



Valvoline(R) Engine Guarantee Helps 'Clunkers' Buyers Keep Their New Vehicles for up to 300,000 Miles

700,000 new reasons to do what's best

LEXINGTON, Ky., Sept 17, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- If you're the lucky owner of one of those 700,000 new vehicles purchased in the government's "cash for clunkers" program, there's no time like the present to take advantage of another terrific offer. Why not protect your major new investment with Valvoline(R) motor oil so that you can guarantee its engine for up to 300,000 miles?

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090917/CL77397LOGO>)

Better yet, it's not just new cars and trucks that qualify. Most vehicles with fewer than 75,000 miles are eligible to be registered in the free [Valvoline Engine Guarantee](#) program.

According to recent studies, Americans are keeping their cars on the road longer than ever before, with the average personal vehicle nearly 10 years old. Valvoline is helping car owners continue to keep their vehicles going by offering an unparalleled engine guarantee of up to 300,000 miles.

Sam Mitchell, president, Ashland Consumer Markets (Valvoline), explains the special offer. "It's clear that in this economy, many people are focused on saving money and making their vehicles last longer. We're confident that Valvoline motor oil has what it takes to make that happen, and we're backing that confidence with a guarantee not only in our oil, but also in the life of our customers' engines when they use our oil as recommended," Mitchell says.

Drivers can choose from [three levels](#) of the Valvoline Engine Guarantee based on personal driving needs and vehicle requirements with the following oil selections:

- MaxLife(R) Full Synthetic or Synpower(R) Full Synthetic - 300,000-mile limited guarantee
- MaxLife(R) or DuraBlend(R) (synthetic blends) - 225,000-mile limited guarantee
- Valvoline Premium Conventional - 150,000-mile limited guarantee

Enrollment in the Valvoline Engine Guarantee is simple and can begin at any [Valvoline Instant Oil Change center](#), where the company's service professionals enter all initial vehicle and oil change information for customers online. Valvoline will then send customers a link via e-mail that enables them to complete their enrollment in the program from home. From that point forward, Valvoline Instant Oil Change automatically tracks all oil change records online; no paperwork is required.

"Regular auto maintenance is critical for maintaining a healthy engine," Mitchell says. "There is no better way for a new car owner to enhance the longevity of their vehicle and, as an added bonus, drivers have the ability to guarantee their engine in the event that the unthinkable happens."

'Clunkers' replacement buyers and other car owners are encouraged to visit <http://www.EngineGuarantee.com/> to learn full details about Valvoline's 300,000-mile Engine Guarantee and program limitations, and to locate the nearest Valvoline Instant Oil Change centers.

About Valvoline

Valvoline, a brand of [Ashland Inc.](#), has been serving American motorists longer than any other motor oil. The Valvoline family of products includes Eagle One(R) appearance products, Car Brite(R) car restoration products, Zerex(R) antifreeze, SynPower(R) performance products, Pyroil(R) automotive chemicals and MaxLife(R) products created for higher-mileage engines. With more than 850 locations throughout the United States, [Valvoline Instant Oil Change\(R\)](#) is a leader in serving the quick lube market.

About Ashland

Ashland Inc. (NYSE: ASH) provides specialty chemical products, services and solutions for many of the world's most essential needs and industries. Serving customers in more than 100 countries, it operates through five commercial units: Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials, Ashland Consumer Markets (Valvoline) and Ashland Distribution. To learn more about Ashland, visit <http://www.ashland.com/>.

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