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## **VALVOLINE INSTANT OIL CHANGE LAUNCHES UNPRECEDENTED ONLINE FLEET MANAGEMENT PROGRAM**

LEXINGTON, KY (March 1, 2004) – Valvoline Instant Oil Change, one of the largest automotive service providers in the U.S., has launched an innovative online fleet management program designed to allow fleet managers greater flexibility and increased options as they manage large and small fleets of cars and trucks. A solid combination of expertise, innovation and proprietary systems have formed the most advanced online fleet management tool for the quick-lube industry, designed specifically for fleet managers as part of the Valvoline Instant Oil Change Fleet Services card program – at no charge to fleet customers.

“This is the most advanced online system for fleet managers in the quick-lube industry,” said Douglas L. Hurd, fleet services manager for Valvoline Instant Oil Change. “And it certainly positions Valvoline Instant Oil Change Fleet Services as the quick-lube industry leader when it comes to innovative, comprehensive fleet management options.”

The new online feature is unique because it combines the Valvoline Instant Oil Change proprietary centralized system for capturing vehicle service history – including the ability to incorporate maintenance records from other service providers into the comprehensive service history data - with an electronic account management program. The site easily allows fleet managers to develop a fleet program profile, customize settings to suit their specific needs and access information any time of the day – providing unlimited access and expanded options to centralize and streamline operations. These combined features provide an innovative, powerful and comprehensive fleet management tool.

Valvoline Instant Oil Change partnered with fleet charge card provider Wright Express, the leading supplier of information management, payment processing and financial services to commercial and government car, van and truck fleets in the U.S.

“Our partnership with Valvoline Instant Oil Change allows Wright Express to work behind the scenes providing the power of our best of breed online fleet account management tools and reporting,” said Michael Dubyak, president of Wright Express. “Valvoline Instant Oil Change can leverage the power of our back-end systems while presenting a consistent Valvoline Instant Oil Change brand image across all its products and developing unique solutions to serve their fleet customers.”

Valvoline Instant Oil Change officially introduced fleet services in March of 2003, to increase the level of business coming from fleet vehicles at its service centers, and to enhance its already prominent reputation as an industry leader in automotive maintenance and service.

For more information about the Valvoline Instant Oil Change online fleet management program, visit [www.VIOC.com](http://www.VIOC.com) or email Doug Hurd at [dlhurd@ashland.com](mailto:dlhurd@ashland.com).

### **About Valvoline Instant Oil Change**

With more than 730 locations throughout the United States, Lexington, Ky.-based Valvoline Instant Oil Change is one of the nation's largest providers of "do-it-for-me" automotive fluid maintenance services. Valvoline Instant Oil Change service centers offer a complete selection of oil changes, including choices of: MaxLife™ Motor Oils, created for vehicles with mileages over 75,000; synthetic oils which increase fuel efficiency, including Valvoline DuraBlend® Synthetic Blend and Valvoline SynPower® Full Synthetic Motor Oils; and Valvoline AI-Climate® Motor Oil, formulated to protect engines in a wide range of temperatures.

Valvoline Instant Oil Change centers also provide a complete regimen of preventive maintenance checks, free fluid top-offs and other maintenance services and products, all presented in an environment with the highest emphasis on customer service. Valvoline Instant Oil Change is a subsidiary of Ashland Inc. (NYSE: ASH), a 79-year-old, *Fortune 500* company.

### **About Wright Express**

Wright Express is the leading provider of fleet charge cards to the fleet maintenance and fueling industry with cards accepted at more than 160,000 locations. Wright Express also provides information management, payment processing, and financial services to fleets through card partnerships with oil companies and fleet management companies.

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