



PARTS ALERT

SHELL SPRING COOLANT PROMOTION

MY MILES MATTER

It's **SPRING** and that can only mean one thing. **It's time for the Shell Spring Coolant Promotion.** Stock up now for those hot Summer months to come!



- Returning for the Spring promotion is the ever popular MYMILESMATTER Reward Miles.
 - Visit: rotella.com/mymilesmatter
- Buy a Truckload of Shell Coolant and earn MYMILESMATTER Reward Miles. 20 pallets per trailer load mix & match.
- Offer Valid: March 1 – March 31, 2016
- Contact your Hino DPM **prior** to making your order for a CPA
- **Added Rewards applies at 2.5%**

TO:

Dealer Principals
Parts Managers
General Managers

BULLETIN: PA-2016-027
DATE: 03/01/2016
EXP: 03/31/2016



Contact your Hino DPM if you have any further questions

Hino Trucks reserves the right to make changes, including change in price, content, description, terms, time period, etc. at any time without notice.



Hino Trucks National PDC
Phone: (866) 372-4466 | Fax: (662) 342-5151
E-Mail: helpdesk@hino.com



SHELL OIL COOLANTS | Hino Trucks | BULK Purchase Pricing | Order Must Be Received By March 31, 2016

Product	Color	Concentration	Package	Material #	Hino PN	Description	CPA Sale Gal Price Half-Trailer Load	CPA Sale Gal Price Trailer Load
Shellzone	Green	Concentrate	6/1 Gal Case	9401006021	SO-9401006021	Shellzone_6*1ugl	\$6.65	\$6.16
Shellzone	Green	Concentrate	55 Gal Drum	9401000055	SO-9401000055	Shellzone_1*55ugl	\$6.22	\$5.73
Shellzone	Green	50-50	6/1 Gal Case	9406706021	SO-9406706021	Shellzone AF/C 50/50_6*1ugl	\$4.78	\$4.32
Shellzone	Green	50-50	55 Gal Drum	550022525	SO-550022525	Shellzone AF/C 50/50_1*55ugl	\$4.41	\$3.95
Rotella Fully Form	Purple	Concentrate	6/1 Gal Case	550027616	SO-550027616	Full Form AF SCA_6*1ugl	\$7.11	\$6.60
Rotella Fully Form	Purple	Concentrate	55 Gal Drum	550027618	SO-550027618	Full Form AF SCA_1*55ugl_A011	\$6.78	\$6.29
Rotella Fully Form	Purple	50-50	6/1 Gal Case	550027617	SO-550027617	Full Form SCA 50-50_6*1ugl	\$5.39	\$4.92
Rotella Fully Form	Purple	50-50	55 Gal Drum	550027619	SO-550027619	Full Form SCA 50-50_1*55ugl	\$5.07	\$4.60
Rotella ELC	Red	Concentrate	6/1 Gal Case	9404106021	SO-9404106021	Rotella ELC Concentr_6*1ugl	\$9.35	\$8.81
Rotella ELC	Red	Concentrate	55 Gal Drum	550022521	SO-550022521	Rotella ELC Concentr_1*55ugl	\$8.92	\$8.38
Rotella ELC	Red	50-50	6/1 Gal Case	9404206021	SO-9404206021	Rotella ELC Pre-dilu_6*1ugl	\$7.19	\$6.69
Rotella ELC	Red	50-50	55 Gal Drum	550022522	SO-550022522	Rotella ELC Pre-dilu_1*55ugl	\$6.76	\$6.26
Rotella ELC NF	Red	Concentrate	6/1 Gal Case	550041812	SO-550041812	Rotella ELC NF Conc_6*1ugl_A0II	\$9.62	\$9.07
Rotella ELC NF	Red	Concentrate	55 Gal Drum	550041813	SO-550041813	Rotella ELC NF Conc_1*55ugl_A0II	\$9.19	\$8.65
Rotella ELC NF	Red	50-50	6/1 Gal Case	550041810	SO-550041810	Rotella ELC NF 50/50_6*1ugl_A0II	\$7.35	\$6.85
Rotella ELC NF	Red	50-50	55 Gal Drum	550041811	SO-550041811	Rotella ELC NF 50/50_1*55ugl_A0II	\$6.92	\$6.42
Rotella ELC Ultra	Yellow	Concentrate	6/1 Gal Case	550024730	SO-550024730	RotellaUltraELC Conc_6*1ugl	\$11.36	\$10.78
Rotella ELC Ultra	Yellow	Concentrate	55 Gal Drum	550022381	SO-550022381	RotellaUltraELC Conc_1*55ugl	\$10.93	\$10.36
Rotella ELC Ultra	Yellow	50-50	6/1 Gal Case	550026252	SO-550026252	Rotella Ultra ELC 50_6*1ugl	\$8.34	\$7.81
Rotella ELC Ultra	Yellow	50-50	55 Gal Drum	550022382	SO-550022382	Rotella Ultra ELC 50_1*55ugl	\$7.91	\$7.39

Notes:

***Hino dealer must contact their Hino District Parts Manager to request a CPA prior to making an order. Once the CPA is approved, dealer may make their order(s) for the month.**

***Gallon jugs are sold by the gallon price & 55 gal drums are sold by the each.**

***Half TL is 10 Pallets, Full TL is 20 Pallets (1 pallet = 4 drums or 36 Cases).**

***Prices are based on full or half truckloads direct from AF plant locations.**

***Prices are subject to change without notice based on ethylene glycol and freight cost movements.**

**Added Rewards
2.5%**

MyMilesMatter
by Shell ROTELLA®



BUY A TRUCKLOAD OF SHELL COOLANT AND EARN MYMILESMATTER REWARD MILES¹

Offer good March 1 – March 31, 2016.

20 pallets per truckload (mix and match allowed).

20 pallets per truckload (mix and match allowed). For orders placed between March 1 – March 31, 2016?

1 Standard Truckload³ = 70,000 Reward Miles

1 Premium Truckload = 140,000 Reward Miles



REWARDS CATALOG EXAMPLES⁴

OFFICE/WAITING ROOM REWARDS¹			
GPX 22" LED HDTV/DVD Combo 24,700 Reward Miles 	Bose Soundlink III Wireless Mobile Speaker 26,100 Reward Miles 	Apple iPad Air with 16GB 57,000 Reward Miles 	Samsung 55" Curved 4K Ultra HDTV 202,400 Reward Miles 
CUSTOMER/EMPLOYEE REWARDS¹			
\$5 SUBWAY® Card 650 Reward Miles 	Bass Pro Shops® \$10 Gift Card 1,200 Reward Miles 	\$25 Shell Gift Card 2,600 Reward Miles 	Bose® QuietComfort® 15 Noise Canceling® Headphones 27,700 Reward Miles 

Redeem Reward Miles for merchandise, gift cards and more!
Check out more rewards at rotella.com/mymilesmatter

¹ The MyMilesMatter by Shell Rotella® program is subject to complete terms and conditions available at www.mymilesmatter.com/termsandconditions.aspx.

Coolant promotion reward codes will be issued to the individual within the account who has the authority to establish a MyMilesMatter account on behalf of the business entity and authorize the ultimate redemption.

² While supplies last. SOPS Products reserves the right to substitute other incentive premiums.

³ Any mix and match truckload with green coolant only qualifies for standard truckload reward bonus.

⁴ Reward options may vary based on availability. Please see eCatalog for most current offerings.

SHELL COOLANT TRUCKLOAD OFFER

		FLUID COLOR	PART #	PRODUCT NAME / DESCRIPTION	PACKAGE DESCRIPTION
STANDARD			9401006021	Shellzone® Conventional AF/C Concentrate	6/1 Gal Case
			9401000055	Low silicate coolants designed for both gasoline and diesel engines	55 Gal Drum
			9406706021	Shellzone® Conventional AF/C Pre-diluted 50/50	6/1 Gal Case
			550022525	Low silicate coolants designed for both gasoline and diesel engines	55 Gal Drum
PREMIUM			550027616	Shell Rotella® Fully Formulated with SCA Concentrate	6/1 Gal Case
			550027618	Fully formulated with supplemental coolant additives (SCA)	55 Gal Drum
			550027617	Shell Rotella® Fully Formulated with SCA 50/50	6/1 Gal Case
			550027619	Fully formulated with supplemental coolant additives (SCA)	55 Gal Drum
			9404106021	Shell Rotella® ELC Concentrate	6/1 Gal Case
			550022521	Organic Additive Technology (OAT) with nitrites	55 Gal Drum
			9404206021	Shell Rotella® ELC 50/50	6/1 Gal Case
			550022522	Organic Additive Technology (OAT) with nitrites	55 Gal Drum
			550024730	Shell Rotella Ultra ELC™ Concentrate	6/1 Gal Case
			550022381	Advanced ELC nitrite-free engine coolant technology	55 Gal Drum
			550026252	Shell Rotella Ultra ELC™ 50/50	6/1 Gal Case
			550022382	Advanced ELC nitrite-free engine coolant technology	55 Gal Drum
			550041812	Shell Rotella® ELC Nitrite Free Concentrate	6/1 Gal Case
			550041813	Shell Rotella® ELC Nitrite Free Concentrate	55 Gal Drum
			550041810	Shell Rotella® ELC Nitrite Free 50/50	6/1 Gal Case
			550041811	Shell Rotella® ELC Nitrite Free 50/50	55 Gal Drum

20 pallets per truckload (mix and match allowed).

For orders placed between March 1 – March 31, 2016.²

1 Standard Truckload³ = 70,000 Reward Miles

1 Premium Truckload = 140,000 Reward Miles

² While supplies last. SOPUS Products reserves the right to substitute other incentive premiums.

³ Any mix and match truckload with green coolant only qualifies for standard truckload reward bonus.

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The Shell Rotella MyMilesMatter program is subject to complete terms and conditions available at www.mymilesmatter.com/termsandconditions.aspx.

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Shell ROTELLA®

Energized Protection™



THE SHELL ROTELLA® HEAVY-DUTY ENGINE ANTIFREEZE/COOLANT PRODUCT PORTFOLIO

Complete Protection for Your Heavy-Duty Engine

The **Shell Rotella®** family of heavy-duty motor oils and coolants are formulated to provide high-performance protection for today's heavy-duty diesel engines.

The Shell Rotella® brand is excited to offer a complete product line of extended life coolants (ELC) and fully formulated engine coolants, designed to deliver:

- **Protection against overheating** – Excellent heat transfer properties allow heat to transfer more effectively, protect against freeze and boil-over and help keep engines running cool
- **Corrosion protection** – Corrosion inhibitor technology protects metals against all forms of corrosion
- **Maintenance savings** – Technology helps extend coolant life and prolong the life of seals, hoses and other cooling system components – helping reduce overall maintenance costs

ELCs are designed to go 600,000 on-highway miles (and beyond with proper monitoring) and provide overall reduction in cooling system maintenance. ELCs also offer complete cooling system component protection by helping to reduce water-pump failures, hard-water-scale deposits and silicate gel (the green goo you often see). We understand consumers' challenges and have designed a product portfolio to help make maintenance needs easier.

Our most advanced coolant, **Shell Rotella Ultra ELC™**, is formulated to meet more severe operational conditions of modern, hotter-running engines. This is particularly important for new emission engines, especially those with EGR.

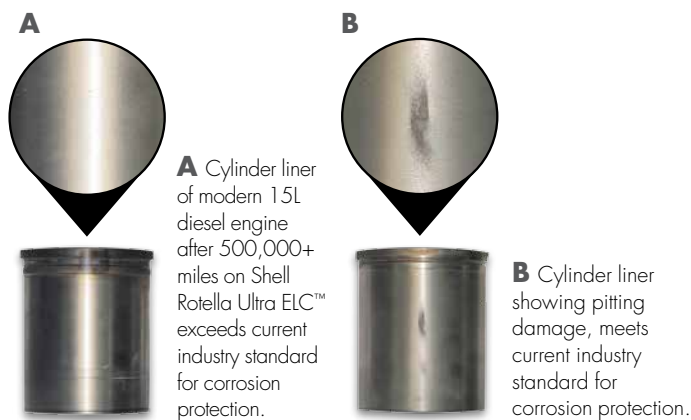
Product Features and Benefits

Today's modern engines demand effective heat transfer, freeze and boiling protection and corrosion protection for the cooling system. Shell Rotella® extended life coolants and fully formulated coolants satisfy these requirements.

How Shell Rotella® Coolants Compare to Each Other

Shell Rotella® Coolant Benefits	Shell Rotella Ultra ELC™	Shell Rotella® ELC	Shell Rotella® Fully Formulated with SCAs
Relative Protection Against Freeze and Overheating			
Freeze and boil-over protection	★ ★ ★	★ ★ ★	★ ★ ★
Heat transfer	★ ★ ★	★ ★ ★	★ ★ ☆
Anti-scaling properties	★ ★ ★	★ ★ ☆	★ ☆ ☆
Protection of Engine and Cooling System Components from Corrosion			
Aluminum corrosion protection	★ ★ ★	★ ★ ☆	★ ☆ ☆
Copper/brass corrosion protection	★ ★ ★	★ ★ ☆	★ ☆ ☆
Oxidation – thermal stability	★ ★ ★	★ ★ ☆	★ ☆ ☆
Cylinder liner pitting corrosion protection	★ ★ ★	★ ★ ★	★ ★ ★*
Compatible with elastomers and seals	★ ★ ★	★ ★ ☆	★ ★ ☆
Resistance to gel precipitate formation	★ ★ ★	★ ★ ★	★ ☆ ☆
Helps Reduce Overall Maintenance Costs			
Non-depleting inhibitors	★ ★ ★	★ ★ ☆	★ ☆ ☆
Maintenance (Testing, SCAs)	★ ★ ★	★ ★ ★	★ ☆ ☆
Service Life	★ ★ ★	★ ★ ★	★ ☆ ☆

* Cylinder liner protection maintained with addition of SCAs.



The addition of Shell Rotella Ultra ELC™ and Shell Rotella® Fully Formulated completes the line of heavy-duty coolants and complements the Shell Rotella® portfolio of high-performance engine oils. For questions please contact your sales representative.

Shell Rotella Ultra ELC™ nitrite-free extended-life coolant has demonstrated outstanding performance in protecting cylinder liners from pitting corrosion damage in 500,000+ mile field testing.

Which Shell Rotella® Product is Right for You?

Shell Rotella Ultra ELC™		Equipment	OEM Specification/Performance Level
- Advanced ELC nitrite-free engine coolant technology provides excellent protection against pitting corrosion damage that can result from the adverse reaction of the coolant and vibrating cylinder liner - Designed for use in 2010 or older engines - Service life is 600,000 miles/12,000 hours with no extender required - Advanced high-temperature corrosion protection - Outstanding aluminum and copper/brass protection - Exceptional heat transfer and anti-scaling properties that prevent hard water mineral build-up - Eliminates need for supplemental coolant additives and for any coolant extenders - Helps extend the life of water pumps, radiators and other cooling system components - Excellent seal, elastomer and hose compatibility		Caterpillar	ELC – Nitrite-free applications
		Cummins	14603
		DAF MAT	74002
		Detroit Diesel	93K217
		Freightliner	48-25878
		MAN	324 Type SNF
		Mercedes	DBL 7700/325.3
		MTU	MTL 5048
		Navistar	CEMS B1 – Type IIIa
Shell Rotella® ELC		Equipment	OEM Specification/Performance Level
- ELC technology utilizing Organic Additive Technology corrosion inhibitors with nitrite and molybdate that prevent pitting corrosion damage on a cylinder liner - Service life is 600,000 miles/12,000 hours with extender added at 300,000 miles - Excellent high-temperature protection - Excellent heat transfer - Helps lower maintenance costs - Helps improve water pump life - Eliminates need for supplemental coolant additives		Caterpillar	EC-1
		Cummins	Bulletin AEB No. 90.47
		Freightliner	48-25961
		Mack	014 GS 17009
		Navistar	CEMS B1 – Type III
		PACCAR	CS0185
		Volvo	TSI 260 002
Shell Rotella® Fully Formulated pre-charged with SCAs		Offered for customers wanting a fully formulated coolant	
- Premium quality fully formulated coolant containing supplemental coolant additives (SCAs) to provide complete engine and cooling system protection - Service life is typically 200,000–250,000 miles/2–3 years and requires monitoring and maintaining SCA additive levels - Highly stabilized, low silicate formula reduces deposits - Reduces risks of hard water scale - Contains nitrite and molybdate to prevent adverse reaction of coolant and vibrating cylinder liner that can cause pitting corrosion damage			

All coolants meet ASTM D3306/D6210

Our recommendations are based on industry and manufacturer trends.

To learn more about our products, call our customer service technical support at 1-800-237-8645.

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