

International Herald Tribune

THURSDAY, JUNE 10, 2010

THE GLOBAL EDITION OF THE NEW YORK TIMES

GLOBAL.NYTIMES.COM



LET'S GO FURTHER ON ONE LITRE OF FUEL.

We must learn to use energy more efficiently. For 25 years, the Shell Eco-marathon has supported teams worldwide who explore ways to maximise fuel economy. Last year's winner was capable of travelling 3,771 km on the equivalent of one litre of fuel. This spirit epitomises our relationship with car manufacturers, finding ways to make cars more efficient. And is typical of our ambition to help build a better energy future. Let's go. www.shell.com/letsgo

