**LIQUI MOLY at the 2020 IIHF Ice Hockey World Championship in Switzerland**

The German oil manufacturer is the official sponsor of the tournament being held in Zurich and Lausanne

**September 2019 – LIQUI MOLY sticks with the sport of pucks. When the IIHF Ice Hockey World Championship kicks off on May 8, 2020, the oil and additive specialist from Germany will be along for the ride once again. The company has been the official sponsor of the title matches since the 2017 IIHF World Championship hosted by Germany and France. "Many of our key markets have national teams. Ice hockey is popular there and we can increase the popularity of our brand," says Ernst Prost, LIQUI MOLY CEO.**

These key markets include Russia, Scandinavia and North America. Their national teams are firm favorites at the biggest annual winter sport event. The IIHF World Championship is the final chord in LIQUI MOLY's successful sponsorship of winter sport. Ernst Prost explains how important it is to have engagements outside of motor sport. "In this way the brand can be seen almost everywhere, even outside the motor sport season. And we reach a large additional audience through this advertising campaign."

In terms of numbers, almost half a million spectators saw last year's games in the two Slovakian stadiums and more than 1.6 billion people across 160 countries watched on television. In Switzerland, the oil manufacturer's logo will be on the boards at every game. Matches will take place in Zurich and Lausanne. The world champion title will be decided in Zurich's Hallenstadion on May 24. Then the players will enjoy their summer break and LIQUI MOLY will return once more to focusing on motor sport.

**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 € 544 million in sales in 2018.

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