



January 7, 2016

Valvoline™ - First Trademarked Lubricant Brand in the United States - to Mark 150 Years of Business as New Year Begins

Company, founded in 1866, to celebrate internationally in 2016

Barendrecht, the Netherlands - Valvoline™ - the first trademarked lubricant brand in the U.S. - is turning 150 years old in 2016 and will celebrate this milestone with a series of global initiatives. Founded in 1866 and expanded to Europe in the early '50s, Valvoline and its lubricants, chemicals and car products are now available in more than 160 countries and territories worldwide.

"The Valvoline brand has the heritage that rivals companies like Heineken, Nestlé® and Sherwin Williams - and even older than renowned brands such as Ford Motor Company," said Valvoline International Senior Vice President Craig Moughler. "We look forward to celebrating our storied history in Europe - and throughout the entire world - during 2016."

As part of its 150th celebration, Valvoline will:

- | Enhance its international marketing efforts, including on-field advertising during popular 2016 English Premier League matches;
- | Heighten its worldwide social media presence, generating both written and video content to educate countries on its 150-year history, innovation, and products;
- | Expand its advertising and event presence throughout Europe to improve communication between mechanics and customers who operate both heavy-duty and light-duty vehicles; and
- | Launch new products throughout the course of 2016, with forthcoming announcements to coincide with each.

Valvoline has supported growth with its numerous distributors, channel partners and vehicle parts shops around the world by continuously providing products and service solutions that deliver value to end users. Initiatives in 2016 will aim to increase tools and operational support to enable growth among these critical relationships.

"We are entering the next 150 years with a great track record across most European markets," said Blair Boggs, general manager and vice president, Valvoline Europe. "This is truly an exciting time for our company, and the activities planned for 2016 and beyond will help sustain this growth moving forward."

Valvoline produces a full product portfolio of advanced options to best service engines and vehicle needs worldwide, including MaxLife™ Higher Kilometer motor oils, SynPower™ Motor oils, Premium Blue™ Diesel, Valvoline™ Motorcycle Oils, VR1™ Motor Oil and Valvoline Professional Series™ Service Chemicals.

For additional product and company information, please visit valvolineeurope.com or follow the brand via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#) to stay up to date on company news, announcements and product promotions.

###

™Trademark, Ashland or its subsidiaries, registered in various countries

FOR MORE INFORMATION:

Alex van Leeuwen, Valvoline Europe
+31 (0) 10 4975912
valvolinemarketing@ashland.com