



insight

EDITION 6 / VOLUME 1

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Grand Prix



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GM dexos* 2
requirements



**Krautli named
official Valvoline
distributor in Portugal**

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Valvoline recently signed a new distribution agreement with Krautli Portugal Lda. Krautli is now an authorized distributor for the complete line of Valvoline high-performance lubricants, automotive chemicals and car care products in Portugal.

In addition to supplying warehouse distributors, specialized workshops and dealership customers serving the passenger car market, Krautli will market and sell the full line of premium Valvoline™ lubricants, coolants and chemicals to the heavy-duty market such as bus and truck fleets, and mining and construction

equipment. As part of the agreement, Krautli will provide technical support and expertise to the market, which includes independent Valvoline Service Centers in Portugal.

“Krautli is clearly recognized as a supplier of premium brands to automotive and marine customers, making this an excellent strategic fit for our organization,” said Dean Doza, vice president and general manager

of Valvoline for Europe, Middle East and Africa (EMEA). “With 20 years of experience in the Portuguese market, Krautli has demonstrated their capabilities for expanding our market position in the country. We look forward to leveraging the local knowledge of our new channel partner to deliver clear benefits to customers using high-performance Valvoline products.”

“No other brand fits as perfectly in our development strategy as Valvoline,” said José Pires, general manager of Krautli Portugal. “The high brand awareness of Valvoline, its recognized added value and its top quality products are in complete synchrony with our product portfolio and with what our customers expect from us. The knowledge that Krautli has in the five market segments identified for Valvoline – passenger cars, heavy duty, two wheels, marine and industrial – and the marketing roadmap defined for the brand, are the ground basis for growth in the near future. We will work together to position Valvoline prominently in the Portuguese market.”

