**LIQUI MOLY aims to grow in specialized markets**

Carlos Travé takes over responsibility for exports in the areas of Marine, Agriculture, Commercial Vehicles and Construction Equipment

**February 2019 – A new man for international trade in the area of Marine, Agriculture, Commercial Vehicle and Construction Equipment working for German oil and additive specialist LIQUI MOLY: Carlos Travé. He will aim to stimulate export business in these four areas. “We see enormous potential for the brand here,” says Ernst Prost, CEO of LIQUI MOLY.**

Carlos Travé is by no means an unknown quantity at LIQUI MOLY. He joined the company in 2014 and has reorganized the range and sales of motorcycle products. Since then, LIQUI MOLY – which has its root in the automotive area – has become an established name in the motorcycle field, too. In fact sales have more than tripled under Carlos Travé.

He will be able to draw on this experience and apply it to marine, agricultural, commercial vehicle and construction equipment products. Carlos Travé was involved with ship motors in previous jobs, and he also has experience in the mining and construction equipment sectors. “We’ve found it makes more sense to have a specialist develop these business areas with a specific focus,” says Ernst Prost. Carlos Travé takes on these four new areas in addition to his responsibility for the motorcycle segment. “Our sales and personnel build-up work has now reached a good level in the motorcycle area,” says Carlos Travé. “So the aim is to raise the other areas to the next level.”

As in the motorcycle segment, the idea is to draw on LIQUI MOLY's more than 60 years of experience with automobiles and transfer this to the other areas. Carlos Travé: “In Marine are we are fairly well set up in terms of products, so our main is to develop sales internationally. In terms of Construction Equipment, Commercial Vehicles and Agriculture, we mainly aim to present our additives as useful chemical tools and problem-solvers for professionals.”

**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