**LIQUI MOLY - more than just oil and additives**

Full range of automotive chemicals at Automechanika Birmingham

**April 2019 – LIQUI MOLY will present its full range of automotive chemicals at the Automechanika trade fair in Birmingham. "We don't just supply oils and additives, we also have pretty much any chemical product required for anywhere in the car," explains Ibrahim Memis, who is responsible for LIQUI MOLY's business in Great Britain. "This makes us unique in the sector."**

In total, LIQUI MOLY supplies around 4000 items. Engine oils and additives are the most important mainstays but it also has a wide range of chemical products and tools with which to apply them. It starts with everyday products such as car care, through to products for specialists like brake cleaner, underbody sealer and tire fitting lubricant, and on to complex equipment for professionals such as Gear Tronic II which turns changing the oil in even the most difficult of automatic gearboxes into child's play. "As LIQUI MOLY has everything, it is all available from one place and it all works together," says Ibrahim Memis.

LIQUI MOLY helps garages by providing clarity in the ever more crowded field of oil specifications. "Based on their respective customers' vehicles, we recommend an individual selection of engine oils to garages, so that they have the narrowest possible range of oils to service the widest range of vehicles," says Ibrahim Memis. "This makes things easier for the garage and saves them money."

LIQUI MOLY focuses on premium quality and produces exclusively in Germany. This means that the brand is not always the cheapest. "But we don't want to be the cheapest. We want to be the best!" says Ibrahim Memis. LIQUI MOLY has recently been elected the most popular motor oil in its home-country of Germany yet again. LIQUI MOLY has also been the undisputed market leader there for additives for a good number of years.

Automechanika Birmingham will be held from the 4th to 6th of June at the NEC. LIQUI MOLY will be at Booth K120.

**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 € 545 million in sales in 2018.

**For more information, please contact:**

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