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Valvoline™ launches TeamValvoline.com, a new hub to give racers a winning edge

New online destination offers drivers access to professional-grade product and insight from top minds in the industry

LEXINGTON, Ky., Dec. 16, 2014 /PRNewswire/ -- Valvoline™, a brand of Ashland Inc., today announced the launch of TeamValvoline.com, a new online resource that provides a one-stop destination for racers, engineers and auto professionals and car enthusiasts to gain access to exclusive content from industry leaders and connect with a community of racers and racing fans.

"For decades, we've been working with our racing partners, in our labs and on the track to provide the world's top drivers with the very best in engine wear protection," said Jamal Muashsher, director of Valvoline Global Brands. "With the launch of TeamValvoline.com, we make it possible for racers of all levels to benefit from the same level of expertise and innovation that has driven teams like Hendrick Motorsports, JR Motorsports and Kasey Kahne Racing to wins at the track. We're also excited to announce that we are now the official motor oil of the ARCA racing series."

TeamValvoline.com will not only offer racers access to content from some of the best minds in the industry, but will reward them for it through online activities that can help them earn points redeemable for great deals, educational opportunities, and experiences. Teams can also apply for a Valvoline sponsorship by filling out an online submission form.

To encourage drivers and enthusiasts to sign up for TeamValvoline.com, Valvoline is offering a special incentive. Between now and Dec 31, 2014, rewards enrollees will receive a special double point bonus for purchases.

The site will also make the company's Pro-V Racing™ line, a new portfolio of premium racing oils and lubricants optimized in the Valvoline lab and proven on tracks throughout the world, available for direct purchase by the public.

Pro-V Racing:

Combining years of technology from the professional race teams that Valvoline sponsors, with the modern-day innovation that the company is known for, the Pro-V Racing product portfolio features a mix of conventional and synthetic lubricants. Valvoline Pro-V Racing is formulated to help combat the very specific wear issues that impact race engines. In fact, every product in the Pro-V Racing line has a specific vehicle application and has been designed to cover the majority of popular forms of racing in the U.S.

Pro-V Racing products include a wide range of racing oils for different types of engines, as well as gear oils, steering and suspension fluids, transmission fluid and coolant.

For more information on TeamValvoline.com and the new Pro-V Racing line, please visit, www.teamvalvoline.com.

About Valvoline

Valvoline is a leading, worldwide producer and distributor of premium-branded automotive, commercial and industrial lubricants, automotive chemicals and car-care products. It ranks as the #2 quick-lube chain and #3 passenger car motor oil brand in the United States. The brand operates and franchises approximately 920 Valvoline Instant Oil ChangeSM centers in the United States. It also markets Valvoline lubricants and automotive chemicals; MaxLife™ lubricants created for high-mileage engines; NextGen™ motor oil, created with 50 percent recycled, re-refined oil; SynPower™ synthetic motor oil; Eagle One™ and Car Brite™ automotive appearance products; and Zerex™ antifreeze. Visit Ashland.com to learn more.

About Ashland

Ashland Inc. (NYSE: ASH) is a global leader in providing specialty chemical solutions to customers in a wide range of consumer and industrial markets, including architectural coatings, automotive, construction, energy, food and beverage, personal care and pharmaceutical. Through our three commercial units - Ashland Specialty Ingredients, Ashland Performance Materials and Valvoline - we use good chemistry to make great things happen for customers in more than 100 countries. Visit Ashland.com to learn more.

Video - http://origin-qps.onstreammedia.com/origin/multivu_archive/PRNA/ENR/FX-Valvoline-121514-1.mp4

Photo - <http://photos.prnewswire.com/prnh/20141216/164582>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/valvoline-launches-teamvalvolinecom-a-new-hub-to-give-racers-a-winning-edge-300010223.html>

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