

NEW

Shell  
**FuelSave Diesel**



## SAVING ON TOTAL COST OF OWNERSHIP<sup>1</sup>

**Mayang Bayumas Sdn Bhd specializes in the transportation of bulk liquid products for both long and short haul operations throughout Peninsular Malaysia. Their customers rely on efficient and dependable services to keep supply chains running.**

With New **Shell FuelSave Diesel**, enhanced with exclusive dual detergent DYNAFLEX Technology<sup>2</sup>, Mayang Bayumas were able to reduce their unplanned vehicle breakdowns. The company reports to have reduced on-road truck breakdowns from **an average of five per month to only one in three months**, and, by reducing downtime they were also able to optimize their fleet deliveries. As a result of these improvements, Mayang Bayumas were able to reduce the Total Cost of Ownership<sup>3</sup> for their fleet. Savings of 30%, which is more than MYR 60,000 per month, in operating costs from reduced maintenance and breakdowns were used to reinvest in new trucks to further expand their business.

**“Thanks to New Shell FuelSave Diesel with DYNAFLEX Technology, we’ve managed to reduce fuel-related operating cost by 30% compared to the regular diesel used before, by reducing engine system failures and vehicle downtime as a result of fewer breakdowns.”**

**MR. BADRUL HISHYAM, DIRECTOR**

Working together with Shell’s appointed distributor, Sri Kemas Petroleum (M) Sdn Bhd, Mayang Bayumas was able to address vehicle reliability issues that had negatively impacted their operations while running on regular diesel. The key was understanding the root cause of their problems. The breakdown of the vehicles stemmed from the quality of the regular diesel fuels the company had used in the past before switching to the New **Shell FuelSave Diesel**. This had not only affected their business and their customer deliveries but also their road safety performance. In fact, Mr. Badrul had to maintain three mobile breakdown teams in order to support his fleet. This resulted in low turnaround of the fleet for business operations due to higher downtime. As a well-known transporter, this was damaging to their company performance and reputation.

Mayang Bayumas’ in-house workshop was frequently overwhelmed with the number of vehicles needing their fuel filters cleaned every three days due to choking from sludge build-up in the fuel line. Engine misfiring was also causing low torque when carrying heavy loads, higher fuel consumption, and frustration among their drivers. Significant quantities of carbon deposits were also apparent on their fuel injector nozzles and piston heads which made it tough to clean and maintain.

Within only one month of converting to New **Shell FuelSave Diesel** with DYNAFLEX Technology, Mayang Bayumas reports to have experienced significant improvements in maintenance and operational turnaround, a faster result they have not experienced before. Compared with the fouled fuel injectors which were previously running on regular diesel, the fuel injectors running on New **Shell FuelSave Diesel** were noticeably cleaner with fewer carbon deposits.<sup>4</sup>



“Since we switched to New Shell FuelSave Diesel with DYNAFLEX technology, we have noticed that our maintenance frequency and costs have been reduced and we can utilize our time and funds better to manage our operating schedule. Even our engine parts suppliers have noticed the less frequent need for replacements.”

MR. BADRUL HISYAM, DIRECTOR

“In the past while using regular diesel, we used to see more than 15 trucks entering the workshop in a month due to engine issues related to fuel quality. Now on New Shell FuelSave Diesel with DYNAFLEX Technology, it’s hardly once in a few months.”

MR. MILON, MECHANIC

“There’s a noticeable improvement in engine torque when carrying heavy loads. It was a surprise as we didn’t know that this came from just switching to New Shell FuelSave Diesel.”

MR. MOHD SHAFI BIN RAMLI, DRIVER

“Together with Shell Commercial Fuels, we deliver more than just diesel to our customers, we deliver tailored solutions to help them meet the challenging industry demands.”

MR. MICHAEL CHOONG,  
DIRECTOR OF SRI KEMAS PETROLEUM (M) SDN BHD

“From previous experience, we were expecting the fuel injectors to be covered with deposits as usual, but they turned out to be surprisingly clean, and we hardly saw any hard carbon deposit build-up on the nozzles.”

MR. MILON, MECHANIC

In addition, thanks to New **Shell FuelSave Diesel** with DYNAFLEX Technology, a reduction in the frequency and amount of sludge clean up needed for fuel filters was achieved. In fact, Mayang Bayumas have not needed to clean their filters for more than three months compared to every three days when using regular diesel<sup>4</sup>. With proper housekeeping of their diesel storage tanks, the dehardening action of New **Shell FuelSave Diesel** has helped to mitigate sludge build-up due to water contamination and microbial growth. Their mechanics also found that even their forklifts benefited from New **Shell FuelSave Diesel**, as they used to break down as frequently as their trucks.

According to Mr. Badrul, one of the most important things for any businessman is managing cost, and with the savings that New **Shell FuelSave Diesel** helped to achieve, Mr. Badrul was able to reinvest in his business by making down payments on new trucks for his fleet. His drivers are now more confident and no longer worry so much about the unreliability of their vehicles or about being stranded on the road.



**SHELL COMMERCIAL FUELS**  
TOGETHER ANYTHING IS POSSIBLE

[www.shell.com/commercialfuels](http://www.shell.com/commercialfuels)

1. As experienced by some customers rather than Shell protocols. Benefits will vary according to type of operation, vehicle, driving conditions and driving style. 2. DYNAFLEX technology or DYNAFLEX formulation are our names for our latest generation of advanced formulations for gasoline and diesel fuels. See [www.shell.com/commercialfuels](http://www.shell.com/commercialfuels) for more information. 3. Total Cost of Ownership (TCO) is defined by Shell Lubricants as the total amount spent on industrial equipment, including cost of acquisition and operation over its entire working life, including costs of lost production during equipment downtime. 4. Compared with regular diesel as experienced by some customers rather than Shell protocols. Benefits will vary according to type of operation, vehicle, driving conditions and driving style.