



# Alliance OF AUTOMOBILE MANUFACTURERS

October 21, 2009

Elizabeth Boehm-Miller  
Growth Manager, US  
Shell Lubricants North America  
700 Milam  
Houston, TX 77002

Dear Ms. Boehm-Miller,

On behalf of the Alliance of Automobile Manufacturers, I am writing to applaud Shell's efforts to reduce the use of poor quality motor oils in the marketplace. The Alliance is an association of 11 vehicle manufacturers including BMW Group, Chrysler LLC, Ford Motor Company, General Motors, Jaguar Land Rover, Mazda, Mercedes-Benz USA, Mitsubishi Motors, Porsche, Toyota and Volkswagen.

The Alliance shares your goals of ensuring that consumers understand the benefits of good quality motor oils and receive the quality of oil they need to protect their cars. The benefits can range from better vehicle durability to lower emissions and higher fuel economy. When poor quality oils are used instead, both consumers and the environment can suffer.

Automakers build vehicles designed to last for more than a decade of driving under a variety of conditions. Accomplishing this goal in the real world requires the use of good quality motor oils that meet manufacturer recommendations. Automakers spend considerable resources to define good oil quality and to improve oil specifications over time. Motor Oil Matters is an important program because it will help both consumers and oil change facilities do their part to provide proper vehicle care after the vehicle leaves the manufacturer.

Thank you for undertaking this important initiative.

Sincerely,



Ellen L. Shapiro  
Director, Automotive Fuels and Lubricants

Cc: Luis Guimaraes, Shell Lubricants  
Geoffrey Phelps, Coyne Public Relations