Press Releases

Valvoline Extends its Partnership with AD International in Europe

DORDRECHT, Netherlands, July 2, 2018 – Valvoline – one of the world's leading producers and marketers of premium quality branded automotive, commercial and industrial lubricants and chemicals – announced today that it has extended its partnership with AD International for the distribution and marketing of Valvoline automotive lubricants to Denmark.

"The partnership between Valvoline and AD International began just last year in Sweden and we have been extremely pleased with the results," said Diego Brodoni, vice president and general manager, Valvoline Europe. "AD Denmark has an excellent position in the automotive aftermarket and strong ambitions to further improve their offering in the coming years, and the partnership with Valvoline directly supports those ambitions."

With its 'one stop shop' offer, AD Denmark serves the needs of a growing number of workshops around the country, offering the full line of Valvoline products, from premium quality lubricants to specialized service additives, as well as the Tectyl corrosion prevention products. For more information related to the partnership, contact Mr. Paul Bork (Valvoline) or Mr. Poul Toftegaard Pedersen (AD Denmark). Information about AD Denmark is available online, www.addanmark.dk

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 Change℠ 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. To learn more, visit www.valvoline.com.

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For further information, contact:

Marcel Priester

Marketing director, Valvoline Europe

+31 (0)78 654 3491

mpriester@valvoline.com