

J-M PELLETIER CHOOSES



Shell
Diesel Extra[®]

J-M Pelletier Transport Inc. chose Shell Diesel Extra, with fuel economy formula, and is reaping the benefits, according to their own observations and experience.

Jean-Marc Pelletier, based in Grand Falls, New Brunswick, is a fuel carrier with over 20 years of industry experience. After being employed as a fuel carrier for eight years, he started his own fuel transport company in 2012.

In his 2012 Freightliner Coronado (which has seen approximately 650,000 km), Jean-Marc drives a route to Quebec to meet the fuel needs of customers. He is someone who is always open to ideas on fuel efficiency improvement, so when Michaud Petroleum, a Shell Branded Distributor in New Brunswick, suggested a more advanced fuel might help, Jean-Marc wanted to know more.

The distributor explained the fuel saving benefits of **Shell Diesel Extra** and Jean-Marc decided he wanted to give it a try.



Jean-Marc Pelletier (left) and Hermel Michaud (owner, Michaud Petroleum) right

The Claim:

The distributor explained to Jean-Marc that he could potentially save fuel by up to three per cent* by purchasing **Shell Diesel Extra**. This is due to the fact that **Shell Diesel Extra** contains a detergent that helps to prevent the buildup of injector deposits which adversely affect the spray pattern and combustion process.

The Results:

Jean-Marc has been using **Shell Diesel Extra** exclusively since July 2014 and carefully observed his mileage and fuel demand.

"I compared the fuel consumption in my truck between this summer and last and I'm impressed with the results! My truck also seems to pull a little better, although the fuel savings alone** have convinced me that **Shell Diesel Extra** is a worthwhile investment," says Jean-Marc.

After observing the benefits of **Shell Diesel Extra**, Jean-Marc recommended the fuel to a fellow driver who, like Jean-Marc, is now also experiencing a fuel saving benefit from switching to **Shell Diesel Extra**.

*Over the lifetime of the vehicle. Compared to regular diesel without a fuel economy formula. Savings may vary per truck/vehicle, driving conditions and driving style.

** Shell Diesel Extra helped Jean-Marc to improve by 4% comparing Q3 2014 and Q3 2013

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www.shell.ca/shelldieselextra

