

Shell brings lubricants technology lecture on innovations

A panel of industry experts discussed the role of co-engineering and innovation in the development of fuel-efficient lubricants

Following the success of the first two editions of Shell's Global Lecture Series at Imperial College, London and Tsinghua University, Beijing, Shell has brought together automotive industry experts at the third edition of the Shell Lubricants Technology Lecture in India at IIT-Madras. Here speakers emphasised on cross industry co-engineering as the fastest route to optimise fuel efficiency in lubricants for vehicles.

Dr Selda Gonsel, Vice President, Shell Global Commercial Technology, said, "We, at Shell, believe lubricants alongside new fuel and engine technologies have a unique and vital role to play in meeting the global energy challenge. Our research shows that fuel economy can be improved by using the most suitable quality lubricant for an engine, and that even higher savings can be achieved when the lubricants provider and the automotive original equipment manufacturer, or OEM, work together to develop bespoke products for a particular vehicle. This involves long-term co-engineering projects within the industry."

Co-engineering was further reinforced by Professor Gordon Murray, renowned Formula One and McLaren designer as well as the Chief Executive Officer and Technical Director for Gordon Murray Designs (GMD). He emphasised, "We, at GMD, 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.



(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 Gonsel, VP of Shell Global Commercial Technology and Nitin Prasad, Country Head, Shell Lubricants India



Exhibits showcased at Shell Lubricants Global Lecture Series in partnership with IIT Madras

We share the same drive for fuel efficiency and innovation in an energy-challenged world."

Nitin Prasad, Country Head, Shell Lubricants India, inaugurated the event. He 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. I am very glad to see such an impressive turnout and hope we can continue to share knowledge delivering greater fuel efficiency and lower emissions in the Indian automotive industry."

Professor Krishnan Balasubramanian, Dean - Industrial Consultancy and Sponsored Research, IIT-Madras, said, "We are proud to host the Shell Lubricants Technology Lecture at IIT Madras for industry experts who are at the forefront of automotive technology in India. Education and practical experience go hand-in-hand and this type of technical knowledge sharing is vital for the development of India's future engineers."

Other distinguished speakers at the Shell Lubricants Technology Lecture included Dr Tim Leverton, Head - Advanced and Product Engineering, Tata Motors and Rick Finn, Corporate Strategy Team, Infineum.