Dairy Farm Field Trial Video

VO: **Shell Rotella heavy duty engine oil continuously works to deliver hard working protection to customers who need it most.**

VO: **That’s why the people at Shell Rotella didn’t stop at the lab…**

VO: **They went beyond… to combine work in the lab with real world testing.**

VO: **Their family of CK-4 next generation heavy duty engine oils were tested in the real world—in real businesses whose vehicles and equipment are vital to their success.**

VO: **One such trial is at this Dairy Farm.**

“I’m probably at least 4 or 5 generations of dairy farmers in my family. We have a lot of pride in the job that we do here…a lot of history in what we do.”

“Dairy farms operate 365 days out of the year, there’s never any downtime on a dairy farm, so it’s vital that our equipment work properly.”

VO: **For two years, Shell Rotella tested in a range of tractor models from newer to almost a half century old.**

“We do have a lot of older machinery, half or better half of our fleet is 35+ years of age.

VO: **Even in older equipment, the results were impressive.**

VO: **Compared to the previous generation, oil analysis proved that the updated oils outperformed in wear, extreme temperature performance, and resistance to oil breakdown.**

“We’ve had a lot of success with the new products we’re using in our tractors and we’re happy to be a part of the testing and research that’s going on…you know we feel it’s a win win for both companies to test and try a new product and out of that comes research that will benefit hopefully our industry.”

VO: **This is just one story that demonstrates the lengths Shell Rotella has gone to test the newest generation of Shell Rotella products--part of over 40 million miles of real world testing and over 50,000 man hours in off-road application…all so you can be confident Shell Rotella will continue to deliver the protection and performance that your hard work demands**

VO: **It’s proven protection, evolved to work even harder for you.**

VO: **Shell Rotella. The engine oil that works as hard as you.**