# Title: The story of Shell Helix Ultra with PurePlus Technology

# Time: 0:47

# [Adventurous music playing]

[Animation with a timeline of motor oil advancements from 1901 through 2014]

From 1901, the motor oil industry has gone from milestone to milestone.

Introducing the latest innovation in synthetic motor oil.

Shell Helix Ultra with PurePlus Technology.

Designed from natural gas, it’s the first of its kind in the world.

[Animation of gas turning into oil molecules]

A revolution 40 years in the making.

Shell’s patented PurePlus Technology.

An innovation that delivers a crystal-clear base oil with virtually no impurities.

And because it’s formulated with Active Cleansing Technology, Shell Helix Ultra provides even higher level of cleansing and protection.

[Motor oil flows. A man drives a red Ferrari on a deserted road.]

No other motor oil cleans your engine better.

Shell Helix Ultra with PurePlus Technology.

A revolution in motor oil, designed from natural gas.

[Bottle of Shell Helix Ultra]

[On-screen text: With Pure Plus Technology]