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Valvoline secures sponsorship deal with YAS Marina Drag Racing Centre in Abu Dhabi, UAE

Multi-year agreement includes official lubricant provider status, sponsorship of all vehicles

DUBAI, United Arab Emirates: Valvoline, a leading marketer, distributor and producer of automotive and industrial products and services, has partnered with Abu Dhabi's YAS Marina Drag Racing Centre after finalising a multi-year sponsorship agreement starting 10 December, 2013.

The Official Lubricants Partner of YAS Marina Drag Racing Centre, the Valvoline™ lubricants brand will be featured as the official lubricant sponsor of the team's full stable of vehicles. In addition, Valvoline will be promoted on all YAS Marina Drag Racing Centre marketing collateral, including video broadcasts inside the drag centre. Valvoline will also have the exclusive rights to engage in brand activation activities at every YAS Marina Drag Racing Centre event.

"The YAS Marina Drag Racing Centre perfectly embodies the Valvoline brand," said Keith Johnson, general manager, Middle East and Africa, Ashland Consumer Markets. "Their passion for cars and motorsports complements Valvoline's long history in the motor racing arena. As one of the premier racing facilities in the world, one of YAS Marina Drag Racing Centre's key values is their commitment to innovation. This aligns perfectly with Valvoline's mission to innovate and develop cutting edge products that meet our customer's needs. Innovation is essential, especially in a region like the Middle East, with its very specific requirements."

The partnership with YAS Marina Drag Racing Centre marks the beginning of Valvoline's strategic approach to expand its presence in the UAE and the region.

"The Middle East is one of the most important and fastest growing markets for us globally," said Johnson. "Products like Engine Armour are the result of extensive research and development that Valvoline has committed to the region, while the YAS partnership allows us to interact with customers on a daily basis and showcase our products, services and commitment in a way that is accessible and recognisable. Our intention is to grow the Valvoline brand in the region and YAS Marina Drag Racing Centre is the ideal partner for us to work with."

"We are delighted to partner with Valvoline as they build their brand in the region", said Al Tareq Al Ameri, Senior Director, Commercial. "The association with our Drag Racing Centre is exciting for both parties and the intensity of drag represents a fitting environment to showcase their products".

ABOUT VALVOLINE:

Valvoline, a brand of Ashland Inc. (NYSE: ASH), is known around the world for its high quality consumer, commercial and industrial lubricants and chemicals. The Valvoline family of products also includes Eagle One™ appearance products, Car Brite™ car restoration products, Zerex™ antifreeze, SynPower™ performance products, and MaxLife™ products create higher-mileage engines. Visit valvoline.com to learn more.

Valvoline is a worldwide producer of premium lubricants that has a vast heritage of achievements and innovation. It has a long heritage of trusted performance and was the first to introduce motor oil in 1866. For over 140 years, Valvoline motor oil has led the industry with innovative products and services and it continues to reinvent the motor oil category including racing oil, the first high-mileage oil, and the first synthetic blend.

About Yas Marina Circuit

Yas Marina Circuit is the United Arab Emirates' most exciting sporting and entertainment venue. Located on Yas Island, Abu Dhabi, the circuit is the home of the annual Formula 1 Etihad Airways Abu Dhabi Grand Prix. With motorsport as its pulse and an extensive year-round programme of professional and grassroots motorsport events and experiences like Drag and Track Nights, the circuit has also emerged as a thriving hub of entertainment and community events in the UAE. As the region's most dynamic and technologically advanced facility, the circuit is also a leading MICE venue, regularly hosting a diverse range of corporate meetings, conferences and events. Whether you want to experience the thrill of karting, driving an Aston Martin GT4 over 200km/hour on an F1 circuit, work towards your racing license at the Yas Racing School, get fit at Train Yas, or simply catch up with friends over burgers and shakes at Yas Central, there's something for everyone at Yas Marina Circuit.

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