

After two successful editions of the 'Global Lecture Series,' Shell Lubricants, a global leader in automotive lubricants, hosted the third edition of the 'Shell Lubricants Technology Lecture,' recently at the Indian Institute of Technology (IIT) Madras, Chennai. The seminar emphasised on cross-industry co-engineering as the fastest route to optimising fuel efficiency in lubricants for vehicles. The event was attended by leading automotive and engineering experts in India as well as IIT Madras faculty and students.

Dr Selda Gonsel, Vice President, Shell Global Commercial Technology and one of the speakers at the event says, "At Shell, we believe lubricants - alongside new fuel and engine technologies - have a unique and vital role to play in meeting the global energy challenge. Our research shows that fuel economy can be improved by using the most suitable quality lubricant for an engine, and that even higher savings can be achieved when the lubricants provider and the automotive original equipment manufacturer, or OEM, work together to develop bespoke products for a particular vehicle. This involves long-term co-engineering projects within the industry."

Co-engineering was further reinforced by Professor Gordon Murray, renowned Formula One and McLaren designer as well as the Chief Executive Officer - Technical Director, Gordon Murray Designs (GMD): "At GMD we are developing innovative cars that challenge every aspect of car design concepts, including lubrication. A lubricant is a vital engine component that has more potential than most for improving a vehicle's fuel economy and cutting its CO2 emissions. That is why we have been working closely with Shell as technical partners since 2010. We share the same drive for fuel efficiency and innovation in an energy challenged world."

Other Speakers at the Seminar included; Dr Tim Leverton, Head of Advanced & Product Engineering at Tata Motors, and Rick Finn, Corporate Strategy Team, Infineum. The inaugural address

Shell Lecture Series

A panel of industry experts discussed the role of co-engineering and innovation in the development of fuel efficient lubricants.



Speakers at Lecture Series (From L to R): Dr Cameron Watson, GM for Lubricants Technology OEM & Direct Sector, Shell; Dr Tim Leverton, Head of Advanced & Product Engineering, Tata Motors; Professor Gordon Murray, CEO and Technical Director, Gordon Murray Designs (GMD); Rick Finn, Corporate Strategy Team, Infineum; Dr Selda Gonsel, VP, Shell Global Commercial Technology; Nitin Prasad, Country Head, Shell Lubricants India.



Exhibits showcased at Shell Lubricants Global Lecture Series

was delivered by Nitin Prasad, Country Head, Shell Lubricants India. The Panel Discussion held subsequently was moderated by Dr Cameron Watson - General Manager for Lubricants Technology OEM & Direct Sector, Shell.

The recurring theme for the Global Lecture Series is the energy challenge and co-engineering in lubrication to improve fuel efficiency. Inaugural lecture of the Shell Lubricants Global Lecture Series was given by Dr Selda Gonsel and Professor Gordon Murray at Imperial

College, London in November 2012. The lecture at Tsinghua University, Beijing was held in October 2013. This was after the research and development partnership announced by Shell in 2011 with the State Key Laboratory of Tribology in Tsinghua University. The partnership focuses on work to deepen the understanding of lubrication on textured surfaces. □

FORM IV

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