



Shell to switch 700,000 UK homes to renewable energy

Global oil and gas company becomes a leading supplier of renewable electricity in the UK and rebrands First Utility.

Royal Dutch Shell will begin supplying renewable electricity to more than 700,000 homes in the UK this week as it powers up plans to take become the world's biggest electricity company.

The global energy company has also rebranded First Utility, a large energy supplier in the UK that it acquired last year, as Shell Energy.

"We are building on the disruptive nature of First Utility to give customers something better. We know that renewable electricity is important to them and we are delivering that, while ensuring good value and rewarding loyalty," Colin Crooks, CEO of Shell Energy Retail Ltd, said.

Shell Energy customers will be able to take advantage of a 3% discount at Shell petrol stations. The newly branded supplier will have one of the cheaper deals on the market at around £970 a year for an average household usage of gas and electricity.

"Shell recognises the world needs more energy with lower emissions and this will give customers more flexibility, greater control and cleaner energy," said Mark Gainsborough, Executive Vice President Shell New Energies.

The electricity provided by Shell Energy comes from 100% renewable sources like wind, solar and biomass.