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Valvoline to the World: We Are 'The Original'

Iconic brand launches worldwide campaign to celebrate its position in automotive culture

LEXINGTON, Ky., June 22, 2020 /PRNewswire/ -- Valvoline Inc. (NYSE: VVV), a leading worldwide supplier of premium branded lubricants and automotive services, today launched its "The Original Motor Oil" brand campaign, publicly proclaiming its status as the petroleum industry's first U.S. trademarked motor oil brand.

In the U.S., the campaign features a modern interpretation of the brand's most-recognized logo from the late 1960s and early 1970s, a high-water mark of American automotive culture. The new look and campaign were introduced today via connected TV, social media, digital ads and a campaign website.

Valvoline's Original Motor Oil mark will also serve as No 88 Alex Bowman's primary paint scheme during today's postponed GEICO 500 at Talladega Superspeedway, highlighting Bowman's personal and pit crew fire suits, as well as the pit box itself.

"This campaign is about celebrating Valvoline's place as an American original," said Heidi Matheys, Valvoline chief marketing officer. "Not only are we the first trademarked motor oil brand in the U.S., but we are also an American-owned and operated company that had a significant role in shaping the nation's passion for cars, racing and the American road."

Dr. John Ellis founded Valvoline in 1866 when he discovered the lubricating properties of distilled crude oil, formulating the world's first petroleum-based lubricant. Valvoline oil was officially trademarked in 1873 and shortly thereafter, the brand began using the classic curved word mark that's now front and center in the Original Motor Oil campaign.

The campaign also honors the longstanding innovation of the company throughout its rich history. Touting the world's first racing, first synthetic blend and first high mileage motor oils, Valvoline has consistently shown its focus on innovating and reinventing motor oil for evolving automotive technology and consumers alike.

"We've been at the forefront of many of the innovations in the motor oil category, and we've brought that Valvoline innovation to more than 140 countries across the globe. We constantly strive to make things run better," added Matheys. "That's why Valvoline has been trusted for more than 150 years."

The integrated campaign will also feature branded content—delivered through multiple partners. Valvoline DIY, racing and lifestyle influencers – including T.J. Hunt, Dustin Williams, David Patterson, Ricky Boada, Kyle Lindsey, Speed Academy, Rob Dahm, Chris Forsberg and Ray Evernham, among others – will extend the campaign's message in their channels online.

For more information, please visit Valvoline.com/original.

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 ChangeSM brand and the No. 3 chain by number of stores in Canada 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.

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

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

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