



FOR IMMEDIATE RELEASE

**VP RACING FUELS LAUNCHES POWERWASH™
AT THE CARWASH SHOW**



Las Vegas, NV (April 26, 2018) VP Racing Fuels, Inc., today announced the launch of their POWERWASH™ car wash program, introducing the SCIENCE OF CLEAN™ with Mad Bubbles™ and complete, unmatched support from breaking ground to groundbreaking sales.

This announcement today marks VP's latest move into branded retail. In addition to its international brand recognition for VP Racing Fuels, the growing VP brand has expanded to over 300 branded c-stores in the U.S. and Mexico. And VP is also making its presence known with VP FASTLUBE™, just launched last year.

“Everything we do at VP is known for its quality, speed and performance,” said Chris Wall, VP Racing Fuels Senior Director – Branded Retail. “We’ve built the brand, the excitement and the following, and that should help customers and consumers make the move to VP.”

VP has teamed with industry leading car wash experts Sonny's to ensure

POWERWASH accounts have all the professional help they need to execute and be successful. The program includes site surveys, building selection, construction, and equipment. It also offers comprehensive hands-on training to plan, manage, maintain and grow their business. Additional elements include exclusive car wash management systems technology to maximize profits, full parts inventory back-up for immediate delivery, and exclusive POWERWASH products for consistently clean and shiny customer vehicles.

VP has been aggressive about building its brand with over \$150 million in annual impressions to 210 million drivers every year. VP recently made over 3 billion consumer impressions with its Monster Jam truck, the MAD SCIENTIST[®], accomplishing the first-ever front flip. This exemplifies the significant traffic-building marketing support for VP POWERWASH with national ads, national loyalty programs and cross promotions with VP FASTLUBE and VP Branded Gas Stations.

The Car Wash Show brings together the leaders, innovators and decision makers of the professional car wash and fast lube industries and those of the affiliate Automotive Oil Change Association.

For more information about VP and its products for consumers, enthusiasts, and racers visit vpracingfuels.com.

About VP Racing Fuels

VP Racing Fuels is best known as the World Leader in Race Fuel Technology[™], fueling champions in virtually every form of motorsport on land, sea and air since 1975. VP is the Official Racing Fuel of the IMSA WeatherTech SportsCar Championship, AMA Supercross, NMRA, NMCA, World of Outlaws Sprint Cars, Late Models, DIRTcar, Pirelli World Challenge, PDRA, Rally America, SCORE, and ARA among more than 60 VP-sponsored series and sanctioning bodies.

As part of a retail branding program, gas stations and convenience stores across the U.S. are being branded as VP Racing Fuels, with each providing distribution for VP's other product lines, including ethanol-free VP Small Engine Fuels, formulated for 2- and 4-cycle outdoor power equipment; VP Madditive[®] performance chemicals; VP Hi-Performance Lubricants; VP PowerWash[™]; and

VP PowerMaster® hobby fuels for R/C racing. VP's most recent diversification efforts include the introduction of VP Hi-Performance Lubricants in conjunction with the launch of quick lube facilities branded VP Racing FASTLUBE™." More information is available online at VPRacingFuels.com.

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