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# VALVOLINE™ AND HENDRICK MOTORSPORTS LAUNCH PIT PALS™ BOBBLEHEAD RETAIL PROMOTION

## **CUSTOM VERSIONS OF RACERS KASEY KAHNE, CHASE ELLIOTT, JIMMIE JOHNSON AND DALE EARNHARDT JR. AVAILABLE THROUGH ONLINE REBATE OFFER**

Lexington, Ky. (Jan. 29, 2016) – For NASCAR super fans, racing aficionados, collectors and sports lovers nationwide, Valvoline™ – the petroleum industry's first U.S. trademarked motor oil brand celebrating its 150<sup>th</sup> anniversary throughout 2016 – is launching a custom designed Pit Pals™ Bobblehead retail promotion in partnership with Hendrick Motorsports.

Now through May 4, 2016, with every five quarts of any Valvoline Motor Oil purchased at select retailers, consumers will have the opportunity to receive their choice of four Pit Pals™ Bobbleheads\* featuring Hendrick Motorsports drivers – Kasey Kahne, Chase Elliott, Jimmie Johnson and Dale Earnhardt Jr. Consumers can quickly upload their receipts and redeem the offer at [GetPitPals.com](http://GetPitPals.com). Details are available online or at participating retailers.

Customers are encouraged to collect all four racers, with each five-quart purchase earning customers one Pit Pal™ Bobblehead of their choice. Quantities are limited. Consumers will receive their bobblehead in unique Valvoline replica oil cans, which celebrate the rich history of innovation as Valvoline marks its 150<sup>th</sup> milestone.

“The 2016 NASCAR season is upon us, and we are proud to launch this fun, fan-friendly promotion alongside our teammates at Hendrick Motorsports,” said Jamal Muashsher, Valvoline global brand director of marketing.

This marks the first partnership activation in 2016 for Valvoline and Hendrick Motorsports, which announced a four-year agreement in September 2013 that kicked off the following NASCAR season.

“Throughout 150 years in business, Valvoline has been committed to auto racing and its fans,” said Patrick Perkins, Hendrick Motorsports’ vice president of marketing. “In that tradition, this promotion offers them a great collectible that can be enjoyed for years to come. The bobbleheads are terrific, and we’re excited to partner with Valvoline to support this program across the country. It’s something everyone can have fun with.”

As part of this retail promotion, a series of special videos, featuring Hendrick Motorsports drivers alongside their bobblehead PitPals™, will be available on [GetPitPals.com](http://GetPitPals.com) as well as being released via Valvoline social media channels.

Follow [www.facebook.com/Valvoline](http://www.facebook.com/Valvoline) and [www.Twitter.com/Valvoline](http://www.Twitter.com/Valvoline) for updates on this and other Valvoline activations.

### ABOUT VALVOLINE™ :

Valvoline, a brand of Ashland Inc. (NYSE: ASH), has been serving American motorists for 150 years. In addition to commercial and industrial lubricants, the Valvoline family of products includes Zerex™ antifreeze, SynPower™ performance products, and MaxLife™ products created for higher-mileage engines. With more than 950 locations throughout the United States, Valvoline Instant Oil Change<sup>SM</sup> service centers are a leader in serving the quick lube market. For more information, please visit [Valvoline.com](http://Valvoline.com).

### ABOUT HENDRICK MOTORSPORTS:

About Hendrick Motorsports Founded by Rick Hendrick in 1984, Hendrick Motorsports has earned more than 200 race victories and a record 11 car owner championships in NASCAR's premier division, the Sprint Cup Series. In 2016, the organization will field four full-time Chevrolet teams on the Sprint Cup circuit with drivers Kasey Kahne, Chase Elliott, Jimmie Johnson and Dale Earnhardt Jr. Headquartered in Concord, North Carolina, Hendrick Motorsports employs more than 600 people. For more information, please visit

HendrickMotorsports.com or interact on Twitter, Facebook and Pinterest.

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