years and is based at the Shell Technology Center – Houston. At Shell he has worked on activities spanning a wide range of topics, including high -ethanol content gasoline R&D, tracking emerging engine and vehicle technologies, US motorsport applications, and technology support for fuels products in the marketplace. Currently he is a project leader looking over an R&D area specifically investigating opportunities for fuels in existing and emerging vehicle technology with a global focus.



Allison Falender
Technology Manager, Shell

Allison Falender is a Technology Manager at Shell, overseeing a global multi - disciplinary group of scientists in the Lubricants Discovery Hub working on several very exciting projects that are Tribology related and tie together Innovation and Product Development. In her first role with Shell, Allie was part of the technical team for Biofuels, leading a multi -company collaboration to develop yeast strains to produce cellulosic ethanol.



Paul Bastien
Senior Research Engineer, Product Development Specialist, Shell

Paul Ba stien is the Senior Research Engineer and Product Development Specialist for Shell Global Solutions (US) Inc. Within the Lubricants Technology Group, he is part of a team of scientists and technicians responsible for passenger car motor oil development as well as providing engine and gear oil formulations and technical support to motorsports. Bastien began his technical career in 1980 at Texaco in the field service group for both lubricants and fuels. In 1998, he joined Equilon (a Shell – Texaco alliance co mpany) at the Shell Technology Center Houston on the engine oil development team having worked on engine oil development since 1987 with responsibility for the US custom blend racing oils beginning in 2001.



Richard Dixon
North America Motor Oil Technology Manager, Shell

Richard Dixon has worked for Shell for 17 years in Lubricants Technology. He has worked as a lubricants formulator in many areas – industrial and crankcase. As Technology Manager for passenger car crankcase oils for the last 4 ye ars, he work with the team developing our formulations, development activities range from the

very initial screening of molecules to field and fleet testing, including both Branded (consumer) and OEM Factory Fill engine oils.

Chris Hayek
Director of Global Brand Marketing, Shell Lubricants



Chris Hayek is the Director of Global Brand Marketing for Shell Lubricants. In his role, Chris is responsible for brand strategy, positioning, product portfolio and development of CVP for Pennzoil, Quaker State, and Formula Shell. Prior to his current role, Chris has spent 13 years within Shell Lubricants, with previous experience including local brand management roles for Pennzoil DIY and Pennzoil Marine, national and account specific consumer promotions, customer marketing, and sponsorship evaluation/activation.

Tim Cindric
President, Penske Performance, Inc.



Tim Cindric was named President of Penske Racing, Inc. in October of 1999 with management responsibility of Team Penske, Racing Experience, Inc., Penske Technology Group and Penske Motorsports, Inc. As President, Cindric has management responsibility for Penske Performance operations that include teams currently competing in NASCAR and the IZOD IndyCar Series. During his 14 years with Penske Racing, Cindric has led the team's Indy car program to 68 wins, including five Indianapolis 500 victories, three championships and 94 pole positions, including six at the Indianapolis 500. In addition, Cindric has overseen nine NASCAR Sprint Cup Series victories – including the 2008 Daytona 500, 18 NASCAR pole positions; nine Nationwide Series wins and 12 Nationwide Series poles. He also built Penske Racing's American Le Mans Series Porsche program in 2005 that went on to collect 24 wins, including an overall victory at the 2008 12 Hours of Sebring, three LMP2 titles and 27 pole positions. Cindric has served as race strategist for the team's ALMS and Grand-Am Sports Car Series programs as well.

Tony Sime
Senior Design Engineer, Ilmor Engineering



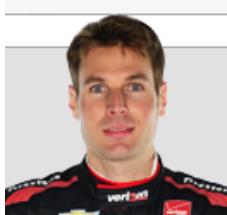
Tony Sime is a Senior Design Engineer with Ilmor Engineering and is Lead Designer of the Chevy V6 Twin Turbo Indy Engine which won the Manufacturer's Championship in 2012/2013 and which powered Ryan Hunter-Reay to the 2012 Driver's title. He joined Ilmor in 1998, with his initial work involving the design and stress analysis of cranks, conrods and pistons. He designed an upgrade package for the Aurora V8 when Team Penske first entered the Indy Racing League in 2001 and this engine powered Helio Castroneves to his first two Indy 500 wins. He has worked as a Design Engineer on the Mercedes V8 CART engine and in more recent years the Honda V8 and Chevy V6 IndyCar engines. He designed the cylinder head, valvetrain and bottom-end of the very successful Honda Indy V8 and played a large part in the success and reliability of this engine between 2003 and 2011.

Lee Spencer
Senior NASCAR Writer and NASCAR Editor, Motorsport.com



Lee Spencer is the Senior NASCAR Writer and NASCAR Editor for Motorsport.com. She has provided award-winning coverage of auto racing for the last 20 years. Prior to joining Motorsport.com, Spencer was the lead writer at FOXSports.com for the last seven seasons. She also became the first female columnist for the Sporting News in 2001. Spencer lent her expertise to Around the Track, a weekly NASCAR show which aired on FOX Sports South, and has appeared on ESPN, CNN, SPEED and FOX Sports 1. Currently, Spencer is a regular contributor and guest co-host to SiriusXM NASCAR Radio and the Performance Racing Network. She currently has more than 37,000 Twitter followers.

Will Power
Driver, No. 12 Dallara/Chevrolet for Team Penske



Continuing his remarkable record of production, Will Power enjoyed another strong IndyCar Series season in 2013. The native of Toowoomba, Australia produced three wins, three poles and another top-five championship season as he once again proved to be a force in the No. 12 Verizon Team Penske Dallara/Chevrolet. Power closed the season with a flourish winning three of the final five races to finish fourth in the championship standings, giving him great confidence heading into 2014. Power led Team Penske for the fourth consecutive year in both race victories (three) and poles (three) in 2013. He produced seven top-five finishes and nine top-10 results and his 351 laps led was tops the series. He also led at least one lap in a series-high 15 of 19 races and his averaging starting position of 4.3 topped all competitors as well.

Juan Pablo Montoya
Driver, No. 2 Dallara/Chevrolet for Team Penske



Juan Pablo Montoya jumped at the opportunity to return to open-wheel racing in 2014 as the driver of the No. 2 Dallara/Chevrolet for Team Penske the IndyCar Series. After all, driving for Roger Penske had been Montoya's dream since he began racing go-karts as a child in Bogota, Columbia. Few drivers in motorsports history can match the credentials of Montoya. He is the only driver to win a CART Series title, the Indianapolis 500 and the 24 Hours of Daytona, all in his first attempt. He is also a former winner of one of the most prestigious races in the world: the Monaco Grand Prix. Legendary racers Mario Andretti and Dan Gurney are the only other drivers besides Montoya that can boast wins in Formula One (F1), CART/IndyCar and NASCAR.