



May 21, 2013

## Valvoline™ teams up with Travis Pastrana and Roush Fenway Racing to launch the NextGen™ Stunt Amplifier

### Roush Fenway Racing's newest driver, Travis Pastrana, asks fans to help Valvoline recycle stunts to make them more epic

Lexington, Ky. (May 21) - Valvoline, the manufacturer of NextGen™ recycled motor oil, made with 50% recycled oil, today launched the NextGen Stunt Amplifier. The Valvoline team, working in partnership with Roush Fenway Racing and its NASCAR Nationwide Series driver, Travis Pastrana, will show fans just how exciting recycling can be.

Fans can visit [youtube.com/Valvoline](http://youtube.com/Valvoline) to view a collection of homemade stunt videos hand-selected by Pastrana, then vote on ways to make those stunts even more thrilling. The Valvoline brand and its team of thrill-seekers will recycle one stunt at a surprise location based on fan votes. Additionally, fans can engage with Pastrana by visiting Valvoline [NextGen's Facebook page](#) for a chance to win autographed prizes.

"The NextGen Stunt Amplifier is all about recycling a good stunt to make it even better than before," said Pastrana, driver for Roush Fenway Racing. "That's always been one of my mantras. Throughout my career, I've always pushed myself to make tweaks, revisions and improvements to my game in order to complete that perfect trick or race."

The launch of the NextGen Stunt Amplifier is the latest program in a multi-year partnership with Roush Fenway Racing. In 2011, Roush Fenway Racing first adopted NextGen motor oil technology, testing it at the lab and on the track. In 2012, impressed with the oil's performance, Roush Fenway Racing announced that it would shift all of its Sprint Cup and Nationwide racecars to use Valvoline with NextGen technology. Since 2011, regular season cars using Valvoline with NextGen technology have won a total of 57 races, including 17 victories in NASCAR with Roush Fenway Racing. In addition, Valvoline with NextGen technology has won two Nationwide series championships with Roush Fenway Racing in 2011 and 2012.

"Roush Fenway is a long-time, proven partner for us," said Michelle Allen, associate brand manager for Valvoline global brands. "That's why we are excited to work with the Fenway race team, particularly Travis Pastrana, to show drivers everywhere that recycling can be more exciting than you'd expect."

High quality, stand-out performance and environmental benefits have helped make Valvoline NextGen motor oil the fastest-growing product introduction in Valvoline's 140 year-plus history. NextGen innovation combines recycled base oil - of the same quality as crude-refined base oil - with Valvoline's award-winning additive chemistry. The result is new oil made with 50% recycled oil that is produced with 90% less energy; producing 31% less greenhouse gas emissions. Valvoline with NextGen technology exceeds API specifications and matches Valvoline's stringent standards.

NextGen motor oil is available in conventional, high-mileage, and full synthetic formulas. For further product information, visit [www.NextGen.Valvoline.com](http://www.NextGen.Valvoline.com).

#### **About Valvoline**

Valvoline, a brand of Ashland Inc. (NYSE:ASH), has been serving American motorists longer than any other motor oil. In addition to commercial and industrial lubricants, the Valvoline family of products includes Eagle One™ appearance products, Car Brite™ car restoration products, Zerex™ antifreeze, SynPower™ performance products, MaxLife™ products create higher-mileage engines and NextGen™ motor oil created with 50 percent recycled oil. With approximately 900 locations throughout the United States, Valvoline Instant Oil Change<sup>SM</sup> service centers are a leader in serving the quick lube market.

#### **About Roush Fenway Racing**

[Roush Fenway Racing](#) is the winningest team in NASCAR history, fielding multiple teams in the Sprint Cup and Nationwide Series' with championship drivers Carl Edwards, Greg Biffle, Ricky Stenhouse Jr., Trevor Bayne and Travis Pastrana. Having celebrated 25 winning years in 2012, Roush Fenway is the leader in NASCAR marketing solutions, pioneering motorsport's first team-focused TV show and its award-winning marketing campaigns for RickyvsTrevor.com, "25 Winning Years" and Google+. Visit <http://www.RoushFenway.com>, circle on Google+ at +Roush Fenway Racing, become a fan on [Facebook](#) and Instagram, and follow on Twitter at [@roushfenway](#).

™Trademark, Ashland or its subsidiaries, registered in various countries

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

**FOR FURTHER INFORMATION:**

Mohammed Dieye

office: +1 212 704 9525, cell: 917 806 4779

[Mohammed.Dieye@CohnWolfe.com](mailto:Mohammed.Dieye@CohnWolfe.com)

Kendra Overbeck

office: +1 859 815 3056, cell: 859 445 6487

[koverbeck@ashland.com](mailto:koverbeck@ashland.com)