



## [Press Releases](#)

# Valvoline Announces Opening of New Franchised Quick-Lube Center in Northwest Arkansas

**New location marks company's 2nd service center in northern Arkansas and expands network of more than 1,300 company-owned and franchised quick lube locations**

LEXINGTON, Ky., July 16, 2019 /PRNewswire/ -- Valvoline Inc. – a leading worldwide supplier of premium branded lubricants and automotive services – announced today its franchisee, Metrolube Companies, has opened a new Valvoline Instant Oil Change<sup>SM</sup> (VIOC) service center in the northwest Arkansas metropolitan area.

A core element of Valvoline's strategy is to accelerate the growth of its industry-leading quick-lube model, which is all about delivering a quick, easy and trusted experience for every customer, every day.

Metrolube Companies operates both of the VIOC quick-lube locations in northern Arkansas. The newest service center is at 2100 W Pleasant Grove Road in Rogers. No appointments are necessary.

Valvoline Instant Oil Change service centers let customers stay in their cars and watch VIOC's certified technicians perform their service. Technicians complete a professional ASE®-accredited training program that is ranked #2 globally by the Association for Talent Development's 2017 BEST Award. In addition to full-service oil changes done in about 15 minutes, VIOC performs a wide range of preventive maintenance services, including transmission, radiator and air-conditioning services; safety parts replacement, including wiper blades and light bulbs; and tire rotation. Most locations also offer fuel system and battery services. VIOC services most vehicle makes and models, including luxury, diesel, and hybrid. Learn more at [www.vioc.com](http://www.vioc.com).

### **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 over 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, including the No. 2 quick-lube chain by number of stores in the United States under the Valvoline Instant Oil Change<sup>SM</sup> brand and the No. 3 quick-lube 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](http://www.valvoline.com).

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

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

® Trademark owned by third party

### **FOR FURTHER INFORMATION**

#### **Media Relations**


Heather Watson  
+1 (859) 357-7082  
[hwatson@valvoline.com](mailto:hwatson@valvoline.com)

#### **Investor Relations**

Sean T. Cornett  
+1 (859) 357-2798  
[scornett@valvoline.com](mailto:scornett@valvoline.com)

SOURCE Valvoline Inc.

---

Additional assets available online:  [Photos \(1\)](#)