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Valvoline introduces new UltraMax™ products for heavy-duty diesel equipment

LEXINGTON, Ky. – [Valvoline](#), a brand of Ashland Inc. (NYSE: ASH), has expanded its [UltraMax product line](#) with two new offerings formulated for superior performance and durability of heavy-duty equipment. This adds to the lineup of transmission fluids and high-performance hydraulic oils launched in March for off-highway equipment. The new products will be introduced Aug. 25 at the Great America Truck Show in Dallas, Texas.

For the heavy-duty diesel market, new UltraMax Heavy Duty Engine Oil SAE 10W-40 is a full synthetic Valvoline formulation that exceeds the highest performance requirements of all major U.S. and European engine makers and industry bodies. It will outprotect, outperform and provide better cost containment by surpassing OEM standards for combating wear, deposit formation, oxidation and corrosion. UltraMax SAE 10W-40 Heavy Duty Engine Oil offers excellent high temperature film thickness and low temperature pumpability for extended wear protection under severe loading conditions. It achieves outstanding performance across a wide range of U.S. and European, EGR and SCR engine tests.

A companion new product, Valvoline UltraMax Diesel Fuel Injector Cleaner, is Ultra Low Sulfur Diesel (USLD) compliant. Designed for use in trucks, city buses, off-road machines, specialty vehicles and other equipment, it can be used as a one-shot, in-tank treatment. UltraMax cleans harmful deposits from the entire fuel injection system. Contributing to fuel cost savings as well as lower maintenance, UltraMax Diesel Fuel Injector Cleaner provides outstanding deposit removal across a wide range of diesel injector types and is also effective when using B10 bio-diesel fuel. For added convenience, the product can be used as an in-tank cleanup product or can be added to bulk fuel to maintain efficient performance of an entire fleet.

Peter Thomson, Valvoline director of commercial & industrial marketing, explains the development concept behind the UltraMax product line: “UltraMax was created to help operators improve their bottom line by reducing costs, inventory and downtime. With Valvoline UltraMax products, operators can protect their investment by using UltraMax products to help prolong equipment life and increase reliability.”

About Valvoline

Valvoline, a brand of Ashland Inc., serves heavy-duty industrial and on-highway markets with [Premium Blue™](#) engine oils, UltraMax™ lubricants, [Zerex™](#) antifreeze/coolant, [Syn Gard™](#) gear oils and [Eagle One™](#) truck care products. Additional details about Valvoline’s heavy-duty products can be found at www.valvolinehd.com.

About Ashland Inc.

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, 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 Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials and Ashland Consumer Markets (Valvoline).