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## Not All Lubricants Are Created Equal: Rollout of Valvoline Full Synthetic High Mileage Motor Oil with MaxLife Technology Provides Drivers with Superior Protection

LEXINGTON, Ky., Feb. 4, 2015 /PRNewswire/ -- Valvoline™, a brand of Ashland Inc., today announced the wide-scale availability of its Full Synthetic High Mileage motor oil with MaxLife technology. The lubricant offers drivers a superior level of engine protection that guards against the three major causes of engine stress: heat, deposits and wear.

Valvoline Full Synthetic High Mileage reflects the culmination of years of continued research, technology and innovation from the brand. Valvoline chemists have paired the company's award-winning additive chemistry with premium synthetic base oils that meet its exacting standards. The result is a full synthetic formulation that is more durable and provides 40 percent more anti-wear film than Mobil 1 Synthetic, validated through a three stage evaluation process including lab bench tests, chemical analysis and engine wear tests.

"For more than 140 years, our primary focus at Valvoline has been motor oil," said Alexey Stiop, Valvoline research scientist. "We constantly push ourselves to reinvent the category with one goal in mind: delivering new levels of engine protection that exceed industry standards."

In addition to providing more anti-wear film, Valvoline Full Synthetic High Mileage oil is proven to excel in numerous categories, including reduced fuel consumption, emissions systems compatibility, and suitability for all model years.

To bring this superior performance to life, Valvoline has launched [www.SeeADifference.com](http://www.SeeADifference.com), an online resource for drivers to learn more about how synthetic motor oil works, compare Valvoline Full Synthetic High Mileage and the leading competitor in a side-by-side assessment, and view a series of videos demonstrating Valvoline technology.

To further illustrate the superior protection of Valvoline Full Synthetic High Mileage, Valvoline enlisted the help of NASCAR driver Jimmie Johnson, who provides real-world analogies in the brand's comedic "[Jimmie the Scientist](#)" video.

"We firmly believe that drivers today are savvy enough to make the best choice for their engine," said Jamal Muashsher, director of Valvoline Global Brands. "Through [SeeADifference.com](#), we present all of the information about synthetic motor oil - with straightforward, engaging content - to help drivers see for themselves that not all synthetic motor oils are the same."

Valvoline Full Synthetic High Mileage is now available at AutoZone, Wal-Mart, Advance Auto Parts and Meijer. To learn more and to find a retailer near you, please visit [www.SeeADifference.com](http://www.SeeADifference.com).

### **About Valvoline**

Valvoline is a leading, worldwide producer and distributor of premium-branded automotive, commercial and industrial lubricants, automotive chemicals and car-care products. It ranks as the #2 quick-lube chain and #3 passenger car motor oil brand in the United States. The brand operates and franchises approximately 920 Valvoline Instant Oil Change<sup>SM</sup> centers in the United States. It also markets Valvoline lubricants and automotive chemicals; MaxLife™ lubricants created for high-mileage engines; NextGen™ motor oil, created with 50 percent recycled, re-refined oil; SynPower™ synthetic motor oil; Eagle One™ and Car Brite™ automotive appearance products; and Zerex™ antifreeze. [Visit ashland.com](http://www.ashland.com) to learn more.

### **About Ashland**

Ashland Inc. (NYSE: ASH) is a global leader in providing specialty chemical solutions to customers in a wide range of consumer and industrial markets, including architectural coatings, automotive, construction, energy, food and beverage, personal care and pharmaceutical. Through our three commercial units - Ashland Specialty Ingredients, Ashland Performance Materials and Valvoline - we use good chemistry to make great things happen for customers in more than 100 countries. Visit [ashland.com](http://www.ashland.com) to learn more.



Video - [http://youtu.be/C\\_NXz7QfPhM](http://youtu.be/C_NXz7QfPhM)

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