**LIQUI MOLY scales the motorcycle peak**

Readers of Europe’s biggest motorcycle magazine vote oil manufacturer best lubricant brand of 2019

**March 2019 – Clinching the number one position is worth the wait. For the first time, LIQUI MOLY has scaled the peak of the “Motorrad” readers’ vote. The readers of Europe’s biggest motorcycle magazine chose the automotive chemicals specialist as “Best Brand 2019” in the Oils/Lubricants category. “This is truly a day of celebration for us,” says CEO Ernst Prost, who was there to receive the award in person.**

Over the past years, LIQUI MOLY regularly came second in the vote held by Europe's biggest popular magazine on the subject of motorcycles. Up until recently, the brand finished only just behind serial winner Castrol. Now the breakthrough has finally come: not a photo finish but a surprisingly clear victory with 64.9 per cent for the German company and 60.8 per cent for the runner-up in the readers’ vote, in which multiple responses were allowed.

For CEO Ernst Prost, winning the “Best Brand” title is the result of years of work spent developing the motorcycle product range: “We completely revised our motorcycle program five years ago. In doing so we expanded our product diversity as well as investing much more specifically in motor racing – which we still do today. Now these efforts are bearing fruit.” LIQUI MOLY runs large-scale trackside advertising at the MotoGP, the most famous motorcycle racing series, and the company has been the exclusive lubricant supplier in the classes Moto2 and Moto3 since 2015. All the teams use Motorbike 4T Synth 5W-40 Race. Unusually for motor racing, this is not a specially developed lubricant: the oil is so good that it can be used on the road and on the race track – at every weekend in more than 60 motorcycles. “We also cooperate with the IntactGP Moto2 team and are involved in the Superbike World Championship for the first time, where we support the Yamaha factory team,” explains Marketing Director Peter Baumann.

All this not only guarantees great pictures, it has also established LIQUI MOLY as a worldwide brand for motorbike chemicals – which has definitely paid off. “We have nearly quadrupled sales of our motorbike products over the last five years,” says Ernst Prost.

The title “Best Brand 2019” in “Motorrad” magazine is the icing on the cake in terms of how the company’s motorcycle range has developed: “The ‘Best Brand’ logo is another selling point in addition to ‘Made in Germany’”. Although LIQUI MOLY is pleased to have finally won the title, the company is not about to rest on its laurels, as experience in the automotive segment has demonstrated. Here LIQUI MOLY has been the best and most popular brand continuously for almost a decade. “Winning first place is one thing – successfully defending the title year after year is another,” says Ernst Prost, who clearly looks forward to the challenge.

**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)