



March 2008

Better diesel for improved performance and reduced CO₂ emissions



Abbey Fuelcards has reminded companies that not all brands of diesel offer the same level of performance, particularly concerning fuel economy and carbon emissions.

Steve Clarke, Abbey Fuelcards sales and marketing manager, said: "Carbon deposits build up on injectors in even the most efficient diesel engine. Using a more efficient brand of diesel, such as Shell Diesel Extra, has been shown to improve engine power performance by up to three per cent and to reduce fuel consumption by around three per cent. In simple terms, that means travelling further per litre while producing lower CO₂ emissions. Over the course of a year, three per cent greater efficiency represents a significant gain."

Shell Diesel Extra can be purchased by Abbey Fuelcards euroShell cardholders in the same way as normal fuel and lubricants. EuroShell is valid at 1,100 locations nationwide, offering discounts at 450 HGV sites and including coverage of one-third of the UK motorway network. Shell Diesel Extra, suitable for use in any diesel engine, includes a high-cetane additive, improving the combustion of the fuel. It is already available at 60 per cent of Shell service stations, with wider availability planned and costs the same as ordinary diesel.

Steve Clarke said: "With euroShell cardholders already enjoying savings, security and service, the improved performance and lower emissions represent a bonus which any company will welcome."

For more information on how Abbey Fuelcards can help reduce your carbon footprint,

call Abbey on 0845 055 1695, or email: sales@abbey-fuelcards.co.uk

or visit: www.shell-fuelcard.co.uk.



NOTE TO EDITORS

Abbey fuelcards is a leading fuel solutions provider and authorised agent of Texaco, Shell, Diesel Direct and UK Fuels. Established for over 15 years, Abbey fuelcards provide an unrivalled combination of service, savings and security for fleet and owner/driver vehicle refuelling throughout the UK.

Designed in the UK to meet the needs of UK organisations, Abbey fuelcards offer customers dedicated personal account management and innovative online tools for round-the-clock account administration, cost control and card protection. Abbey fuelcards uniquely include both contract and 'pay as you go' payment options.

Abbey fuelcards are one of the few remaining totally independent fuelcard companies and is wholly owned by its Managing Director Bob Sturgess who has over 20 years experience in offering a range of on the road refuelling options and associated services to commercial road transport operators.

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