



NEWS RELEASE

Valvoline Introduces New Modern Engine Full Synthetic Motor Oil

Product innovation combats carbon build-up in potentially 100 million 2012 and newer vehicles on the road today

LEXINGTON, Ky. (Jan. 25, 2018) - Valvoline Inc. (NYSE: VVV) — a leading worldwide supplier of premium branded lubricants and automotive services — today unveiled another innovative new product with the introduction of Valvoline™ Modern Engine Full Synthetic Motor Oil. This new product is specifically engineered to protect against carbon build-up in Gasoline Direct Injection (GDI), turbo and other engines manufactured since 2012.

“For over 150 years, Valvoline has been at the helm of product innovation, meeting consumer needs with smart science and solutions. Our team is leading the industry with the launch of Valvoline Modern Engine,” said Heidi Matheys, Valvoline chief marketing officer. “As part of our full synthetic portfolio, Modern Engine will combat potential carbon build-up in newer engines – an issue that degrades vehicle performance. Most consumers are unaware that the issue even exists, even though it has the potential to impact roughly 100 million newer vehicles on the road today.”

Engines in vehicles 2012 and newer are built smaller and more efficient than ever. As a result, they run hotter, and are more susceptible to developing Low Speed Pre-Ignition (LSPI) knocking due to abnormal combustion, as well as fuel and oil related carbon build-up. These issues could lead to power and fuel economy loss – and ultimately, engine breakdown.

Valvoline has been at the forefront of combatting carbon build-up in newer engines and in 2017 was first to market with an innovative carbon build-up cleaning solution, Easy GDI™ Fuel System Service with Power Dispersal Technology™. Now, Valvoline not only has a way to remove carbon build-up but can also protect today’s modern engines — ultimately helping to prevent carbon build-up on intake valves, pistons and turbo-chargers.

“Valvoline Modern Engine captures key learnings from extensive research on how motor oil formulation — namely oil properties and additive composition — not only influence but can actually help prevent the formation of carbon deposits in the newest engine models,” said Fran Lockwood, Valvoline chief technology officer. “With this innovative new product, we are seeing a significant reduction of carbon build-up. Our research indicates that Modern Engine provides 30 percent better protection against carbon build-up than industry standards.”

An engineering solution to an automotive issue that potentially affects 100 million newer vehicles, Valvoline Modern Engine Full Synthetic Motor Oil is:

→ Formulated to fight carbon build-up in GDI, turbo and other newer engines

- Exceeds industry standards for protection against carbon build-up, wear, sludge and extreme temperatures
- Helps extend engine life by providing exceptional protection against oil oxidation and viscosity breakdown
- Offers outstanding protection against knocking and catastrophic engine failure caused by low-speed pre-ignition

For more information on Valvoline Modern Engine Synthetic Motor Oil, please visit ModernOil.com. To join the Team Valvoline online community for original and contributed DIY auto content, visit TeamValvoline.com.

About Valvoline™

Valvoline Inc. (NYSE:VVV) is a leading worldwide producer and distributor of premium branded automotive, commercial and industrial lubricants, and automotive chemicals. Valvoline ranks as the #2 quick-lube chain by number of stores and #3 passenger car motor oil brand in the DIY market by volume in the United States. The brand operates and franchises more than 1,070 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. Visit www.valvoline.com to learn more.

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