**LIQUI MOLY becomes name sponsor of Handball Bundesliga in Germany**

German oil and additive specialist relies on promotional benefit in one of the strongest leagues in the world

**June 2019 – From July 2019, top handball in Germany will be played under the auspices of LIQUI MOLY. The lubricant specialist has acquired the naming rights to the men’s highest division, which will then be called the LIQUI MOLY Handball Bundesliga. The contract is valid for three seasons with an option for two more.**

The Bundesliga and the motor oil and additives company have put together an extensive rights package that includes many additional sponsorship measures in addition to the naming rights for the league. The LIQUI MOLY Handball Bundesliga (LIQUI MOLY HBL) logo will be clearly placed in portrait format on the jersey sleeves of all players of the 18 clubs. The blue, red and white logo of the globally successful company will also be seen at all 306 LIQUI MOLY HBL season games on TV-relevant advertising areas at every venue: This includes the corner cubes at the edge of the pitch as well as the floor stickers on the pitch and the interview backdrops. “With this advertising campaign, we are guaranteed a permanent brand presence in one of the most popular sports in Germany over the next few years,” says LIQUI MOLY Managing Director Ernst Prost.

The lubricant brand will also be made highly visible off the pitch by placing the logo on all printed matter, on the homepage, in all other digital channels and on LIQUI MOLY HBL’s social media platforms.

“We expect this cooperation to have an enormous advertising effect extending far beyond our home market of Germany, because both brands have great appeal,” emphasizes Ernst Prost. “The investment is not just a win for us, but also one for all trading partners, workshops and customers who sell LIQUI MOLY or work with it. Our partners can benefit from the increasing brand recognition that results from our involvement in the Handball Bundesliga, because a strong brand additionally activates the end consumer.” By inviting them to games, LIQUI MOLY will also use the sponsorship to get its customers even more excited about the brand and to deepen its partnerships and pave the way for new ones.

The cooperation with HBL also includes the REWE Final Four tournament for the DHB Cup, the All Star Game and the Pixum Super Cup, where German champions and cup winners traditionally open the season.

Says Frank Bohmann, Managing Director of HBL GmbH: “We are very pleased to have won over LIQUI MOLY as a strong partner with great charisma who fits us 100 percent. Just like us, the globally successful company based in Germany is among the best in its industry and stands for outstanding quality, non-stop action, high dynamics, great emotions and success. Due to the numerous interfaces, we are convinced that we will make good use of the great potential of our partnership to further develop our respective brand images.”

LIQUI MOLY’s naming rights will be staged for the first time on August 17-18 in the first round of the DHB Cup. Managing Director Ernst Prost is delighted: “Our commitment to handball will be the lighthouse project for the next few years in our sponsorship concept outside of motorsports.”

**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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