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Valvoline Launches Fast Track to Fame Program in Support of Grassroots Racing

Contest opens on Feb. 15, 2018

LEXINGTON, Ky. (Feb. 15, 2018) – Valvoline Inc. (NYSE: VVV) — a leading worldwide supplier of premium branded lubricants and automotive services — today announced the launch of its Fast Track to Fame contest celebrating the grassroots racing community by providing sponsorship opportunities for amateur racers. The contest opens on Feb. 15, 2018, at TeamValvoline.com/FastTrack.

“Amateur racers demonstrate their passion and pursuit of excellence every time they race, and Valvoline wants to celebrate those values through Fast Track to Fame,” said Heidi Matheys, Valvoline chief marketing officer. “We believe in the ‘Never Idle’ spirit and we are looking for someone who lives it.”

Valvoline™ has been engrained in professional racing since its North American inception in 1895 and further cemented itself in the culture introducing the world’s first racing oil in 1965. The brand continues its support today with involvement in IndyCar, NASCAR, NHRA, Formula Drift and several other major national touring series.

Valvoline invites grassroots racers from asphalt, dirt, motorcycle, snow and a variety of other classifications to enter for the chance to win the grand prize package valued at up to \$50,000 in cash and prizes. The contest will operate in two rounds driven by public voting and judged criteria and housed on TeamValvoline.com/FastTrack. In round one, driver entrants are encouraged to share their entries with their friends and family to gain votes. In order to qualify for finalist consideration, each driver entrant must receive a minimum of 50 votes from 50 unique voters. The top four finalists will be chosen by a combination of public vote and a judging panel to move to the next round. Finalists may be featured in a video series, filmed at the finalists’ hometown tracks, to give voters an up-close-and-personal look at the finalists’ racing dream, struggles and successes. The driver with the most fan votes at the conclusion of round two wins the contest and will be announced July 10 on TeamValvoline.com/FastTrack.

The three runners-up will receive incremental prizes including cash and Valvoline product.

This opportunity is made possible by sponsors including Speedway Motors, One on One Brand, TSMGI and iRacing.

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, Valvoline's heritage spans over 150 years, during which it has developed powerful brand recognition across multiple product and service channels. The highly trusted brand ranks as the No. 3 passenger car motor oil brand in the DIY market by volume and the No. 2 quick-lube chain by number of stores in the United States. The company operates and franchises more than 1,100 Valvoline Instant Oil ChangeSM centers in the United States. 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.

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