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Valvoline™ redefines customer innovation with Smartphone app

BARENDRECHT, Netherlands – [Valvoline](#), a brand of [Ashland Consumer Markets](#), a commercial unit of Ashland Inc. (NYSE: ASH), just released a new Valvoline application software (app) for Europe, the Middle East and Africa (EMEA). The Valvoline EMEA app for iPhone* and Android* users not only gives direct access to Valvoline's product information but includes much more. Six Valvoline products now feature Quick Response (QR) codes that link directly to information-packed video tutorials on the scanned Valvoline product. This feature – unique in the industry – makes it possible to share detailed product information with customers where space is limited, such as in a garage, gas station or retail outlet.

The Valvoline EMEA app was developed to support Valvoline's Car Care campaign now under way in the UK, the Netherlands, Belgium, Finland, Norway, Denmark, Sweden, Croatia and United Arab Emirates.

"The new app and QR code technology is another example of Valvoline looking for innovative ways to help make life easier and better for its customers and lets us communicate directly to consumers in environments where there is normally limited opportunity to do so," says Frank Rouwens, director of business development & marketing, Valvoline EMEA. "This technology also underlines our commitment to sustainable development by saving paper, water and reducing waste." And the use is easy – customers can just scan the QR code with their smartphones, and the product talks back."

"This new Valvoline EMEA app and the QR codes on the product package help differentiate us from the competition," said Per Even Arnseth, of Valvoline Oil A/S. "Now it is easier than ever before for our customers, anywhere or any time, to access all the valuable information on Valvoline products. And the best part is, those users will have a Valvoline icon on their phone – everything they want to know is literally at their fingertips!" The Valvoline EMEA app is now available for free via the app store and the Android market. Learn more about the Valvoline EMEA app on www.valvolineeurope.com. Access the video tutorials here: <http://www.valvolineeurope.com/carcare>.

Ashland Consumer Markets, which includes the Valvoline™ family of products and services, is a leading innovator, marketer and supplier of high-performing automotive lubricants, chemicals and appearance products.

In more than 100 countries, the people of Ashland Inc. (NYSE: ASH) provide the specialty chemicals, technologies and insights to help customers create new and improved products for today and sustainable solutions for tomorrow. Our chemistry is at work every day in a wide variety of markets and applications, including architectural coatings, automotive, construction, energy, food and beverage, personal care, pharmaceutical, tissue and towel, and water treatment. Visit www.ashland.com to see the innovations we offer through our four commercial units – Ashland Specialty Ingredients, Ashland Water Technologies, Ashland Performance Materials and Ashland Consumer Markets (Valvoline).

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