



Valvoline Introduces UltraMax™ Lubricants for Off-highway Equipment

LEXINGTON, Ky., March 30, 2011 /PRNewswire/ -- Valvoline, a brand of Ashland Inc. (NYSE: ASH) has launched its UltraMax product line to extend the life of off-highway engines and equipment by going beyond OEM standards to outprotect, outperform and provide better cost containment. The UltraMax lineup includes engine oils, gear oils, transmission fluids and high-performance hydraulic oils. It was recently showcased to the industry at CONEXPO-CON/AGG 2011 in Las Vegas.

Peter Thomson, director of Commercial & Industrial Marketing, explains the product's various benefits: "UltraMax was developed for off-highway operators to improve their bottom line by reducing costs, inventory and downtime. With improved friction, durability and prolonged fluid life, UltraMax retains optimal operation for the full life of the fluid, minimizes wear and helps prolong part life. UltraMax TDTO TO-4M fluid, with its all-temperature protection, means seasonal oil changes are not required. In addition, it also meets the requirements of ZF TE-ML03 for use in ZF torque converter transmissions in city buses, off-road machines, lift trucks, specialty vehicles and other such equipment."

UltraMax Hydraulic Fluid, jointly developed by Valvoline and Eaton, exceeds the high performance levels demanded by Eaton, Denison, Cincinnati Machine, BOSCH Rexroth, Joy Mining and others. Tested first in the lab and then in the field, UltraMax Hydraulic Fluid meets or outperforms competitive fluids.

Valvoline's UltraMax Transmission & Drive Train Oil provides outstanding protection against gear wear, rust and corrosion, foaming and oxidation. Formulated to meet rigorous Caterpillar TO-4M specifications, Allison C-4 specifications and Komatsu requirements, it also provides excellent wear and deposit protection, excellent high-temperature-film thickness and low-temperature pumpability for wear protection under severe loading conditions.

Valvoline, a brand of Ashland Inc., serves heavy-duty industrial and on-highway markets with Premium Blue™ engine oils, ZEREX™ antifreeze/coolant, Syn Gard™ FE gear oils and Eagle One™ truck care products. Additional details about Valvoline's heavy-duty products can be found at www.valvolinehd.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 at work every day in a wide variety of markets and applications, including architectural coatings, automotive, construction, energy, personal care, pharmaceutical, tissue and towel, and water treatment. Visit www.ashland.com to see the innovations we offer through our five commercial units — Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials, Ashland Consumer Markets (Valvoline) and Ashland Distribution.

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