**The best oil brand for motorsports fans**

The readers of "Motorsport aktuell" and "PS" vote for LIQUI MOLY

**May 2018 – Now LIQUI MOLY is also number 1 for motorsports enthusiasts and sporty motorbike riders.** **The readers of "Motorsport aktuell" and "PS" voted for the oil manufacturer as their favorite brand.** **"These were two awards that were missing from our trophy cabinet," says Peter Baumann, Marketing Director at LIQUI MOLY.**

"Motorsport aktuell" is the German-language bible of motorsports. The biggest newspaper in Europe for motorsports enthusiasts reaches up to 250,000 readers per week. And 60.1 percent of them voted for LIQUI MOLY to come in first place in the oil/lubricants category. "We are really pleased that we have also sparked the fire of enthusiasm for our brand with motorsports fans," says Peter Baumann.

The oil and additive specialist registered a further premier with the motorbike fans. LIQUI MOLY also won the "PS" readers' choice for the first time. The monthly magazine is aimed at bikers interested in the sport and technology side of things. Each edition has an average of 210,000 readers. 57.8 percent of them voted for the oil brand from Ulm on the Danube. "LIQUI MOLY has been the most popular oil brand amongst car drivers for years. The fact that this is now continuing in the two-wheel sector is a great success," says Günter Hiermaier. The director is responsible for sales in Germany and Austria and, just like Marketing Director Peter Baumann, is a passionate motorbike rider.

Both agree that the positioning of outstanding product quality and sports sponsorship are in this case first and foremost owed to the involvement in motorsports. In 2017, the German oil specialist invested around 20 m euros on marketing and advertising.

The victories with "Motorsport aktuell" and "PS" are titles number 5 and 6 of this year. Previously, LIQUI MOLY had once again attained first place in the readers' choice of magazines "Auto Motor und Sport", "Auto Bild", "Auto Zeitung" and "Motor Klassik".

**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 532m euros in sales in 2017.

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