# Title: Motorsport

**Duration: 1:09 minute**

## Description:

**This short video provides an overview of Shell’s involvement in and support of motorsport throughout the last century, how that involvement has led to advances for everyday drivers, and how Shell is involved with motorsport today.**

**The Motorsport Video Transcript**

[Background music plays]

Sound of Shell adaptation.

[Footage sequence]

Historical black and white footage shows a man, standing about to interview Enzo Ferrari, who is seated next to him at a desk wearing black sunglasses

Television show host begins speaking

[Television show host]

“Enzo Ferrari, Italy's greatest name in motoring has been discussing motor oils with me.”

Narrator begins speaking

[Footage sequence]

A black and white image shows Enzo Ferrari standing among his cars at the factory in Maranello, followed by historical racing footage throughout the ages. Cars are shown racing on the track as well as being repaired during pitstops.

[Narrator]

It’s been 70 years since the first Ferrari rolled off the production line at Maranello, and innovation within motorsport has continued at pace. As one of the sports’s longest-standing collaborators, we have been at the forefront of this relentless progress.

[Footage sequence]

Images and footage of legendary Ferrari drivers are shown on screen.

[Narrator]

Working side by side with some of the most legendary names on the track.

[Footage sequence]

Historical black and white footage shows a television broadcaster conducting an interview with driver Graham Hill.

Television broadcaster begins speaking

[Television broadcaster]

“Graham Hill.”

[Graham Hill]

“Well a racing engine is tremendously tough on oil.”

Narrator begins speaking

[Footage sequence]

Laboratory footage featuring Shell V-Power products is shown on screen, followed by footage of high-performance motorcycles and cars in action on the track and in laboratory environments.

[Narrator]

Developing trophy-winning fuels and lubricants to help push the boundaries and deliver world-beating performances.

[Footage sequence]

A series of still photos showing Shell-sponsored drivers celebrating victories, followed by an aerial shot of a Shell filling station alongside a busy highway.

[Narrator]

We’ve made it our mission to transfer every incredible breakthrough from the racetrack to our customers on the road.

Television broadcaster begins speaking

[Footage sequence]

Black and white footage of a television broadcaster standing beside a racetrack with cars whizzing by.

[Television broadcaster]

“The oil Shell develops for Ferrari is the oil Shell develops for you.”

Narrator begins speaking

[Footage sequence]

Various pieces of footage featuring Shell V-Power are shown on screen in sequence, including a truck delivering fuel, a man working with the fuel in the Ferrari factory, and finally a Ferrari race car whizzing around a track with the Shell V-Power logo prominent on the chassis.

[Narrator]

Bringing you engine-cleaning performance fuels such as Shell V-Power. The best part of it all? Our journey has only just begun.

[Footage sequence]

Drivers celebrate after victories in motorsport, featuring flowers and trophies being held in the air and champagne being sprayed. This is followed by footage of a Ferrari race car pulling up to a commercial filling station with a filling station attendant standing alongside it. Finally the car pulls away very quickly and zooms past the Coliseum in Rome.

 [Graphic]

Shell logo centred on a white background.

 [Audio]

Shell mnemonic, piano version