**[Transcript: The story of Shell Helix Ultra with PurePlus Technology]**

**Title: Introducing Shell Helix Ultra with PurePlus Technology (English version)**

**Duration: 0:30 seconds**

Video location in website: Page 2 – Shell PurePlus Webpage; Section A – Hero – “Introducing Shell Helix Ultra with PurePlus Technology”

**Description:**

This television commercial introduces Shell Helix Ultra with PurePlus Technology, 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].

Sounds of a stripped down score with simple and limited piano chords. Plays in background, building throughout ad, expressing the majesty of outer space and the awe of creation

[Visuals]

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

[Narrator] [Serious, calm, male voice]

Gas

[Visuals]

Quick transition to image of a woman, in shadow, shot from behind and below looking up.

She is standing in open landscape at dusk with mountains just in sight, stage left, far off in the distance. Her long hair blows in the wind.

Her head focused upwards towards a vast sky that’s turning from dusty blue to night with streaks of pink cloud. She is contemplating one bright star – the star from the opening shot.

[Narrator]

Source of a billion stars

[Visuals]

Quick transition back to an animated, realistic-looking depiction of the universe.

A bright, white ball of fire moves from the bottom, middle of the screen into the middle of the shot.

The black background is speckled with colour spots of pink and green as well as flecks of tiny white dots that look like stars in a galaxy.

[Narrator]

Soul of a 2000-degree flame

[Visuals]

The bright, white ball bursts into flame – a catastrophic stellar explosion.

[Visuals]

Quick cut to new animated image where red flames entirely frame the screen. More flames are in the middle of the shot against a background of shining stars in the universe.

[Sound] The sound of bursting flames plays over the piano chords.

[Narrator]

And now a revolution in motor oil

[Visuals]

Quick cut to black background with an animated depiction of smoke turning into the funnel cloud of a contained hurricane

[Narrator]

Introducing Shell Helix Ultra

[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 appear and converge

[Narrator]

Designed from natural gas…

[Visuals]

The helices continue to converge and 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

[Visuals]

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

[Narrator]

…with PurePlus Technology

[Visuals]

Close ups of cam shafts in rapid and building motion

[Sounds]

Building sounds of jet-propelled engine

[Visuals]

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

[Sounds]

Engine sounds continue to build as if a jet were in take off

[Narrator]

No other motor oil cleans your engine better

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

[Visuals]

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

[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…

[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]

…with PurePlus Technology

[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

[Visuals]

Switch to final image of Shell logo against white background

[Sounds]

Ends with upbeat, pulsating electro music with faint hint of woman’s humming, ethereal voice overlay.

[Ends]