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Valvoline Launches Legends of Racing Bobblehead Retail Promotion

Custom versions of legendary racers Mark Martin, Joe Amato and Al Unser Jr. available through online rebate offer

LEXINGTON, Ky., Jan. 31, 2019 [/PRNewswire/](#) -- Valvoline Inc. (NYSE: VVV), a leading worldwide supplier of premium branded lubricants and automotive services, today announced the launch of a custom-designed Legends of Racing Bobblehead national retail promotion.

Now through May 1, 2019, with every 5 quarts of any Valvoline motor oil purchased at select retailers, customers will have the opportunity to receive their choice of three Legends of Racing Bobbleheads* featuring Mark Martin, Joe Amato or Al Unser Jr. Customers can quickly upload their receipts and redeem the offer at [BobbleheadLegends.com](#). Details are available online or at participating retailers.

"Valvoline's rich history in motorsports is something we've always been proud to showcase," said Heidi Matheys, Valvoline chief marketing officer. "Valvoline motor oil has powered many engines to victories for decades, and this promotion is a fun way to celebrate the successes of our partnerships with Mark, Al and Joe. We hope race fans will enjoy collecting these as much as we've enjoyed bringing this promotion to life."

Customers are encouraged to collect all three racers, as each 5-quart purchase earns customers one Legends of Racing Bobblehead* of their choice. The offer is also available with each 2-gallon purchase of Valvoline Premium Blue engine oil. Quantities are limited.

Valvoline's iconic branding was often seen in the victory lane throughout the careers of these hall of famers. Martin earned 40 Monster Energy NASCAR Cup and 49 Xfinity Series wins during his 31-year career. Unser, a two-time champion, brought home 34 wins, one of which still marks the closest finish in Indy 500 history. Amato won the NHRA Top Fuel championship five times and was the first driver to top 260 mph — and 280 mph — in competition.

"My racing career is primarily remembered for the legendary partnership with Valvoline through the '90s," Martin said. "We had epic championship battles with Earnhardt and Gordon. Those were the best years of my career. It was great to be part of Valvoline's team in motorsports."

Follow Valvoline on Facebook, Instagram and Twitter (@Valvoline) to learn more about this promotion.

About Valvoline™

Valvoline Inc. (NYSE: VVV) is a leading worldwide marketer and supplier of premium branded lubricants and automotive services, with sales in more than 140 countries. Established in 1866, the company's heritage spans more than 150 years, during which it has developed powerful brand recognition across multiple product and service channels. Valvoline ranks as the No. 3 passenger car motor oil brand in the DIY market by volume. It operates and franchises more than 1,300 quick-lube locations, and is the No. 2 chain by number of stores in the United States under the Valvoline Instant Oil ChangeSM brand and the No. 3 chain by number of stores in Canada under the Great Canadian Oil Change brand. It also markets Valvoline lubricants and automotive chemicals, including the new Valvoline™ Modern Engine Full Synthetic Motor Oil, which is specifically engineered to protect against carbon build-up in Gasoline Direct Injection (GDI), turbo and other engines manufactured since 2012; Valvoline High Mileage with MaxLife technology motor oil for engines over 75,000 miles; Valvoline Synthetic motor oil; and Zerex™ antifreeze. To learn more, visit www.valvoline.com.

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SM Service mark, Valvoline or its subsidiaries, registered in various countries

□ Limit three. Proof of purchase required. While supplies last. Valid at participating store locations. See store for details.

FOR FURTHER INFORMATION

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