HOUSTON, Oct. 2, 2013 /PRNewswire/ -- Whether it's the roar of a very specific engine, the scenery of a particular road, or the company of someone special, every motorist has experienced some part of driving that makes hitting the open road a pulse-pounding experience. So today, Shell, the no. 1 selling brand of gasoline in the U.S, launched the Shell V-Power® " Formula for Excitement " Contest, asking motorists nationwide to share the moments, locations, people and sights –or any other elements that make up their formula for driving excitement. The motorist who showcases the best formula representing their passion for driving will have a chance to win a once-in-a-lifetime weekend driving experience.

"Americans have had a long love affair with high performance automobiles and at Shell we know driving them is so much more than simply getting from place to place," said Elizabeth Hudson , fuel category manager at Shell Oil Products US. "It is about excitement and every one of these motorists has a different formula. Whether it's a trip up the coast with your best friend or exploring the countryside down a winding road with your family, Shell is dedicated to fueling those spine-tingling moments behind the wheel by helping keep their engines performing at their very best with Shell V-Power Premium Gasoline."

To enter the Shell V-Power "Formula for Excitement" Contest, consumers are invited to illustrate their driving excitement from October 2 to November 25 by sharing three photos that best represent their exciting driving experience at www.shell.us/Formula . To share these unique formulas with the rest of the country, one weekly winner will be featured as the "Formula of the Week" on the Shell Facebook page and will receive $250 in Shell V-Power Gift Cards. One Grand Prize winner, selected from among the eight weekly winners, will receive a weekend driving extravaganza that promises to deliver excitement from start to finish.

The Grand Prize winner and a guest will travel to Chicago, Ill., where they will enjoy the thrill of driving a NASCAR stock car with the Richard Petty Driving Experience. They'll then travel from Chicago

to
Indianapolis, Ind.
, to attend the "Greatest Spectacle in Racing," the Indy500.

From December 9 to December 19, consumers will have a chance to vote on the formula they feel best represents the excitement of driving and deserves to be selected as the Grand Prize winner when the eight weekly winners are featured on the Shell Facebook page. The entry that receives the most consumer votes during this period will be named the Grand Prize winner. In addition to the once-in-a-lifetime driving weekend, the Grand Prize winner will also receive a year's worth* of Shell V-Power Premium Gasoline.

An exciting drive is only possible when your engine performs at its very best. Shell V-Power® Premium Gasoline actively cleans for better performance. It removes an average of 60 percent of harmful intake valve deposits left behind by low quality premium gasoline, and starts with the very first tank. It's Ferrari's choice for improved performance.

For more information on the Shell Formula for Excitement Contest and official rules and Shell V-Power, visit www.shell.us/Formula .

**For the purposes of this Prize, "a year's worth of Shell V-Power Premium Gasoline®" is calculated as the average consumer's yearly gasoline consumption of 636 gallons (4.5 fuel purchases per month x 11.77 gallons of gasoline per purchase x 12 months) at an average Aug ust 27, 2013*
cost of
$3.873
/ gallon consistent with the Oil Price Information Services national average released on
August 27, 2013
(636 x
$3.873
=
$2,463.22
). The prize has been rounded up to
$2,500.00
.

About Shell Oil Company Shell Oil Company is an affiliate of the Royal Dutch Shell plc, a global *group of energy and petrochemical companies with approximately 90,000 employees in more than 80 countries. We deliver a diverse range of energy solutions and petrochemicals to customers worldwide. These include transporting and trading oil and gas, marketing natural gas, producing and selling fuel for ships and planes, generating electricity and providing energy efficiency advice. We also produce and sell petrochemical building blocks to industrial customers globally, and we are investing in making renewable and lower-carbon energy sources competitive for large-scale use. In the U.S., we operate in 50 states and employ more than 20,000 people delivering energy in a responsible manner.*

Definitions and Cautionary Note The companies in which Royal Dutch Shell plc directly and indirectly owns investments are separate entities. In this press release "Shell", "Shell group" and "Royal Dutch Shell" are sometimes used for convenience where references are made to Royal Dutch Shell plc and its subsidiaries in general. Likewise, the words "we", "us" and "our" are also used to refer to subsidiaries in general or to those who work for them. These expressions are also used where no useful purpose is served by identifying the particular company or companies. ''Subsidiaries'', "Shell subsidiaries" and "Shell companies" as used in this press release refer to companies over which Royal Dutch Shell plc either directly or indirectly has control. Companies over which Shell has joint control are generally referred to "joint ventures" and companies over which Shell has significant influence but neither control nor joint control are referred to as "associates". In this press release, joint ventures and associates may also be referred to as "equity-accounted investments". The term "Shell interest" is used for convenience to indicate the direct and/or indirect (for example, through our 23% shareholding in Woodside Petroleum Ltd.) ownership interest held by Shell in a venture, partnership or company, after exclusion of all third-party interest.

This press release contains forward-looking statements concerning the financial condition, results of operations and businesses of Royal Dutch Shell. All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements. Forward-looking statements are statements of future expectations that are based on management's current expectations and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in these statements. Forward-looking statements include, among other things, statements concerning the potential exposure of Royal Dutch Shell to market risks and statements expressing management's expectations, beliefs, estimates, forecasts, projections and assumptions. These forward-looking statements are identified by their use of terms and phrases such as ''anticipate'', ''believe'', ''could'', ''estimate'', ''expect'', ''goals'', ''intend'', ''may'', ''objectives'', ''outlook'', ''plan'', ''probably'', ''project'', ''risks'', "schedule", ''seek'', ''should'', ''target'', ''will'' and similar terms and phrases. There are a number of factors that could affect the future operations of Royal Dutch Shell and could cause those results to differ materially from those expressed in the forward-looking statements included in this press release, including (without limitation): (a) price fluctuations in crude oil and natural gas; (b) changes in demand for Shell's products; (c) currency fluctuations; (d) drilling and production results; (e) reserves estimates; (f) loss of market share and industry competition; (g) environmental and physical risks; (h) risks associated with the identification of suitable potential acquisition properties and targets, and successful negotiation and completion of such transactions; (i) the risk of doing business in developing countries and countries subject to international sanctions; (j) legislative, fiscal and regulatory developments including regulatory measures addressing climate change; (k) economic and financial market conditions in various countries and regions; (l) political risks, including the risks of expropriation and renegotiation of the terms of contracts with governmental entities, delays or advancements in the approval of projects and delays in the reimbursement for shared costs; and (m) changes in trading conditions. All forward-looking statements contained in this press release are expressly qualified in their entirety by the cautionary statements contained or referred to in this section. Readers should not place undue reliance on forward-looking statements. Additional risk factors that may affect future results are contained in Royal Dutch Shell's 20-F for the year ended December 31, 2012 (available at www.shell.com/investor and www.sec.gov). These risk factors also expressly qualify all forward looking statements contained in this press release and should be considered by the reader. Each forward-looking statement speaks only as of the date of this press release, October 2, 2013. Neither Royal Dutch Shell plc nor any of its subsidiaries undertake any obligation to publicly update or revise any forward-looking statement as a result of new information, future events or other information. In light of these risks, results could differ materially from those stated, implied or inferred from the forward-looking statements contained in this press release.

We may have used certain terms, such as resources, in this press release that United States Securities and Exchange Commission (SEC) strictly prohibits us from including in our filings with the SEC. U.S. Investors are urged to consider closely the disclosure in our Form 20-F, File No 1-32575, available on the SEC website www.sec.gov . You can also obtain these forms from the SEC by calling 1-800-SEC-0330.

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