



November 29, 2011

Valvoline Car Brite™ XTR Wheel & Tire Cleaner raises the bar for acid-free cleaning

LEXINGTON, KY, -- Valvoline [Car Brite™](#) professional detailing products now include a new acid-free wheel and tire cleaner that provides an effective alternative for customers desiring the performance of acid-based cleaners. New [Car Brite XTR Wheel & Tire Cleaner](#) safely and effectively removes road grime, brake dust and petroleum-base residue from wheels and tires.

“We understand the customer’s desire for products that perform well,” said Todd Mason, Car Brite brand manager. “With acid-based products for cleaning wheels, there is a heightened level of safety that must be respected and a potential risk from improper use. XTR Wheel & Tire Cleaner is designed to deliver the performance of an acid-based cleaner but comes as a safer, acid-free alternative,” Mason said.

XTR provides a rich, foaming action that clings to wheels and tires, breaking the bond of road grime, brake dust and petroleum-based deposits with minimal effort. In most applications, it’s a simple spray-on, rinse-off process. On tough deposits, some agitation may be required.

“XTR has achieved this breakthrough in safety and performance by removing butoxyethanol (or other VOC solvents) and using biodegradable surfactants and chelating agents,” said Mason. “Now customers can enjoy performance and safety with a product that is considerate of the environment by being VOC-compliant, phosphate-free, NPE-free and acid-free.”

For more information regarding Car Brite XTR Wheel & Tire Cleaner, 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