



# insight

EDITION 5 / VOLUME 1



**Get FREE  
USB car charger  
with SynPower™  
products**



**Valvoline EMEA  
“Next Generation”  
new packaging  
introduction**

New Valvoline EMEA  
media site launched



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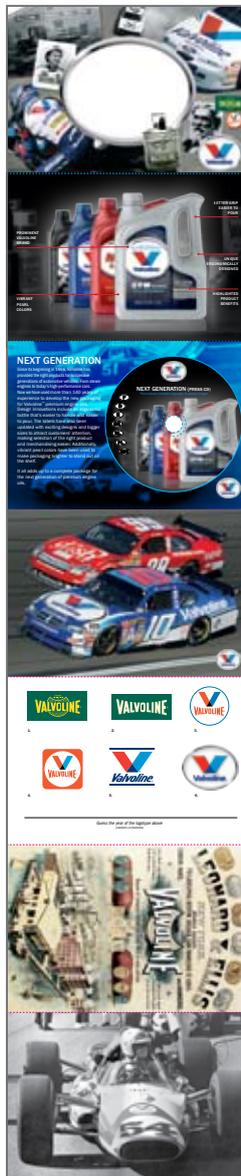
# Valvoline EMEA “Next Generation” new retail packaging introduction

The official launch for the new Valvoline product packaging initiatives is **September 1, 2010.**

The theme for the introduction is “Next Generation,” which links Valvoline heritage with our new, exciting retail packaging, as well as our future product and program innovations.

A range of new packaging communication tools will be available to promote this. New packaging communication tools include:

- **Conversion guide** - To inform customers on which products are changing.
- **“CHANGE IS GOOD” leaflet** - To explain new packaging changes in an illustrative way.
- **New packaging image DVD** - For updating local sales and marketing materials. The DVD includes both family and individual new bottle images.
- **Press release kit** - Includes official press release on attached DVD. Targeted distribution to EMEA wide, UK, Poland, Spain, The Netherlands, France, Germany and Russia magazines and publications through Ashland PR system.



Press kit



Leaflet



DVD



A4 Advertisement

- **A4 trade and consumer advertisement templates** - For premium automotive trade and consumer magazines and publications, to support Valvoline premium positioning strategy.

# NEXT GENERATION



## PEOPLE WHO KNOW USE VALVOLINE™

Valvoline presents the “Next Generation” in premium engine oils.  
For more information please visit [www.valvolineurope.com](http://www.valvolineurope.com)



**PLACE DISTRIBUTOR LOGO/NAME HERE**

**AUTHORIZED DISTRIBUTOR OF VALVOLINE™ PRODUCTS**

- **Billboard template** - For outdoor marketing campaigns. Recommended positioning in a highly populated area, near to an innovative building or outlet. Remember the bigger the better!

All of the artwork for the new packaging communications introduction, including distributor versions are available on [www.valvolinemediacom](http://www.valvolinemediacom) – Valvoline EMEA section. Downloading is quick and easy!

# Get FREE USB car charger with SynPower products

The Valvoline USB car charger promotion will soon be under way. Beginning September 1st, you will receive free USB car chargers with the deliveries of selected SynPower products. The promotion will continue while stocks of promotional items last.

Now, for the first time ever, distributors, WD's and workshops are also able to buy the USB car charger at a very special rate of €2 per charger to promote other Valvoline products or sell it on their counter as a promotional item at a very low price for a high perceived value!



## Promotion objectives

- Drive sales of Valvoline premium oils
- Increase customer excitement and loyalty
- Add value to workshops and consumers
- Help workshops build customer traffic

## Packaging size and quantity of USB car chargers

BULK per 400 L .....96 USB car chargers.....4 display boxes  
 1000 L.....240 USB car chargers.....10 display boxes  
 208 L.....48 USB car chargers.....2 display boxes  
 6 x 20 L or 2 x 60 L.....24 USB car chargers.....1 display box  
 6 cases of 4 x 4/5 L.....24 USB car chargers.....1 display box

## Promotion support materials

The following promotional materials will be available to support the promotion:

Item	Used by	Objective	Location
Counter display	Workshops	Show promotion offer to customers	Included in order
Poster	Workshops	Show promotion offer to customers	Artwork available on <a href="http://www.valvolinemediacom">www.valvolinemediacom</a>
Brochure A5 format	Retailers / WD's	Reach workshops to communicate the offer	Artwork available on <a href="http://www.valvolinemediacom">www.valvolinemediacom</a>
Trade advertising template (B2B)	Retailers / WD's	Reach workshops to communicate the offer	Artwork available on <a href="http://www.valvolinemediacom">www.valvolinemediacom</a>
Advertising template (B2C)	Workshops	Help workshops drive traffic by alerting customers to the offer	Artwork available on <a href="http://www.valvolinemediacom">www.valvolinemediacom</a>
Wobbler	Workshops	Window / shelf display to alert customers inside about promotion	Artwork available on <a href="http://www.valvolinemediacom">www.valvolinemediacom</a>



For more information on this promotion, please contact Muriel Wolda at [mwolda@ashland.com](mailto:mwolda@ashland.com)

# Valvoline EMEA announces media website launch

Valvoline EMEA is excited to announce the launch of the next generation support site, [www.valvolinemediacom](http://www.valvolinemediacom). The site features the same media support tools found on the previous support site but offers a fresh look and feel that is more focused on the users needs.

The new media site provides five main areas for the user. These main areas are: Corporate materials, Passenger car, Commercial & Industrial, Cummins/Valvoline and Valvoline Performance Products (Tectyl). Users can view and download all of the materials created in the respective categories. While this site offers rich content already we will continually strive to add more information.

The Valvoline media site was first developed in the U.S. as a way to reach stakeholders that want to keep abreast of the latest Valvoline media developments. Valvoline EMEA is the first group outside North America to launch a portal to the site. "Special thanks to Erik von Fisher and Bobbi

Brophy for helping launch this tool in EMEA. We are very excited to be included as this gives us a unique opportunity to stay globally connected to the rest of the Valvoline family", said Courtney Lepianka, Brand and Key Account Analyst, Valvoline EMEA.

Please contact Courtney Lepianka at [clepianka@ashland.com](mailto:clepianka@ashland.com) to receive access to this new website.

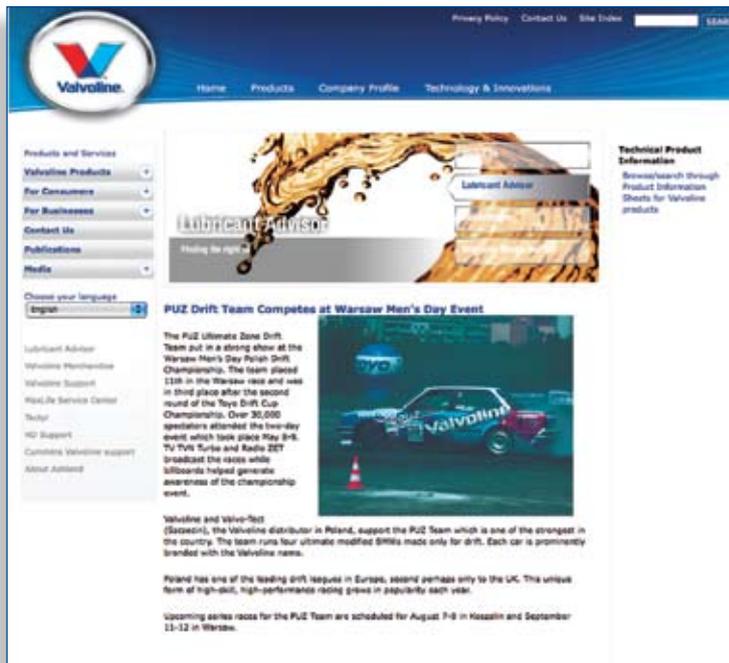


# New introduction planned for Valvoline website

Major updates are in the works for the *Valvolineeurope.com* website. The changes will improve navigation, allow for customer personalization, increase photo and video content and make downloading documents easier. All of these improvements will help *Valvolineeurope.com* become the online portal for the engine oil and lubricants industry in both B2B and B2C.

The technical infrastructure of the site is currently undergoing improvements so that it meets all current standards. While invisible to users, this is the most critical element of the upgrade. These improvements will help the navigation become smarter and easier. It will also allow customers to create personal logins so that, in the future, they can personalize the *Valvolineeurope.com* website.

Recent visitors to the website may have noticed the addition of new content in preparation for the launch of the revamped site. A publications page has been added from which documents can be downloaded or viewed online via the new Valvoline online page-flipping tool. This tool enables PDFs to be read like a magazine and shared with one click. Another added, and often requested, feature is that every PDF will now retain its original name. This will eliminate the need to search for or rename product information (PI) sheets.



A Polish language version of the site has also been launched. This is a test to see how Valvoline can expand the number of languages the website can offer in the future. The alternatives are either a centrally managed system or a template version for each country. The goal is to make sure that every user, in every country, has the identical Valvoline experience when visiting the site.

If you haven't already been to the new media section, take a look! This is where all photographs and videos can be found. If you have Valvoline pictures, videos, or material from sponsored events, please email them to Dennis Kabbedijk at [dkabbedijk@ashland.com](mailto:dkabbedijk@ashland.com). This will allow as many people as possible to enjoy Valvoline content.

Keep an eye on *valvolineeurope.com* for future developments.



# New “Liquid Tools” for the professional workshop



Valvoline car care products are known for their outstanding results. The premium formulations simplify maintenance by cleaning effectively and offering lasting protection of automotive systems and components. Now there are five new products to make car maintenance even more effective and efficient.

### **Valvoline EGR + Turbo Cleaner**

Many cars are equipped with an EGR (Exhaust Gas Recirculation) valve and turbo system. Valvoline EGR + Turbo Cleaner is a blend of selected solvents carefully formulated to remove deposits on EGR valves and turbo systems. It quickly removes gum, varnish, carbon and dirt.

### **Valvoline Leak Finder Spray**

Detecting leaks has never been easier. Valvoline Leak Finder Spray detects suspected leaks in all pressurized gas systems including compressed air, helium and nitrogen as well as in iron, copper and plastic piping. The product produces bubbles in areas where a leak is present.

### **Valvoline Glue Spray**

Valvoline Glue Spray is an adhesive for rapid bond formation of porous surfaces. The product is formulated for bonding of textiles, leather, cardboard, foam rubber, imitation leather, vinyl and carpets. Valvoline Glue Spray is the ideal service product for instant glue applications.

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### Valvoline White Protection Spray

Valvoline White Protection Spray is a universal, transparent lubricant and preservative with excellent adhesion. The product is water-repellent, pH-neutral and resistant to weather influences and weak acids and bases. Valvoline White Protection Spray has excellent corrosion prevention and prevents wear and sticking.

### White Synthetic ChainLube 100 ML

The trusted formulation is now available in 100 ML packaging. Valvoline White Synthetic ChainLube offers the latest in chain lubrication technology. The product provides

optimum anti-wear protection with a grease film that resists adherence of abrasive dirt and debris. The synthetic components in the product create a long lasting lubricating and protecting film on the sprockets to ensure maximum chain and sprocket life. The product has good adhesive properties and an excellent anti-fling character. Valvoline White Synthetic ChainLube penetrates easily into either o-ring or x-ring designed chains. The product is o-ring safe.

The PI sheets for these products are available at [www.valvolineurope.com](http://www.valvolineurope.com).

Product sales presenters are also available on request. Please contact Rogier van Vlijmen at [rvanvlijmen@ashland.com](mailto:rvanvlijmen@ashland.com) for further information.

## New Car Care Products

EAN-Number	Mat. Nr.	Description	Packaging Size	Version	Languages
8710941011264	742847	VAL EGR and Turbo Cleaner	12 x 400 ML	1	GB, NL, GER, ES, GR, IT, FR, PL
8710941011332	742848	VAL EGR and Turbo Cleaner	12 x 400 ML	2	GB, KZ, FIN, NO, SE, ES, DEN, RUS
8710941011325	742850	VAL EGR and Turbo Cleaner	12 x 400 ML	3	GB, BG, HR, SERB, HR, ROM, CZ, SLOV
8710941011189	742844	VAL Leak Finder Spray	12 x 400 ML	1	GB, NL, GER, ES, GR, IT, FR, PL
8710941011226	742845	VAL Leak Finder Spray	12 x 400 ML	2	GB, KZ, FIN, NO, SE, ES, DEN, RUS
8710941011219	742846	VAL Leak Finder Spray	12 x 400 ML	3	GB, BG, HR, SERB, HR, ROM, CZ, SLOV
8710941011233	742840	VAL Glue Spray	12 x 400 ML	1	GB, NL, GER, ES, GR, IT, FR, PL
8710941011240	742842	VAL Glue Spray	12 x 400 ML	2	GB, KZ, FIN, NO, SE, ES, DEN, RUS
8710941011257	742843	VAL Glue Spray	12 x 400 ML	3	GB, BG, HR, SERB, HR, ROM, CZ, SLOV
8710941011288	743125	VAL White Protection Spray	12 x 400 ML	1	GB, NL, GER, ES, GR, IT, FR, PL
8710941011295	743126	VAL White Protection Spray	12 x 400 ML	2	GB, KZ, FIN, NO, SE, ES, DEN, RUS
8710941011356	743127	VAL White Protection Spray	12 x 400 ML	3	GB, BG, HR, SERB, HR, ROM, CZ, SLOV
8710941543215	VE54321	VAL White Synthetic Chainlube	12 x 100 ML	1	NL, GB, FR
8710941011363	743128	VAL White Synthetic Chainlube	12 x 100 ML	2	NO, SE, ES
8710941011370	743129	VAL White Synthetic Chainlube	12 x 100 ML	3	BG, HR/BA,

# New look and feel for 4+1 promotion

Materials related to the successful Valvoline 4+1 promotion have been revised to reflect the new packaging for Valvoline products. Changes have also been made to order quantities and qualifying products in order to optimize pallet configuration and increase premium lubricant sales.

The Valvoline 4+1 promotion builds sales, adds excitement, and drives strategic business growth. The promotion is a valuable tool that helps resellers promote and sell Valvoline products to workshops, spare parts stores and the mass merchandiser.



## New layout

The revised design meets the latest brand guidelines and design standards. The Valvoline brand is strongly represented by the new label, logo, banner and new tagline. The back cover includes a list of qualifying products, product features and available support materials (leaflet, trade poster, and trade advertisement).

## Qualifying products

To drive trial of premium specialty oils, three additional SKUs of SynPower now qualify for the promotion. The current list of qualifying products is as follows:

- SynPower XL-III 5W-30
- SynPower MST 5W-30
- SynPower ENV C2 5W-30
- SynPower 5W-30
- SynPower 5W-40
- DuraBlend 10W-40
- MaxLife 10W-40
- MaxLife 15W-40

## Order quantity

The minimum order quantities for the promotion have changed due to the new bottle and to optimize pallet configuration. The new minimum order quantity is 192 cartons per SKU (versus 280 cartons per SKU and 56 consecutive cartons). Orders for more than 192 cartons of a SKU must be in full pallet quantities of 48. For example, acceptable order quantities per SKU are 192, 240, 288, 336.

The artwork and order form for this promotion are available for download on the Valvoline media site, at <http://www.valvolinemedi.com>. Alternatively, you may contact your Valvoline sales representative to receive order forms.

# Introducing Valvoline GEO LA40 Lubricant

Valvoline GEO LA40 is the next generation of Valvoline high-performance lubricants for gas engines. It has been developed to meet the demands of the latest high-output, spark-ignition, low-emission, four-stroke stationary gas engines. GEO LA40 is formulated using premium base stocks to offer the highest levels of engine protection while maintaining superior oil drain performance and engine protection.

This product is approved by Jenbacher\* for use in the GE Jenbacher type 3 and type 4 series engines. This covers the requirements of class A gases to include natural gas, mine gas, biogas (where sulphur is <200mg/10 kWh) and special gases. For other engines, please refer to the relevant engine manufacturers specifications.

Valvoline GEO LA40 delivers the following features and potential benefits:

## **Low maintenance cost and long-life optimization**

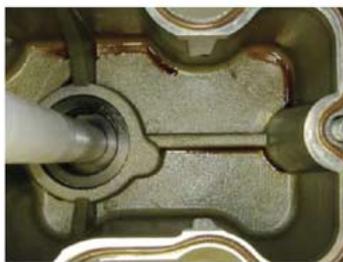
Improves oil drain intervals which help reduce the number of oil changes; the result is lower oil consumption and less waste oil. The extended life optimization helps reduce overall operating costs and increase engine availability which enables higher productivity.

## **Controlled ash formation**

Reduces the amount of ash deposit formation in the combustion area resulting in longer sparkplug life. It also helps reduce harmful deposit formation on the valves which, if not properly controlled, can result in "hot spots" and cause valve seat recession.

## **Clean engine components**

Uses the latest detergent chemistry to help reduce engine wear by keeping engine components clean, preventing ring sticking and the formation of harmful varnish (see illustrations).



Valve Cover Cleanliness



Excellent bearing shells condition (after 5600 hrs)



Engine crankcase cleanliness



Cam follower (min wear)

### Minimum viscosity increase

Uses an advanced base oil technology that can control oxidation and nitration in excessive temperatures and normal operating conditions to provide superior engine protection.

### Excellent bearing protection

Provides excellent corrosion protection for essential engine components.

GEO LA40 is available in 208 L and in bulk:

657799 Valvoline GEO LA40 bulk

650977 Valvoline GEO LA40 208L

The PI sheet is available at [www.valvolineeurope.com](http://www.valvolineeurope.com).

Please contact Alistair Weston [aweston@ashland.com](mailto:aweston@ashland.com) for technical information and Danijel Vadlja at [dvadlja@ashland.com](mailto:dvadlja@ashland.com) for commercial information.

# SynPower SAE 5W-40 new formulation:

Approved for Renault  
RN0700 / RN0710 and  
Porsche A-40



Please be informed, with the implementation of the new formulation, SynPower SAE 5W-40 is approved for the new Renault RN0700 / RN0710 and Porsche A-40 specifications. The newly formulated product is also compliant with the latest ACEA 2008 performance level.

The new formulation of SynPower SAE 5W-40 is available. Large pack labels are adjusted to the new specifications and performance levels. Small pack labels will be transitioned via a soft conversion.

### SynPower SAE 5W-40

Packaging	Material number
Bulk .....	VE11279
1000L IBC .....	VE11275
208 L .....	VE11278
60 L .....	VE11277

**SynPower SAE 5W-40 motor oil** is a premium fully synthetic motor oil, formulated with the highest quality synthetic base oils, enhanced with the most advanced additive technology. SynPower motor oil provides the ultimate performance in meeting the latest requirements for virtually all cars and light

trucks (vans) including gasoline, diesel, and LPG engines. SynPower motor oils provide superior protection at start-up, even under extreme conditions. Suitable for extra long-drain intervals - please see approvals/performance levels section.

With the new Renault RN0700 and RN0710 approvals, SynPower SAE 5W-40 is recommended for Renault\* gasoline (normally aspirated) and diesel (without DPF) engines, gasoline engines RS (sport) and their turbo charged gasoline engines. With the new Porsche A40 approval the product is recommended for all Porsche models from 1994, except Cayenne V6 for long drain and Cayenne diesel.

\* Please consult owners' manual for exceptions in application.

### The SynPower motor oil advantages:

- **Breakdown Resistance:** Increases thermal and oxidation stability
- **Deposit Control:** Reduces formation of sludge and varnish deposits
- **Wear Protection:** Improves oil film strength and breakdown resistance
- **Volatility:** Lowers oil vaporization and consumption at extreme conditions
- **Cold Start Properties:** Oil flows easily at low temperatures

### Approvals/Performance levels for 5W-40:

API SM/CF

ACEA A3/B4-08

MB 229.5\*\*

VW 502.00 / 505.00

Opel\* GMLL-B-025

Porsche A-40 5

Renault RN0700 / RN0710

\*\* includes MB 229.3

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) if you require further information.

# SynPower MST SAE 5W-30 new formulation:

Meets the requirements of GM Dexos 2 and compliant to latest ACEA 2008 performance level

Please be informed, with the implementation of the new formulation, SynPower MST SAE 5W-30 meets the new GM's Dexos\* 2 specifications. The new formulated product also is compliant to the latest ACEA 2008 performance level.

The new formulation of SynPower MST SAE 5W-30 is available. Large pack labels are adjusted to the new specifications and performance levels. Small pack labels will be transitioned via a soft conversion.

## SynPower MST SAE 5W-30



Packaging	Material number
Bulk.....	VE18359
1000L IBC.....	VE18355
208 L.....	VE18358
60 L.....	VE18357

**SynPower MST SAE 5W-30** is a premium fully synthetic motor oil for Mercedes-Benz\* and other Euro IV and V diesel engines equipped with DPF (Diesel Particle Filter) technology, and/or TWC (Three Way Catalyst). The product is suitable for CDI engines with EGR and DPF system, and long-drain intervals up to 30.000 kilometers. SynPower MST SAE 5W-30 can be used in modern Mercedes-Benz and BMW\* gasoline and diesel engines and provides excellent protection even under extreme circumstances.

Low SAP motor oils (low sulphur, low ash, low phosphorus) are formulated for use with emission reducing exhaust systems, normally fitted on Euro IV and V engines, in this way contributing to a cleaner environment.

With meeting the new GM Dexos 2 engine oil specification SynPower MST 5W-30 can be used for all GM Opel Euro V engines and it is backwards compatible with GM Opel engines requiring GM-LL-A-025 and GM-LL-B-025 engine oil specifications.

## The SynPower MST 5W-30 Motor Oil advantages

- **Extended drain performance:** Suitable for long drain intervals according to MB and BMW specifications
- **Environment:** Suitable for EURO IV and V engines with DPF and TWC
- **Fuel efficiency:** Enhanced fuel efficiency versus reference oil

- **Cold start properties:** Product has a very low pourpoint, which results in easier cold starting
- **Wear protection:** Excellent wear protection enhances engines and DPF life-time

### **Approvals/Performance levels for 5W-30:**

API SM/CF  
ACEA A3/B4-04, C3-08  
BMW LL-04  
DaimlerChrysler\* 229.31, 229.51\*  
VW 502.00/505.00/505.01  
Meets requirements of GM Dexos 2

\*Improved fuel economy and environmental compatibility over MB 229.31

\*\*SynPower MST SAE 5W-30 has been developed for modern engines which fall under the extended oil drain system prescriptions. C3 motor oils may be unsuitable for use in some engines, consult owner manual if in doubt.

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) if you require further information.

# **Benelux distributor has dominant presence at Auto Technica Show**



Van Heck Interpieces, the distributor of Valvoline products and services in the Benelux region had a strong presence at the Auto Technica spare parts show. The four-day trade show took place May 9-12. It is presented every two years by the spare parts wholesale companies of the Benelux region.

Van Heck is one of the biggest suppliers in this market. The company had an impressive display with much of it dedicated to Valvoline products and 2010 concepts including the MaxLife Service Center and Mijngarage.be program. Because of the display's prominence, Van Heck and its business partners used it as a meeting point for their customers.



The Auto Technica show was a success on many fronts. It provided a great opportunity to talk one-on-one with many Belgium business partners and discuss the added value of Valvoline products and programs. Best of all, ten new MaxLife Service Centers were signed during the show and there is strong potential for another ten in the near future.

# Valvoline helps drive Croatian rally crew

The Croatian rally crew of Juraj Sebalj and Toni Klinc are well-known sportsmen. With more than 15 years experience, they have achieved 16 victories and four Croatian Championship titles. Their achievements have made them one of the best crews in Eastern Europe.

For the 2010 Croatian National Championship rally season, the team took a big step forward with Valvoline as a sponsor. The team's Mitsubishi Lancer Evo IX, prepared by NLO Racing, finished first in the Novi Vinodolski rally.

After a smooth run in Novi Vinodolski, Juraj gave credit to Valvoline, "I am very happy with the car this year. Valvoline as a brand is not just a sponsor for us. It really started to live in our engine and all of the car's components. There is no big secret to our success. We test a lot and choose only the best. In this sport there is no place for compromise in any sphere."



# Valvoline aces tennis sponsorship

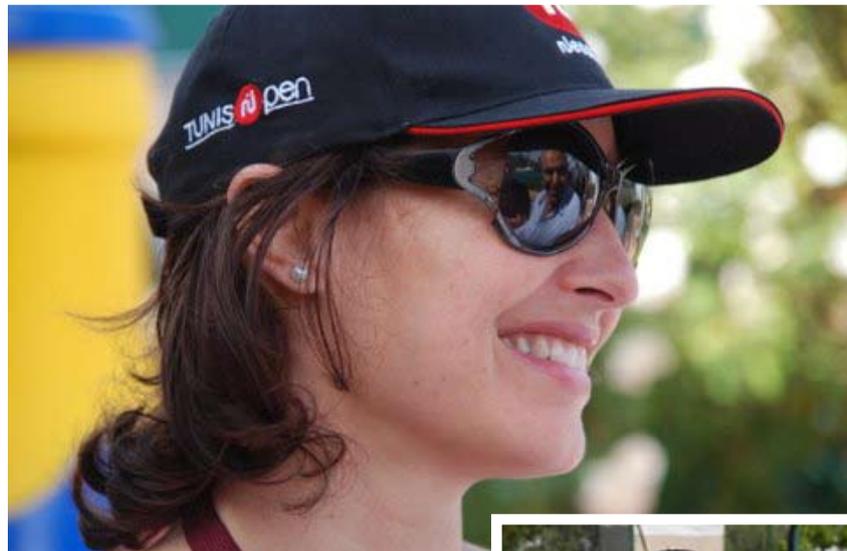
Valvoline, through its Tunisian distributor, Motor Plus, was an official sponsor of the April 26 -May 2, 2010 Tunis Tennis Open. The tournament is part of the Association of Tennis Professionals (ATP) Challenger Series and one of the most important tennis events in Africa. It is held annually at the Tennis Club de Tunis and includes many of the 100 top players.

The event was broadcast daily by the North African television network Nessma. It had an average audience of 10M people in Tunisia, Algeria and Morocco.

“Sponsoring such an event has been a key investment to strengthen our brand image in Tunisia and confirm

to a huge audience that Valvoline is the growing brand in the lubricants market—definitely the brand to choose,” declared Sadry Ben Ammar, owner and general manager of Motor Plus.

“The TV plays a key role in driving the product positioning on a huge audience and we have already experienced very positive feedback from this sponsorship with new customers approaching us in Tunisia and also in Morocco after having seen our strong presence in this important sport event” declared Fabrizio Marletta, Valvoline EMEA regional commercial manager responsible for the Mediterranean region.



# EuroDeal, Valvoline distributor partner in Denmark, makes the most of Speedway Grand Prix Sponsorship

As a sponsor of the June 5 Speedway Grand Prix in Copenhagen, EuroDeal generated tremendous brand exposure for Valvoline and provided 50 of its customers with an unforgettable experience.

30,000 spectators packed the national arena for the race which was broadcast live to 30 countries. The three and a half hour direct television broadcast provided Valvoline with unprecedented exposure. A summary of the event was transmitted to an

additional 132 television stations. (The race can be watched/purchased at [www.dk4sport.dk](http://www.dk4sport.dk))

50 Valvoline guests arrived several hours before the start of the race. They enjoyed dinner and drinks along with a talk by Valvoline sponsored WTCC driver Michel Nykjær.

In the days following the race, EuroDeal received a lot of positive feedback from its customers. This event was an incredible success and generated a great deal of goodwill and loyalty.





# Northern Portugal hosts National Motocross Championship



The second race of the National Motocross Championship took place recently in Freixo de Espada a Cinta, a town in northern Portugal. Diogo Ventura finished fifth in the Junior MX2 class and Paulo Alberto took fourth place in the Open Class.

More than 3,000 spectators attended the race which is the second in a series of seven for the championship. The Valvoline brand was present on the uniforms of both drivers, on a team truck, and on the shirts worn by the 10 Valvoline staff members.



# Grøndal on top after five rounds of Hill Climb Championship



After five rounds of the Norwegian Hill Climb Championship, Valvoline sponsored Anders Grøndal is on top of the standings with the maximum number of points.

The first two rounds of the championship took place in Larvik on May 15-16. Grøndal went six for six winning every heat in the two-day event.

In the third round Grøndal was again on top of the standings when he raced next to Norefjell ski slopes.

The Aurskog Høland Rally was the fifth of six rallies in the championship. The course was over 100 km and all-gravel meaning the Impreza WRC had to be converted to gravel spec's. Grøndal received gold by placing second overall.

Grøndal and his team are preparing for the final round of the 2010 Norwegian Rally Championship being held this month.

Check out Grøndal's racing at [www.andersgrondal.com](http://www.andersgrondal.com)



# PUZ Drift team competes at Warsaw men's day event

The PUZ Ultimate Zone Drift Team put in a strong show at the Warsaw Men's Day Polish Drift Championship. The team placed 11th in the Warsaw race and was in third place after the second round of the Toyo Drift Cup Championship. Over 30,000 spectators attended the two-day event which took place May 8-9. TV TVN Turbo and Radio ZET broadcast the races while billboards helped generate awareness of the championship event.

which is one of the strongest in the country. The team runs four ultimate modified BMWs made only for drift. Each car is prominently branded with the Valvoline name.

Poland has one of the leading drift leagues in Europe, second perhaps only to the UK. This unique form of high-skill, high-performance racing grows in popularity each year.

Upcoming series races for the PUZ Team are scheduled for September 11-12 in Warsaw.



Valvoline Poland and Valvo-Tect (Szczecin), support the PUZ Team



# Valvoline Performance Products (VPP) Corner



Jaap Spies

**Jaap Spies** is commercial manager for VPP globally. Jaap has been with Valvoline for the past 10 years after working for companies including Akzo Nobel & Cytec Inc. Jaap has two sons, Bob and Max, and lives in Woerden with his partner, Annet, and her two children, Levi and Julie. Jaap is an active racing cyclist and enjoys all kinds of outdoor activities such as skiing and walking.



Alex van Leeuwen

**Alex van Leeuwen** is marketing manager for the VPP platform. Alex joined Valvoline in 2002 as marketing communications manager and has since held many positions. Alex holds a Master of Science degree in Business Administration from the Erasmus University in Rotterdam. He enjoys cycling and cooking and is a passionate soccer fan. Alex lives together with his partner, Monique, in Rotterdam. They expect their first child in October.



Edwin Buysman

**Edwin Buysman** is territory business manager for VPP and has been with Valvoline for over 20 years. He started at age 18 as a mechanic at the Dordrecht plant. Throughout the years he learned the business and became head of technical services. As a territory business manager (TBM) for VPP, Edwin's goal was to create the best concrete release agent on the market. In his free time, Edwin enjoys boating with his wife and two daughters.



Rob van Trier

**Rob van Trier** is technical brand manager for Tectyl. Rob joined Ashland in 2007 as technical brand manager, lubes & chemicals. Prior to working for Valvoline, Rob was a research fellow for the Polymer Group Eindhoven. Rob lives together with his partner, Sylvia, and their one-year old son, Julian. Rob enjoys indoor soccer, fitness and reading.



Rob Sels

**Rob Sels** is a lab technician for Tectyl products and Tectyl developing. Rob has been with Valvoline for over 25 years. He and his wife have one child and live in Strijen, a town just south of Rotterdam. In his free time, Rob enjoys gardening.



Bas de Bruijn

**Bas de Bruijn** is territory sales manager for VPP. Bas joined Valvoline in 1992 after working for Dinol for 11 years. Bas is married to Joyce and they have one son and two daughters. They also have three grandchildren and a fourth on the way. His hobbies are off-road motor biking, skiing, outdoor cooking and reading.



Rien van Dam

**Rien van Dam** has been working for Valvoline since 1971. He started as a lab technician for Tectyl where he developed and incorporated a quality system. Rien is now sample coordinator and retain sample coordinator for Tectyl. He is single and his main hobby is his Golf GTi.



Mitziel Paparella

**Mitziel Paparella** is regional sales manager for VPP. Mitziel started at Valvoline in 2002 after working for Exxon Mobil. Mitziel lives in Italy with his wife and son. His hobbies include motor cross and enduro.



Krzysztof Matejczuk

**Rolf Oehring** is sales manager for VPP/Industry. Rolf has been working with our company since 1992. Before joining Ashland, Rolf worked as a mechanical engineer in related industries. He has been married to his wife, Angelika, for over 35 years. They have a son, daughter and one grandchild. In his free time Rolf enjoys all kinds of outdoor activities, including hiking & biking.

**Krzysztof Matejczuk** is regional sales manager for VPP. He has been with Valvoline for the past 11 years after working for companies including FUD SA and Distributions of Ameron Inc. Krzysztof is married to Iwona and lives in Poland with his two sons, Piotr and Maciek. He enjoys swimming, basketball, reading and rock music.

**Engelbert van Veen** is lab technician for VPP. Engelbert has been with the company for more than 25 years. Engelbert is single and lives in Hendrik Ido Ambacht.



# Get to know our team

## Valvoline EMEA announces new roles within the Marketing Services Department



Dennis Kabbedijk

**Dennis Kabbedijk** has been named **E-Marketing Specialist** for Valvoline EMEA. He joined Valvoline after working with AON for the past two years as an Internet marketer. Dennis lives with his partner Mirjam in Spijkenisse and is actively involved in local politics.

Dennis is primarily responsible for defining the on-line tool strategy for EMEA. He reports to Paul Taylor, Marketing Services Manager.

Other responsibilities include:

- Lead e-marketing efforts in strategic and creative development, implementation and measurement of all on-line tools.
- Define and implement a search engine marketing strategy including optimization initiatives in support of existing properties and new on-line properties as they develop.
- Manage e-commerce, website content development and metrics, including database marketing strategies and internet-related consumer promotions.
- Support the personalization, e-mail marketing and database marketing disciplines, utilizing effective on-line communications to extend and support the overall brand experience.
- Ensure compliance with terms of use/privacy policy, CANSPAM and other permission-marketing email practices including management of corporate opt-out lists.
- Monitor on-line trends and activities to develop strategies to increase presence and improve design and usability.
- Identify and recommend appropriate services and partnerships to achieve objectives.

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Elske den Besten

**Elske den Besten** has been named **Marketing Research Analyst** for Valvoline EMEA. She joined Valvoline on June 15, 2010 after working for Volvo Penta as a management assistant for the past two years. Elske lives with her partner René and just moved to the city of Terheijden, North Brabant.

Elske is charged with developing Valvoline EMEA strategy based on market intelligence to support platform and channel growth. She reports to Paul Taylor, Marketing Services Manager

Her responsibilities include:

- Gather and analyze statistical and market information to evaluate market sectors and identify growth opportunities
- Report statistical findings to the platform and channel teams.
- Evaluate channel and platform market research requirements
- Analyze competitive product offerings and activities
- Develop customer and market segmentation studies
- Evaluate and communicate with external data providers

# Valvoline wins new business in Vietnam

With potential for even more business in the future



Valvoline has signed a contract to supply engine oil to the Vietnam Railways for some of its engines beginning in July 2010. The deal was secured after rigorous effort from our North Vietnamese distributor, Golden Chance Company, who organized numerous technical seminars and progressive oil sampling tests. In addition to the work of the distributor, team work was essential to win this business. The Valvoline Indian technical team assisted in the technical seminars where an expert was flown in from New Delhi to Hanoi and our Australian technical team supported

in the oil-testing process.

“We do hope to make inroads into the Commercial & Industrial segment through this breakthrough, as heavy duty is the largest segment in Vietnam, along with motorcycle oil,” said **Alok Sharman**, regional director, Valvoline Asia.

“I am very excited about this success, a first of its kind in Southeast Asia. The region has tremendous potential to develop and we are adding in resources, building the needed infrastructure as well as realigning our business model in the region to capitalize this vast potential,” said **Naveen Gupta**, vice president and general manager Valvoline International.

The current contract runs for one year supplying CF4 oil, representing only half of the supply. CI4 accounts for the other half and we are working to obtain that contract as well. Our current one-year contract is for Hanoi only; there is still potential to obtain business in Da Nang and Ho Chi Minh City.

# Sales and technology team up to win key business in India



Valvoline Cummins Ltd. (VCL) scored a big win recently, replacing Shell as the preferred engine oil for sport utility vehicles and light trucks at a major original equipment manufacturer in South India. Valvoline also gained co-branding rights for the automotive aftermarket business throughout India from Mahindra & Mahindra (M&M), a leading original equipment manufacturer (OEM) with \$7.1 billion in revenues from its global operations.

The VCL sales and technical group, along with technical teams in Ashland and Lexington, Ky., all receive credit for gaining this new business.

In 2009, after nearly one year of working with Mahindra's automotive group, a team from Mahindra visited our labs in Kentucky. During that visit, the Mahindra team learned more about how we could help them succeed by formulating products

specifically for their engines. After seeing our capabilities and conducting extensive trials, Mahindra awarded VCL the business.

**Naveen Gupta**, vice president and general manager, Valvoline International Asia region, said, "We began working with Mahindra to earn the SUV and light truck business when we acquired their power generator business in 2008. Congratulations to **S. K. Mukherjee, Gopal Govil** and **Jaideep Sarnaik** with VCL, and to **Tim Caudill, Vic Kersey** and **David Turcotte**, Valvoline Technology, for their long-term efforts to win this account."

Gupta estimates a \$12 million increase in revenue with this new business. As Mahindra expands its footprint outside India, this breakthrough represents an opportunity to partner with the manufacturer on a global basis.





# insight

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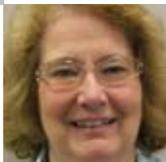
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