



# Providing Value to Customers

Showa Shell provides numerous products and services that help customers extend the life of their automobiles and ensure a comfortable driving experience. Showa Shell's service stations meet the automotive needs of customers in a convenient manner and a friendly, personal atmosphere.

## The brand customers choose first

### ● 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.



### ● Smartplus Self-Service Stations

Smartplus is a postpay-system financial service using non-contact IC cards. Limited to small transactions, Smartplus does not require the customer to sign a charge slip. The system eliminates the need for petty-cash transactions between customers and service station staff, and allows payments to be completed within seconds.

In June 2006, Showa Shell introduced Smartplus at ten self-service stations around the country. In November, the company will begin offering Smartplus at Showa Shell self-service stations throughout Japan.



### ● Shell Helix Automotive Lubricating Oil

Showa Shell offers a lineup of high-quality oils tailored to various engines. Because the Shell Helix series makes maximum use of Formula 1 technology, these engine oils respond to the constantly changing needs of the market, with emphasis on the important factors of fuel economy and economic efficiency.

Shell Helix Premium 0W-20 is a super fuel that conserves automotive lubricating oil in particular and protects engines by offering the highest level of friction reduction.



● **Shell Vehicle Safety Inspections**

Showa Shell's reliable safety inspection system provides customers with:

- reasonable prices
- service on Saturdays, Sundays, and holidays
- a maintenance guarantee until the next inspection\*1

\*1 Guarantee limited to equipment disassembled and parts replaced during inspection.



● **Shell Repair: Auto-Body Service**

Leave your auto-body repairs to Showa Shell with confidence. 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.



● **Shell Pura High-Octane Gasoline**

In response to the feedback from customers who cherish their automobiles, Showa Shell has developed and now offers a high-octane, engine-cleaning gasoline. Shell Pura has engine-cleaning properties never before seen, and keeps an engine clean enough for continuous use. In addition, this environmentally friendly, high-octane gasoline substantially reduces harmful exhaust gasses. Shell Pura is currently on sale in 26 prefectures around Japan, and is extremely popular.

● **Human Relations Development: Showa Shell Royal Manager (SRM) Program  
Showa Shell Oil Meister Certification System  
Showa Shell Car Life Advisor Certification System**

Underpinning the Shell brand and supporting customers' automotive requirements are the company's products, service stations, and service station staff. The SRM Program, which was launched in 1979 and now has over a quarter century of history, fosters leaders who will confidently guide Showa Shell's service station network. Individuals who obtain the highest level of certification, "SRM first class," are recognized as elite managers, not only in the Showa Shell Group but in the entire petroleum industry.

In 2006, the Showa Shell Oil Meister Certification System and Showa Shell Car Life Advisor Certification System were introduced. These qualifications are prerequisites for certification as an automobile mechanic, which not only improves sales ability but fosters a high level of technological knowledge.

