**LIQUI MOLY becomes main sponsor of the Four Hills Tournament**

The oil manufacturer is counting on the advertising effect of the ski jumping competition

**October 2018 – The Four Hills Tournament in Germany and Austria is one of the most important ski jumping competitions.** **The German oil and additive specialist LIQUI MOLY is involved again for the first time since 2009/2010.** **"As the official main sponsor we are securing ourselves a strong media presence," says Peter Baumann Marketing Director at LIQUI MOLY.**

The LIQUI MOLY logo will not only be clearly visible on the hoardings, but also in the warm-up area, at the start and on the wall of the media area. Furthermore, the brand will also be appearing in the run-up to the event as part of the communication from the organizer. "This gives us a great brand visibility - not only in Germany, but all over the world," says Salvatore Coniglio, Export Director at LIQUI MOLY. LIQUI MOLY will be the main sponsor of the highly traditional Four Hills Tournament this season and next and is therefore investing several million euros.

The Four Hills Tournament is not the only major event with LIQUI MOLY. The brand is also visible at the Nordic World Ski Championships in Austria and at the Ice Hockey World Championships in Slovakia. LIQUI MOLY is also represented at many other competitions. When choosing the competitions, the company made sure that the overall package works worldwide. That's why sports such as short track are also included, which is not so popular in Germany, but has many fans in Asia.

For an oil manufacturer, motorsports is the natural area of sponsorship. But LIQUI MOLY has also been active in winter sports for several years. This keeps the brand visible even after the motorsports season is over. "This is an excellent addition to our large motorsports commitment such as MotoGP," says LIQUI MOLY CEO Günter Hiermaier. The LIQUI MOLY business partners benefit twice here: From the increased demand by the year-round, international brand presence as well as from invitations to the winter sports events. Günter Hiermaier: "Winter sports have developed into an important factor in our marketing."

**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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