Press Releases

Valvoline Launches 'Thanks to Truckers' Initiative to Honor America's Fleets

Initiative aims to generate widespread appreciation for unsung heroes delivering supplies, providing essential services during the COVID-19 pandemic

LEXINGTON, Ky., May 13, 2020 /PRNewswire/ -- Valvoline Inc. (NYSE: VVV), a U.S.-based, leading worldwide supplier of premium branded lubricants and automotive services, today announced the launch of its "Thanks to Truckers" initiative, a campaign honoring big rig truckers, delivery carriers and waste management professionals providing essential services during the ongoing coronavirus pandemic.

Through this initiative, Valvoline will collect #ThanksToTruckers messages and notes of appreciation from individuals and businesses nationwide through its Facebook, Instagram and Twitter platforms, as well as through its network of influencers.

Valvoline will activate a number of distribution tactics to ensure these notes of gratitude reach professional fleet drivers across the U.S., including:

- Produce and distribute 7,500 care packages for drivers in various fleets that contain high-demand essentials such as hand sanitizer and masks, as well as snacks, beverages, branded hats and thank you cards.
- Broadcast messages via Red Eye Radio, a nationally syndicated talk show providing professional truck drivers up-to-the-minute news, information and entertainment.
- Utilize Valvoline's Facebook, Instagram and Twitter platforms to share thank you notes.

"American fleets of all types are devoting countless hours to keep the American economy moving — all while being away from their homes and families and putting their personal health at risk," said Sam Mitchell, Valvoline Inc. CEO. "Here at Valvoline, we want to illustrate our appreciation to these fleets that are serving us in extraordinary ways. These hardworking men and women should be celebrated for the personal sacrifices they're making to keep businesses and homes equipped with the goods and essential services needed throughout this historic crisis."

America's trucking industry is the driving force of the U.S. economy with areported 71 percent of all U.S. freight by weight moved via trucks. From food and household items, to medical and sanitary supplies, these drivers are critical to supplying Americans with the items they need. During the current pandemic, distribution and last mile fleet professionals report driving 1.5 times more due to increased demand, while commercial vehicle drivers are spending evenmore hours on the road to service impacted areas faster and more efficiently.

For more information on the Thanks To Truckers initiative, please visitthankstotruckers.com. To submit your own note of appreciation for truckers across the U.S., visit the brand's Facebook, Instagram or Twitter accounts, or make a post on your personal social account using the hashtag #ThanksToTruckers.

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 time 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 approximately 1,400 quick-lube locations, and it is the No. 2 chain by number of stores in the United States under the Valvoline Instant Oil Change℠ brand and the No. 3 chain by number of stores inCanada under the Valvoline Great Canadian Oil Change brand. It also markets Valvoline lubricants and automotive chemicals, including the Valvoline High Mileage with MaxLife technology motor oil for engines over 75,000 miles; Valvoline Advanced Full Synthetic motor oil; Valvoline Premium Blue™ heavy-duty motor oil; Valvoline Multi-Vehicle Automatic Transmission Fluid; and Zerex™ antifreeze. To learn more, visit www.valvoline.com.

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FOR FURTHER INFORMATION

Media Relations	Investor Relations

Ashley Foster, APR
+1 (205) 322-5646 x551
ashley@bigcom.com

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

SOURCE Valvoline Inc.