



NEWS RELEASE

Valvoline Unveils Cutting-Edge Innovation with Launch of Easy Pour Packaging

LEXINGTON, Ky. (Oct. 3, 2017) — Valvoline Inc. (NYSE: VVV) — a leading worldwide supplier of premium branded lubricants and automotive services — announced today the retail launch of its newest innovation, the Easy Pour Bottle. Valvoline™ worked alongside consumers to develop the game-changing design. The brand's patent-pending Easy Pour Bottle will make changing oil easier while offering a simplified shopping solution for the automotive Do-It-Yourself (DIY) audience.

“Valvoline’s goal for 151 years has been to use our expertise for the benefit of our customers. Each part of Valvoline’s Easy Pour Bottle has been engineered with our DIY consumers in mind – reimagined, redesigned, tested and proven to make changing oil easier, faster and cleaner,” said Heidi Matheys, Valvoline chief marketing officer. “Our technical team integrated an abundance of consumer field research and feedback, which ultimately resulted in this one unique design.”

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.

The brand is so confident in their newest innovation that they have issued a Satisfaction Guarantee at retailers nationwide, offering a 100-percent money-back promise to encourage DIYers to experience the bottle — and its advantages — for themselves.

Valvoline has partnered with seven-time NASCAR Champion Jimmie Johnson to promote a series of entertaining videos showcasing the ease of use and cleanliness of the new packaging. Videos are now available for viewing at EasyPour.com. Additional motorsports athletes will participate in the series later this year.

“Our Easy Pour Bottle is one of the biggest packaging innovations in the history of Valvoline and was developed with integral feedback from DIYers and auto experts alike,” said Michelle Allen,

director of marketing for Valvoline. “As we look to the future, we will continue to innovate in every area – from design to products and services – to meet the needs of our customers.”

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; MaxLifeTM lubricants created for higher-mileage engines, SynPowerTM synthetic motor oil; and ZerexTM antifreeze. Visit www.valvoline.com to learn more.

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