



Cooperation with Stakeholders

The Showa Shell Group endeavors to cooperate with and contribute to stakeholders through a variety of activities.

Cooperation with Affiliated Dealers and Associated Companies

Certification System

The Showa Shell Group provides gasoline and other petroleum products through its nationwide network of approximately 700 affiliated dealers and 4,800 service stations. Showa Shell's affiliated dealers, who are its most important business partners, have implemented the Showa Shell Royal Manager (SRM) Program and the Showa Shell Sekiyu Lubricant Expert Program as part of Shell's effort to become the brand customers choose first.

The SRM Program is designed to help service stations succeed in this era of severe marketing competition, win the trust of customers through optimum service, and foster leaders for the Showa Shell service station network. Launched in 1979, the SRM Program now has more than a quarter century of history behind it, and is unique in the industry. Those who obtain the highest level of certification, "SRM first class," are recognized as elite managers, not only in the Showa Shell Group but also in the entire petroleum industry.

In 2006, Showa Shell introduced two more proprietary certification systems, the Showa Shell Oil Mister Certification System and the Showa Shell Car Life Advisor Certification System. These systems will assist the company in winning customers' confidence in its technological expertise.

Showa Shell Certified Lubricant Experts

	Number Certified (as of end-Jun 2006)
Lubricant Expert 1 st Class	258
Lubricant Expert 2 nd Class	944

Showa Shell/Royal Managers Certified

	Number Certified (as of end-May 2006)
SRM 1 st Class	349
SRM 2 nd Class	2,900
SRM 3 rd Class	13,577



Safe Lorry Operation

● Discussion Panels for Service Station Managers and Lorry Drivers

The Customer Service Department uses service station manager's groups, driving contests, and other means to improve communication and cooperation among lorry drivers and service station managers and staff, with regard to unloading operations.

Between the time a truck pulls into a service station and the time it pulls out, a number of tasks have to be accomplished. The exchange of opinions on various subjects will contribute to the achievement of improved unloading procedures and safety of transport.



● Accident Prevention

Accident prevention measures include painting lines to guide trucks into place at service stations, installing Jabara-kun (auxiliary equipment that prevents oil or fuel types from mixing) equipment, affixing seals to prevent erroneous deliveries between similarly named services stations, and requesting the cooperation of lorry drivers when they are reversing their vehicles or performing other operations. Showa Shell is also working to avert truck accidents by installing CPS equipment to prevent the mixing of petroleum products, posting instructions to prevent erroneous operation of CPS panels, and requiring the use of colored cones when a lorry is reversing.

The company will continue to devise and implement additional safety measures, working not only to improve communications between personnel at service stations and truck drivers but to achieve a shared safety consciousness.