# Title: Transforming Transport

**Duration: 1:16 minute**

## Description:

**This short video provides an overview of Shell’s involvement in the ever-evolving world of transport. The film takes you from the time when cars became readily available to everyday people, right up to today as Shell are investigating and innovating in the realm of more efficient transport.**

**The Transforming Transport Video Transcript**

Petrol station attendant and patrons sing in a historical Shell television advertisement

[Footage sequence]

Black and white footage of a Shell station attendant holding a petrol pump and singing.

[Shell station attendant]

[singing] “What is your petrol?”

[Footage sequence]

Black and white footage of a Shell patrons singing, followed by the Shell Pecten reading ‘Super Shell’, various ICA logos, and a family driving in an open-top car.

[Shell station patrons ]

[singing] “Super Shell with ICA! Super Shell with ICA gives more go for what you pay. Family motorists in the know, stop for Super Shell and go!”

Narrator begins speaking

[Background music plays]

Sound of Shell adaptation.

[Footage sequence]

A series of stills showing historical Shell advertisements, followed by historical footage of one of the first cars on the road pulling in to a Shell service station. This is followed by various historical shots of Shell filling stations.

[Narrator]

The 1920s saw a revolution on our roads. Cars became affordable. Petrol stations appeared. Suddenly, motoring was accessible to more people.

[Footage sequence]

A still photo of a man delivering Shell oil by horse and cart is shown, followed by historical footage showing the same. This is followed by more black and white footage, this time showing a motorist pulling into a Shell filling station.

Narrator begins speaking

[Narrator]

Shell has been by the side of motorists from the beginning, encouraging drivers to climb in, get out and explore.

Man in lab coat speaks to camera as part of historical Shell advertisement

[Footage sequence]

A brochure is shown on screen that reads ‘Northumberland Durham Shell Guide’, followed by another brochure entitled ‘Devon Guide’, and finally a man in a lab coat speaks to camera promoting these guides as part of a historical Shell advertisement.

[Man in lab coat]

 “Don’t forget the other Shell exclusive, free local guides, new each month.”

Narrator begins speaking

[Footage sequence]

Historical footage of cars on a road race, driving down the road and then crossing the finish line with flags waving to indicate victory.

[Narrator]

We all know how vital fuel efficiency has become…

Television announcer speaks to camera with microphone

[Footage sequence]

A man with headphones and a microphone speaks to camera as he hovers above a moving car on the road, just below him.

[Television announcer]

 “Like most motorist, Bill wants good mileage for his money.”

Narrator begins speaking

[Footage sequence]

Footage of modern day fueling stations featuring energy-saving innovations and fuel-efficient cars of the future.

[Narrator]

…both for the environment and for keeping motoring accessible.

[Footage sequence]

The camera pans across a series of technical drawings showing cars and engines.

[Narrator]

Today, we continue to drive innovation in transport…

[Footage sequence]

Footage of filling stations featuring Shell LNG and Hydrogen fuels is shown on screen, followed by a Shell-sponsored Hydrogen-powered city bus and a truck carrying Shell LNG.

Man and chorus sing as part of a historical Shell television advertisemtn.

[Footage sequence]

Black and white footage of a car driving along a winding road as the Shell Pecten begins to rise over the horizon and then eventually travels to the foreground of the screen. The advertisement ends with a graphic featuring the Shell Pecten and the slogan, ‘Go Well – Go Shell’.

[Chorus]

[singing] “You can be sure, you can be sure…”

[Man]

[singing] “You can be sure of Shell.”

[Graphic]

Shell logo centred on a white background.

 [Audio]

Shell mnemonic, piano version