

Shell Malaysia Optimistic on Sales of Newly Launched Scooter Oil

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KUALA LUMPUR, May 6 (Bernama)-- Shell Malaysia is optimistic its newly launched Shell Advance AX 5 15W40 Scooter Oil will receive an overwhelming response riding on the growing scooter market.

Shell Lubricants Cluster Marketing Manager for Malaysia and Singapore, Alex Lim, said the current trend sees the demand for scooter from the younger generation increasing tremendously today.

"To date, the overall scooter market in Malaysia is growing by 15 per cent, and this probably can boost our new product sales.

"Out of this 15 per cent, we are aiming to capture around 10 per cent from that growing demand," he told reporters at the launch of the product, in conjunction with the Kicks of 2015 Shell Advance Asia Talent Cup here today.

Shell Advance AX 5 15W40 Scooter Oil is specially designed for four-stroke scooter engines.

Lim said the new product was designed to protect scooter engines operating in high-stress, stop-start city commuting environments.

It features Shell's innovative technology that promises reliable oil performance, better control via smoother gear changes and higher enjoyment through a low vibration and quieter ride.

Meanwhile, Shell Malaysia officially kicked off the search for young, talented Malaysian riders to take part in the 2015 Shell Advance Asia Talent Cup.

The inaugural competition will see seven Malaysians among a total of 22 young riders, hand-picked by the legendary Spanish ex-racer Alberto Puig, to compete in eight races over six rounds in Qatar, Indonesia, China, Japan and Malaysia.

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