**The LIQUI MOLY sponsorship spectacle is hotting up**

The oil manufacturer is involved with the Four Hills Tournament and the World Handball Championship

**December 2018 - LIQUI MOLY is not only a well-known sponsor in the world of motor sports.** **When the engines fall silent for a time, the German oil and additive specialist gets involved in other sports.** **The Four Hills Tournament is on the cards at the turn of the year.** **"An absolutely top-notch event that will bring our brand closer to millions of spectators," says Ernst Prost, CEO of LIQUI MOLY.**

After almost a decade, LIQUI MOLY is back as the main official sponsor for the large ski jump event. "The event guarantees high quality sport and top billing in the media," says Peter Baumann. He is responsible for Marketing at LIQUI MOLY. It is the current highlight of the Ulm-based company's winter sport sponsorship, which includes the Nordic World Ski Championships, the Nordic Combined World Cup, the Bobsleigh and Skeleton World Cup and the skiing Giant Slalom.

Then in January, while the winter sport competitions are still in full swing, the next spectacle comes along - the World Men's Handball Championship. Teams from 24 nations meet in Germany and Denmark to find the best in the world. "The international focus of a world championship and the associated global media presence are our motives for being involved," explains Salvatore Coniglio, Export Manager at LIQUI MOLY.

This run culminates with the largest annual winter sport event, the Ice Hockey World Championship in May. A deliberately chosen range of sports such as short track, which is considered exotic in Germany, but is popular in Asia and North America. "In this way, we ensure that our sponsorship machine is constantly running at full steam and our brand is visible around the world all year, even when the obvious sport for an oil manufacturer, motor sport, takes a break," says LIQUI MOLY CEO Günter Hiermaier.

This brings two benefits for LIQUI MOLY business partners. Firstly, the international market presence all year round increases demand. And secondly, there are the invitations to sporting events. Ernst Prost: "Winter sports and other major events outside of motor sport are becoming increasingly important in our marketing strategy."

And come the spring, the motors will be roaring once again.

**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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