



# MANCHESTER CITY

**PRESS RELEASE -- 12 October, 2016**

## MANCHESTER CITY “KEEPS MOVING” WITH VALVOLINE™

**Manchester, 12 October** – Manchester City is delighted to announce today that Valvoline™, one of the most recognized and respected brands in the global automotive lubricant industry, has signed a multi-year agreement as the Club’s ‘Official Automotive Lubricants Partner.’

Throughout the partnership, Manchester City and Valvoline will work together on a series of innovative marketing campaigns that will exemplify the two organisations’ passion for progress and excellence, whilst also bringing them closer to their respective supporters and customers across the globe.

Founded 150 years ago, Valvoline has been KEEPING THE WORLD MOVING SINCE 1866™. Manchester City, a global brand with a decorated history of its own, makes for an ideal partnership opportunity – not just because of their shared heritage, but because of their shared desire to keep moving forward with innovation and performance. In fact, “Keep Moving” will be a key theme in the alliance.

Commenting on the new global partnership, Damian Willoughby, Senior Vice-President of Partnerships for City Football Group, said:

“Everyone at Manchester City is excited to kick-off our partnership with Valvoline. As a globally recognised brand which operates across a range of markets where our fan base is strong and continuing to grow, we are looking forward to collaborating with them to connect with our global supporters in new and engaging ways.

“Innovation and progress are at the heart of both of our organisations and working together will allow us to challenge ourselves to develop creative campaigns everyone can enjoy.”

“This high-powered partnership is a great fit, connecting two future-oriented global brands, each with a strong heritage and committed to the shared value of winning the right way,” said Sam Mitchell, Chief Executive Officer of Valvoline. “I am confident this next phase of our 150-year history will be even more exciting as we seek to accelerate our growth around the world.”

“We are very pleased to connect in this way with the most followed sport on earth,” said Craig Moughler, Valvoline Senior Vice President, International & Product Supply. “Since football is so relevant to our customers globally, this is a unique opportunity to take a global branding and advertising program and activate it in regional and local markets all around the world. We’re excited to unleash the power of these two storied organisations and their forward-moving brands.”



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## **About Manchester City Football Club**

Manchester City FC is an English Premier League club whose roots began in East Manchester in 1880 as St Mark's West Gorton. It officially became Manchester City FC in 1894 and has since then gone onto win the European Cup Winners' Cup, four League Championship titles, including two Premier League titles, and five FA Cups. Manchester City FC is one of four teams comprising the City Football Group and counts New York City FC, Melbourne City FC and Yokohama F-Marininos among its sister clubs.

Under manager Pep Guardiola, one of the most highly decorated managers in world football, the Club plays its domestic and Champions' League home fixtures at the Etihad Stadium, a spectacular 55,000 seat arena that City have called home since 2003. Today, the Stadium sits on the wider Etihad Campus, which also encompasses the City Football Academy, a world-leading first team training and youth development facility located in the heart of East Manchester. Featuring a 7,000 capacity Academy Stadium, the City Football Academy is also where Manchester City Women's Football Club and the Elite Development Squad train on a daily basis and play their competitive home games.

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

## **About Valvoline™**

Valvoline Inc. (NYSE: VVV) is a leading worldwide producer and distributor of premium-branded automotive, commercial and industrial lubricants, and automotive chemicals. In 2016, it ranks as the #2 quick-lube chain by number of stores and #3 passenger car motor oil in the DIY market by volume brand in the United States. The brand operates and franchises approximately 1,050 Valvoline Instant Oil Change<sup>SM</sup> centers in the United States. It also markets Valvoline™ lubricants and automotive chemicals; MaxLife™ lubricants created for higher-mileage engines, SynPower™ synthetic motor oil; and Zerex™ antifreeze.

Visit [www.valvoline.com](http://www.valvoline.com) to learn more.

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SM Service mark, Valvoline or its subsidiaries, registered in various countries

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