



To find out how we can help your business and your bottom line, simply visit us at www.aftonchemical.com or contact your local sales office. We'll be happy to show exactly how, by working together we can deliver more.

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Performance Fuel Additives



As we are operating in one of the most dynamic and competitive markets in the world, we understand the need to deliver more.

Afton Chemical has led the field in performance additives for over 80 years with a range of performance additives for diesel, gasoline and ethanol blends. Experience tells us that for us to develop the best solution for you, we need to fully understand your needs and the issues you are facing. That's why we have developed a process of partnership built around four simple but critical steps:

Within each of these stages Afton offers a number of additional services that you can utilize depending on your business objectives. So whether you're looking for market analysis, sales channel training or consumer feedback, see what can do for you.

- + LISTEN & UNDERSTAND
- + RECOMMEND
- + IMPLEMENT
- + MEASURE

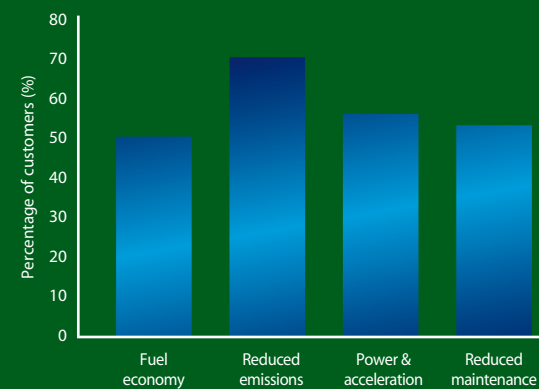


What can we do for you?

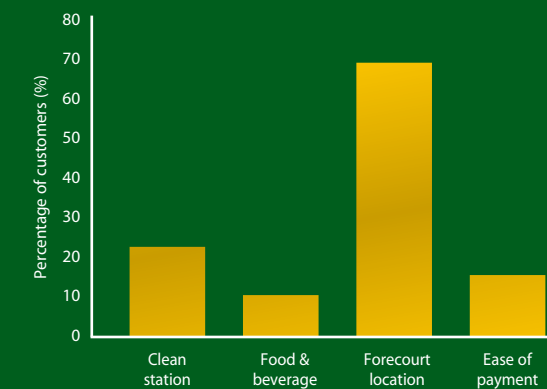
Up to 89% of consumers would prefer a fuel that offers enhanced performance claims.

Fuel retailing is a highly dynamic and competitive market, making it critical to identify opportunities that will attract customers to your forecourt. Independent research, commissioned by Afton, shows that companies focusing on both fuel performance and forecourt services, over a period of time, have built the most successful brands and gained greater customer trust and loyalty.

Fuel performance



Forecourt services



Why make your fuel different?

It's been demonstrated that consumers are willing to pay a premium for fuels that show a real improvement in performance. Sales of enhanced fuels are increasing and the stronger the brand the higher the premiums that can be achieved.

Promoting your product effectively not only increases market share without price erosion, but it also brings substantially higher margins.

Fuel performance claims:

- + FUEL ECONOMY
- + POWER AND ACCELERATION
- + REDUCED EMISSIONS
- + IMPROVED ENGINE CARE

At Afton we can provide you with the platform to promote and support these performance claims and ensure the integrity of your brand.

Sales and revenue differential



■ Sales of premium gasoline
■ Value of differential

The UK differential has increased from €30m in 2001 to €75m in 2005.

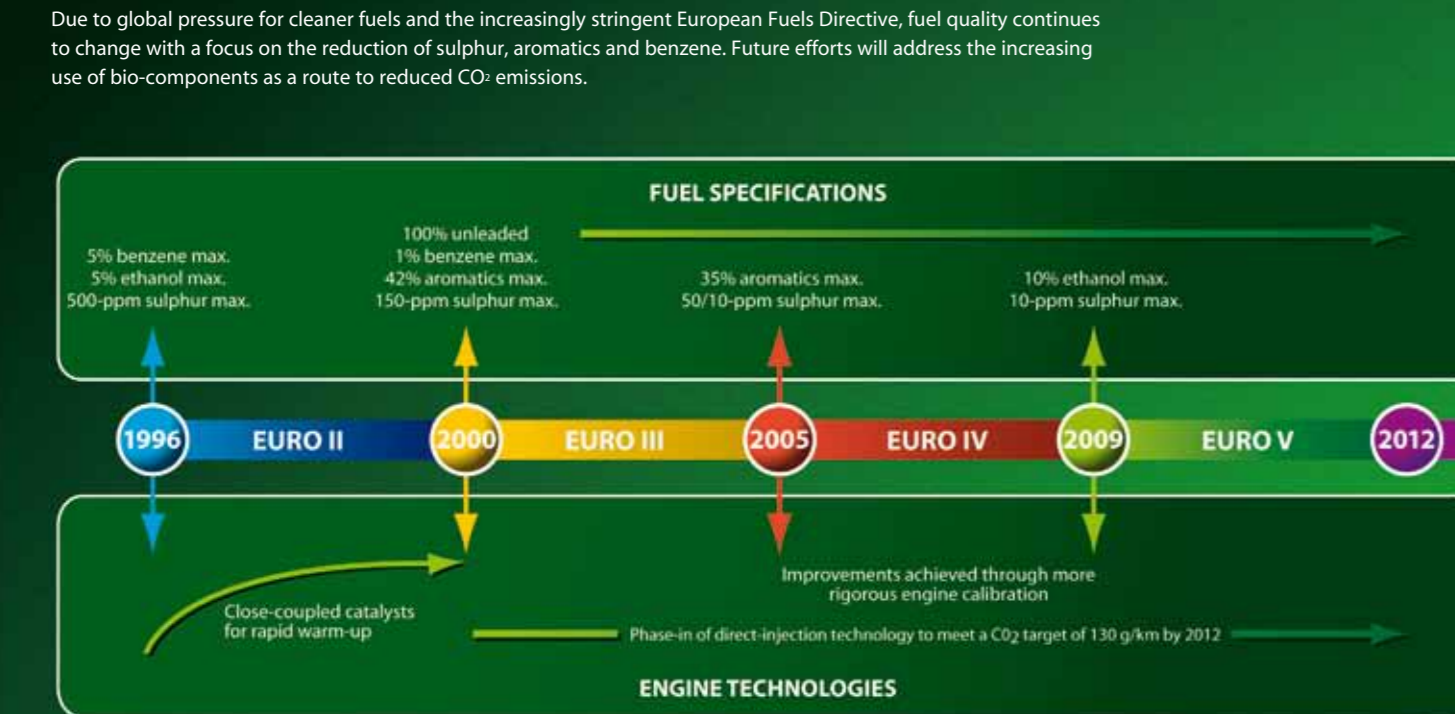


At Afton we can help you identify and deliver the gasoline performance that your customers want.

Gasoline Performance Additives

At Afton we make it our business to fully understand the changes taking place in the gasoline market; changes that will directly impact your business.

How is the gasoline market changing?



New and improved engine designs are being introduced by vehicle manufacturers to deliver enhanced performance and meet the targets of the European Fuels Directive. Technologies that until recently were considered relevant only to the highest performance vehicles are now being used in mainstream engines.

Hardware changes include:

- + Direct Injection Gasoline (DIG)
- + Downsizing (smaller engines with high levels of torque / power)
- + Turbocharging / supercharging
- + Variable valve / cam timing
- + Hybrid / stop-start operation
- + Low friction
- + Extended service intervals

DIG will drive new requirements into the gasoline such as a need for good lubricity. Other measures will increase the engine and fuel system

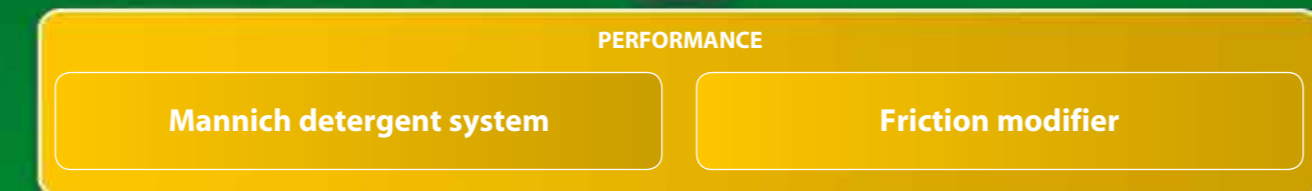
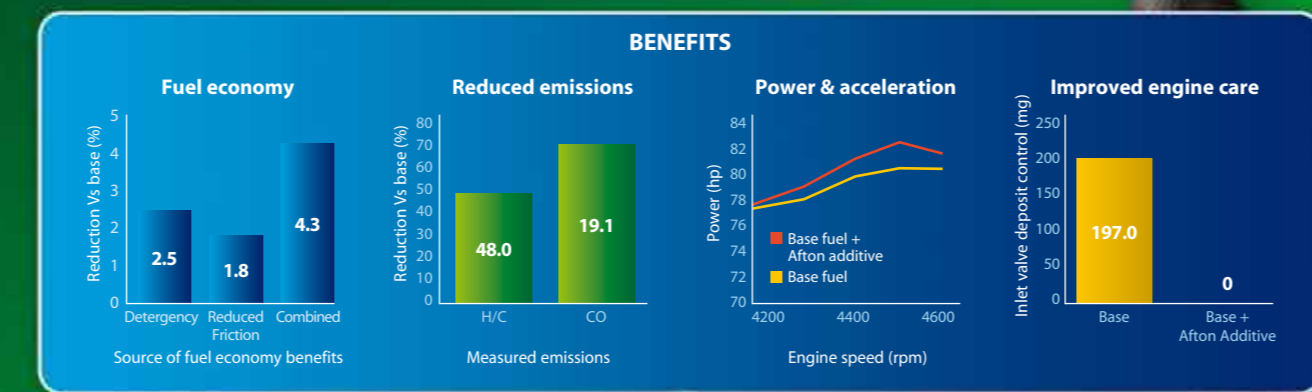
temperatures putting more stress on the fuel and increasing the risk of deposits forming. The way the engine operates is also changing with more time being spent with the engine either stationary or under high load.

All this will be happening against a background of extended service intervals, and the increasing use of biofuel components such as ethanol.

In addition to the growing use of 5 to 10% ethanol blends within conventional fuels, Flexible Fuel Vehicles (FFV's) are also appearing. These are capable of using gasoline based fuel blends containing anything between 0 to 85% ethanol.

How we deliver the gasoline solution

One gasoline solution doesn't fit all. That's why we work with you to ensure we deliver a solution that's right for the market you operate in and right for your customers.



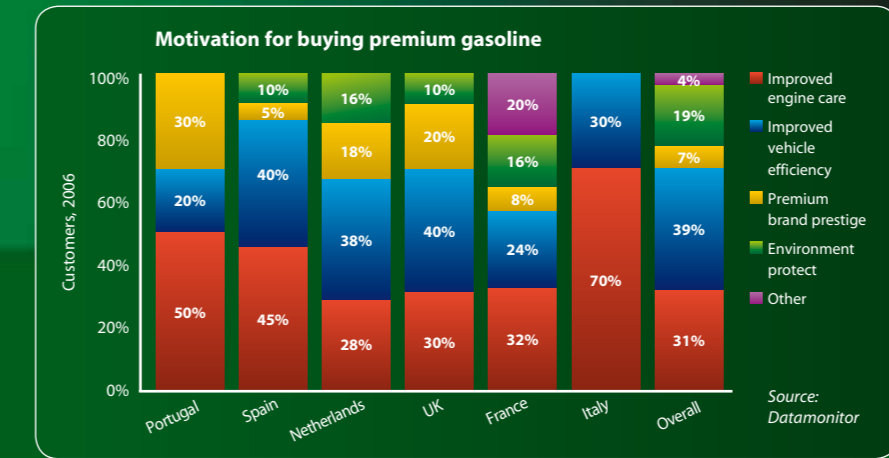
DETECTION SYSTEM
Afton's performance packages are supported by our unique detection system which provides brand protection and integrity without the use of an expensive additional marker.

What do your customers want?



Gasoline Performance Claims

Consumers needs have extended beyond the traditional octane grades route to differentiation. Consumers now want the gasoline they purchase to deliver increased performance and fuel economy, but with no detrimental effect to the environment. Our additive components can deliver the performance claims you and your customers demand.



And Afton's additives can help the engine run smoother, last longer and fuels burn cleaner.

In the tank:
Improved fuel cleanliness

- + Reduced sediment formation
- + Corrosion protection

In the engine:
Improved efficiency

- + Reduced fuel consumption
- + Reduced deposits
- + Improved atomization
- + Reduced friction
- + Reduced noise

Out of the exhaust:
Reduced emissions

- + Reduced particulate matter
- + Reduced unburnt HC, CO & NO_x
- + Reduced CO₂



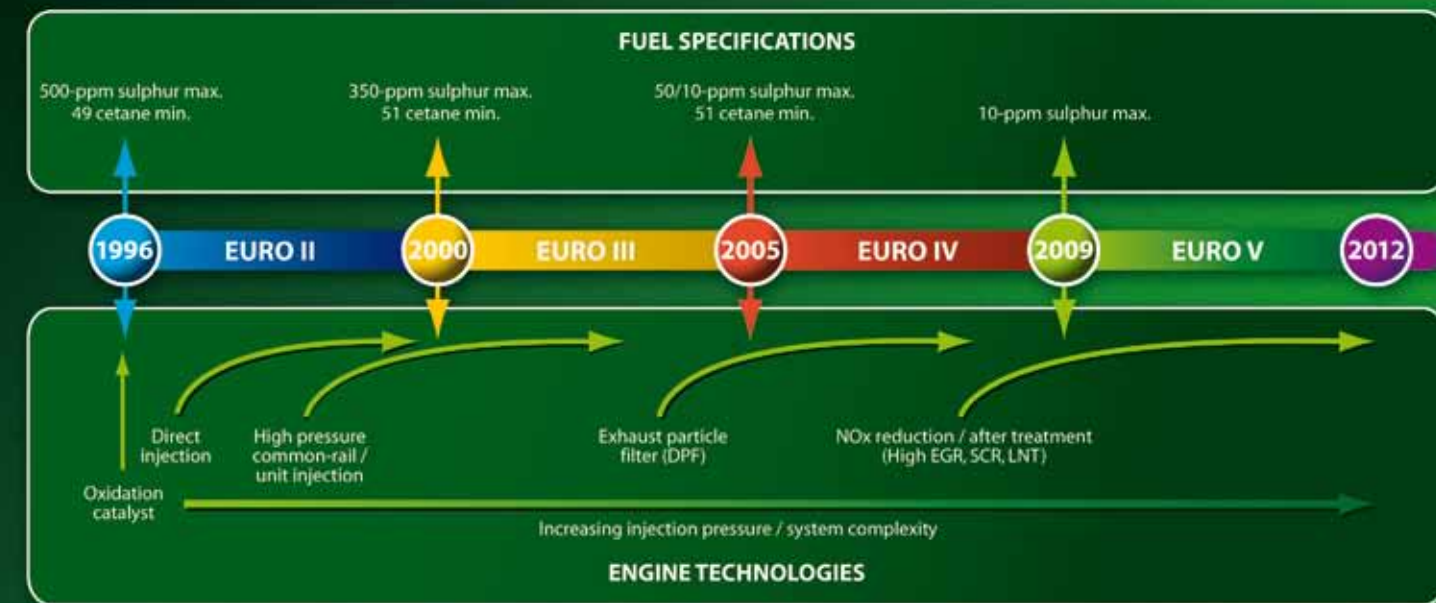
Diesel Performance Additives

At Afton we can help you identify and deliver the diesel performance that your customers want.

At Afton we make it our business to fully understand the changes taking place in the diesel market; changes that will directly impact your business.

How is the diesel market changing?

Due to global pressure for cleaner fuels and the increasingly stringent European Fuels Directive, fuel quality continues to change with a focus on the reduction of sulphur, aromatics and benzene. Future efforts will address the increasing use of biodiesel as a route to reduced CO₂ emissions. This not only applies to on-road diesel but extends to off-road diesel applications such as tractors and construction machinery.



Improved engine and fuel system designs are being introduced to deliver both enhanced performance and reduced fuel consumption / CO₂ emissions. New exhaust emission reduction strategies and technologies are also being adopted.

Hardware changes include:

- + Higher injection pressures
- + Smaller injector nozzle holes
- + Multiple fuel injections per engine cycle
- + High EGR (exhaust gas recirculation) / cooled EGR
- + Increased specific power / torque
- + Compound / sequential turbocharging / supercharging
- + Hybrid / stop-start operation
- + Extended service intervals
- + New exhaust aftertreatment systems (DPF / LNT / CRT etc)

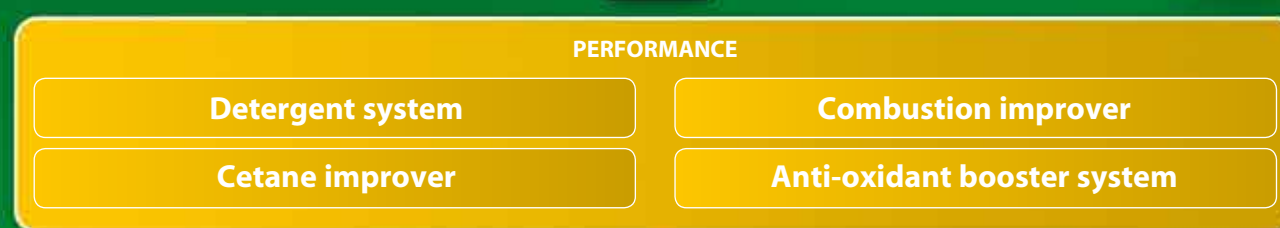
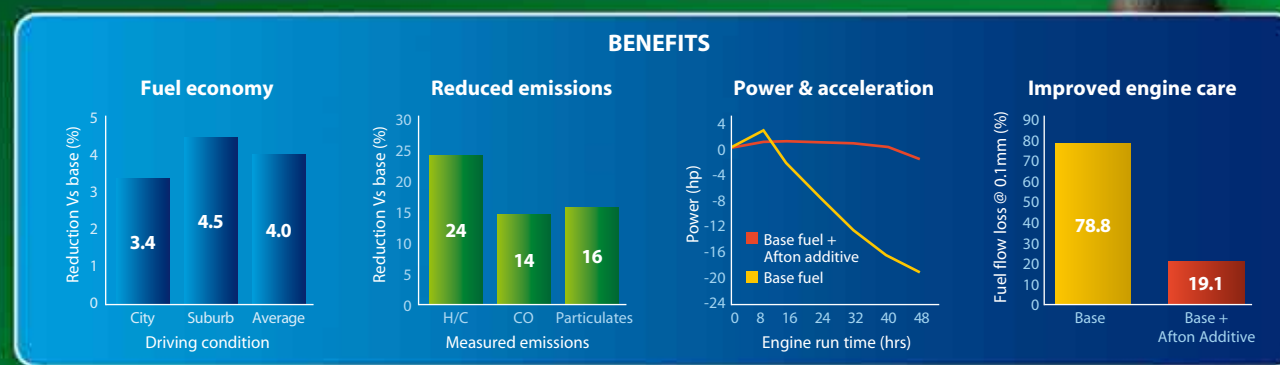
Many of these cause increased engine and fuel system temperatures, promoting fuel degradation with deposits and acids being formed.

The way the engine operates is also changing with more time being spent with the engine either stationary or under high load.

All this will be happening against a background of extended service intervals, and the increasing use of biofuel components such as biodiesel.

One diesel solution doesn't fit all. That's why we work with you to ensure we deliver a solution that's right for the market you operate in and right for your customers.

How we deliver the diesel solution



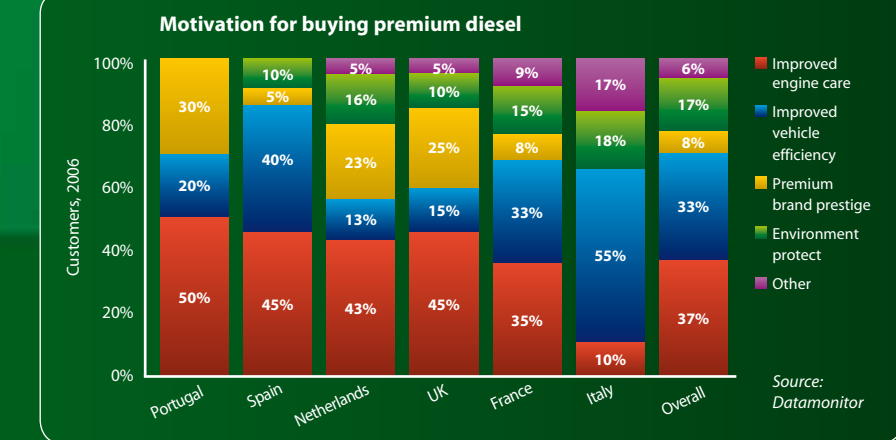
Afton's performance packages are supported by our unique detection system which provides brand protection and integrity without the use of an expensive additional marker.

What do your customers want?



Diesel Performance Claims

The perception of diesel has changed. Alongside the traditional benefit of fuel economy, consumers are now demanding increased power and acceleration. Noise, black smoke, white smoke and poor cold start performance, problems inherent with a diesel engine, must also be overcome. Our additive components can deliver the performance claims you and your customers demand.



And Afton's additives can help the engine run smoother, last longer and fuels burn cleaner.

At the fuel pump:

- Reduced tank filling time**
- + Less foaming
 - + Cleaner forecourts

- + Increased power
- + Improved atomization
- + Improved low temperature starting

In the tank:

- Improved fuel cleanliness**
- + Reduced sediment formation
 - + Corrosion protection

Out of the exhaust:

- Reduced emissions**
- + Reduced black smoke
 - + Reduced white smoke
 - + Reduced particulate matter
 - + Reduced unburnt HC, CO & NO_x
 - + Reduced CO₂

In the engine:

- Improved efficiency**
- + Reduced fuel consumption
 - + Reduced noise

Industry Insight & Partnership

At Afton we work closely with industry associations that set standards, conduct testing and certify chemicals and additives. We also maintain strong relationships with the vehicle manufacturers and their suppliers around the world. This ensures that we gather, interpret and share the most up-to-date industry insights, at both local and global levels, with our customers around the world. A few of our EMEA partnerships are listed below.

How we support the solution

In Europe, Middle East and Africa

Association des Constructeurs Européens d'Automobiles (ACEA)

- Represents the European automobile industry
- Proposes and supports both the need for and the development of new fuel tests

Additive Technical Committee (ATC)

- Represents the European additive industry
- Actively supports the development of new industry tests for fuel performance

CONservation of Clean Air and Water in Europe (CONCAWE)

- Represents the European oil industry in discussions about the need for and application of engine tests
- Actively supports the development of new industry tests for fuel performance

The above organizations work together to support the: **CEC (Co-ordinating European Council for the development of performance tests for transportation fuels, lubricants and other fluids)**

The CEC is the overall group responsible for developing performance tests for transportation fuels, lubricants and other fluids, and acts under the direction of ACEA, ATC and CONCAWE

How we support the solution

Testing Policy

Whether we are analysing fundamental fuel performance or evaluating our latest additive developments, the Afton team is backed by today's most sophisticated internal testing facilities. Those facilities include over 40 laboratory suites, more than 40 rig stands and 12 high-performance chassis dynamometers for gasoline and diesel engines.

And, for every commercially available additive that we offer, we use independent engine test laboratories to verify our claims and to generate the supporting performance data. Where possible, all testing is conducted in ISO accredited laboratories and all engine tests adhere to the appropriate CEC test procedures. You can therefore be certain that Afton has all the data to support the performance claims you wish to target.

Technology Focus

We employ world-class testing methods to ensure our products meet the needs of you and your customers, today and in the future. This ongoing focus provided the insights required to deliver established performance fuel additive brands such as:



So whatever fuel your customer is using, we have the solution to deliver:
+ Fuel economy + Reduced emissions + Power and acceleration + Improved engine care

Here at Afton, everything we do is geared around customer care – in fact, even the way we’re structured is designed to give service that goes the extra mile. After all, we can only be successful as a business if we make, and keep, our partners happy.



How we operate

R & D

Every year, Afton spends over \$75 million on developing cutting edge products. Our global team of chemists, engineers, and technical advisors work together to develop new molecules and innovative process improvements so our fuel formulations meet the highest performance requirements.

Logistics & Supply Chain

Getting our products to you reliably and safely is a top priority. That’s why we’ve worked hard to create a range of services to fit seamlessly with your operation.

- + Worldwide shipping expertise - 500,000MT/year worldwide shipping - ISO/box container export to all world regions
- + Terminaling, warehousing, global distribution network
- + Integrated Enterprise Resource Planning system

Manufacturing

Afton runs manufacturing and blending facilities at sites in North America, Latin America and Europe. Needless to say, all these facilities have a strict commitment to health, safety and environment excellence.

Sales & Customer Service

Our team is dedicated to providing the highest level of customer service in a friendly and efficient manner. From product information to order process to logistics queries we are always happy to go that extra mile.

Quality

The quest for quality improvement has always been part of Afton’s culture. Since the very earliest days of our Quality Improvement Process (QIP), we have worked continuously to promote quality and set the highest standards in everything we do.

- + ISO 9001, ISO 14000 (2000 Revision)
- + Statistical Process Control
- + Six Sigma Program

Safety

Since day one, we’ve had a vision of no accidents, injuries or harm to the environment due to our operations. As a result, Afton is happy to publicly report our global health, safety and environmental performance so everyone can see the steps we’re taking. We also run our business in an ethical way that actively benefits society, the economy and the environment.

In each of these regions, we pride ourselves in being a global company with local knowledge – and that means a real business advantage for you, wherever you may be. For all our contact details please visit www.aftonchemical.com



Where we are

Asia Pacific Region

Australia
China
Japan
Singapore

EMEA Region

Austria
Belgium
France
Germany
India
Russia
UAE
United Kingdom

Latin America Region

Afton Chemical Offices
Brazil
Mexico
Venezuela

Sales Consultants
Argentina
Bolivia
Chile
Colombia
Ecuador
Peru

North America Region

California
Illinois
Kansas
Michigan
Ontario
Texas
Virginia