**The world’s most successful motorbike racing series is launched with LIQUI MOLY**

Start of the MotoGP season – lubricants specialist expects enormous response from advertising campaign and boost in sales

**February 2019 – The waiting will finally come to an end on March 10 when the first race of the new MotoGP season will be held in Qatar. The German lubricants specialist, LIQUI MOLY, will be well represented at the event and has its hopes pinned on a new star.**

The lubricants experts will continue their cooperation with the IntactGP team in the Moto2 class motorcycle racing. The IntactGP team presented its new racers at the Swiss Moto in Zurich - a suitable location seeing that their new hope for this season is Swiss: Tom Lüthi. In 2017, he finished the 2017 Moto2 championship season in second place and will be racing this season with team mate Marcel Schrötter. “This is a sensational deal which will give our motorbike business an important boost, not only in Switzerland”, emphasized Carlos Travé, a Swiss national himself and responsible for the international motorbike trade at LIQUI MOLY.

Another cooperation is also expected to harness new opportunities: Since 2015, LIQUI MOLY has been the exclusive lubricants supplier to Moto2 and Moto3 racing classes. “All the teams in both classes use our Motorbike 4T Synth 5W-40 Race. It doesn’t matter who crosses the finishing line first, LIQUI MOLY always wins”, says Carlos Travé. An unusual fact for the field of motorsports: It’s not a lubricant which we have developed specifically for motorbike racing. The special aspect of this lubricant is that it’s so good it can be effectively used on the road as well as on the racing track – and that on each racing weekend in the year in more than than 60 motorbikes. Quality which is made in Germany and which can be successfully put to the test time and time again.

In terms of media coverage, the sponsoring of the MotoGP is in a class of its own: The world’s most successful motorbike racing series is broadcast to more than 200 countries around the world and is watched by around 300 million people each season. On average, more than 100,000 spectators experience the race in person. “Of course, this is something Germany's most popular oil brand has to be a part of,” commented Head of Marketing, Peter Baumann. The LIQUI MOLY logo is present at 15 out of 19 racing weekends at the racetrack, online and on television around the world. Peter Baumann: “Our LIQUI MOLY show truck is also present at numerous European races to welcome fans at the track.”

Promotional activities which deliver tangible results and values rather than abstract figures: In the last five years, LIQUI MOLY has almost quadrupled its sales of motorbike products. “And this is just one aspect of many. The cooperation with MotoGP is expected to continue raising the awareness to the LIQUI MOLY brand around the world and increase the global demand for our entire product range,” explains the Head of Marketing. “And we are well on the way to achieving this goal.”

**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)