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VALVOLINE™ LAUNCHES GROUNDBREAKING FUEL SYSTEM SERVICE FOR GASOLINE DIRECT-INJECTION SYSTEMS

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Lexington, Ky. (February 15, 2016) – Valvoline™ engineers have developed a groundbreaking solution for treating and restoring gasoline direct-injection fuel systems with the EasyGDI™ Fuel System Service featuring Power Dispersal Technology™.

The first-of-its-kind fuel system service removes carbon deposits from hard-to-reach intake valves, piston tops, cylinder heads and fuel injectors in gasoline direct injection (GDI) engines in just over one hour using basic tools, a simple canister apparatus and shop air.

“This marks a major breakthrough in how GDI fuel systems can be treated and restored by technicians of varied skill and experience levels. It is a sensible investment for both installers and consumers, providing a win-win situation in vehicle service,” said Laura Carpenter, vice president of marketing, Installer Channels.

The service features an intake cleaner, fuel rail cleaner and a complete fuel system treatment. The unique technology, a revolutionary chemical formulation, allows 10 powerful detergents to melt away carbon deposits and circulate to the toughest places to clean in a GDI fuel system without painstaking labor or an intensive dismantle of the engine and fuel system. The results include greatly improved injector flow, improved fuel economy and power, and elimination of rough idle, hesitation and knocking.

“The new fuel system service has been extensively tested and validated by third parties and proven on a wide variety of current market vehicles. Tests have shown a consistent removal of 30-50% of deposits, and in many cases engine components are restored back to bare metal,” said Dr. David E. Turcotte, Valvoline technical director.

“With more than 70 percent of new vehicles expected to be built with GDI fuel systems by 2021*, it is as important as ever for installers to invest in performing GDI fuel system services efficiently and profitably,” said Carpenter.

EasyGDI™ Fuel System Service is a new addition to the Valvoline Professional Series of products. For more information, please call (800) TEAM-VAL or visit easygdi.valvoline.com.

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* Source: IHS AutoInsight and Worldview Polk analysis October 2015

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 Valvoline™ lubricants and automotive chemicals; MaxLife™ lubricants created for higher-mileage engines, SynPower™ synthetic motor oil; and Zerex™ 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.

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

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

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