**A new look for LIQUI MOLY**

Oil manufacturer relaunches website

**February 2017 – German oil and additive specialist LIQUI MOLY presents a new online appearance. The company has now relaunched its website liqui-moly.com. “It not only looks more attractive, it also offers improved functions,” says Peter Baumann, LIQUI MOLY Marketing Manager.**

The Oil Guide that tells users which is the right oil for a particular vehicle has now been expanded. And it's easier to use the supply search function listing importers, retailers and garages in a particular country that sell LIQUI MOLY. The product database has been revised, too, so as to provide details of the more than 4,000 products both quickly and in a clearly structured format. The website now offers numerous application tips (“Is it OK to mix motor oils?”) and also background knowledge (“What is motor oil actually made of?”)

“liqui-moly.com is the international gateway to the world of LIQUI MOLY,” says Peter Baumann. “It’s the hub of our international communication.” The website is visited 250,000 times per month. Available in English, Spanish and French, the new website is entirely responsive, as well as allowing unlimited use on smartphones and tablets – after all, liqui-moly.com is increasingly attracting mobile users.

And the relaunch is not over yet: the national websites that are centrally managed by LIQUI MOLY are also due to receive the new design in the near future.

**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 car 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 Ernst Prost sells its products in more than 120 countries and generated 441m euros in sales in 2015.

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