**Top Sports with LIQUI MOLY**

Germany Oil Producer supports European Athletics Championships from July 6-10 in Amsterdam

**June 2016 – The German motor oil and additive specialist LIQUI MOLY will be supporting the European Athletics Championships in Amsterdam as an “International Partner”. “Athletes demonstrate their peak performance in athletic tournaments, we demonstrate ours in commercial competition. This is our common ground and the reason for our support for the European Championships”, said Peter Baumann, Head of Marketing at LIQUI MOLY.**

The company is the only brand of oil advertising inside and outside the stadium. Tens of thousands of spectators at the event and millions at home in front of their television sets will follow the events lasting five days. “For us this is an excellent opportunity to increase the popularity of our brand”, continued Peter Baumann.

The sponsoring engagement for the European Athletics Championships is only part of a wide variety of international engagements to which LIQUI MOLY has committed itself, including the MotoGP Motorcycle World Championship, the TCR Touring Car Racing Series and the Alpine World Ski Championships.

**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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