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VALVOLINE™ AND FRANK FRITZ LAUNCH “VALVOLINA: COLLECTOR’S CUP” – A NATIONWIDE SEARCH FOR OIL GIANT MEMORABILIA

MOTOR OIL ICON AND EXPERT PICKER CALL ON AMERICAN PUBLIC TO SUBMIT PHOTOS OF VALVOLINE COLLECTOR’S ITEMS FOUND IN GARAGES AND SHEDS NATIONWIDE

Lexington, Ky.. (May 10, 2016)) – Valvoline™ – the petroleum industry’s first U.S. trademarked motor oil brand celebrating its 150th anniversary throughout 2016 – today launched a call for submissions for its “Valvolina: Collector’s Cup” memorabilia search with expert picker, Frank Fritz.

Valvoline hopes the search – which honors the brand’s momentous 150th year while providing the public with a way to celebrate the iconic American brand – will help to locate and identify nostalgic, historical brand pieces in garages, basements and shops throughout the U.S.

Fritz will determine the top Valvoline picks and have them spotlighted in a multi-episode TeamValvoline.com series or through Valvoline’s social channels.

“All of us know the depth of Frank’s expertise when it comes to picking, and as such, Valvoline president Sam Mitchell has challenged him to help us find relics of our historical past with the ‘Collector’s Cup’ activation,” said Jamal Muashsher, Valvoline’s director of marketing global brands.

Fritz, an avid antique oil can collector himself, will be searching for all things Valvoline, both small and large. Valvoline product-specific materials, such as oil cans, gas station signs, product advertisements, merchandise, accessories and apparel are welcome, as is Valvoline-inspired racing memorabilia.

Individuals are invited to upload photos and descriptions of their “Valvolina: Collector’s Cup” entries to TeamValvoline.com now through July 27 for consideration.

“We look forward to working alongside Frank to uncover pieces of Valvoline’s rich past as we look to another 150 years moving forward,” said Muashsher.

Visit TeamValvoline.com website for additional brand updates, auto-related content, videos and more – or follow Valvoline’s Facebook, Twitter and YouTube pages for more up-to-date brand information.

ABOUT VALVOLINE™ :

Valvoline is a leading worldwide producer and distributor of premium-branded automotive, commercial and industrial lubricants, and automotive chemicals. It ranks as the #2 quick-lube chain and #3 passenger car motor oil brand in the United States. The brand operates and franchises nearly 1,050 Valvoline Instant Oil ChangeSM centers in the United States. It also markets ValvolineTM lubricants and automotive chemicals; MaxLifeTM lubricants created for higher-mileage engines, SynPowerTM synthetic motor oil; and ZerexTM antifreeze. Key customers include: retail auto parts stores and mass merchandisers who sell to consumers; installers, such as car dealers, repair shops and quick lubes; commercial fleets; and distributors. For more information, please visit Valvoline.com.

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