



February 6, 2012

New Valvoline Car Brite™ Beetle Juice™ Bug Remover cleans without effort or solvents

LEXINGTON, Ky. -- Valvoline [Car Brite™](#) has introduced a new water-based concentrated bug remover that offers professional auto detailers a solvent-free alternative without sacrificing performance. New [Car Brite Beetle Juice Bug Remover](#) safely and effectively removes stubborn insect residue from all exterior surfaces including paint, chrome and glass.

“This new product line delivers unparalleled cleaning power without using petroleum-based solvents,” said Todd Mason, Car Brite brand manager. He said Beetle Juice is water-based and formulated as an environmentally safe alternative because it is biodegradable, VOC-compliant and free of phosphates, NPE’s, glycol ether and solvents.

Automotive detailing professionals looking for an effective product to remove insect deposits should not be deterred by its environmentally safe formula. Beetle Juice’s CleanGredients* surfactants easily penetrate even baked-on bugs, effectively breaking their bond to the vehicle’s surface. Simply spray on Beetle Juice Bug Remover, allow to sit for two to three minutes, then rinse with a pressure washer or hose. For particularly stubborn deposits, light agitation might be required with a Car Brite Do-All Pad or microfiber towel.

For more information regarding Car Brite Beetle Juice Bug Remover, contact Car Brite at 1-800-347-2439 or visit the Car Brite website at www.carbrite.com.

[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.

– 0 –

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

*Trademark owned by a third party