



REAL. DURABLE. OIL.



**Nancy Bailey & Associates, Inc.**

BUILDING BRANDS THROUGH LICENSING

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## Background

Quaker State® is a leading brand in the US motor oil category, both in share and innovation. Quaker State products are specially formulated for a vehicle's engine to remain durable even under the stress of everyday driving. Quaker State is a world-class leader in producing quality lubricants and complete lubricant services for both commercial and consumer market segments with products marketed in over

## Brand Power

- Quaker State ultimate durability was designed by the same team that created championship-winning Q Racing oils for Hendrick MotorSports and Pedregon Racing
- Quaker State products provide a constant level of protection throughout the life of the oil.

## Advertising & Sponsorships

- Advertising and promotional support
- Variety of internet, radio and print media targeted to auto enthusiasts and beyond
- Leveraging NASCAR Nextel Cup, NHRA and World of Outlaws sponsorships
- Official motor oil of the SEC

## Licensing Opportunities

Quaker State appeals to auto enthusiasts and amateur mechanics with a strong heritage in high-energy motorsports and events. Quaker State means durable protection from a trusted brand.

## Categories Available for Licensing:

- Automotive products
- Apparel
- Die-cast
- Collectibles
- Spectator products



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