**APR and Dinan bank on LIQUI MOLY**

Both tuning specialists are now using oils and additives exclusively made in Germany

**March 2019 – German oil and additive manufacturer LIQUI MOLY has become the exclusive lubricant partner for both US-based tuning specialists, APR and Dinan. Besides LIQUI MOLY oils, the two firms are also using the brand’s additives and other automotive chemicals.**

APR specializes in VW Group models, i.e. Volkswagen, Audi, Porsche, Škoda and SEAT vehicles, offering car owners who want to take their production vehicle to the next level with everything from wheels, brakes and exhaust systems to software tuning, turbocharger systems and more. With a global network of around 600 dealers, APR operates across the globe. Dinan specializes in BMW models, for which it offers a similar assortment.

APR and Dinan are represented at many regional and local tuner events in the US. As often the only oil brand to attend such events, LIQUI MOLY increasingly caught their eye. “These local and regional events are doubly important to us,” explains Sebastian Zelger, director of LIQUI MOLY USA. “Firstly, our oils and additives are the number one choice when it comes to delivering maximum engine performance. And secondly, many who attend these events also purchase our products. They also recommend our oils and additives to their friends.”

What’s more, all three companies specialize in German models. “Automakers in Germany long ago ceased using the lower tested requirements of API specification oils,” says Zelger. “Instead designing their own highly sophisticated oil specifications.” Oils such as those offered by LIQUI MOLY, which have been officially approved by Volkswagen and BMW. All these similarities have ultimately led the trio to join forces. “We want to be able to offer our customers nothing but the best – and that includes LIQUI MOLY motor oil,” says Nathan Fette, Dinan’s brand manager.

Dinan and APR use exclusively LIQUI MOLY oils and additives, and illustrate this on their vehicles and in social media. As soon as the partnership was sealed, LIQUI MOLY took part in an APR and Dinan Dealer Summit. Most dealers were already familiar with LIQUI MOLY and many had been buying the brand’s products for a while. LIQUI MOLY aims to use the official partnership to significantly boost product sales for both APR/Dinan and LIQUI MOLY. “Our collaboration with APR and Dinan is a key step for us – both in the US and globally,” says Zelger.

**About APR**

Founded in 1997, APR is the global leader in performance aftermarket products for Volkswagen, Audi, Seat, Skoda, Porsche, and other vehicles. APR develops and manufactures hardware, software, calibration & data-logging tools for engine and transmission controllers, including intakes, exhaust systems, intercoolers, turbocharger systems, suspension, brake systems, wheels, and more. APR delivers software via a 24-hour automated global delivery system from its 80,000 square foot state of the art facility in Opelika, Alabama. Learn more at [www.goapr.com](http://www.goapr.com).

**About Dinan**

Founded in 1979, Dinan is well established as North America’s premiere BMW tuner. Dinan develops, manufactures and markets a comprehensive line of high performance products and systems, distributed through a nationwide network of Authorized Dinan Performance Centers that includes select BMW Dealerships and Independent BMW Service/High Performance facilities. Recently, Dinan has further expanded its offerings to include other European marques such as Mini and Mercedes.

**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.

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