



Providing Value to Customers

The brand customers choose first

Showa Shell's customers want to keep and use their cars for a long time, so Showa Shell offers products and services in response to these customer needs. The company helps its customers enjoy their cars by improving the convenience and familiarity of its service stations.

- Gasoline / Diesel Oil

The sulfur-free motor fuels (sulfur content less than 10 ppm) was offered from January 1, 2005, prior to enactment of national regulations.



サルファーフリー ガソリン
S-10ppm



サルファーフリー 軽油
S-10ppm



- Shell Pura

A more environmentally friendly high-octane gasoline developed in response to customers' needs for cleaning inside of engines. Enjoying strong sales in 25 prefectures nationwide at present.



- Shell Starlex Card

The Shell Starlex Card offers services and functions that meet customers' surveyed needs, such as cashback services. It boasts among the highest number of members and usage rate in the industry. The Gold Card was introduced in October 2004, also in response to customers' wishes.



- Shell Helix Engine Oil Lubricant Series

The lubricant business offers a vast array of products, including the Shell Helix lubricant series, meeting the changing needs of the market. The top-quality Shell Helix Premium OW-20 was added to the Shell Helix lineup in 2004, in response to market demands for energy-saving and lower-viscosity products.



● New Service Station with an Italian Café Opened

Showa Shell opened a new type of service station in response to its customers' needs. The new station, in Fujisawa, Kanagawa Prefecture, is self-service style, features an Italian café and ATM and opened in July 2004.



● Shell Car Inspection

- Reasonable fixed price
- Saturday, Sunday, holiday service
- Service guaranteed through the next car inspection*
- Free road service



A reassuring car inspection system to support customers' enjoyment of their cars.

* Guarantee is limited to disassembled equipment/changed parts at the time of the car inspection.



● Shell Repair

A simple, accessible, inexpensive repair service (limited to sheet metal and paint). With ties to highly reputable car repair shops around the country, a wide variety of repairs are possible at a member service station nearby.

