



April 19, 2011

## **Valvoline launches new website for the Europe, Middle East and Africa markets**

BARENDRECHT, Netherlands – Valvoline™, one of the world's leading brands of automotive lubricants, announced the launch of a new website for its customers and channel partners in the Europe, Middle East and Africa (EMEA) region. The new, user-friendly website, [www.valvolineeurope.com](http://www.valvolineeurope.com), is designed to quickly bring visitors to the right Valvoline product, application or technical information to meet their needs.

“Creating a stronger customer experience for our Valvoline brand on the Web was the key driver for the development of our new site for the EMEA market,” said Frank Rouwens, director of marketing and business development for Valvoline EMEA. “Our goal is to enable consumers, as well as our customers and partners across the region to interact more directly with the Valvoline team. The new site is a powerful way to help make that happen.”

Visitors to the website receive immediate access to a vast array of facts and technical specifications related to the complete portfolio of Valvoline high-performance lubricants, automotive chemicals and car care products. Valvolineeurope.com features one-click access to:

- the Valvoline Lubricant Advisor – a robust tool that specifies the right Valvoline motor oil to use for a specific make and model of automobile or truck;
- a complete overview of Valvoline products offered within a specific segment, such as passenger car, motorcycle, truck and bus, power generation, construction and industrial applications;
- a quick-search tool to locate a Valvoline representative in a specific country within the EMEA region;
- access to downloading the latest technical documentation available for a specific Valvoline product;
- and a blog/media section for site visitors to stay informed on the latest news, sponsorships and racing results from Valvoline in EMEA.

“Valvoline prides itself on delivering the highest quality lubricant and chemical products to the markets we serve,” said L. Dean Doza, vice president and general manager for Valvoline EMEA. “In today's high-tech world, this quality must also include the electronic interfaces we have with our customers. Our website is the new foundation for all Valvoline Web properties in the region, and our goal is to provide visitors with a consistent, high-quality, high-touch interactive experience with Valvoline EMEA on the Web.”

Valvoline, a brand of Ashland Inc., has been serving motorists longer than any other motor oil. In Europe, Valvoline-branded lubricants and chemicals, Eagle One™ automotive appearance products, and Tectyl™ preventives are marketed and sold through company-owned operations in Germany, Poland, Spain, South Africa, United Arab Emirates and the United Kingdom. Valvoline, Eagle One and Tectyl products also are available through

an extensive network of licensees and distributors throughout Europe, the Middle East and Africa. For more information on availability and ordering of Valvoline high-performance products in the region, please visit [www.valvolineeurope.com](http://www.valvolineeurope.com).

In more than 100 countries, the people of Ashland Inc. (NYSE: ASH) provide the specialty chemicals, technologies and insights to help customers create new and improved products for today and sustainable solutions for tomorrow. Our chemistry is used every day in applications from automotive, food and beverages, personal care products, pharmaceuticals, and paper and tissue to durable goods and infrastructure, including building and construction, energy and water treatment. Visit [www.ashland.com](http://www.ashland.com) to see the innovations we offer through our four commercial units -- Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials and Ashland Consumer Markets (Valvoline).

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