**Partnership between LIQUI MOLY and Kimpex**

German oil manufacturer becomes supplier of powersports distributor in Canada

**August 2019 – German oil and additive specialist LIQUI MOLY is significantly expanding its powersports business in Canada. LIQUI MOLY is now also available through the distributor Kimpex. “We have found a great partner in Kimpex,” says Carlos Travé, who is responsible for LIQUI MOLY’s two-wheeler and powersports activities. “This is a big step forward for us towards better product availability for our powersports customers.”**

Kimpex is the largest distributor of powersports parts and accessories in Canada. It serves the four segments Motorcycle, ATV/UTV, Snowmobile and Marine. LIQUI MOLY not only offers motor oils for all areas, but also additives and many other chemical products. “There are a lot of brands that approach us,” says France Begin, ATV-Moto Product Director at Kimpex. “But they can often only cover individual segments. Only a few brands have products for all powersports areas. LIQUI MOLY not only has suitable oils for all segments, but also additives and other chemical helpers.”

The core business of LIQUI MOLY is automotive. Backed by this experience, LIQUI MOLY has developed its own product lines for motorcycles, ATVs, snowmobiles and boats. “We put our more than 60 years of experience with combustion engines into these lines,” says Carlos Travé. The result was some 100 products: Motor oils, transmission fluids, fork oils, air filter oils, brake fluids, additives for fuel and motor oil, chain care and even visor cleaners. “Everything in top quality and made in Germany,” Carlos Travé is proud to say.

LIQUI MOLY will soon be officially presented to Kimpex customers at the Kimpex Summer Show in Gatineau.

**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 544m euros in sales in 2018.

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