**LIQUI MOLY remains the most popular oil for commercial vehicles**

The readers of German trade journal "Profi Werkstatt" choose LIQUI MOLY once again

**September 2018 – oil and additive specialist LIQUI MOLY adds another title.** **The company was awarded "Best Profi Werkstatt brand" in the oil and lubricant category at the Automechanika trade fair in Germany.** **In so doing, the automotive chemical specialist defended its leading position by gaining its third readers' choice award from a Huss publication.**

"Third selection, third victory - it doesn't get any better," says Peter Baumann, getting right to the point. He is responsible for LIQUI MOLY marketing globally and accepted the award for "Best Profi-Werkstatt brand" at Automechanika. The most important trade fair in the wear and repair sector takes place in Frankfurt every two years. Since 2014 Huss publications has asked the readers of its specialist publication Profi Werkstatt to vote and uses the event to host its award ceremony. LIQUI MOLY has been part and parcel of the prize list since then.

This year alone, the lubricant specialist has won seven readers' choice awards, including those of the largest German automotive magazines. But nothing is taken for granted: "Each year we are excited to see if we can defend our title," the Marketing Director explains. "In the end, this is an honor for the entire LIQUI MOLY team because everyone contributed to make it a success."

And the result is very important to LIQUI MOLY because the voters take cars and commercial vehicles very seriously and really identify with the issues. "The readers of a specialist title like Profi Werkstatt are, in point of fact, professionals who come into contact with the products they are voting for in their day to day work. For this reason the title means a great deal to us," explains the Marketing Director.

All the more so as the commercial vehicle market is highly competitive. Supply, rather than demand, dominates. There were more than 200 brands to choose from in 22 categories. In total over 20,000 votes were cast. This range highlights the role that brand plays in the purchase decision. Peter Baumann: "It gives orientation, adds an emotional benefit to product selection and builds trust."

**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 sells its products in more than 120 countries and generated € 532 million in sales in 2017.

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