

Briefing Note  
May 2019

Piston Engine Oil - Quartz Re Design

AeroShell EMEA Region

#### Background

In Shell Aviation, we are continuously innovating and inviting customer feedback to provide our partners top quality products that most effectively and efficiently meet the needs of our customers. Shell Lubricants globally has redesigned the quart bottles to one of higher quality with improved bottle construction and new shape. Our AeroShell team took this as an opportunity to incorporate differentiated package colours in response to significant customer feedback requesting the "old" colour coded viscosity grades and products.

There is zero change to any of our formulas, strictly a bottle change within our Piston Engine Oil portfolio.

Here is a summary of the changes that you and your team will see over the next months shortly in the market:

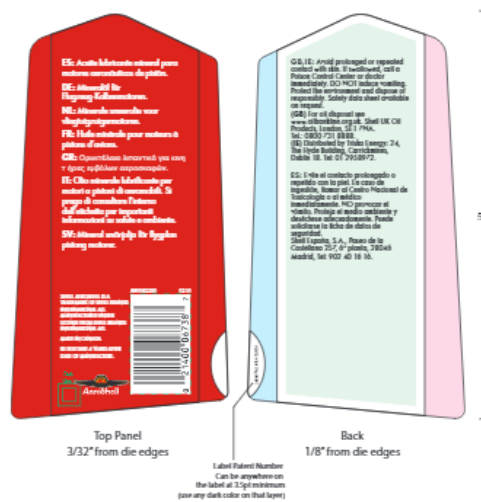
- 1) New 1 Quart / 946 ml Bottle Design
  - Improved bottle quality and construction
  - Consumer friendly back labels that pull apart for further Information and in several languages
  - Bottle dimensions equal the same "Footprint" as old bottle
  - All Old SKU's will be replaced with NEW SKUs



Old to New Bottle

- 2) New Case Configuration - Cartons of 6 Bottles per Case
  - Cases will now only have 6 x 1 qt bottles instead - this will change what a "case" means when you are ordering. Please adjust accordingly and confirm with customer service.
  - The price will be the old quantity of 12 price figure divided by 2

- 3) New Pallet Configuration - The Quantity Changes Slightly with the new 6x1 qt Bottles -
  - Old Pallet Size = 84 cases of 12\*1
  - New Pallet Size = 175 cases of 6\*1
  - 5 cases x 5 cases x 7 layers = 1 pallet (175total)
  
- 4) Consolidation of SKU/Material codes
  - 17 SKUs to 11 SKUs within the EMEA region
  - New Back labels with multilayer layer has the ability to hold more languages
  - Enables optimisation of warehouse and storage facilities



New Multilayer back labels  
with more languages

- 5) Differentiated "Break In" Oils Bottle Design (Without the 'W')
- ASO 80, 100, - Change from A Green Inner Circle to A Light Grey Inner Circle
  - Clearly differentiates break in oils from our ashless dispersant oils
  - Carton matches with the outer edge of the engine image being a light grey



- 6) Ashless Dispersant Oils - Colour Coded To Easily Select The Correct Oil For Your Engine
- Color Coded Viscosity Grades - To Easily grab the right bottle / carton
  - Carton Viscosity Grade Number Colour Matched to it's respective bottle
  - Carton Configuration are now ONLY 6x1 Qt bottles instead of 12x1's.

**ASO W 15W50 – Blue - Fast Acting, All Year Round Protection (Synthetic Blend / Multigrade)**

**ASO W80PI, W100PI – Yellow – Added Wear & Corrosion Protection with the Lycoming LW16702 additive**

**ASO W80, W100, W120 – Red – All 'W' Straight Grade Ashless Dispersant Oil**

**ASO 80, W100 – Grey– All Straight Grades**

**NEW COLOR-CODED BOTTLES TO HELP YOU GRAB THE RIGHT OIL WITH CONFIDENCE**



Old Material Code	Pack Size	SKU description	New material code	SKU description
550041127	12x1qt	ASO100_12*1QT_A498	550051167	AeroShell Oil 100_6*1qt_AEP2
550041190	12x1qt	ASO100_12*1QT_A495	550051168	AeroShell Oil 100_6*1qt_AEP3
550040953	12x1qt	ASO80_12*1QT_A498	550052280	AeroShell Oil 80_6*1qt_AEP2
550041155	12x1qt	ASO W100PL_12*1QT_A500	550051196	AeroShell Oil W 100 Plus_6*1qt_AEP2
550041160	12x1qt	ASO W100PL_12*1QT_A499	550051196	AeroShell Oil W 100 Plus_6*1qt_AEP2
550041192	12x1qt	ASO W100PL_12*1QT_A496	550051197	AeroShell Oil W 100 Plus_6*1qt_AEP3
550041128	12x1qt	ASO W100_12*1QT_A498	550051169	AeroShell Oil W 100_6*1qt_AEP2
550041129	12x1qt	ASO W100_12*1QT_A502	550051169	AeroShell Oil W 100_6*1qt_AEP2
550041193	12x1qt	ASO W100_12*1QT_A495	550051190	AeroShell Oil W 100_6*1qt_AEP3
550041129	12x1qt	ASO W100_12*1QT_A502	550051190	AeroShell Oil W 100_6*1qt_AEP3
550041150	12x1qt	ASO W 15W50_12*1QT_A500	550051193	AeroShell Oil W 15W-50_6*1qt_AEP2
550041153	12x1qt	ASO W 15W50_12*1QT_A499	550051193	AeroShell Oil W 15W-50_6*1qt_AEP2
550041119	12x1qt	ASO W 15W50_12*1QT_A503	550051193	AeroShell Oil W 15W-50_6*1qt_AEP2
550041194	12x1qt	ASO W 15W50_12*1QT_A496	550051194	AeroShell Oil W 15W-50_6*1qt_AEP3
550041153	12x1qt	ASO W 15W50_12*1QT_A499	550051194	AeroShell Oil W 15W-50_6*1qt_AEP3
550041117	12x1qt	ASO W 15W50_12*1QT_A504	550051194	AeroShell Oil W 15W-50_6*1qt_AEP3
550041116	12x1qt	ASO W80PL_12*1QT_A499	550051195	AeroShell Oil W 80 Plus_6*1qt_AEP2
550041118	12x1qt	ASO W80_12*1QT_A498	550051191	AeroShell Oil W 80_6*1qt_AEP2

MarketHub has all the new pack shots and SKU information. Brochures and marketing material will be updated with the new packshots as we roll out the product globally.  
<https://www.markethub.shell.com>

You can expect to see the new bottles and/or cartons enter into the market here in the EMEA region around June. During the transition to the new products, we will deplete the old stock as such, new SKU codes will come live one at a time. You will be notified of which SKU will be live and therefore, be able to place an order using the new code.

If you have any questions about this change or SKU, your Shell Account Manager will be able to answer further enquiries or questions.

Thank you for your continued support

EMEA AeroShell Team

Shell Aviation