



## ENERGY SOLUTIONS FOR FISHING BOATS

Mr. Wong Wan Hing owns over 20 fishing boats in Hong Kong and has been working in the fishing industry for over 60 years. Similar to other boat owners, Mr. Wong faces various operational challenges in recent years, including high fuel consumption and rising costs. He needs a solution in order to continue his business.



Yee Lee wants to supply fuel to fishing boat owners at affordable price so that they can reduce costs and increase income. Together with Shell Commercial Fuels, we deliver solutions that are more than just diesel."

Mr. Lo Wai Tack  
Owner, Yee Lee Limited  
The Shell Commercial Fuels Marine Branded Reseller



## CUSTOMER CHALLENGES PRIOR TO WORKING WITH SHELL

### Business Challenges

- Rising fuel expense which can be as much as 60 percent of the total operating cost, with high fuel consumption
- High recurrent expenditures like labour costs, tools and boat maintenance
- Stricter environmental regulations which prohibit black smoke emission



## TRIAL AND BUSINESS RESULTS

Mr. Wong's fishing boat Cheung Hing No.3, which operates two engines at the same time, was used in the performance trial. While one of the engines ran on Shell FuelSave Diesel and Shell Rimula R6 LM engine oil, the other engine used regular diesel and regular lubricant for comparison.



**EFFICIENCY  
COMBO**

UP TO

**4.7%**

**FUEL ECONOMY<sup>1</sup>**

from Shell FuelSave Diesel and premium Shell lubricant used together.



" Shell FuelSave Diesel is formulated with the latest, dual detergent DYNAFLEX Technology<sup>2</sup>, which is designed to help provide better fuel economy<sup>3</sup>. Our most advanced cleaning formula helps remove injector deposits, prevent further build up and promote more efficient combustion. "

Kong Hua Ong, Shell Technology Advisor  
Technical Lead in the Fishing Boat Trial

## SOLUTIONS THAT ARE MORE THAN FUEL

### Smart and Innovative Fuel Monitoring



- Each engine was connected to an electronic flowmeter to measure fuel consumption accurately
- Automated recording system allowed accurate and efficient data collection. This smart system eliminates human error and maintains data integrity - crucial to the outcome of the trial
- Remote collection and monitoring of key operating parameters through digital app - allowing prompt data analysis without needing the boat to return to port

### Collaboration and Professional Technical Support



- Microscopic inspection on injectors
- Boroscopic inspection on the engines and their critical components
- Fuel economy calculation
- Sharing of insights and field experience with Shell FuelSave Diesel's latest technology
- Recommendations for optimising engine operating conditions to achieve better productivity and fuel efficiency

## CUSTOMER'S VOICE



Shell FuelSave Diesel helped reduce the overall fuel consumption of my boat, it cleaned up the injectors significantly, saving me time and maintenance costs. I felt the engine ran smoother and with more power."

Mr. Wong Wan Hing, Cheung Hing No.3 Boat Owner

### Business Benefits<sup>1</sup>

- Clean-up of injectors
- More torque
- Up to 4.7% fuel economy (combined)
- Lower CO<sub>2</sub> emissions and black smoke
- **Lower Total Cost of Ownership**

Find out more at [shell.com](http://shell.com)

<sup>1</sup> As experienced by customer rather than Shell protocols. Benefits will vary according to type of operation, fishing boats, operating conditions and operating style. Compared to regular diesel without fuel economy formula and to standard lubricant. Based on demonstration tests with fishing boat equipped with 19 years old engines in Hong Kong.

<sup>2</sup> DYNAFLEX technology of 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.

<sup>3</sup> Compared to regular diesel without fuel economy formula. Actual savings may vary according to engine operating conditions.