

REVIEW OF OPERATIONS

SPECIAL PRODUCTS
(LUBRICANTS, BITUMEN,
AND INTERNATIONAL
SALES)

Yukimichi Ikemura
Lubricants & Bitumen,
International Sales, Laboratory,
Senior Executive Officer

Overview of Business Operations

Showa Shell's special products consist of lubricants, greases, and asphalt, which are handled by the Lubricants & Bitumen Division, and fuel and lubricants for jets and tankers, which are handled by the International Sales Division.

A notable feature of this business area is the extensive lineup of more than 1,000 products that have spawned from the Group's research and development and the high level technology that sets these products apart from those of other companies. Representative of these products are, for example, *Shell Tellus Oil SX-Z*, a hydraulic oil that reduces the consumption of electricity at plants and can contribute to measures to alleviate global warming, and *Shell Rimula Signia*, a diesel engine lubricant that has

dramatically lengthened the intervals between oil changes in trucks. Using technology that other companies cannot imitate, we are also developing a product lineup dedicated to alleviating environmental problems which are certain to become more serious in the future. One example of products in this lineup is *New Mellowphalt*, a type of asphalt that is resistant to heat absorption and therefore effective in mitigating urban heat island effects.

In the International Sales Division, we have established a global supply network for fuel and lubricants for jets and tankers by taking maximum advantage of our affiliation with companies in the Shell Group global network. In this way, we have created a marketing system capable of fully accommodating the needs of airlines and shipping firms.



Central Research Laboratory (Inland Industrial Complex) in Kanagawa Prefecture



The supply of gasoline with a sulfur content of less than 10ppm contributes to CO₂ reduction.



The development of the high value-added lubricant series, *Shell Helix*, was the result of a range of advanced technologies honed through repeated use in F1 races.



Shell Eco Toyu, GTL kerosene synthesized from natural gas, has little of the odor or stickiness peculiar to petroleum fuels.



An asphalt product that comes in light colors to fit in with the surrounding scenery of highways, *New Mellowphalt* is used extensively in areas around historic buildings such as *Dazaifu Tenmangu*.



Participating in METI's Japan Hydrogen & Fuel Cell Demonstration Project since 2003, Showa Shell operates the JHFC Ariake Hydrogen Station.