



REACH FOR THE STARS

PUSHING THE BOUNDARIES OF WHAT'S POSSIBLE IN FUEL EFFICIENCY

The Starship Initiative is a collaboration between Shell Lubricants and AirFlow Truck Company, designed to explore the future of what's possible in truck design, fuel economy savings and CO₂ reduction.

DID YOU KNOW?

Global energy demand is expected to increase

25% by 2035



Trucks contribute

35%

of global transport-related CO₂ emissions



HOW WILL STARSHIP MAXIMIZE FREIGHT TON EFFICIENCY?

Operational Efficiencies

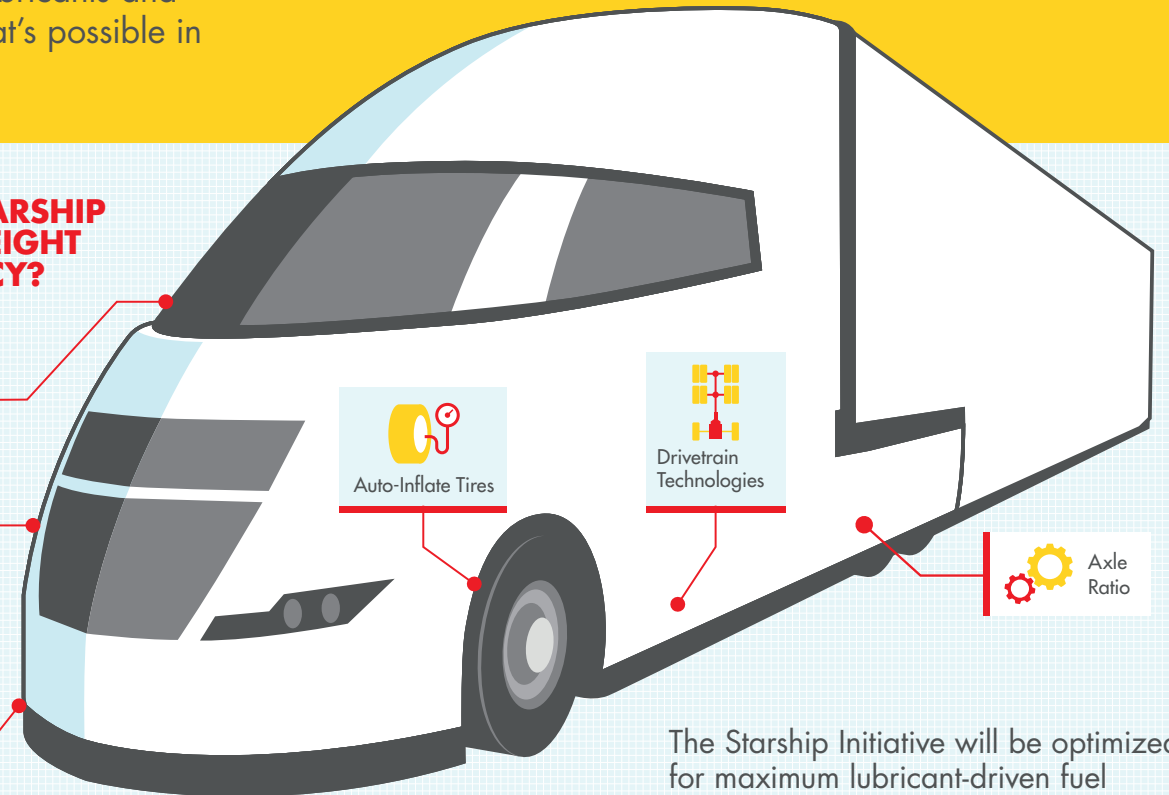
Aerodynamic Improvements

Advanced Lubricants

Auto-Inflate Tires

Drivetrain Technologies

Axle Ratio



OUR MISSION

To jointly design, test and build an ultra energy-efficient concept truck, using only advanced technologies available today.

The Starship Initiative will be optimized for maximum lubricant-driven fuel economy using top-tier, low viscosity synthetic Shell Lubricants products.

Shell
ROTELLA[®]
HEAVY DUTY DIESEL ENGINE OIL

LAUNCHING 2018. WATCH FOR MORE INFORMATION.