

# oil change-xi-ety

/oil, chānj' zīetē/

noun

1 The feeling you get when the auto service center technician tells you not to worry because he's an expert with German cars. But your car is Japanese. And he told you his name was Rodney. But his name badge says Hank. And the woman sitting across from you has been staring at you for what feels like the last thirty minutes. And wasn't she the woman who was sitting in that big black SUV parked outside your house this morning? Did she follow you here? And if that kid doesn't stop screaming you're gonna start screaming. And it's really hot in this waiting room. Is it hot in this waiting room? Why are they playing Jingle Bells? It's July. Wait, are you going to be here until Christmas?

2 A feeling you never get at Valvoline Instant Oil Change.

*Fight Oil Changexiety at Valvoline Instant Oil Change.*

# HILL HOLLIDAY WINS COMMUNICATION ART AWARD OF EXCELLENCE FOR VALVOLINE OIL CHANGE-XI ETY PRINT WORK

“Oil changexiety. It’s the feeling of dread you get when the ‘change oil’ light appears on your dashboard and the fear of shady mechanics, shoddy workmanship and exorbitant bills takes over. But it’s a feeling we make sure you never get at Valvoline Instant Oil

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Hill Holliday, ad agency

Valvoline Instant Oil Change, client



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