



PLATINUM[®]

with **PUREPLUS™** TECHNOLOGY



FIRST OF ITS KIND
SYNTHETIC MOTOR OIL
MADE FROM
NATURAL GAS

MOTOR OIL DESIGNED FOR
COMPLETE PROTECTION



MOTOR OIL IS A MIXTURE

Base Oil



- Makes up most of engine oil
- Determines fundamental properties of engine oil



Additives



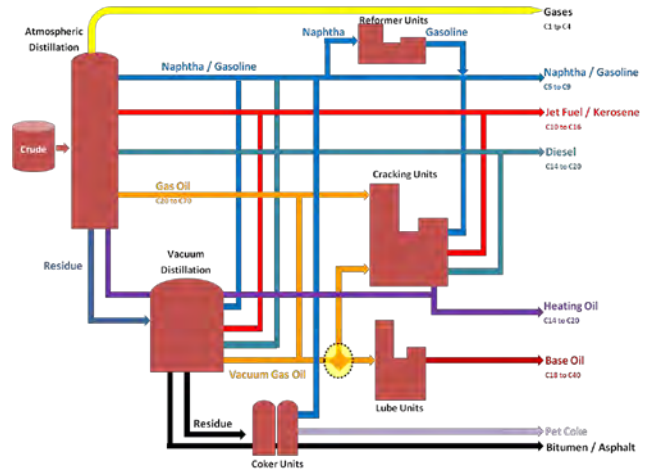
- Improve base oil properties
- Protect the base oil
- Protect engine parts



PLATINUM
with PUREPLUS™ TECHNOLOGY

A REVOLUTION IN MOTOR OIL

- Base oil 75-90% of motor oil
- High-quality base stocks key in top oils
- Group II/III base oils derived from crude
- Pennzoil - focus on motor oil technology
- With imagination and technology, we started with something different:
natural gas



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SERIOUS INNOVATION

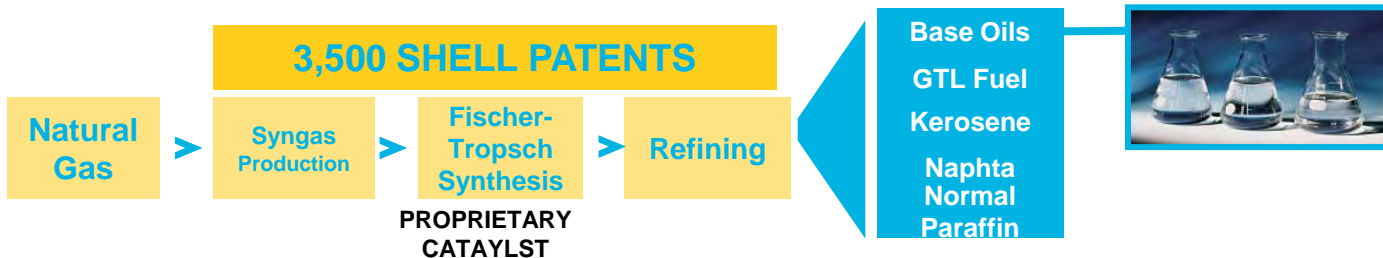
- 40 years in the making
- World's largest gas-to-liquids Plant
 - Pipeline Steel – weight of 18 Eiffel Towers
 - GTL synthesis reactor tubes - Doha to Tokyo
 - ~13,000 km of cables - Doha to Houston
 - Employed 52,000 people
 - External estimates ~\$18-24B to build
 - 140,000 barrels/day petroleum liquids
- 3500+ patents
- Major step for cleaner energy



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WHAT IS PUREPLUS™ TECHNOLOGY?

- Shell revolutionary gas-to-liquid (GTL) process that converts pure natural gas into the first-of-its-kind synthetic base oil used in the Pennzoil Platinum line of products
- Complex process using modified Fischer–Tropsch reaction to convert natural gas into liquid hydrocarbons
- Resulting PurePlus base oils are crystal clear and 99.5% pure
- These base oils have ~none of impurities found in crude oils



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TRADITIONAL CRUDE OIL

VS.

PUREPLUS GAS TO LIQUID



IMAGINE TAKING A CUP OF WATER FROM A MUDDY RIVER AND RUNNING IT THROUGH A SMALL FILTER -- EVEN AFTER YOU RUN THE WATER THROUGH THE FILTER, THERE WILL STILL BE SOME IMPURITIES LEFT IN THE WATER.



IMAGINE IF YOU COLLECTED A CUP OF WATER BY CONDENSING STEAM, OR WATER VAPOR, THE WATER TAKEN FROM THE GASEOUS STEAM WILL BE MUCH PURER THAN THE WATER TAKEN FROM THE MUDDY RIVER.



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PurePlus™ Technology is a revolutionary process that converts pure natural gas into the first-of-its-kind synthetic base oil used in Pennzoil Platinum® products, motor oils designed for **COMPLETE PROTECTION**



PLATINUM®
with **PUREPLUS**™ TECHNOLOGY

COMPLETE PROTECTION



CLEANER PISTONS
BETTER FUEL ECONOMY

PROTECTS HORSEPOWER

WEAR PROTECTION

EXTREME TEMPERATURE PERFORMANCE



PLATINUM
with **PUREPLUS**™ TECHNOLOGY



**LET'S START THE SYNTHETIC
REVOLUTION!**



PLATINUM
with PUREPLUS™ TECHNOLOGY

ENGINES HAVE CHANGES,
WHY NOT THE TECHNOLOGY IN YOUR MOTOR OIL



Direct Injection, Turbo Charged,
Hybrid Engines, Ethanol Fuels