**Extremely hot production**

Models are populating the LIQUI MOLY factories for the erotic calendar

**October 2016 – True to the phrase "why roam farther and farther when the good lies so near" the factories in Ulm and Saarlouis served as a setting for the new LIQUI  MOLY erotic calendar. 14 models give the production of oils and additives their own very special appeal. "The photos show that even motor oil can create a great deal of sex appeal," says Peter Baumann, Marketing Manager at LIQUI MOLY.**

Motor oils, additives – more or less inconspicuous liquids in barrels, canisters and cans that perform their service in the car without a lot of fuss. Far from the limelight of glamorous vehicle presentations. How sensual a 10W-40 motor oil can be is shown by the photo models in their six-day "internship" at the two LIQUI MOLY factories in Germany.

Where protective goggles, gloves and safety shoes as well as ear protection are indispensable in everyday life at LIQUI MOLY, an exception was gladly made for the "interns". For example, in the laboratory: normally motor oils and additives are developed there using a variety of ingredients. For the calendar, the models are the main ingredient for thrilling themes. For once they were also allowed in places that are normally out of bounds: on the storage tanks. The women in light outfits were photographed in light conditions. They also got a look at production planning and received deep insights in the pictures themselves. In the high gloss themes the colleagues even manage to give tidying and cleaning jobs a playful gloss.

"Out of all the LIQUI MOLY erotic calendars that have been shot so far, this is the most LIQUI MOLYesque because it was produced at the heart of our company," says Peter Baumann. The calendar is not only something special because of its themes. Because it already begins in December 2016, it is a particularly "long" calendar with 13 instead of 12 months.

The erotic calendar is primarily sent to customers of LIQUI MOLY. Anyone who doesn't get one can order it at [www.liqui-moly-teamshop.de](http://www.liqui-moly-teamshop.de/) (shipment limited to within the European Union).

Those who prefer the appeal of fast steel are recommended the LIQUI MOLY motorsports calendar.

**About LIQUI MOLY**

With around 4,000 items, LIQUI MOLY offers a global, uniquely broad range of automotive chemicals: Motor oils and additives, greases and pastes, sprays and care care, glues and sealants. Founded in 1957, LIQUI MOLY develops and produces exclusively in Germany. There it is the undisputed market leader for additives and is repeatedly voted the best oil brand. The company led by owner Ernst Prost sells its products in more than 120 countries and generated 441m euros in sales over the past year.

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