



Passion

for Solutions[®]



Afton Chemical have been working in the fuel and lubricant additives marketplace for over 90 years. During that time we have developed a unique way of doing things that gives our customers so much more than our leading-edge **chemistry**.

What makes us so different is the special way we involve ourselves in our customers' businesses in order to help them achieve their goals. We do this through a combination of the innovative **solutions** we develop, and the passion and integrity our **people** bring to our style of working; which is more open, flexible and collaborative.

This brochure is designed to share how our **Passion for Solutions®** can benefit you.

Solutions

The values upon which the company is founded form our **Passion for Solutions®** philosophy, and is symbolized by three corners of a triangle.

The triangle represents the unique way we do business. It emphasizes that it is the inspiring and enthusiastic **people** which – when combined with our expert and innovative **chemistry** – delivers effective **solutions** for our customers, helping them achieve their business goals.





CHEMISTRY

PEOPLE

Where the chemistry between people creates the difference

Our culture is our best product...and our people are our most treasured assets.

We believe we have something very special within Afton; an enthusiasm which emanates from our people, and grows into the passion we have for developing innovative solutions for our customers.

This alchemy happens within a culture based upon trust, teamwork and supportive values. It is this unparalleled combination of people and chemistry which sets Afton apart.

Our customers like our values. They like the way we do business. They like the fact that we are more open, flexible and collaborative.



Where collaboration between people inspires effective solutions

Even more important are the partnerships
we forge with our customers.

Our partnerships are based upon integrity – and we rely on our customers' willingness to open up and share with us their needs, aspirations, business issues and goals – in the spirit of true collaboration.

“We believe that true collaboration is about building deep and valuable partnerships that are as fulfilling for our customers as they are for us.”



Where innovative chemistry leads to customized solutions

We also pride ourselves in having many of the best chemists within the industry. People with the proven ability and enthusiasm to listen to our customers' needs and work with them, to achieve novel, yet appropriate solutions.

This valuable insight enables us to customize our core technology in a way that allows our customers to achieve their business goals. We help our customers differentiate their products and be more competitive in their marketplace.

Our goal is to supply unique solutions and a service that offers competitive advantage to customers seeking innovative ways to improve profitability.



Where knowledge and resources are shared

Afton has the people, market knowledge and insights to help our customers further understand their markets and their customers' needs.

We use straightforward processes that allow us to explore, analyze and position the solutions we provide to our customers, within the framework of a competitive marketplace.

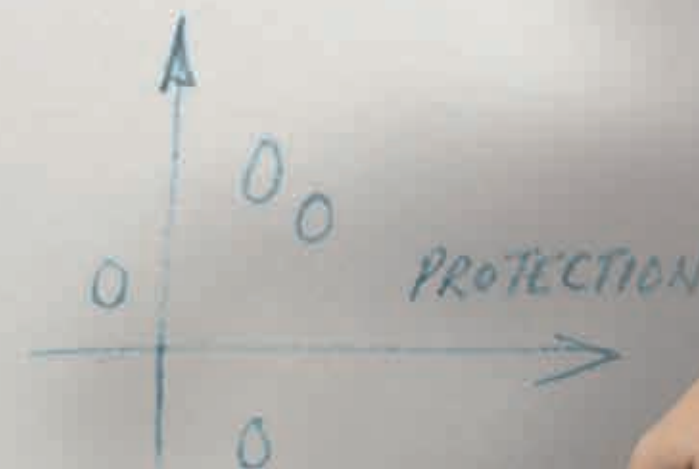


HOW DO WE COMPARE?
WHAT'S HAPPENING IN
THE MARKET?

WHAT ARE THE KEY SEGMENTS?
WHAT'S OUR TARGET SEGMENT?
CURRENT NEEDS ANALYSIS
CURRENT DIFFERENTIATORS
POSITIONING OPTIONS

WHAT'S OUR 'BIG' MESSAGE?
COMMUNICATION OBJECTIVES?
OUR EXCITING, NEW LOOK!

EFFICIENCY



Creating demand in your marketplace

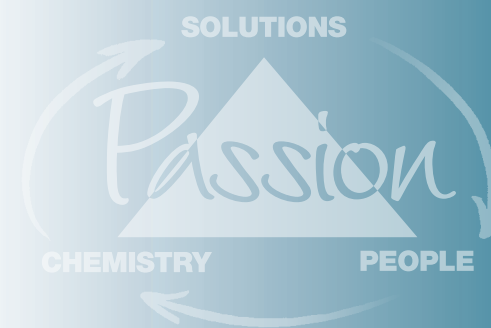
Once we have helped our customers scope their markets and their customers' needs, and developed innovative solutions to match those needs, it doesn't stop there.

We continue to work with our customers using our experience and marketing expertise to help them identify and communicate the compelling benefits of the products to their customers. This enables them to create that all-important demand in the marketplace, and expand their customer base and grow their business.

It takes marketing insight and innovative solutions – not just formulation expertise – to compete in price sensitive markets.



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A history of innovative market-changing solutions...



Fuels:

- **First** to introduce a diesel fuel additive with a combustion catalyst which allowed customers to differentiate their fuel and avoid capital expenditures.
- **First** to help oil companies improve the image of their gasoline through meaningful consumer benefits and ingredient branding.



Industrial:

- **First** to get Flender approval for use in the demanding wind turbine marketplace. By extending the life and improving the efficiency of today's high performance gearbox, our customers are able to offer wind farms reliable and safe operation.
- **First** to offer an 'Ashless' hydraulic additive carrying the Parker Denison HF-O approval. This allows environmentally conscious consumers to protect their equipment without sacrificing performance and protection.



Engine Oils:

- **First** to launch a unique polymer designed to reduce soot related wear and oil thickening in heavy-duty diesels with high EGR. This allowed all heavy-duty diesel OEMs to introduce emission reduction technology.
- **First** to develop engine oils specifically designed to provide unique benefits such as engine clean-up, enhanced horsepower, and improved fuel economy. These novel products helped our customers increase margins and market share.



Driveline:

- **First** to introduce a multi-vehicle ATF which helped our customers rationalize their product line and provide proper protection for the wide variety of transmissions that existed at the time.
- **First** to develop friction durable ATF for double clutch and multi-step transmissions which have enabled OEMs like Daimler, Ford, GM, VW and ZF to introduce more fuel efficient hardware.



The reassurance that comes with experience

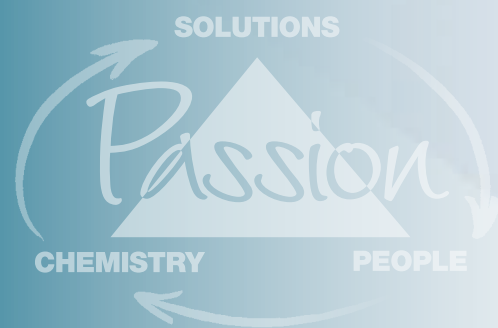
Afton Chemical has been a key player in the lubricant and fuel industry for more than 90 years, and during that time has produced some of the most trusted and most memorable products in the history of additives.

The foundation of the company is the integrity of our people and our commitment to safety and environmental responsibility. And a feeling of collective responsibility – the chemistry and camaraderie we share with our customers, and the commitment we have to their ongoing success – which has been fundamental in building successful partnerships.

These are values and attributes we intend to consolidate and expand upon even further in the future.

MORE THAN
90
YEARS
EXPERIENCE





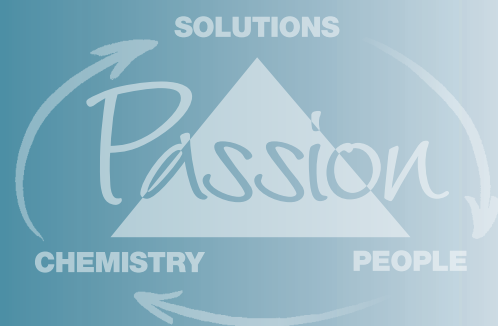
A supply chain you can rely on

The core of our supply chain isn't just the manufacturing and distribution network around the world, but it's the people who make it work for our customers. It's the skill of these people that ensure a wide range of customized products are made and delivered both reliably and on time.

We also have extensive local testing across the regions, OEM liaison representatives and global plant and R&D facilities; enabling us to develop sophisticated technology capable of matching the needs of our customers.

As you can see our **Passion for Solutions®** is as reliable today as it has ever been.





Global reach and localized knowledge

We believe it is important to understand the dynamics and characteristics of the regions where our customers conduct their business.

As a result we have regional offices in 20 countries, a reliable supply chain serving 115 countries with state of the art R&D centers in the US, Europe, Japan and China.

Our unique regionalized structure enables us to get closer to our customers and understand their needs better. This means we can react faster and deliver solutions sooner, which leads to far more effective working relationships.

AUSTRALIA
AUSTRIA BELGIUM
BRAZIL CANADA
CHINA FRANCE
GERMANY INDIA
JAPAN KOREA
MEXICO RUSSIA
SINGAPORE
THAILAND UNITED
ARAB EMIRATES
UNITED KINGDOM
UNITED STATES
VENEZUELA VIETNAM



It's our
people and our
Passion for Solutions®

which drive our desire for
innovative **chemistry**,
delivering **solutions**
that exceed our
customers' needs.



SOLUTIONS

Passion

CHEMISTRY

PEOPLE



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