



Philippines: Shell launches dedicated biker fuel lane

With motorcycles making up 71% of vehicles in the Philippines, Shell will provide exclusive bike fuelling lines at its sites.

Shell has launched the biker-specific fuel islands, also known as biker fuel lanes, designed to enhance their protection and efficiency on the road.

Shell staff in these dedicated hubs will also give special or VIP priority to these bikers driving in, offering them a combination of premier Shell products as well as free services that help keep their vehicles in top shape.

The Shell V-Power dedicated Biker lanes will also be offering free helmet and motorcycle seat cleaning, and free consultation with motorcycle-trained Shell station staff on oil checks and bike maintenance.

Such move will speed up the transactions and services for bikers, as they need not wait for cars to be filled up.

“We hope to serve the bikers in our communities to make their experience as positive as possible in our stations. We understand that they are exposed to the elements, such as the hot, humid weather as well as the engine heat of the other cars,” says Jerome David, Shell V-Power Brand Manager.

According to the Land Transportation Office, there are 18.8 million registered motorcycles in the Philippines as of the first quarter of 2019, and they make up a total of 71% of motor vehicles overall.