**[Transcript: Shell trackside laboratory]**

**Title: Shell trackside laboratory (English version)**

**Duration: 0:47 seconds**

Video location in website: Page 1 – Shell Helix Car Engine Oils Webpage; Section B – “The Story of Shell Helix with PurePlus Technology”

**Description:**

This is an extended version, by 17 seconds, of television commercial introducing Shell Helix Ultra with PurePlus Technology. Adds historical detail to story depicting its origins from natural gas to advanced motor oil that powers top racing cars, specifically Ferrari. It’s an origin story: from the big bang of star creation in the universe to revolutionary oil used in a Ferrari out in the natural world, specifically in sparse, stunning desert road scenes.

**Shell Helix Ultra Video TVC Transcript:**

[Background sound].

Urgent, staccato violins. Simple and limited chords, building, keeping an urgent, workman-like pace. Plays in background, building throughout ad, expressing the majesty of outer space and the awe of creation

[Visuals]

In the background, animated imagery of vast, dark universe speckled with tiny points of bright light.

[Visuals]

In the foreground, circle in top middle/right of screen showing what looking like historic black and white image of a white man from behind driving a tractor.

Next to the circle is a another circle, indicating a point in a timeline with 1901 next to it. A line is drawn down from the 1901

[Narrator] [Serious male voice with clam yet urgent sense of mission]

From 1901, the motor oil industry has gone…

[Visuals]

The straight, white timeline moves to next point – ‘1930s’ with historic-looking, black and white, close-up image of large pipes in a factory. Bottom left-hand corner

[Narrator]

…from milestone…

[Visuals]

A dotted, white timeline moves up in a ‘V’ to the left. A misty image of a glass bulb, heating element attached to a pipe is added to the picture.

Image gets bigger as 1930s timeline point recedes. It become clear that liquid is boiling in glass bulb

[Narrator]

…to milestone

[Visuals]

New points on timeline rapidly drop into foreground as previous points recede further.

[Visuals]

Next new timeline point is ‘1970s’ with extreme close up of a cell under the microscope

[Visuals]

Rapidly followed by ‘1990s’ point on timeline moving to centre bottom of screen

Circle image to its left of close-up of cams pumping in a engine

[Visuals]

Even more quickly, camera pulls away from timeline as overall image of galaxy comes back into focus

Bright white, burning star appears in top, right-hand area of screen

[Narrator]

Introducing the latest innovation…

[Visuals]

Imagery rolls through space into hyper-drive, stars become bubbles of yellowish oil

[Sounds] A slight whooshing sound comes in over orchestral violins with a Doppler effect

[Narrator]

…in synthetic motor oil

[Visuals]

Arrive at new, large timeline point – ‘2014’

[Narrator]

Shell Helix Ultra with PurePlus Technology

[Visuals]

‘2014’ timeline point recedes away into background as a long faint, but clear structure of the DNA double helix, consisting of yellowish oil bubbles, appears across middle of screen from right to left

[Narrator]

Designed from…

[Visuals]

Previous timeline and double strand helix images dissolve as camera continues rapid pullback

Transition to animated imagery of floating grey gas cloud in centre of dark field among purple specks, indicating the beginnings of the creation of a bright star in a vast, dark universe.

[Narrator]

…natural gas

[Visuals]

Rapid cut to black

[Narrator]

It’s the first of its kind in the world

[Visuals]

Vaguely forming in the black background is an animated depiction of smoke turning into the funnel cloud of a contained hurricane

[Narrator]

A revolution 40 years in the making

[Sounds]

Music picks up pace. Sparse electro beats throb and bubble

[Visuals]

The cloud twists into an image of a helix that also looks like a fractional distillation column that is refining the contained funnel cloud, turning it into oil

As the camera pans down, more yellowish helices image appears and converges, while flowing upwards

[Narrator]

Shell’s patented PurePlus Technology

[Visuals]

Helices continue to converge until they become a stream of clear, yellow bubbles that, in turn, become a clear, yellowish stream of oil.

The oil streams in a contained, upwards funnel as the camera continues to pan down. A bright light shines through the pour of the crystal-clear oil

[Narrator]

An innovation that delivers a crystal-clear…

[Sounds]

Music builds into an urgent crescendo with sounds of choral voices added into mix

[Narrator]

…base oil with virtually no impurities

[Visuals]

Quick cut to extreme close-up of working engine – rotating camshafts, its shiny steel gleaming. There’s a faint, purplish light growing from top left of image

[Narrator]

And because it’s formed with Active Cleansing Technology

[Visuals]

More quick cuts of close up camshaft in motion shots

Jump cut to extreme close-up of a fuel injector – its shiny steel gleaming under clear oil dripping from its seal rings

[Narrator]

Shell Helix Ultra provides even higher levels…

[Visuals]

Quick cut back to animation images that cross the inside of engine with a ball of fire, star creation as camera pulls back. Orange flame licks around centre circle.

[Narrator]

…of cleansing and protection

[Visuals]

Quick cut of red Ferrari car racing up an open desert road towards the horizon

[Narrator]

No other motor oil cleans your engine better

[Visuals]

We see the Ferrari from different camera angles, in rapid jump cuts, looking fierce and fast along the open desert road. Scene is bathed in the yellow light of dusk

[Narrator]

Shell Helix Ultra with PurePlus Technology

[Sound] Roar of high-performance racing engine opening up on the road plays over the music

[Visuals]

Ferrari races along stretched out straight road, back into frame from left-hand side in another jump cut, camera positioned from high and behind

[Narrator]

No other motor oil cleans your engine better

[Visuals]

Final shot of Ferrari racing away towards the horizon, with image of bottle of Shell Helix Ultra appearing in middle-left of screen

[Narrator]

A revolution in motor oil, designed from natural gas

[Visuals]

The words: ‘With PurePlus Technology” and “discover the power of natural gas at SHELL.COM/PUREPLUS” come into focus in right-hand side, alongside bottle of Shell Helix Ultra

“Developed with” and Ferrari logo are also in lower right-hand corner

[Ends]