**The best oil brand is LIQUI MOLY**

Car drivers vote LIQUI MOLY as the winner

**March 2019 – Just as politicians eagerly anticipate the outcome of the ballot box counting, the car industry is always on tenterhooks every year to find out the results of the readers’ polls in the major car magazines. Over six million readers were asked to vote for the best brand of oil. The result was overwhelming: The clear winner is......LIQUI MOLY. “We would like to thank car drivers for the trust they place in our products”, says Ernst Prost, CEO of LIQUI MOLY.**

The readers of the German magazines, ‘Auto Motor und Sport’, ‘Auto Bild’, ‘Auto Zeitung’ and ‘Motorsport’ were all in agreement that there is no better oil available than LIQUI MOLY. “It’s one thing to manufacture high-quality products”, explains Ernst Prost. “But it’s also an achievement that this high level of quality is recognized by car drivers.“

The results of the magazine polls not only reflects the product’s quality, but also the all-round service provided by LIQUI MOLY: The online oil guide helps users find their way through the jungle of different oil specifications to select the right oil for their car. Technical queries are also answered quickly by hotline, e-mail and forum. The company’s marketing strategy, which is impressive for a small to medium-sized enterprise, also helped clinch the award. Over the last few weeks, LIQUI MOLY has been advertising sponsors at the Handball World Championships co-hosted by Germany and Denmark, the Nordic Ski World Championships and at the Biathlon World Championships and will soon be seen at the Formula 1, MotoGP and at the Ice Hockey World Championships.

In ‘Auto Bild’, this is the eighth year in a row that LIQUI MOLY has been chosen as the best oil brand and in ‘Auto Motor und Sport’ as well as ‘Auto Zeitung’ the ninth year in succession. “We don’t take these awards for granted; we work extremely hard day after day to achieve this success”, comments Ernst Prost. “This is why you won’t see us resting on our laurels.“ The objective is a clear one: „We want to be chosen as the best oil brand in 2020, which will make it the tenth year in succession.”

LIQUI MOLY also records success away from its core business line. In the car care product category, the brand also finished second in the ‘Auto Zeitung’ as well as in the ‘Auto Motor und Sport’ magazines. For the very first time, LIQUI MOLY won the readers’ award this year in ‘Motorrad’, Europe’s most popular motorbike magazine. “This means that motorbike riders also rate our oil as the best available”, says Ernst Prost.

**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:**

LIQUI MOLY GmbH

Head of Media Relations international

Peter Szarafinski

Jerg-Wieland-Str. 4

89081 Ulm-Lehr

Germany

Tel.: +49 7 31/14 20 189

Fax: +49 7 31/14 20 82

[peter.szarafinski@liqui-moly.de](mailto:peter.szarafinski@liqui-moly.de)