**LIQUI MOLY receives motorcycle dealer award**

The oil and additive specialist comes second in the Motorcycle Product Brand of the Year awards

**January 2019 – LIQUI MOLY has won its first major award in the UK. The German oil and additive specialist came second in the Motorcycle Product Brand of the Year category in a vote by readers of the British Dealer News, the ultimate trade magazine for motorcycle dealers.**

“This is award is a great honour for us,” says Ibrahim Memis, who is responsible for LIQUI MOLY’s UK operations. “Our involvement in the MotoGP was certainly a contributing factor, as well as the excellent work done by our importer Bike it.” The UK has become one of the top markets in the world for motorcycle products from LIQUI MOLY’s perspective.

Every motorcycle and scooter retailer there is familiar with the British Dealer News. The magazine is the ultimate source of information for anyone working in motorbike sales. Ibraham Memis wasn't expecting LIQUI MOLY to do so well in the readers’ vote. “Oils and additives are rather technical products and are not so visible on a day-to-day basis. The fact that they’ve achieved such a high profile in the perception of the professionals is a great achievement.”

LIQUI MOLY offers an extensive range of motorcycle chemicals that includes not just motor oils and additives but also fork and transmission oils, service products such as chain cleaners, care products and also accessories for using chemicals. “We cover the full range of chemical products for all retailers and riders – all from a single source and harmonised with each other,” says Ibrahim Memis.

**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.

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