



## NEWS RELEASE

### **Valvoline Easy Pour Bottle Voted Product of the Year**

*Largest consumer-voted survey determines distinguished award*

**LEXINGTON, Ky. (Feb. 9, 2018)** – Valvoline Inc. (NYSE: VVV) — a leading worldwide supplier of premium branded lubricants and automotive services – has been named 2018 [Product of the Year in the Car Care Category](#) for its recently launched Easy Pour Bottle. Product of the Year is the world’s largest consumer-voted award for product innovation, where winners are backed by the votes of 40,000 consumers in a national representative survey conducted by research partner [Kantar TNS](#), a global leader in consumer insights.

“For more than 150 years, Valvoline has been at the forefront of product innovation and we are honored that the new Easy Pour Bottle has been selected as a 2018 Product of the Year Award winner,” said Heidi Matheys, Valvoline chief marketing officer. “This new-to-the-world package allowed us to reinvent the process of changing your oil – making it easier than ever before for DIYers to maintain their vehicles.”

Highlights of Valvoline’s new Easy Pour Bottle include:

- Easy Pull Tab™ – Makes opening the bottle clean and simple.
- Precision Pour Spout™ – Provides accurate pour and clean cut off for a mess-free experience.
- Anti-Glug Tube™ – Provides a glug-free pour for a faster, cleaner and easier oil change.
- Resealable Overcap with No-Slip Grip™ – Helps prevent spillage and provides safe storage.
- Centralized Handle – Makes for a more confident pick up, transport and pour.

For over 30 years, Product of the Year has guided consumers to the best products on the market across 37 countries, while rewarding manufacturers for quality and innovation. Each year, Product of the Year takes entries from new consumer products launched within the previous year that demonstrate advancement within their industry.

“Product of the Year’s distinctive red seal of approval continues to help shoppers find the best new product on the shelves and give the winners a well-earned competitive advantage.” said Mike Nolan, CEO of Product of the Year.

Product of the Year nominations are placed into categories, and one product is named the winner of each category based on the results of the consumer survey. The complete list of 31 winners selected to receive the 2018 Product of the Year Award can be found at [productoftheyearusa.com](http://productoftheyearusa.com).

## **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<sup>SM</sup> 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](http://www.valvoline.com).

<sup>TM</sup> Trademark, Valvoline or its subsidiaries, registered in various countries.

<sup>SM</sup> Service mark, Valvoline or its subsidiaries, registered in various countries.

## **About Product of the Year:**

Product of the Year is the world's largest consumer-voted award for product innovation. Established 30 years ago, POY currently operates in 37 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Product of the Year winners are backed by the votes of 40,000 consumers in a national representative study conducted by research partner Kantar TNS, a global leader in consumer insights. The award is a powerful merchandising program for marketers proven to increase product sales, distribution and awareness. Winning products are announced in February each year and receive the right to use the Product of the Year logo in marketing communications for two years. For more information, visit [productoftheyearusa.com](http://productoftheyearusa.com).

## **About Kantar TNS:**

Kantar TNS is one of the world's largest research agencies with experts in over 90 countries. With expertise in innovation, brand and communication, shopper activation and customer relationships we help our clients identify, optimize and activate the moments that matter to drive growth for their business. We are part of Kantar, one of the world's leading data, insight and consultancy companies. Find out more at [www.tnsglobal.com](http://www.tnsglobal.com)

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## **Media Relations**

Valerie Schirmer  
Valvoline  
+1 (859) 375-3235  
[vschirmer@valvoline.com](mailto:vschirmer@valvoline.com)

Ashley Foster, APR  
Valvoline  
+1 (205) 322-5646 x 551  
[ashley@bigcom.com](mailto:ashley@bigcom.com)

Dolinda Meeker  
Product of the Year  
+1(212) 213-0600  
[dolinda@poyusa.com](mailto:dolinda@poyusa.com)