



News Release

January 14, 2016

Valvoline™ heightens global presence, product awareness through English Premier League advertising

Global lubricant brand advertising to appear in 2016 EPL matches

Barendrecht, the Netherlands – Valvoline™, the first trademarked lubricant brand in the U.S., today announced that it will launch an advertising campaign on LED perimeter boards during popular 2016 English Premier League (EPL) matches. This international advertising investment marks a strategic step in the company's global growth plans and comes as the brand celebrates its 150th anniversary.

The EPL – officially known as the Barclays Premier League – is the most-watched football league in the world, broadcast in 212 territories to 643 million homes and an estimated TV audience of 4.7 billion people. Its 20 club teams include Manchester United, Chelsea, Arsenal, Manchester City, Liverpool, Leicester City and Stoke City.

“The EPL is a premium, global property fitting of a premium, global brand,” said Craig Moughler, Valvoline International senior vice president. “We anticipate that Valvoline’s increased visibility via one of the world’s most popular sports entities will help enhance international understanding of our proven products and service solutions that help keep the world moving.”

“Valvoline has an unmatched heritage steeped in motorsports, including being in the engine of America’s first car race winner,” added John Stotz, Valvoline International marketing and business development. “Advertising in EPL matches extends Valvoline awareness beyond motorsports, reaching younger vehicle owners and increasing brand value for our business partners and service providers around the world.”

International advertising and market activation will seek to drive brand awareness and lead viewers and service garage technicians to learn more about Valvoline’s innovations, global presence and 150th anniversary this year.

Valvoline produces a full product portfolio of advanced options to best service engines and vehicle needs worldwide, including MaxLife™ Higher Kilometer motor oils, SynPower™ Motor oils, Premium Blue™ Diesel, Valvoline™ Motorcycle Oils, VR1™ Motor Oil and Valvoline Professional Series™ Service Chemicals.

For additional product and company information, please visit valvolineeurope.com or follow the brand via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#) to stay up to date on company news, announcements and product promotions.

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