**LIQUI MOLY remains loyal to MercedesCup**

Lubricant specialist continues sponsorship of ATP tennis tournament in Germany

**June 2019 – The Pentecost weekend will see the start of this year’s MercedesCup. It marks LIQUI MOLY’s eighth year as premium sponsor of the renowned tennis event, which will take place in Stuttgart, Germany, from 8 to 16 June. There is method behind this far-sighted approach.**

“Dependability and commitment are important constants in our relationships with customers, suppliers and advertising partners,” says LIQUI MOLY Managing Director Ernst Prost. “That’s why we generally opt for longer-term sponsorship commitments that – ideally – develop further.”

And this is exactly the case with the MercedesCup. The event, held at the Weissenhof tennis complex in Stuttgart, is constantly evolving. Although the felt ball was initially thrashed over the net on a clay court, the tournament has been played on grass since 2015. There is also motion as far as play is concerned: This year’s competition is very strong. In order to participate, players must occupy at least 55th place in the world rankings.

“Here, too, there are parallels with our company. Our product range too has changed and developed over more than 60 years. And when it comes to product and service quality, we’re always looking for the potential to get one tick better. This is what we demand of ourselves as a premium brand,” Ernst Prost emphasizes.

And just as LIQUI MOLY’s range of products and services is a very special one, the MercedesCup also occupies a very special place in the ATP World Tour: It is one of the few competitions held on lawn. The event is correspondingly popular with spectators and players alike.

This in turn generates great media interest: More than 100 journalists from all over the world will report on the tournament. As a brand with an increasing international share – LIQUI MOLY now generates more than 60 percent of its sales outside its home market of Germany – international sporting events are at the top of the list of communication vehicles for this medium-sized enterprise from Ulm. “As the most popular motor oil brand in Germany, we do not just want to be at the top in our domestic market: we want to be on top all over the world,” explains the Managing Director.

**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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