



insight

EDITION 1 / VOLUME 1

**Valvoline Oil A/S
sponsors Team
Suzuki Norway**



Carl Berthelsen
Hockenheim, Germany
Photo by Nico Schneider

New Distributor Partner Announced!

Prista Oil Group named official
Valvoline® products distributor
in Central and Eastern Europe

**+ News Flash survey
results revealed**

New Valvoline Marketing Tools!

Special Announcement

New package sizes for
SynPower® FE
SAE 5W-30





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Photo by Nico Schneider



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News Flash Survey Results

Since its introduction in December 2006, the News Flash newsletter has provided monthly updates on the latest information from Valvoline. As our business has evolved, so has News Flash.

We recently asked for your input on how News Flash could be improved.

“ . . . results indicate that you are active readers of the publication - an overwhelming 94% read the newsletter . . .

The results indicate that you are active readers of the publication - an overwhelming 94% read the newsletter. Based on additional feedback, News Flash has been renamed *Valvoline Insight* and designed to cover more of the topics you requested. It will also be provided bi-monthly.

Although the name and layout may have changed, the information provided will continue to be valuable to you and your business. With that, we would like to welcome to the first issue of – *Valvoline Insight*!

Prista Oil Group

Named Official Valvoline Products Distributor In Central And Eastern Europe



Effective October 1, 2009, Prista Oil Group became an authorized distributor for the complete line of Valvoline high-performance lubricants, automotive chemicals and car care products. Prista will supply customers in Albania, Bosnia and Herzegovina, Bulgaria, Czech Republic, Croatia, Hungary, Kosovo, Macedonia, Montenegro, Romania, Serbia, Slovak Republic and Slovenia.

“This agreement represents a major step forward in improving our supply and delivery capabilities for customers in this fast-growth market,” says Dean Doza, vice president and general manager of Valvoline for Europe, Middle East and Africa (EMEA). “Through Prista’s experience and logistics network in CEE, we can assure the continued availability of our comprehensive range of Valvoline

products and services to automotive workshops, fleet owners, industrial and retail customers in the region.”

“It is a privilege and honor for us to partner with Valvoline, the oldest lubricant brand in the world,” said Plamen Bobokov, CEO of Prista Oil Group. “I truly believe such cooperation, which combines the industry experience and technical knowledge of Valvoline with the energy and youth of the fast-growing Prista Oil organization, will directly contribute to a high quality of service and excellent relationships with our partners. I am very confident in this opportunity to bring added value for the customers of Prista and Valvoline in Central and Eastern Europe and, at the same time, to secure the companies’ growth in the region.”

Team Suzuki* Norway

Photo by Nico Schneider

Sponsored By Valvoline Oil A/S



Winners Of Dealer Competition **Attend Race In Style**



Photo by Nico Schneider

Team Suzuki* Norway was in action for the last time this year on September 14 in the IDM (Internationale Deutsche Motorradmeisterschaft) in

Hockenheim, Germany. This championship is one of the toughest road-racing series in Europe, with many factory teams and former world championship riders participating.

The winners of the Norwegian Valvoline dealer competition traveled to Hockenheim for the race.

These lucky attendees are pictured above with top racing team rider Carl Berthelsen (left). Eivind Rødland from Motor-Teknikk AS (middle) and Øyvind

Elverum from Leeres Motorsport AS (right) represent two of the largest Valvoline dealers in Norway. The two men had no experience with motorcycle racing except for many hours watching television.

This season has not been good for the team since Carl Berthelsen fell ill two weeks before the season started in April. As a result, every race weekend has been a "test" with no possibility of taking the podium in the Norwegian championship or a top

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Photo by Nico Schneider

Team Suzuki Norway

10 in the IDM – the main goal of the competition.

In Hockenheim, the team took part in the free practice Friday, qualifying Saturday and the first race Sunday. After this, Carl had no more energy due to his illness and used the rest of the race day giving the Valvoline winners an unforgettable day at this spectacular racetrack in Germany. Contest winners Rødland and Elverum got an up-close and personal look at how a professional racing team works. The two men also got the chance to appear before 30,000 spectators on the grid and feel the excitement just before the start of the race.

The winners were treated to the best seats at the track and supreme hospitality including as much food and drink as they could consume. Even the beer barrels had some leftovers when the thirsty Vikings left the area!

Saturday a trip was arranged to Heidelberg, a charming small city with many old buildings and a lot of history. They took the spectacular bergbahn

up to a restaurant with a tremendous view high above the city.

Guests had requested a visit to the famous motorsport museum just outside the racetrack. The museum provided a trip through motorsport history both on two and four wheels. Valvoline's long history of involvement in motorsports was evident throughout the museum.

The Hockenheim weekend was the last event on Team Suzuki Norway's calendar for this year. After a season filled with illness and bad luck they are feeling better and looking forward to 2010.



ATF Type F/A



Valvoline Automatic Transmission Fluid type F/A is formulated for vehicles requiring the older Ford M2C 33F and G specification. The product does not contain any friction modifiers and was introduced in 1967 for automatic transmissions requiring specific friction characteristics. This specification was originally intended as filled-for-life but, over time, this concept proved to require restrictions. In 1972, M2C 33G was introduced which retained the high static friction requirements of 33F.

This product is still used in older car models including Austin Rover, Daihatsu, Ford EU/USA, Hyundai, Landrover, Lincoln, Lotus, Mazda,

Mercury, Morgan, Saab, Toyota EU, Volvo and many other Asian car makes. Moreover, this is the only product approved for use in the automatic transmission and power steering units of these cars. The use of a friction modified ATF (MaxLife® ATF, ATF Dex/Merc or ATF type D) in such transmissions will lead to slip in the device. More importantly, fluid failure would deteriorate the clutch plate causing the transmission to breakdown.

For more information please contact Arie de Graaf at adgraaf@ashland.com.

Motorcycle Oil Has A Tough Job To Do

Driven by environmental legislation in the EU and the public demand for fuel economy, motorcycle sales in the last few years have shifted from 2-stroke to 4-stroke engines. Today, 75% of motorcycles in Europe are 4-stroke.

The relatively small quantity of motor oil in the sump has a big job. It protects the engine, the gears and the wet clutch from higher engine temperatures, higher speeds and higher power output.

Motorcycle driving and operating conditions can be very challenging, especially in EMEA. These difficulties include:

- high and low outside temperatures,
- city and highway driving,
- less oil and high power output,
- poor (air) cooling and still fuel economy demands.

Oils formulated for general automotive use are not designed for these demanding conditions. They contain a ZDDP additive system,



which can cause a wet clutch to stick or slip. For excellent performance in these conditions, state-of-the-art 4T motorcycle oil must provide improved oxidation, thermal stability and superior deposit control.

SynPower 4T SAE 10W-40 fulfills these requirements and meets the JASO MA specification with its clutch friction test. JASO, the Japanese Automotive Standards Organization revised its MA specification in 2006 so that this oil can now also be used for the latest models of motorcycles with a catalyst.

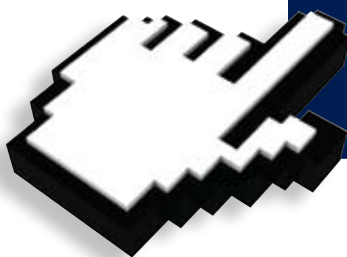
Valvoline remains on the cutting-edge of motorcycle technology and is committed to meeting the category's high-performance demands.

For more information please contact Arie de Graaf at adgraaf@ashland.com.

Find Specs In Seconds With Equipment World Online Guide

Now you can find construction equipment specifications in just seconds using Equipment World magazine's online 2009-2010 Spec Guide. The interactive guide includes specs for all the latest construction equipment makes and models. With just a few simple clicks, you can view and compare detailed specifications for excavators, concrete pavers, wheel loaders and all other types of major equipment.

Anytime you need a quick specification check, the place to go is www.SpecGuideOnline.com



WRC Team Achieves **PERFECT SCORE** In 2009 Hill Climb Championship

“ ... The team also achieved the fastest times in practice, as well as the pre-final and final races ...



The Anders Grøndal WRC team had a dominant showing in this year's Hill Climb championship earning a perfect score of 100 points. The team also achieved the fastest times in practice, as well as the pre-final and final races.

The five Hill Climb Championship events took place over three

weekends in Lillehammer and Varna, Norway. Double events took place the first two weekends with races both Saturday and Sunday. The third weekend consisted of a single championship race on Saturday.

The racing kicked off with a double event in Lillehammer. Drivers had to conquer a demanding

gravel road course complete with hairpin turns and fast corners. The Anders Grøndal team finished the first weekend with the fastest times both days.

The week after, it was on to Varna for rounds three and four. For these races, tire choice and the right car set-up are of crucial importance due to the demanding

gravel and tarmac road surface. Anders Grøndal chose the right set-up because the team dominated once again, posting a new hill record and finishing with 80 out of 80 possible points.

For the final round it was back to Lillehammer. This time the drivers were faced with a new course - a 100% tarmac road,

Anders Grøndal

which winds its way next to the ski jumps used in the 1994 Olympic Games. Tarmac tire rules do not allow for winter tires. This led to some challenging and dramatic driving due to the snowy and icy conditions. However, the experience of the Anders

Grøndal team paid off with a pre-final win by three seconds. Although the final was cancelled due to snow, the team drove away with a perfect score and the fastest times in every event.



Valvoline Has A New Partner In Turkmenistan

Awtoline, Turkmenistan's leading tire, automotive battery and automotive filter distributor is now an authorized Valvoline distributor. The company will distribute Valvoline products throughout the country's five states and capital city of Ashgabat.

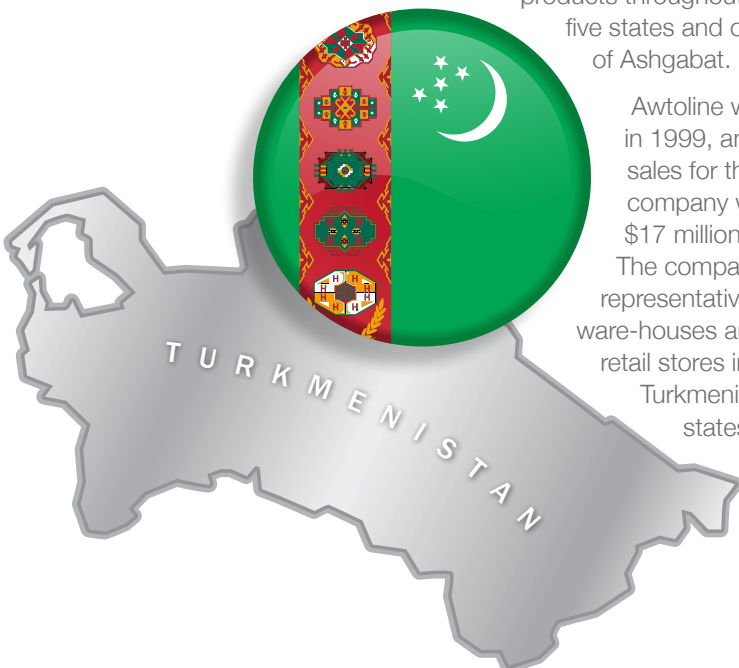
Awtoline was established in 1999, and in 2008, sales for the 90-employee company were more than \$17 million (USD). The company has representatives, ware-houses and its own retail stores in each of Turkmenistan's five states. Awtoline also

has its own fleet of vehicles to service the distributor's customers.

The population of Turkmenistan is around six million. This former Soviet republic is located north of Iran and Afghanistan and borders the Caspian Sea. As of August 2008, the total number of vehicles in the country was approximately 533,000.

The competition for lubricants in Turkmenistan is tough. Leading brands include Castrol, which has a very large marketing presence, Shell, Liqui Moly and Mannol.

Awtoline is dedicated to using its resources to market Valvoline lubricants and other Valvoline automotive products throughout the country.





“ . . . Things may change but the principles to succeed always stay the same. Training is a key component if one wants to succeed.”

A Philosophical Look At Training

It was midday and already one of my appointments with a customer had not gone well. The experience was so awful, I began to question my approach. I thought back and realized how unprepared I was for the meeting. I was unable to provide satisfactory answers to many of the questions my customer asked. As a result, he lost interest and I lost the sale. After considering everything that had happened I thought, “Well, run of bad luck. Next time I will do better.”

Fortunately, I had an hour until my next appointment. Along the way I noticed a soccer field and decided to stop and watch. Beside me, an older gentleman pursued the game with interest. “These guys have not trained enough,” he said.

His comment stunned me and I replied, “What do you mean? They can play.” He explained that anyone can play but to play well requires training. I stood silent while he continued. “Certainly you can relate. Haven’t you ever been in a situation where you were unprepared?” Suddenly I had flashbacks of the horrible meeting that

had taken place earlier.

The old man could see that he had finally reached me. I replied, “Thank you. This has been a wake-up call. I will begin practicing next week.”

“No offense,” said the old man sternly, “But you should begin immediately. Do not postpone.”

I realized what he said was true. I had another appointment which gave me the perfect opportunity to start. I told him he was right to persuade me not to delay and asked how he became so passionate about this subject. He grinned, “My young friend, I spent half my life in the business world. Things may change but the principles to succeed always stay the same. Training is a key component if one wants to succeed.” We said our goodbyes and he walked away leaving me with renewed sense of purpose. Since then, the word “training” has taken on an entirely new meaning.

Please contact Arne Boehden at aboehden@ashland.com to schedule your next training event.

“Brainshark” Online Tool Focuses On Tectyl Product Line

“Brainshark” is a new online tool focusing on the Tectyl aerosol product line. It is an interactive PowerPoint presentation that includes both audio and video. Benefits of each product are provided along with a video demonstrating proper

application. Make sure and take advantage of this valuable product tool by visiting the web site below:

<http://www.brainshark.com/valvoline/vu?pi=311228720>

Please contact Alex van Leeuwen if you have any questions at AvanLeeuwen@ashland.com.



New Package Sizes For SynPower FE SAE 5W-30

SynPower FE SAE 5W-30 is now available in 1000L IBC, 208L and 60L pail. Small packs will become available at later notice. Prices will be communicated separately.

SynPower FE SAE 5W-30 motor oil is a premium fully synthetic motor oil. It's formulated with the highest quality synthetic base oils and enhanced with the most advanced additive technology. SynPower FE motor oil provides the ultimate performance in meeting global standards for passenger cars and light trucks (vans) including gasoline, diesel, and LPG engines, where a 5W-30 is recommended. SynPower FE provides outstanding performance, durability and fuel economy benefits.

SynPower FE SAE 5W-30 is especially recommended for Ford engines demanding a Ford WSS-M2C913-C specification and is backwards compatible with M2C913-A and M2C913B motor oils. Please consult owners' manual for exceptions in application.

SynPower FE Motor Oil Advantages

Deposit Control - Reduced formation of sludge, improved soot handling capability.

Wear Protection - Increased robustness due to Bio-diesel. Shear stable viscosity.

Fuel Efficiency - Increased fuel economy properties, up to 3% in industrial engine test.

Environment - Improved Fuel Economy and reduced CO₂.

The PI sheet for SynPower FE Motor Oil can be found on our Web page: <http://www.valvolineeurope.com>

Please do not hesitate to contact Muriel Wolda at mwolda@ashland.com for further information.

Products

SynPower FE SAE 5W-30
SynPower FE SAE 5W-30
SynPower FE SAE 5W-30

Packaging

1000L IBC
208 L
60 L

Material number

722697
722699
722698

Approvals/Performance Levels

ACEA A5/B5-08
Ford M2C913-C
Ford M2C913 A & B

SAE Viscosity Grade

5W-30
5W-30
5W-30





Shanghai General Motors Honors Valvoline

Valvoline China has received the 2009 Products of Outstanding Market Performance Award from Shanghai General Motors. The award, presented September 18 in Yunnan, China, recognizes the market acceptance of the Valvoline Professional Series air conditioner performance chemical products in the local after-sales market. Only Valvoline and one other company received this award from among the 10 GM Shanghai suppliers.

Valvoline is known worldwide for its Professional Series performance

chemical product kits including Engine Cleaner and Conditioner, Fuel System Cleaner and Heater and Air Conditioner Odor Eliminator. "Valvoline is a famous brand in North America and it is a good partner for General Motors in China," said Glenn Fitzpatrick, director of the after-sales service division, Shanghai General Motors.

"This award is one more step in the growth of the Valvoline business in China," said **Tony Wu**, national sales manager of OEM for Valvoline China.

Australia – Power Partners

Principle

Power Partners is the largest program undertaken by Valvoline Australia in the trade channel. It was conceived as a part of a long term strategy to develop the DIFM (Do It For Me) channel over the next three years. The aim of the program is to lay a strong sales foundation by capturing 300 new quality independent workshop accounts that will return the lube volumes required to take the Australian DIFM business beyond its 2012 target.

Since its inception in May this year, Power Partners has become the fastest growing sales group in Valvoline having signed over 200 new accounts, which has collectively contributed to 300,000 new litres to date.

With a mandate to sign up a total of 300 new customers before April 1, 2010; the return in one year of running the program is expected to generate an additional 1.5 million liters at over 40% gross profit.

Program

Power Partners involves the following steps:

1. Research and locate target workshops suitable for the program.
2. Secure the workshop with the Power Partners offer.
3. Retain the workshop by nurturing the workshop customer to become a long term loyal customer of Valvoline.

The success of the Power Partners program relies on efficient administration and excellent communication to ensure everything from correct communication to customer satisfaction is achieved.

The critical components of Power Partners include:

1. Valvoline staff presentation and playbook explaining all program items.
2. Customer presentation.
3. Customer tracking forms.
4. Power Partners pack.
5. Giveaway redemption cards.
6. Giveaway items.



All communication items within the program carry the Power Partners logo to identify the program and its exclusivity.

Presentation

To communicate the value and exclusivity of the Power Partners program, a comprehensive presentation has been created for Valvoline representatives in electronic and hard copy formats.

All Valvoline representatives are required to use this presentation when presenting to customers to ensure consistency of offer.

Process

Only after the Valvoline representative has researched, identified and presented the offer to the target customer, a Power Partners form with the customer's details including potential workshop size is mailed back to the marketing department for processing.

All customer details are captured and a personalised Power Partners pack is returned to the Valvoline representative who in turn presents the pack to the customer. It is critical for the Valvoline representative to spend the time with customer to explain the importance and value of the pack. The Power Partners pack contains all details regarding the program, product and company information as well as a series of coupons that are redeemed by the customer for all the offers promised as part of the program.

Workshops who sign up to the Power Partners program receive the following special offers (see below) that are administered by a series of redemption cards and coupons:

1. Personalized signage pack including their workshop name and phone number printed on a large metal sign.
2. Personalized workshop consumables consisting of fender covers, seat protectors, floor mats

and personalized lube stickers.

3. Free air operated pump.
4. Free workshop apparel consisting of work shirts, vests or jackets.
5. Coupons to local car racing events to the value of \$250.
6. Free product on agreement.
7. Free entry into a yearly workshop makeover competition valued at over \$15,000.

To honor the giveaway items the marketing department developed a series of redemption cards to represent each of the items. The benefits of a redemption card system:

1. Gives the item a form of value.
2. Allows the sales team to physically give the customer something tangible at the point of offer.
3. Allows the marketing department to track each customer and the status of their redemption offer.
4. Enables accurate cost-tracking of the program.
5. Consistently reinforce the value of Power Partners back to the workshop.

Tracking

To enable the Marketing Department to successfully run the program, a unique tracking system was developed internally to ensure all costs are tracked against customer sales and all items are fulfilled to customer's expectations.

Next Steps

Once all 300 customers have been signed up to the program, those customers will receive the same benefits on their one year anniversary less the signage and free equipment benefits.

Special promotions for the Power Partners group will also be created for

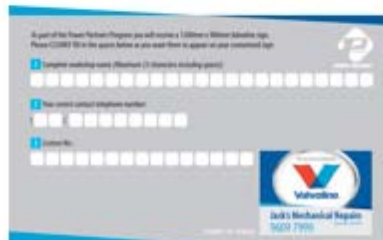
this group in addition to the to comprehensive DIFM promotion campaigns.

Expansion

Due to the success of the program in the DIFM sales channel, the program will be reconfigured to cross over into the Commercial and Industrial channel where we anticipate the same level of success.

Please be advised this program is being tested in Australia only. Ashland Consumer Markets (Valvoline) is looking into expanding this program into other markets.

For more information regarding the Power Partners Program, please contact ValvolineMarketing.com.



1. Workshop Signage Card



2&3. Workshop consumables & air operated pump



4. Workshop apparel coupon.



5. Racing events coupon.

New Marketing Tools

Can Help Drive Sales

Valvoline has several new marketing tools available that can help drive your sales. Make sure and take advantage of these promotions and materials to support sales efforts in your area.

Winterkit Promotion Tools

The sales collateral and advertising templates support premium sales of MaxLife and SynPower motor oils.

- Wobblers and posters are designed to help Wholesale Distributors and installers advertise the Winterkit promotion and subsequently sell more premium Valvoline products.
- Advertising templates are available to promote the Valvoline Winterkit promotion in trade and consumer publications.



SynPower FE Artworks

The take-away sheet and direct mail card are designed to promote SynPower sales.

- The SynPower FE take away sheet informs customers about the many benefits of SynPower FE.
- A direct mail card is designed to help installers promote the sale of SynPower FE.



Tectyl Aerosols Brochure

The brochure is designed to help promote Tectyl aerosol sales in your market.

- The Tectyl aerosols brochure informs customers about the full Tectyl aerosol product line and its benefits.



Heavy Duty Quick Reference Chart

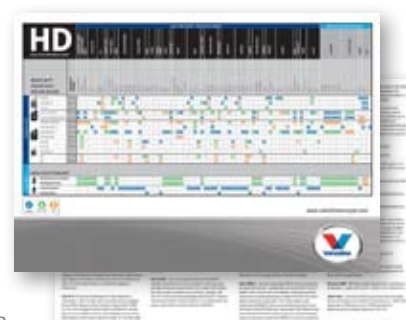
The Heavy Duty Quick Reference Chart is designed to give an overview of OEM approvals versus Valvoline products.

Open (native) artwork files of the above mentioned new marketing tools can be downloaded from Ashland's FTP server:

Web address: <https://sftransfer.ashland.com>

Username: S881468

Password: control7 (lowercase)





insight

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Special thanks to the US team for helping put this issue together.

Please e-mail any stories or topics you would like to see featured in the Valvoline Insight to valvolinemarketing@ashland.com.