



AMERICA'S CAR MUSEUM®

America's Car Museum Fuels up for 2016 with Shell Oil Company

Shell makes a five-year commitment to become 'Official Fuels and Lubricants of America's Car Museum'

Contact: PCG – Eric Pylvanainen (424) 903-3685 (epylvanainen@pacificcommunicationsgroup.com)
ACM – Ashley Bice (253) 683-3954 (ashley.bice@americascarmuseum.org)

TACOMA, Wash. (Dec. 23, 2015) – Shell is now recognized as the “Official Fuels and Lubricants of America's Car Museum” (ACM) thanks to its five-year commitment to support the Tacoma-based automotive museum's many events and initiatives.

Shell, one of the world's most prominent energy companies, will kick off its support as the official fuel and lubricant sponsor of ACM's 13-day road rally called “The Drive Home.” Beginning December 27, the 2,400-mile journey will promote America's automotive heritage in cities from Tacoma, Washington to Detroit and will coincide with the opening of the 2016 North American International Auto Show. The three vintage vehicles will make pit stops at Shell-branded stations along the way.

“Shell is proud to be the ‘Official Fuels and Lubricants’ for America's Car Museum. We recognize the passion and dedication to automotive performance that exists with ACM that is prevalent throughout our organization as well. Our fuel and lubricant products begin their life in the lab but must prove their worth in power and performance at the track,” said Craig Schneider, Shell GM North America Marketing.

“We pride ourselves in testing Shell fuel and lubricant products under the most severe and controlled conditions at race tracks across America and around the world. Pushing technology to the limits produces new challenges and new learnings. The learnings gained by working with our race partners are transferred directly to the development of our products for every car on the road. Many of the components used to power and protect high-performance racing engines can be found in our commercial products like Pennzoil Platinum with PurePlus Technology and Shell V-Power NiTRO+ Premium Gasoline,” added Schnieder.

Earlier this year, Shell released Shell V-Power NiTRO+ Premium Gasoline, an innovative, patent-pending formulation that provides the best total engine protection drivers can get, delivering unbeatable protection against gunk and corrosion and superior protection against engine wear. What's more, drivers will never pay full price for Shell gasoline again once they sign up for the [Fuel Rewards program](#), a free loyalty program that gives members the opportunity to earn fuel savings when they complete daily tasks such as buying groceries, shopping online and more.

“During the past three years, ACM has been able to tell the stories of countless vehicles and how they fit into American culture due to the generous support of our corporate sponsors,” said ACM CEO David Madeira. “We are thrilled to have Shell join the ACM family and look forward to their continued support in the years to come.”

The Shell logo will be placed as an Official Provider on the Museum's corporate sponsor wall alongside other official providers including State Farm, AAA, Hagerty, Coca-Cola, Google, NAPA, Microsoft, Moss Adams and more.

As part of the relationship, Shell V-Power NiTRO+ Premium Gasoline and Shell Lubricants motor oil will be coursing through the engines of all three heritage vehicles throughout the course of their journey to Detroit on "The Drive Home."

And, over the next five years, technology experts for the Pennzoil and Quaker State motor oils, Shell ROTELLA heavy duty engine oils and Shell V-Power NiTRO+ Premium Gasoline will be directly involved with America's Car Museum and advise on engine protection and its impact on vehicle performance throughout history and tomorrow.

"Thanks to Shell and other corporate sponsors, we can put on events that continue to connect auto enthusiasts with one another and spark a passion for automobiles in youngsters," added Madeira.

For more information on ACM and The Drive Home, visit americascarmuseum.org.

About LeMay – America's Car Museum (americascarmuseum.org)

America's Car Museum (ACM) – one of *USA Today's* 10 Best Museums in Seattle and KING5's 2015 Best Museum in Western Washington – is an international destination for families and auto enthusiasts to celebrate America's love affair with the automobile and how it shaped our society. The stunning, four-level, 165,000-sq.-ft. Tacoma, Wash., facility features 12 rotating exhibits, five annual Signature Events and serves as an educational center, hosting students of all ages. For more information on ACM, visit americascarmuseum.org.

About Shell

Shell Oil Company is an affiliate of the Royal Dutch Shell plc, a global group of energy and petrochemical companies with operations in more than 70 countries. In the U.S., Shell operates in 50 states and employs more than 20,000 people working to help tackle the challenges of the new energy future. Shell Oil Company is a leading oil and gas producer in the deepwater Gulf of Mexico, a recognized pioneer in oil and gas exploration and production technology and one of America's leading oil and natural gas producers, gasoline and natural gas marketers and petrochemical manufacturers. www.shell.us

Shell has the largest retail gasoline network in the country with more than 15,200 branded sites coast-to-coast and a presence in all 50 states in the US. As reported by Lundberg, Shell also is consistently No.1 in total gallons sold and premium gasoline preferred. Retail also sells unbranded gasoline to commercial customers. Motiva Enterprises LLC, a 50:50 joint venture between Shell and Saudi Refining Inc, supplies nearly 9,000 of these sites. Shell Oil Products US supplies more than 6,200 sites.

The term 'Shell Lubricants' collectively refers to the companies of Royal Dutch Shell plc that are engaged in the lubricants business. Shell Lubricants companies lead the lubricants industry, supplying more than 12% of global lubricants volume. * The companies manufacture and blend products for use in consumer, heavy industrial and commercial transport applications. The Shell Lubricants portfolio of top-quality brands includes Pennzoil®, Quaker State®, FormulaShell®, Shell TELLUS®, Shell RIMULA®, Shell ROTELLA® T, Shell SPIRAX® and Jiffy Lube®.

*Kline & Company, “Global Lubricants Industry July 2015: Market Analysis and Assessment.”

###