

Shell Unleaded 91 Low Aromatic Fuel Colour Change

We would like to advise you on an upcoming change to the colour of our Shell Unleaded 91 Low Aromatic Fuel (LAF).

Viva Energy Australia has historically dyed our LAF yellow to provide a means of product differentiation. However, with the industry no longer using dye in either Regular (91RON / E10) or Premium (95RON and 98RON) Unleaded Gasoline, it has become challenging to distinguish between these naturally clear to yellow gasoline grades and LAF.

Therefore, from 1-Jul-2022 Viva Energy will dye our LAF purple. We expect the transition will take up to 12 months during which time the colour of our LAF may be a shade of yellow, bronze or purple.

Why?

Regular (91RON / E10) and Premium (95RON and 98RON) Unleaded Gasoline naturally range in colour from water white (colourless) to yellow.

In order to improve identification, Viva Energy are transitioning the colour we dye our LAF from yellow to purple.

When?

We expect this change to commence on 1-July-2022, with the transition taking 12 months.

Impact?

This colour change will not have any impact on the fuel's performance or on compliance with federal and state quality standards or other legislation.

Purple/Bronze?

Post transition, customers moving between Regular or Premium Unleaded Gasoline and LAF may observe that their fuel is bronze in colour. This bronze colour is simply the result of mixing purple dyed LAF with the natural yellow colour characteristic of some batches of Regular or Premium Unleaded Gasoline. The colour of the blends and finished products does not impact the performance of the fuel.