



Shell Canada Products Customer Bulletin: ULSD Fast Facts

Shell Canada Products has begun production of Ultra Low Sulphur Diesel (ULSD). ULSD is available to customers in areas of Quebec and Alberta served by Shell's Montreal and Edmonton distribution terminals. We have prepared this bulletin to help you understand how ULSD may affect your vehicle and business. If you have additional questions about ULSD readiness, contact Shell's technical support centre, Shell Helps, at 1-800-661-1600.

Note: Individuals who maintain storage facilities and must convert LSD to ULSD should refer to the Canadian Petroleum Products Institute's *Recommended Management Practices: ULSD Distribution Systems* http://www.cppi.ca/technical_documents.html

Why ULSD?

- **Federal Regulation:** In 2006, a new federal regulation under the Canadian Environmental Protection Act will require refiners across Canada to reduce the sulphur content in on-road diesel fuel to a maximum of 15 parts per million sulphur content.
- **Technological Advances:** As of late 2006, new diesel-powered vehicles come equipped with advanced emission control technology. ULSD fuel with maximum 15 ppm of sulphur content enables these advanced emission controls to operate at their required efficiency.
- **Improved Air Quality:** ULSD will help improve air quality in Canada by reducing harmful emissions from on-road diesel-powered vehicles.

Important ULSD Readiness Dates

June 1, 2006:

Deadline to have ULSD ready at refinery gate; (point of production or import).

Sept. 1, 2006:

Deadline to have ULSD available at point of sale across Canada (excluding Northern Supply area) with maximum 22 ppm sulphur content.

Oct. 15, 2006:

Deadline to have ULSD available with maximum 15 ppm sulphur content.

Sept. 1, 2007:

Deadline to have ULSD available at point of sale across Northern Supply area.

Shell Canada ULSD: Your Questions Answered

Price: Market forces ultimately determine the price of ULSD at the pump.

Fuel Economy & Energy Content: All ULSD fuel parameters such as fuel economy and energy content are within the range of LSD. Refinery processes that remove sulphur also reduce fuel density and energy content, resulting in slightly less fuel economy and energy.

Compatibility: ULSD is compatible with all diesel-powered vehicles although ULSD is a must for advanced emission controls on 2007 and newer diesel engines. ULSD in Canada matches the specifications for ULSD in the U.S. and both countries have similar point of sale deadlines.

Fuel Seals (i.e. o-ring seals, elastomers): Old fuel seals may leak in some vehicles when ULSD is used. Fuel seals in vehicles older than 1993 with high mileage (particularly those operating regularly at higher temperatures) are most at risk of leaking. Contact your local dealer or vehicle manufacturer for more information.

Lubricity: Shell adds a lubricity improver to its ULSD, ensuring your vehicle's lubricity requirements are met.

PC-10: A new, heavy-duty diesel engine oil category is being introduced for 2007 and newer engines. The industry designation for this new category is called API CJ-4, also known as PC-10. Shell will offer motorists this new heavy-duty diesel engine oil specification under the Rotella T and Rimula brands, in time to service new 2007 emission controlled engines.