**First choice for commercial vehicle pros**

LIQUI MOLY is the best oil again for the readers of German trade journal "Profi Werkstatt"

**September 2016 – Year after year German car drivers vote LIQUI MOLY as the best oil brand. The brand is top not just for car drivers, but also commercial vehicle pros. The readers of the German trade journal "Profi Werkstatt" have decided for the second time that LIQUI MOLY is the best oil brand. The prize was awarded at Automechanika in Frankfurt.**

"In a market dominated not by demand, but by the offer, brands play a very important role. Brands offer orientation and provide an emotional extra use during the buying decision. Our readers come into contact with them in their everyday working lives and know exactly which brand they trust", says Thomas Pietsch, Chief Editor of Profi Werkstatt, during the award at the most important automotive aftermarket exhibition, Automechanika, in Frankfurt.

That's precisely why LIQUI MOLY Marketing Manager Peter Baumann gives so much importance to the title defense in the category "oils and lubricants": "Profi Werkstatt readers are experts. They have high demands of brands and their performance. Top quality for products is just one aspect that they value. First-class service is just as important to them." And this manifests itself at the oil and additive specialist in personal support by experts for experts. "This added value differentiates us from the competition and therefore makes the LIQUI MOLY brand attractive," says Peter Baumann. "We have allowed the main ingredients of our recipe for success in the car sector to flow into the recipe for our commercial vehicle division. The award for best professional workshop brand confirms to us that we have taken the right route and to follow this road to success."

In cooperation with Messe Frankfurt the technical publication "Profi Werkstatt" awarded a brand preference picture of their readers for the second time. There were 218 brands to choose from in 20 categories. A total of almost 23,000 votes were submitted.

**About LIQUI MOLY**

LIQUI MOLY GmbH from Ulm in South Germany offers a wide range of high-quality products such as motor oils, additives, vehicle care products and service products. The range includes some 4000 items. LIQUI MOLY develops and tests their products in their own laboratories, manufactures exclusively in Germany and markets all of their products themselves. LIQUI MOLY was founded some 50 years ago and is now one of the leading companies in the industry. The products are sold in Germany and in 120 other countries.

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