

ExxonMobil Launches Vehicle Name Generator for Car Enthusiasts

“Loved Cars Have Names” Promotion Celebrates Personality and Style of all our Four-Wheeled Friends

- Mobil 1™ “Loved Cars Have Names” uses “Name-U-Lator” tool to assign names based on vehicle’s unique traits and qualities
- Customers who purchase five quarts of Mobil 1 synthetic motor oil at participating retail locations can redeem a free license plate frame with their car’s new name
- “Loved Cars Have Names” runs through May 31

HOUSTON--(BUSINESS WIRE)-- To celebrate every car’s distinct personality, ExxonMobil is launching Mobil 1™ “Loved Cars Have Names,” a two-month promotion accompanied by an online name generator that appropriately names cars to reflect the role they play in peoples’ lives.

Customers can submit information online about their car’s personality, style and functionality, and the “Name-U-Lator” will generate the car’s new name. Customers can have the name added to a free license plate frame, which is available with a qualifying purchase –thanks to cooperation with Advance Auto Parts, AutoZone, CARQUEST, NAPA and Pep Boys. Alternatively, customers can create a license plate frame proudly displaying the given moniker of an already named vehicle.

“Cars are an important piece of our customers’ lives,” said Michele Biamonte, Americas automotive marketing coordinator at ExxonMobil. “Loved Cars Have Names’ celebrates the relationship between vehicle and driver, and brings these machines to life by giving names befitting their special characteristics.”

Customers completing the “Name-U-Lator” exercise can register for a free license plate frame upon purchase of five or more quarts of Mobil 1 synthetic motor oil at any participating retailer location or online. Users completing online submissions must upload the purchase receipt to be eligible to receive the customized license plate frame.

To find the perfect name to suit your car’s personality, try out the “Name-U-Lator” and learn more about “[Loved Cars Have Names](#).”

All Mobil 1 customers are encouraged to celebrate their vehicle companion by sharing a photo of (or with) their car on the [Mobil 1 website](#). Select uploaded photos will then be added to the online photo gallery.

About Mobil 1

The world's leading synthetic motor oil brand, Mobil 1 features anti-wear technology that provides performance beyond our conventional motor oils. This technology allows Mobil 1 to meet or exceed the toughest standards of car builders and to provide exceptional protection against engine wear, under normal or even some of the most extreme conditions. Mobil 1 flows quickly in extreme temperatures to protect critical engine parts and is designed to maximize engine performance and help extend engine life. Additional information about Mobil 1 motor oil and other ExxonMobil lubricants can be found at www.MobilOil.com.

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