



# insight

EDITION 4 / VOLUME 1



**Valvoline  
sponsors  
Rugby  
Football  
League**

**New Ultramax™  
hydraulic oil  
formulations**

**OEM approval  
provides sales  
opportunities**



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# Valvoline to sponsor Engage Super League under 20s and 18s



Rugby is a sport unlike any other. It's hard to match the passion, performance and supreme athleticism displayed by the players of this honest and innovative sport. At each and every event, fans are treated to a fast-moving, heart-thumping competition matched only by the vibrant and electric atmosphere in the stands.

Valvoline has once again joined the excitement of the Rugby Football League by agreeing to a one-year deal in which we will be an official sponsor of the Engage Super League and title sponsor of the Super League's under-20s and under-18s competitions. As part of the agreement, the under-20s competition will be known as the Valvoline Cup. The under-18s competition will be the Valvoline Academy.

Paul Kimberley, Super League's commercial director said, "As shown with the England team last year and this year's Super League, our clubs are producing more and more quality youngsters each year. This is why our under-20s and under-18s competitions are so important, and it's a sign of just how rich they are in talent that a multi-national brand such as Valvoline has agreed to become

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title sponsor of the respective competitions. Their investment will help raise the profile of the competitions and provide a platform for the superb youngsters in this country to showcase their skills."

Valvoline was an official partner of last year's Gillette\* Four Nations Tournament. According to Tony Lowe, Valvoline commercial manager for UK, Ireland, Baltic and Nordic regions, "We got involved with the Rugby Football League for the first time last year with the Four Nations and found great benefit from our sponsorship and are delighted to continue our involvement with the sport. The Valvoline Cup and Academy competitions will be competitions where the stars of the future hone their Super League skills. We are thrilled to strengthen our sporting heritage with this sponsorship."

As well as the naming rights

for the two competitions, the other main elements of this sponsorship are:

- Valvoline brand awareness by static perimeter advertising boards at televised games on the BBC and Sky Sports as well as other international channels. Total number of spectators at matches will be over 500,000 in addition to over 50 million international TV viewers. Plus, website partner of Super League, RFL and England sites with 260,000 unique users per month.
- Match ticket trade promotions at local WDs (wholesale distributors) aimed at both C&I (Commercial & Industrial) and PC (Passenger Car) workshops.
- Hospitality places at selected games to build

customer relationships.

Please see the schedule below for match dates and venues.



## 2010 sponsored games schedule:

### Completed matches

Completed matches	Date	Venue
World Cup Challenge.....	February 28, 2010.....	Elland Road
Varsity .....	April 2010.....	Twickenham Stoop
Murrayfield Magic .....	May 1, 2010.....	Edinburgh
Murrayfield Magic .....	May 2, 2010.....	Edinburgh

### Upcoming matches

Upcoming matches	Date	Venue
England Mid Season Test .....	June 2010 .....	Paris (TBC)
Northern Rail Cup.....	July 11, 2010.....	Blackpool
Challenge Cup Semi Final.....	August 7, 2010 .....	Stobart
Challenge Cup Semi Final.....	August 8, 2010 .....	Halliwel Jones
Challenge Cup Final.....	August 28, 2010 .....	Wembley
Super League Play-off game 1 .....	September 2010.....	Wigan
Super League Play-off game 2 .....	September 2010.....	KC Stadium, Hull
Super League Play-off game 3 .....	September 2010.....	Bradford
Super League Play-off game 4 .....	September 2010.....	KC Stadium, Hull
Super League Play-off game 5 .....	September 2010.....	Headingley
Super League Play-off game 6 .....	September 2010.....	Wigan
Super League Play-off game 7 .....	September 2010.....	KC Stadium, Hull
Super League Play-off game 8 .....	September 2010.....	Bradford
Championship 1 Grand Final .....	September 25, 2010.....	Headingley
Championship Grand Final .....	September 26, 2010.....	Headingley
Super League Grand Final .....	October 2, 2010 .....	Old Trafford

For further information on Rugby Football League please visit [www.therfl.co.uk](http://www.therfl.co.uk) and/or [www.superleague.co.uk](http://www.superleague.co.uk).



# SEMA-PRINT rally team prepares for its second season



A long interest in rallying led to the formation of the SEMA-PRINT rally team in the beginning of 2009. In its first season, the team participated in the Rallying Poland Cup and other selected international rallies abroad. The first season was primarily about learning and gaining experience behind the wheel of a sports car. At the end of 2009, the team's driver gained valuable points necessary to receive a Fédération Internationale de l'Automobile (FIA) international driver's license. The license enables the team to take part in top-ranking events such as the Polish, European and World Championships.

In 2010, Valvoline sponsored the SEMA-PRINT team, and the Valvoline logo has become an indispensable element of the team's image. This year the team has decided to take part in the Rally Championship of Poland, chosen rallies of the Czech Rally Championship, Slovak Rally Championship and also two events (German and French rallies) in the World Rally Championships (WRC).

## Members of the SEMA-PRINT team are:

**Jarosław Kochman – Driver.** FIA International Driver's License.

**Michał Bojar - Co-driver.** Eight years experience in rallying.



**Rafał Cebula – Team coordinator.**

He has many years of rally experience. Cebula worked with Suzuki\* Sports Europe as a coordinator of manufacturer's Junior WRC team which participated in the WRC series.

**Service** - HIGH-TEC team of mechanics whose have worked with drivers including Janusz Kulig and Michał Bębenek.

**Car** – Citroen\* C2 R2 prepared in compliance to A6 class. The car was constructed in 2008 in Poland with the help and participation of Citroen Sport France. The car's engine is approximately 195 horsepower. Other features

include a semi-automatic transmission and front-wheel drive. This is one of the most advanced systems in this class of rally car.

**SEMA-PRINT rally team 2010 schedule:**

**2-4 July, 2010** - Rally Bohemia - Polish Championship

**9-11 July, 2010** - Rajd Krakowski - Polish Rally Cup

**6-8 August, 2010** - Rajd Rzeszowski - Polish Championship

**19-22 August, 2010** - Rally Deutschland - World Rally Championship

**17-19 September, 2010** - Rally Kosice - Polish Championship

**1-3 October, 2010** - Rally De France - World Rally Championship

**8-10 October, 2010** - Rajd Dolnośląski - Polish Championship

# Nykjær off to a good start



The winners of race 2: From left Sergio Hernandez (No. 10 and best Independents driver), Alain Menu (No. 3), Gabriele Tarquini (No. 1), Jordi Gene (No. 2) and Michel Nykjær (No. 8 and best Rookie driver).

Michel Nykjær, the Danish rookie driver is No. 10 in the World Touring Car Championship (WTCC) after the first two races. Chaotic weather in Curitiba, Brazil, turned the first two races in the WTCC into a lottery for many drivers. However, Nykjær played his cards cautiously. Driving the #17 Seat Leon 2.0 TDi, he placed 12th in the first race and 8th in the second. This earned the pole position Valvoline-sponsored Dane a 10th position overall for his Spanish SUNRED-team.

"I am really happy, because it is the first time a Dane has placed so high in the WTCC. My new team is satisfied with my performance, but now we need to analyze all the details more

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thoroughly,” said Nykjær in the pit lane of Autódromo Internacional De Curitiba on Sunday evening.

“In the first race, I had a get-together with Norbert Michelisz. That put me on the grass and cost me a couple of positions. The second race was quite fine and I was in a group of drivers battling for fifth. However, in the end my tires were finished, so there was no more I could do,” said a satisfied Nykjær minutes after claiming 8th position in race two.

In the WTCC Rookie Challenge for drivers competing their first full WTCC-season Michel Nykjær shares the number-one position with Hungarian Norbert Michelisz.

Throughout the racing season,

Nykjær's car will feature the Valvoline name on both sides. Valvoline logos also will appear on his suit and those of his team members. With over 400 million viewers typically watching each race, Valvoline is sure to get excellent value from the sponsorship.

Please be aware that tickets are available to Valvoline and its distributors for races throughout the season. 10 VIP tickets can be obtained for each event which also includes access to the team, pit, grandstand, and dinner in the SEAT team tent. Please let us know if you are interested in attending by contacting us at [valvolinemarketing@ashland.com](mailto:valvolinemarketing@ashland.com). Check out the race calendar at [www.fiawtcc.com](http://www.fiawtcc.com) to see if there is a race scheduled in your area.

# Valvoline chemical sales ready to take off in the Benelux region



Sator, Valvoline distributor for the Benelux region, has dropped Wynn's\* chemicals and fuel system cleaners in favor of VPS™ fuel system cleaners and other Valvoline chemical products. Sator's decision to go 100% Valvoline has the potential to increase sales growth by 20,000 units. To help optimize potential sales, the Valvoline team will support Sator and all its distributors with innovative promotions, new brochures and training modules.

According to Jos van Dongen, regional commercial manager for Germany



and the Benelux, Valvoline will work with Sator's business units to position Valvoline as the total supplier of fluids to independent garages in the Benelux region. To help insure successful chemical and motor oil sales in the field, Sator sales representatives will accompany local business partners on installer visits.

# Impressive display booth generates buzz at AutoProf trade show

It was easy to find the Valvoline brand at the 2010 AutoProf trade show in Gorinchem, The Netherlands with an impressive display stand built specifically for the event. The striking display generated a lot of positive feedback from visitors due to its out-of-the-box design and premium image.

Sator, the distributor for Valvoline Benelux, designed and produced the unique stand for the March 23-25 event which targets independent installers and WDs.

Unlike standard trade show stands, the Valvoline AutoProf display featured a “product lab” where visitors could obtain information on base oils and additives. Product materials for MaxLife™ and other Valvoline™ premium products were available in a separate “service center.”

In designing the stand, Sator made sure to prominently feature the red, white and blue Valvoline colors. The design also incorporated multiple OEM approvals on the display walls which helped communicate a premium image for the Valvoline brand.





# SynPower FE SAE 5W-30 now available in 20L, 5L and 1L

Please be informed, SynPower FE SAE 5W-30 is now available in 20L pail, 5L and 1L bottles.

## SynPower FE SAE 5W-30

Packaging	Material number
1000L IBC.....	722697
208L.....	722699
60L.....	722698
20L.....	742839
4 x 5L.....	732273
12 x 1L.....	732272

**SynPower FE SAE 5W-30 motor oil** is a premium, fully synthetic motor oil, 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 specifically recommended for Ford\* engines demanding a Ford WSS-M2C913-C specification and is backwards compatible with M2C913-A and M2C913B motor oils. SynPower FE SAE 5W-30 received the official recognition by Ford for their WSS-M2C913-C specification and is added to the official approved product list of Ford.

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 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 CO<sup>2</sup>.



### 5W-30 Approvals/ Performance levels

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

The PI sheet is available and can be found on our web page:  
<http://www.valvolineurope.com>

Please contact Muriel Wolda at [mwolda@ashland.com](mailto:mwolda@ashland.com) for more information.

# OEM approval provides sales opportunity

Obtaining original equipment manufacturer (OEM) approval for a motor oil provides added value to both the oil company and the consumer.

A motor oil receives OEM approval from an automotive manufacturer when, in most cases, the oil has been tested according to the American Petroleum Institute (API) and the European American Manufacturers Association (ACEA). Additionally, the OEM (e.g., Mercedes-Benz\*, BMW\*) runs test programs of its own.

For consumers, OEM approval provides peace of mind. They can rest assured knowing they are using a high-quality product guaranteed by both the car manufacturer and the oil manufacturer. Furthermore, an OEM approved oil insures the warranty on their car remains valid. This may not be the case with a non-approved product.

The oil company benefits from OEM approval by offering its customers an approved and guaranteed product. An OEM stamp of approval allows the manufacturer of the oil to sell its

product at the car dealership or importer.

In some cases, car manufacturers allow for extended drain intervals when an OEM approved oil is used. This is an obvious benefit to the consumer and a sales claim for the oil manufacturer.

Several SKUs of SynPower motor oil have received OEM approval from BMW:

## **SynPower SAE 5W-30**

- BMW approval LL-01
- Can be used to lubricate BMW normal petrol and diesel engines
- Provides fuel economy
- Oil can be changed at 30,000 km instead of 20,000 km

## **SynPower MST SAE 5W-30**

- BMW approval LL-04
- Can also be used to lubricate BMW LL-01 petrol and diesel engines
- Suitable for BMW diesel engines with a Diesel Particulate Filter (DPF)
- Provides fuel economy
- Oil can be changed at 30,000 km instead of 20,000 km





# New Ultramax HLP formulations now available

New formulations of Ultramax HLP 32, 46 and 68 are now available. The new formulas provide improved low-temperature viscosity along with a lower pour point.

Please note the color of the products has changed as indicated in the pictures below.



# Cummins wins Russian tender



A tender was held this past January and February in Tomsk, Russia, to supply oil for Cummins QSV 91 gas engines which use Premium Blue™ GEO LA-40 engine oil. Tomsk is the second-largest oil province in western Siberia with daily production of 300,000 barrels of oil per day (BOPD).

The tender was organized

by Imperial Energy, an oil exploration and production company with assets in the Tomsk region.



Cummins participated in and proceeded to win the tender. Other companies/products competing for the business included Shell\* with its Mysella XL oil.

The volume of oil amounts to 650 drums of Premium Blue GEO LA-40.

## New heavy-duty oils meet updated emission standards

Governments around the world have taken steps to introduce exhaust emission standards because diesel engines are a major source of air pollution. A great deal of work has already been done in the on-highway market. The next sector to receive new lower emission limits is the off-road/off-highway market sector.

In 1996, the first EPA (U.S. Environmental Protection Agency) emission regulation standard known as Tier 1 was introduced. It covered diesel engines used in off-highway applications. Three years later, this

standard was mirrored in Europe with the EU Stage I regulations. Since then, both the U.S. and Europe have been trying to close the gap between the already strict on-road emission standards and the “late to the party” off-road standards.

EU regulations are mainly focused on the reduction of particulate matter (PM) and NOx (oxides of nitrogen) which follows the current on-highway trends. By 2014, both the EPA Tier 4 and EU stage IV regulations will call for PM and NOx levels to be reduced by more than 90% from the levels

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currently in place for most power categories. The use of advanced engine technologies and exhaust after treatments will be required to achieve these near zero-emission levels.

As indicated in the diagram below, the emission standards are based on engine power ratings and will be phased in over a number of years. A wide range of equipment will be covered by the new EU standards including rigs, excavators, wheel loaders, off-road trucks, forestry and agricultural tractors, forklifts, mobile cranes, bulldozers, road maintenance equipment, compressors, and snow plows. Other equipment currently under review includes railroad locomotives, marine and inland waterway vessels and many more.

In the graph the different letters indicate the different power ratings for off-road diesel engines and their

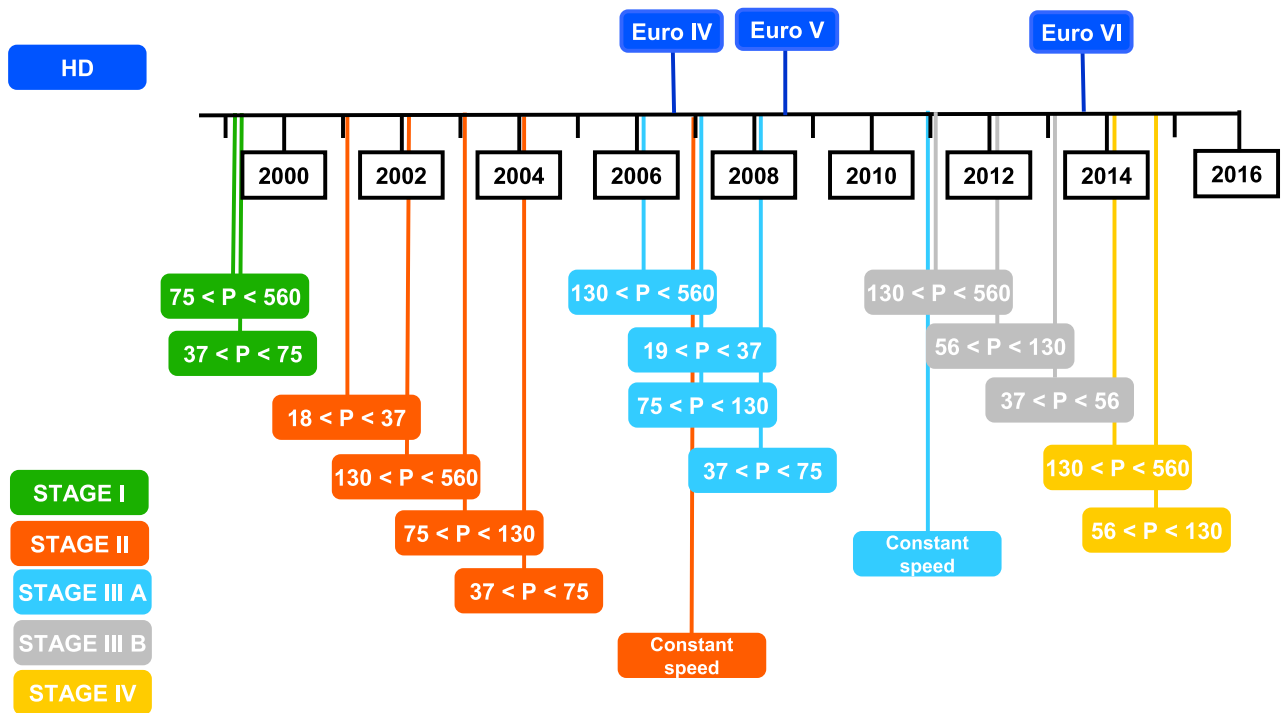
emission level requirements. The graph also compares these levels to the current on-highway regulations known as Euro ratings.

The strict limitation on the levels of PM in Stage IIIB means that both engine and equipment manufacturers may have to use Diesel Particulate Filters (DPF) to fulfill these new requirements. This technology will have to be used in combination with ultra-low sulfur diesel (ULSD) fuel to prevent any damage to the emission control system.

To meet the tighter NOx limit values, it is anticipated that the engines and equipment will have to be equipped with NOx type after treatment devices such as selective catalytic reduction (SCR) systems which demand an AdBlue urea type additive.

This technology change will

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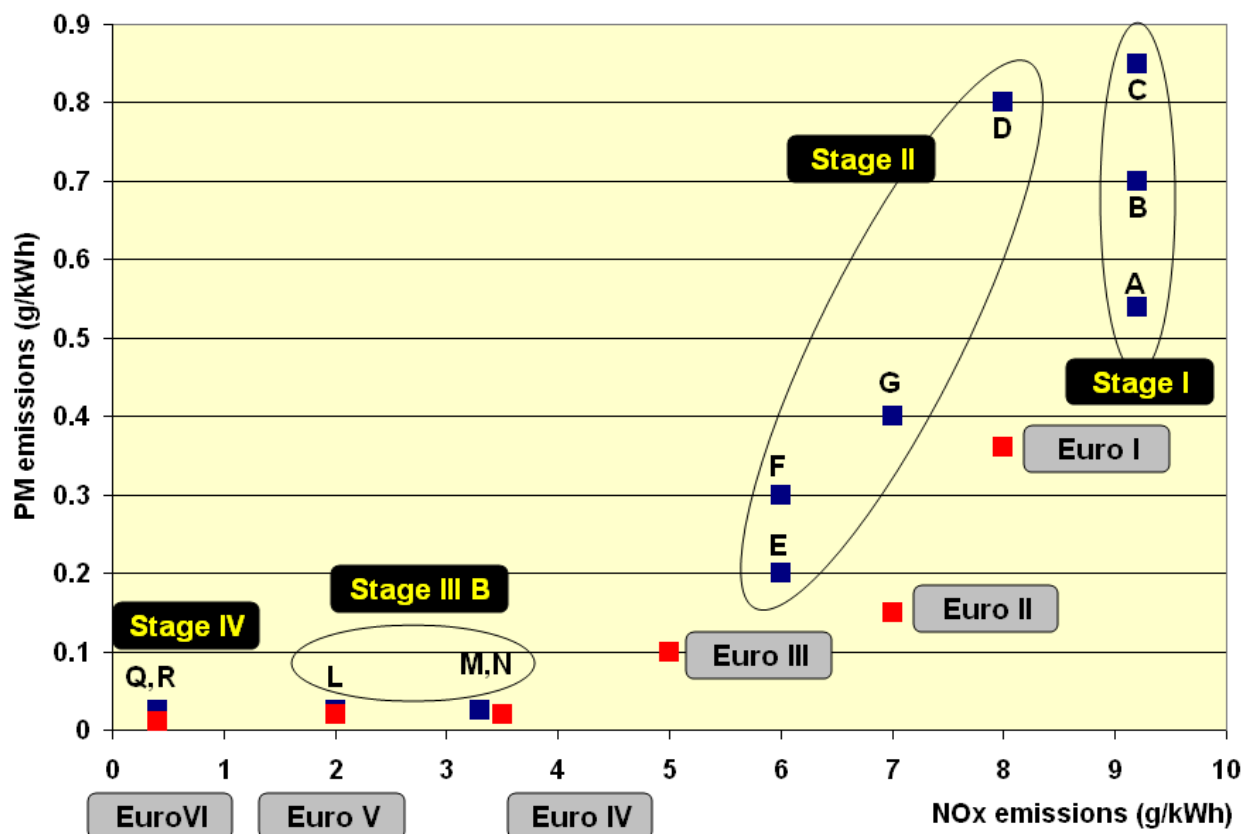


P = net engine power (kW)

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This information provided by Lubrizol

## European Off-Road Emissions Standards



© The Lubrizol Corporation 2009, all rights reserved

lead to an increasing demand for special engine oils (starting in 2011 for factory fill and then migrating to the aftermarket). Valvoline has already prepared for this change and is pleased to announce that the following products are now available in the HD product portfolio:

- All-Fleet™ Extra LE 15W-40 (meets ACEA E9 and API CJ-4 standards)
- ProFleet™ LS 10W-40 for extended

drains (meets ACEA E6 & E4 standards)

It is important to note that the new off-highway emission regulations are in place for "new" diesel engines being installed and fitted into "new" equipment. Off-highway equipment can typically last for up to 30 years so it will take quite a while before older equipment is replaced by the low-emission powered equipment.

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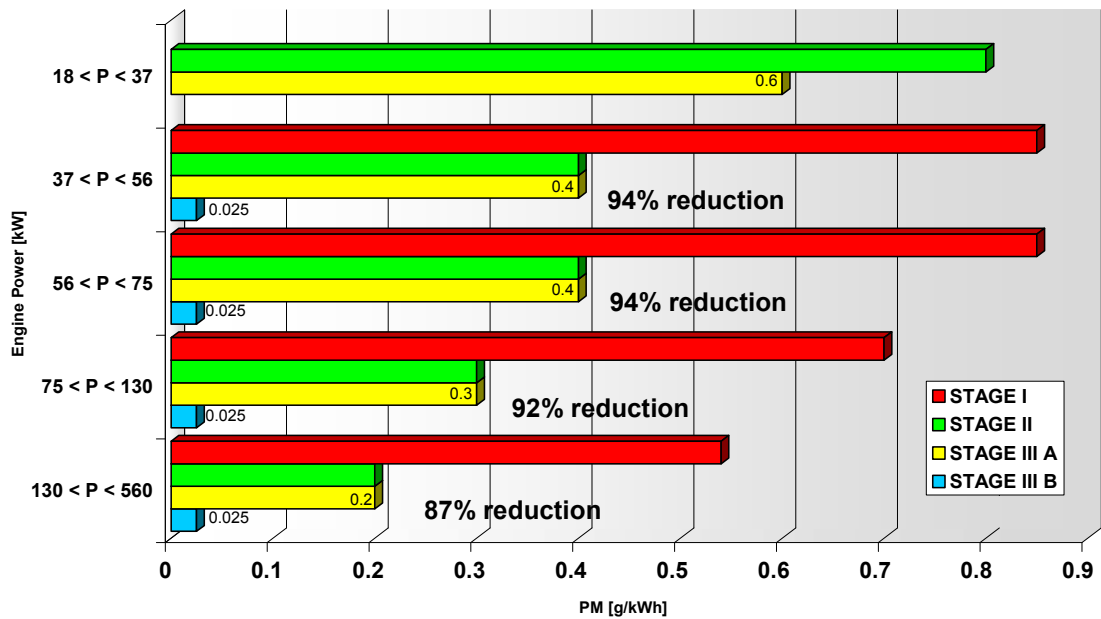
However, with companies focused on reducing their carbon footprint, together with life cycle reductions, there will be a drive to replace older equipment with the new, cleaner powered equipment.

Finally, please be advised when

replacing engines in older pieces of equipment, the engines only have to meet the standards that were in place when the equipment was originally manufactured. Many vehicles will still be in operation until they are beyond economical repair.

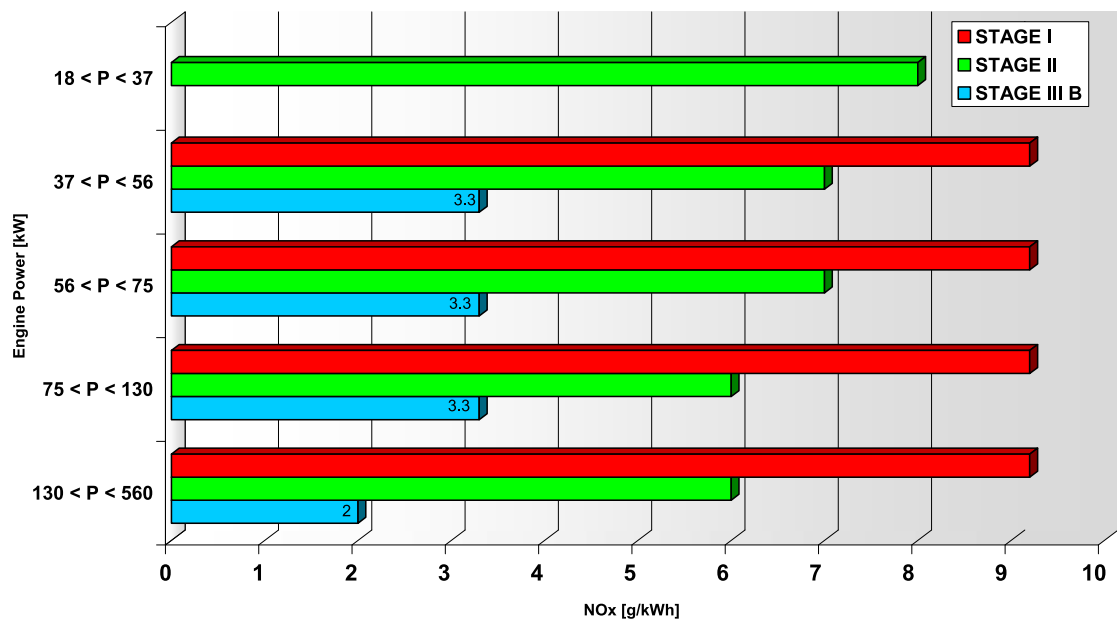
## European Off-Road Emissions Standards

Particulate Matter Emission Limits for Off-Road



## European Off-Road Emissions Standards

Nitrogen Oxides Emission Limits for Off-Road



# An in-depth look at Scania trucks and buses

Scania is a Swedish manufacturer of commercial vehicles, primarily trucks and buses. The company typically designs and builds its own engines. It also manufactures and designs engines for marine and powergen applications.

Scania has a range of trucks and engines which are identified by the letters and numbers on the cab. The following is a summary of Scania trucks and bus models as well as a list of approved Valvoline™ motor oil products. An understanding of this product information will assist you in your Scania sales efforts.

## Trucks

### Older range

**3 series** models include the 93, 113 and 143. The 93 is the Scania nine-liter engine generation, the 113 is the 11-liter engine, and the 143 is the 14-liter engine. A letter and three-figure number appear on the truck cab. The letter indicates the cab type and the number is the rated horsepower.

**4 series** models replaced the three series and include the fourth generation 94, 114, 144 and 164. The 94 is the Scania nine-liter engine, the 113 is the 11-liter engine,

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the 143 is the 14-liter engine, and the 164 is the 16-liter engine. The letter after the engine models denotes the chassis type L, D, C and G.

**T series** model is a truck type. It is a normal control vehicle where the engine and bonnet sit in front of the driver and axle. It tends to be used for long distance, heavy hauling applications.

All the models listed above display the engine size (the first one or two numbers) and horsepower on the cab. Scania has changed the way it designates its current vehicles. As a result, more information is required from the customer when choosing oil types for the current P, G and R product range. The horsepower is still visible on the cab.

#### Current Range

**P series** trucks offer various horsepower ratings from 230bhp up

to 420bhp. This truck is available as a single berth sleeper, a large day cab, and a small short cab. It is known as a rigid truck and aimed at the smaller distribution market.

**G series** trucks offer various horsepower ratings from 380bhp up to 480bhp. This truck is available as a single berth sleeper, a large day cab, and a small short cab. It has multiple chassis options.

**R series** truck is the flagship long haul truck. It offers various horsepower ratings from 380bhp up to 620bhp. This truck is available as single berth sleeper, a large day cab, and a small short cab.

## Buses

**N series** bus has been developed as an easy access city bus. The N stands for "engine installed transversely behind rear axle" which is an installation across the bus inline

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## Scania Engine Designations

### Engines Up to Euro 3

DSC9: Nine-liter diesel engine five cylinder configuration

DSC11: 11-liter diesel engine straight six configuration <1995

DSC14: 14-liter diesel engine V8 configuration

### For Euro 4

DC9: Nine-liter diesel engine five cylinder configuration. Power outputs are 230, 270 and 310bhp all using EGR.

DC12: 12-liter diesel engine straight six configuration. Power outputs are 380 and 420bhp all using SCR technology.

DC16: 16-liter diesel engine V8 configuration. Power outputs are 500, 560 and 620bhp all using SCR technology.

### For Euro 5

DC9: Nine-liter diesel engine five cylinder configuration. Power outputs are 230, 280 and 320bhp all using EGR in combination with a DPF (meets current EEV requirements).

DC12: 12-liter diesel engine straight six configuration. Power outputs are 380 and 420bhp using SCR technology (meets current EEV requirements).

DC13: 13-liter diesel engine straight six configuration. Power outputs are 360, 400, 440 and 480bhp all using EGR technology.

DC16: 16-liter diesel engine V8 configuration. Power outputs are 500, 560 and 620bhp all using SCR technology.



with the rear axle. The N series bus features the latest Scania DC9 5 cylinder engine. Power outputs are available from 230-310 bhp (meets the current EEV requirements). The bus is a 4x2 configuration.

**K series** bus/coach has been developed as a heavier chassis to cover a wide variety of body options. The K stands for “engine installed longitudinally inline” with the engine behind the rear axle inline with the chassis. The K series is available

with the latest DC9 5 cylinder engine or the larger 6 cylinder engines. It is also available as a 4x2 or a 6x2 configuration.

**F series** bus chassis has been developed for tough conditions. The F stands for “engine front mounted” which means it is installed in front of the front axle. The F series bus is powered by the latest Scania DC9 5 cylinder engine and is only available in a 4x2 configuration.

## Scania Approved Valvoline Diesel Engine Oils

Meet basic ACEA E5/7 requirements for modern engines

All Fleet Extra 15W-40  
All Fleet Extreme 10W-40  
Premium Blue 15W-40  
ProFleet 10W-40  
ProFleet 5W-30  
ProFleet LS 10W-40

LDF approval

ProFleet 10W-40  
ProFleet 5W-30

LDF-2 approval

ProFleet 10W-40

Low Ash approval

ProFleet LS 10W-40

## Abbreviations

Bhp	=	Brake Horsepower
EEV	=	Environmentally Enhanced Vehicle
DPF	=	Diesel Particulate Filter
SCR	=	Selective Catalytic Reduction
EGR	=	Exhaust Gas Recirculation
Low SAPS	=	Low SAPS (low sulphated ash, phosphorous and sulphur)
LDF	=	Scania's oil approval linked to standard oil drain performance
LDF-2	=	Scania's newest approval linked to long oil drain performance
D	=	Scania engine models are “D” for Diesel
C	=	When used with a Scania engine code “C” stands for Turbo Intercooled

# Ethisphere recognizes leadership in business practices



Ashland has been recognized by the Ethisphere Institute as one of the World's Most Ethical Companies for 2010. Out of a record number of nominations for the award, our company secured a spot on the list by adhering to upright business practices and implementing initiatives that are foundational to our success, benefit the community, and raise the bar for ethical standards within our industry.

"I am gratified that our commitment to operate Ashland on a solid ethical foundation has been recognized with a place on the 2010 World's Most Ethical Companies list," said **Jim O'Brien**, chairman and CEO. "We believe the strength of a company starts with a deep commitment to ethics from the top and is sustained with unwavering dedication to these same high standards from employees at every level."

This is the fourth year Ethisphere has published the rankings, which appear in Ethisphere Magazine's first-quarter issue. Through in-depth research and a multi-step analysis, Ethisphere reviewed thousands of nominations from companies in more than 100 countries and 36 industries in order to determine the winners. Among the others honored are Aflac, American Express, Campbell Soup, Ford Motor Company, General Electric, Google, L'Oréal, Nike, PepsiCo, Starbucks, T-Mobile USA, UPS, Whole Foods Market and Xerox.

"Ashland's promotion of a sound ethical environment shines within its industry and shows a clear understanding that operating under the highest standards for business behavior goes beyond goodwill and lip-service and is intimately linked to performance and profitability," said Alex Brigham, executive director of the Ethisphere Institute. "This year's World's Most Ethical Companies award was more competitive than ever, because companies realize that making ethics a priority is

critical amidst a tough economic environment."

Brigham added, "Compliance or ethics failures add up to more than fees, fines and penalties. The leadership distraction and turnover, forced alteration of a working profit model and heightened scrutiny that result show good ethics means better business."

The methodology for the ranking includes reviewing codes of ethics, litigation and regulatory infraction histories; evaluating the investment in innovation and sustainable business practices; looking at activities designed to improve corporate citizenship; and studying nominations from senior executives, industry peers, suppliers and customers.

## About Ethisphere Institute

The research-based Ethisphere Institute is a leading international think tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. An associated membership group, the Ethisphere Council, is a forum for business ethics that includes more than 200 leading corporations, universities and institutions.

## About Ashland

Ashland Inc. (NYSE: ASH) provides specialty chemical products, services and solutions for many of the world's most essential industries. Serving customers in more than 100 countries, it operates through five commercial units: Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials, Ashland Consumer Markets (Valvoline) and Ashland Distribution. To learn more about Ashland, visit [www.ashland.com](http://www.ashland.com).

# Koenigsegg on the Jay Leno show



Christian von Koenigsegg, founder and CEO of Koenigsegg, stopped by Jay Leno's garage show in May to show off one of the three Trevita supercars that will ever exist. The hand built Trevita has a 4.8 liter V8 yielding 1018hp – same as the Bugatti Veyron at half the weight.

Valvoline has a long standing partnership with Koenigsegg, which is why it is no surprise that when Leno asked von Koenigsegg what engine oil they recommend, he replied "Valvoline".

To see the show, go to  
<http://www.jaylenosgarage.com/>.



# New marketing tools

## can help drive sales

Valvoline has several new marketing tools available that can help improve your sales. Be sure to take advantage of these advertising materials to support sales efforts in your area.



### Are you using the right oil for your engine?

As the title implies, the purpose of this brochure is to explain the benefits of using better quality engine oil in all diesel engines.



### Tectyl™ segmentation brochures and folders translated

Following the introduction of our updated Tectyl segmentation brochures, translations are now available in the German, French and Spanish.



### Valvoline EMEA banner

Take advantage of the new Valvoline EMEA roll-up banner that has been designed to help you present the Valvoline brand to potential customers at various events. Roll-up banners are one of the most convenient, and cost-effective visual aids that you can employ to promote your business.

All of the new marketing materials highlighted in this section can be downloaded from Ashland's FTP server:

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

**Username:** S881468

**Password:** control7

The newly developed truck and bus advertisements were created with the fleet owner in mind. These advertisements clearly show how the extensive range of Valvoline™ products and solutions can help minimize the complexities of managing a fleet.

# LOOKING FOR A COMPLETE LUBRICANT SOLUTION?



## ENGINE OILS

- ProPower™ 5700-40
- ProPower 15 120W-40
- ProPower 580-30
- Al-Fleet® Extra LE 15W-40
- Al-Fleet Extreme 120W-40

(ACEA E4)	(ACEA E4/E6)
(ACEA E7)	(ACEA E7/E9)
(ACEA E7)	(ACEA E7)

## REAR AXLE OILS

- Valvoline® 75W-90
- SynPower GLS 75W-140
- DuraBlend® GLS 1.5 75W-90
- DuraBlend GLS 75W-80
- HP Plus GLS 90W-80
- HP GLS 90W-140

## SERVICES

- Oil Analysis
- Used Oil Analysis
- Online Oil Advice for Mixed Fleets

## COOLANTS

HD Extended Life Coolant  
VPS HD Radiator Fluid

## GEAR OILS

- SynPower TCS 75W-90
- DuraBlend GL4 75W-80
- HP GL4 80W-90
- Mar-B® AT
- AT Type 1
- AT Dex/Merc

## GREASES

- Multi Purpose Grease
- Moly Fortified NP Grease
- Semi Fluid Grease EP 00
- Deposition Grease

## HD CHEMICAL

VPS HD Diesel System Complete

## FLUIDS

SynPower Power Steering Fluid  
Brake & Clutch Fluid DOT 3/4

The extensive range of Valvoline® products and solutions are designed to help minimize the complexities of managing a fleet. Our online fleet tool simplifies identification of the most suitable lubricants, oils and fluids for efficient fleet operation. With the Valvoline independent oil analysis service, we keep you one step ahead by identifying potential problems before they lead to costly downtime or reduced performance. On Site and online Valvoline training programs cover the latest trends in the industry and best practices for fleet management. All of this, plus a full range of high-performance lubricants and fluids, makes Valvoline your choice for a total maintenance solution.

For more information contact your local Valvoline distributor.



Dealership name Red Bull official distributor for Great Britain  
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DEALER'S COMPANY  
NAME

Our latest Tectyl advertisements focus on the three main reasons to choose Tectyl products: Cleaner, Greener, Smarter. The advertisements are designed to attract owners in both the bus and truck market.

**CLEANER GREENER SMARTER**

**THREE GREAT REASONS TO SWITCH TO TECTYL™**

'Cleaner, Greener, Smarter' tells the story in just a few words, but they are precisely the reasons why you should switch. Tectyl waterborne coatings are solvent-free, reducing their environmental impact and the health and safety risks to people using them. Ease of application plus the products' solvent-free nature and their outstanding resistance to stone chip damage are the major benefits that will convince you to adopt Tectyl water-based coatings.

For 75 years, Tectyl products have been among the most successful corrosion preventatives and underbody protection coatings in the industry.

**Tectyl**  
WATERBORNE COATINGS



# CLEANER GREENER SMARTER

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For more information please visit [www.tectyl.com](http://www.tectyl.com)





# insight

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Please be informed we have created specially designed templates to make sharing your stories easier. To receive the article templates please contact [valvolinemarketing@ashland.com](mailto:valvolinemarketing@ashland.com). We want to hear from you!

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



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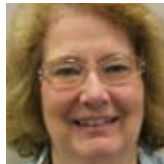
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