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Eagle One™ becomes first major automotive brand to introduce line of eco-friendly appearance products

Four new EnviroShine™ products offer “green” alternatives for auto enthusiasts with the same leading Eagle One performance

LEXINGTON, Ky. – In response to a growing number of auto enthusiasts who want environmentally friendly alternatives to traditional car-care products, [Eagle One](#) is rolling out a new line of appearance products under the [EnviroShine](#) brand. The four new products, which will appear on shelves at several major auto parts retailers nationwide by March – including Auto Zone, O’Reilly and Pep Boys – are the first line of “green” automotive appearance products to be launched nationally by a major automotive brand.

Eagle One leveraged its full technological resources to create this new line of products. Commonly used petroleum-based chemicals have been replaced with ingredients that are safer for the environment. These new formulas are free of harsh acids, solvents, phosphates and petroleum distillates that can be harmful to humans and animals. EnviroShine’s car wash, wheel cleaner, and glass cleaner formulas are also biodegradable and will not produce run-off that could harm aquatic life or the water system, or fumes that may impact air quality or the ozone layer.

Nationwide, more than 32 million pounds of household cleaning products that may contain harmful chemicals are poured down drains each day.

“Research shows that nearly 80 percent of auto enthusiasts want eco-friendly car-care products, but they won’t sacrifice performance to get them,” said Rob McCarter, Eagle One brand manager. “We saw that as an opportunity to develop a product line that delivers the same great Eagle One performance that consumers know and trust, while also helping the environment.”

The four new products are:

- [EnviroShine Wheel & Tire Cleaner](#) – Formulated in a convenient foam spray that hoses off to remove brake dust and road grime, it leaves cars with shiny wheels and clean tires. The cleaner is safe for all types of wheels, including clear coats.
- [EnviroShine Tire Shine](#) – Featuring a non-sling thick formula, the new tire shine gel spray provides a glossy black shine that is long lasting and weather resistant.
- [EnviroShine Car Wash](#) – Formulated to create rich suds for extra cleaning power, it gently lifts dirt to enhance a wax shine and is safe for all finishes.
- [EnviroShine Glass Cleaner](#) – Quickly removes tough dirt and grime for a streak-free shine. It’s ammonia- and alcohol-free and safe for tinted windows.

These products were developed with research and support from Ashland Consumer Markets, a division of Ashland Inc., which owns and operates the [Valvoline](#)™ and Eagle One brands. Eagle One has been a category innovator for more than three decades. Eagle One was the first, and remains the only, major car-care brand to employ nanotechnology in its product development and was the first to introduce innovative products like [Wax As-U-D r y](#)™ and [A2Z All Wheel & Tire Cleaner](#)™.

In addition to Eagle One being the first major automotive brand to bring a line of “green” car-care appearance products to market nationally, its sister brand, Valvoline, is also the first major national brand to create and market at retail nationally a premium motor oil made with recycled oil. Launched last spring, [NextGen](#)™ contains 50 percent recycled oil so it’s better for the environment and helps preserve limited natural resources.

EnviroShine will be sold through leading auto part retailers nationwide. For more information, please visit www.eagleone.com or call 800-432-4531.

[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 created for higher-mileage engines, and [NextGen](#)™ motor oil created with 50 percent recycled oil. With more than 860 locations throughout the United States, [Valvoline Instant Oil Change](#)™ is a leader in serving the quick lube market.

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