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# VALVOLINE CHANNEL PARTNER NEW WEST OIL EXPANDS OPERATIONS TO LAS VEGAS

## **Arizona-based startup targeting heightened success across state lines**

Lexington, KY (Aug. 31, 2016) – Locally owned New West Oil (NWO) – based in Phoenix, Arizona and one of 75 Valvoline™ channel partners nationwide – recently expanded its geographic footprint to include the Las Vegas, Nevada area. The expansion represents new jobs, a new warehouse – located at 5525 West Polaris near the Las Vegas strip.

“This is an exciting growth opportunity for our young company, and we anticipate to extend our Las Vegas employee base and operations moving forward,” said Tim Genrich, CEO, New West Oil. “In our short history, we’ve become a key Valvoline distributor, and we are proud to represent this distinguished brand as we look to a bright future in Southern Nevada.”

“New West prides itself on being the best at what we do. Our rapid growth and achievements are a direct result of our strong commitment to our incredibly talented employees, great customers and our flagship oil vendor,” said Ron Reeves, NWO president. “Partnering with Valvoline allows us to continue to excel, and we look forward to serving the Las Vegas market – as well as future expansion market opportunities.”

NWO is an exclusive distributor of the entire Valvoline family of brands and products. These include passenger car motor oils, commercial/heavy duty lubricants, filters, Professional Series Service Flush Chemicals, and Zerex antifreeze/coolants. To better serve their customers NWO also offers environmental services to include used oil, filter and coolant recycling.

“I am excited to have New West Oil represent Valvoline's family of brands in the greater Las Vegas area,” said David Young, Valvoline channel partner sales. “Valvoline's current and prospective customers will be delighted in the support, service and commitment to their business they receive from the New West Oil / Valvoline team in Las Vegas.”

As the wholesale lubricant marketplace is consolidating, Valvoline continues to look for methods to improve its network, which could include additional opportunities in assisting its aligned channel partners with their own geographic footprint expansion.

For more information on New West Oil or to inquire about products or services, please visit [NewWestOil.com](http://NewWestOil.com).

For product information or for information on Valvoline's channel partner network, please go to [Valvoline.com](http://Valvoline.com). Visit [TeamValvoline.com](http://TeamValvoline.com) page for updates, auto-related content, videos and more – or follow the brand's [Facebook](#), [Twitter](#) and [YouTube](#) pages for additional up-to-date information.

### About New West Oil

New West Oil is a distributor of Valvoline Automotive and Commercial lubricants and the entire Valvoline Family of brands. New West Oil Company distributes lubricants, fuel, and car care detail products, and environmental recovery services to customers who want exceptional service and quality products at fair prices. Locally owned and operated, "relationships & commitments matter" to all of us at New West Oil Company.

### ABOUT VALVOLINE™ :

Valvoline is a leading worldwide producer and distributor of premium-branded automotive, commercial and industrial lubricants, and automotive chemicals. It ranks as the #2 quick-lube chain and #3 passenger car motor oil brand in the United States. The brand operates and franchises nearly 1,050 Valvoline Instant Oil Change<sup>SM</sup> centers in the United States. It also markets Valvoline<sup>TM</sup> lubricants and automotive chemicals; MaxLife<sup>TM</sup> lubricants created for higher-mileage engines, SynPower<sup>TM</sup> synthetic motor oil; and Zerex<sup>TM</sup> antifreeze. Key customers include: retail auto parts stores and mass merchandisers who sell to consumers; installers, such as car dealers, repair shops and quick lubes; commercial fleets; and distributors. For more information, please visit [Valvoline.com](http://Valvoline.com).

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<sup>TM</sup>Trademark, Valvoline or its subsidiaries, registered in various countries.

<sup>SM</sup> Service mark, Valvoline or its subsidiaries, registered in various countries.

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