



# PICTURES AND STORIES

FROM OUR LIVES 07.2018



World class – Roger Federer and Peter Baumann



NEW PRODUCT

WORLD CHAMPION OIL

ЧЕМПИОНАТ МИРА 2018

«Я использую LIQUI MOLY»

*Signature*

Александр Мостовой  
Легенда советского и российского футбола



Our  
winning line-up!

We too are excellently equipped for the German national football team's mission to defend the World Cup title in Russia! LIQUI MOLY is not sending a team of 11 onto the pitch – but a line-up of 24 featuring the world champion oils 5W-30 and 10W-40.

EDITORIAL

Dear LIQUI MOLY friends,

умор әрісін сәуірлеләй! The World Cup in Russia got underway with a few huge surprises. Supposedly superior (or just arrogant!?) teams discovered to their chagrin that the “little” football nations of the world have qualities to offer that are sometimes missing in the top-class teams who are so used to winning: dedication, a light touch, character and passion!

“Teamwork makes the dream work” as the saying goes. The World Cup shows once again that with this attitude there’s always a chance for the little guys to beat the big guys. And that’s exactly the attitude we need to take ourselves – day in, day out. The entire LIQUI MOLY family worldwide. What brought us record sales and a run of luck one day can lead to defeat and even elimination the next, if we make the mistake of descending into collective apathy, unimaginativeness and complacency. Only with a sense of fighting spirit and commitment to working together as a team will we make it to the final!

The worldwide markets are constantly in movement and customers’ needs are changing all the time. This means we have to constantly adapt as well. Nothing is predictable any more – apart from our capabilities, our commitment and our will to win. You think an increase in the price of crude oil will spoil the fun? Never! As top-class athletes and tactical geniuses, we take on the challenge with our pride, outstanding products, tried-and-tested garage concepts and unique services.

So let's continue to deploy our entire expertise, our flexibility, our full product range, our innovative flair, our values and our reputation as Germany's most population lubricant brand to thrill our customers worldwide as an unbeatable team. And let's do a “headstand” every now and then, too, and take a fresh look at things from a different perspective.

Let's win the championship title – and the hearts of our fans, too!



Jörg Witopil  
(Copywriter)



Sina Ataei  
(Online Editor)

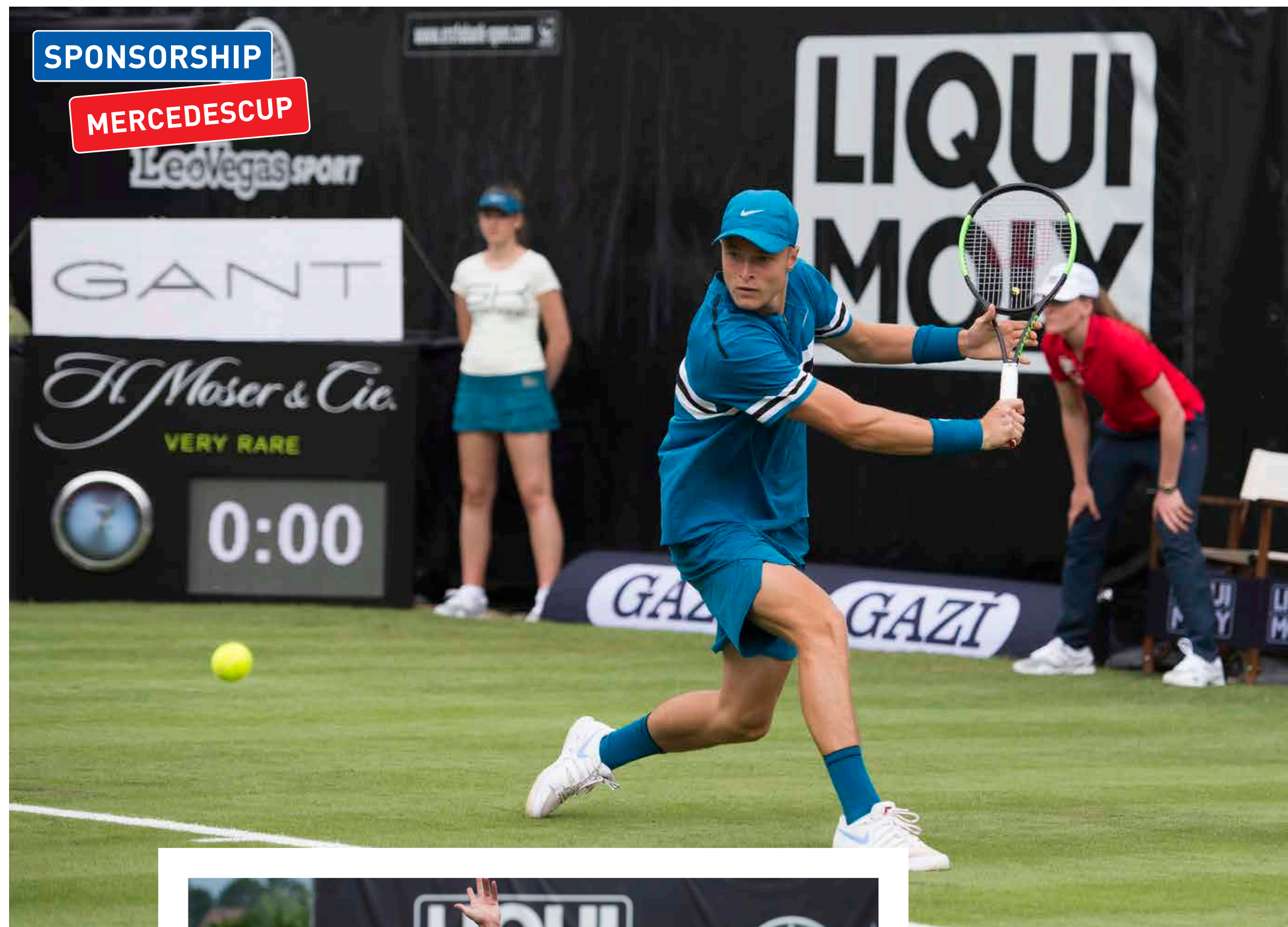


Niklas Döhring  
(Graphic Artist)



SPONSORSHIP

MERCEDESCUP



Peter Baumann  
(Head of Marketing)

Roger Federer  
(No. 1 in the world  
tennis rankings)

## Federer takes center stage: a superlative for our sponsorship

LIQUI MOLY is well-known for its longstanding partnerships. So it was an honor for us to be a premium sponsor for the MercedesCup at Weissenhof in Stuttgart for the seventh time in succession as part of the ATP World Tour. Thousands of fans following the action on site and at home on TV got to see some top class tennis. Veteran Roger Federer not only won the tournament outright, he also regained first position in the world rankings. A winning volley in terms of our brand's media presence!



SPONSORSHIP

MERCEDESCUP



Roger Federer (left) won a scorching final 6:4 and 7:6 against Milos Raonic of Canada, securing the first MercedesCup win in his exceptional tennis career! We congratulate the maestro and look forward to the next time!



# ERNST PROST FOUNDATION

## MERCEDESCUP



Tennis equipment signed personally by Roger Federer, a private tennis lesson with Tommy Haas, skis bearing the signature of Marcel Hirscher and an exclusive visit to a concert by Die Fantastischen Vier – stars and celebrities contributed diversely to the gala evening, generating auction proceeds of EUR 11,594 for the ERNST PROST FOUNDATION. Thank you!



## AUCTION



The Eisbären Berlin, runner-up in the German Ice Hockey League in 2018, supported the ERNST PROST FOUNDATION with a great auction: three limited-edition gold oil casks that were used for the entrance ceremony of the record champion at the DEL final in 2018. Refined with a tabletop and the signatures of all the players, this is a rare collector's item for genuine fans! Many thanks for this campaign and a donation of EUR 1,340!





SPONSORSHIP

FCP EURO



In the Pirelli World Challenge and the American Endurance Racing, Team FCP Euro – sponsored by us – is causing a real stir! Great results and interesting insights into the world of racing at [www.race.fcpeuro.com](http://www.race.fcpeuro.com) show that this is a real sponsorship hit!



# Peace of mind for a safe vacation trip

## Ten tips for stress-free holiday driving

The car is the Germans' favorite means of transportation: 18.1 million people went on vacation in a passenger car in 2017.

It's important to check everything before setting off on holiday so as to ensure the trip doesn't end in the breakdown lane. These ten tips will help you prevent unwanted stops and expensive repairs:



**1 Check the oil level**  
If the indicator goes on, you've left it too late. The best idea is to take a look at our Oil Guide beforehand so as to be sure to find exactly the right oil. Remember to stock up on oil before you go away as this will cut your costs: after all, oil purchased en route will often be a lot more expensive.

**3 Check the cooling water**  
The cylinder head gasket can easily burn in hot weather if there's a lack of coolant. If you require more, simply fill up with our **Coolant Ready Mix**. And to be sure the radiator doesn't leak, add our **Radiator Stop-Leak**.

**4 Check the windscreen wiper water level**  
Our **Windshield Cleaner** ensures perfect visibility at all times – but be sure not to confuse the wiper water container with the coolant reservoir.

**2 Vitamins for engines**  
Holiday driving often involves long distances, so a reliable engine is a must. Additives can help improve running properties and are the best way to prevent a breakdown. **Injection Cleaner** (for petrol engines) or **Super Diesel Additive** (for diesel engines) are well-suited products here.

**5 Check the air conditioning system**  
Long drives require a lot of concentration on the part of the driver, but high temperatures reduce concentration capacity. This is why a functioning air conditioning system is so important. Only by ensuring a clean air conditioning system will you create a pleasant climate and prevent the spread of germs. Our **Climate Fresh** is effective when it comes to eliminating unpleasant smells. And garages are able to clean your system professionally using LIQUI MOLY equipment.



## RANGE UTILIZATION

### HOLIDAY PERIOD

# 6

#### Check the brakes

If there's a lack of brake fluid, this might be the result of wear and tear on the brake pads. Be sure to have a garage look for any problems and carry out repairs as necessary. You'll find the right brake fluid in our **Oil Guide**.

# 7

#### Check the tire pressure

Be absolutely sure to check this before leaving, and remember that manufacturer specifications refer to cold tires – if you've been driving fast the figure can be much higher. Tires with less than three millimeters of remaining tread should be replaced before the trip.

Take action now – before it's too late!



# 8

#### In the event of a breakdown

Be sure to check the expiry date of your first aid kit. In the trunk you should have a warning triangle and a safety vest as well as at least one tire repair kit. It's better still to have a spare wheel or at least an emergency wheel on board: in the event of large splits and holes in the tire, a repair set will be of little use.



# 9

#### Check the lights

Switch all the lights on and off to check they work, including the indicator lights and brake light. It's a good idea to carry replacement fuses and bulbs with you.

#### Check the inspection date

If the next service is due while you're away on holiday, the best thing is to bring it forward.

# 10



#### LIQUI MOLY Refill Oil

Our **5W-40 Refill Oil** in the handy 1 l container is ideal for taking along on holiday trips when you're traveling by car. If the oil indicator does happen to light up, an all-year-round oil for petrol and diesel engines including common rail and unit injector technology is the perfect companion. What is more, it exceeds the most rigorous test requirements imposed by well-known vehicle manufacturers. Be sure to have it on board!



ENGLAND



A great full product range with more than 4,000 items needs plenty of space! For this reason we had one of the biggest stands at Automechanika at the National Exhibition Centre in Birmingham, with a total of 168 m<sup>2</sup>. And not only that: our team attracted the most visitors, making full use of this to put on vivid live presentations, a sporting photo shoot and intensive sales talks.

AUTOMECHANIKA BIRMINGHAM







Slowly but surely we are raising the profile of our brand in Japan, too! Like here at the wholesaler show in Tohoku, where our colleagues Lucas Höpfner and Masaki Fukai use signboards, stickers and advertising deco to make us instantly recognizable and boost our sales in the land of the rising sun.



Whether four or two wheels, on-road or off-road: at the Transport Show in Manila we put on an impressive display of the vehicles for which our lubricants, care products and service products ensure smooth functioning. Unfortunately there's wasn't enough space for trucks, commercial vehicles and boats;)







**DENMARK**

**IN-HOUSE EXHIBITION**

Full house, full attention and full-on enthusiasm thanks to a full LIQUI MOLY presence at the in-house trade show put on by Auto-G partner Jydsk Autodele Kolding, Denmark.



**ALBANIA**

**EXPO CITY**

The calm before the sales storm: premiere appearance by our Albanian Meguin partner at the Expo City automobile trade show.



**GERMANY**

**NORDSEEWOCH**

Together with our German marine partner Hermann Gotthardt, we flew the flag for our brand at Nordseewoche 2018 – with advertising banners at the port, flags in the party hall and six yachts flying the LIQUI MOLY flag, too. What is more, every participant received a Multi-Spray from our MARINE range so as to be able get a first-hand impression the difference our products make on board.





CHINA

OPENING CEREMONY

Our global brand is reaching ever higher spheres: the Ran Auto Service Center was recently opened in Tibet's provincial capital of Lhasa – probably the highest-altitude LIQUI MOLY partner garage in the world. It is located at an amazing 3,507 meters above sea level.



PHILIPPINES

Excellent brand development is going on under the direction of our friend Benji Ong in the Philippines. Our expertise is feeding into technical training programs and there is also a marketing budget for trade shows, banners and sales campaigns. Success is reflected in the meteoric increase in customers buying our MOTORBIKE line.







Vespa once, Vespa always – LIQUI MOLY once, LIQUI MOLY always! Our cult brand was a must at the Giro Dei Tre Mari, a Vespa event that brings Vespa enthusiasts from the whole of Italy to the streets of Albania.



Blue, red and white gateway to the LIQUI MOLY motorcycle paradise at the Motorbike Festival in India.







With striking outdoor advertising, vehicle stickers, information pavilions, product presentations and lots more besides, we are going the whole hog in terms of effective brand campaigning in El Salvador.



Expert consultation, excellently sorted shelves showing the variety of our product range – perfectly presented by our LIQUI MOLY South Africa team.







SWEDEN

COMPANY ANNIVERSARY

The radiant power of our brand superb weather in Sweden: at the 10th company anniversary of automobile expert Helsingborg we presented ourselves as a creative lubricant partner – both inside and outside.



USA

BIMMERFEST

At the Bimmerfest in Fontana, California, our colleagues Tim Fischer and Kip Byars kept the LIQUI MOLY flags flying! The world's biggest independent BMW event with thousands of BMW enthusiasts proved once again to be an excellent platform on which to present our German lubrication expertise to fans of German automobile design.







Sidney Hoffmann  
(TV presenter and entrepreneur)



Glamor pure with LIQUI MOLY  
There were 777 Porsches to admire at German's biggest Porsche get-together at Kaiserwiese in Nördlingen. Naturally, LIQUI MOLY was in on the action with a major brand presence, supervised by our area manager for garages in West Bavaria, Herbert Müller. Attendance at the event was also a must for Sidney Hoffmann, well-known from the TV series "Die PS-Profis", for example.





# COMPANY ANNIVERSARY



Loyal partner and a key member of our garage advisory panel: the expert garage Faupel. On behalf of LIQUI MOLY, our national sales manager Werner Lehmkeper (top center) offered his warm congratulations on the company's anniversary.



# VEHICLE STICKERS



With great attention to detail – and the right lubricant, Martin Lauterberg Garage in Hörden turned this BMW 3 Series Coupé into a fast-paced gem!

# VEHICLE STICKERS



Anyone who rents a car from OBI-Franken-gruppe in future can be sure of being well-oiled! The reason: the entire rental fleet has switched to our lubricants.



**SPONSORSHIP**

**LIQUI MOLY TEAM ENGSTLER**

# Fascination TCR 2018

Whether TCR Germany or TCR Asia: the LIQUI MOLY Team Engstler is regularly up with the leaders, boosting the fascination of global racing under the colors of our brand!



Double victory at the TCR Asia in Thailand and an attractive brand appearance at the TCR Germany: the LIQUI MOLY Team Engstler is once again a perfect symbol of our global brand this year: international, successful, thrilling!





# SPONSORSHIP

## LIQUI MOLY TEAM ENGSTLER



At the TCR Germany at the Red Bull Ring in Spielberg, Austria, numerous racing fans as well as friends and partners of our brand had the opportunity to get close-up to the Engstler racing team in the LIQUI MOLY trackside tent.



Team presentation



The LIQUI MOLY Team Engstler clinched a double victory at the TCR Asia in Buriram, Thailand. Diego Moran (2nd from right) finished first, ahead of Luca Engstler (2nd from left). Kurt Tremel (Sports Director, LIQUI MOLY Team Engstler): "It really is great to see how our three drivers are making constant progress and show what they're capable of when it counts."





PORTUGAL

RALLYE VIDREIRO 2018



The people in Portugal love motor racing and always will! Here's a good example: Team A. Maiasport finishing third at the Rallye Vidreiro 2018, powered by LIQUI MOLY!

RUSSIA



Our Russian friends are at least as enthusiastic about motor racing. A good deal of dust was raised at the quad event "Free Wind of the Moscow Region". Luckily, our products are designed to cope with the most adverse conditions at all times!

CZECH REPUBLIC



Great pictures of the racing event in Namest na Oslavou in the Czech Republic! This Lamborghini Huracán Super Trofeo was one of the cars that gave the masses of spectators a real adrenaline rush!

GORILLA DRIFT ENERGY

KAZAKHSTAN



Drift action at this year's Stage II of the 2018 Gorilla Drift Energy Series in Kazakhstan. The sports media and spectators enjoy a fascinating event with an electric atmosphere – in typical LIQUI MOLY style.





KYRGYZSTAN

MOUNTAINBIKING

The tour bikers' local mountainbike cross championship was held in Kirgistan. LIQUI MOLY Central Asia supported the event and was a successful participant, too, with the LIQUI MOLY Cycling Team. Team member Valentin Melnikov pedaled his way to 1st place. Congratulations!



BELGIUM

RALLY RACING

Stephaan Demedts and his co-driver Jordy de Cockere rocked Belgium in this Subaru! They have already achieved very respectable results in numerous races.



KYRGYZSTAN

GO-CAR RACING

The second stage of the Open Go-Kart Championship took place in Bischkek. Here we supported the young racers with excellent lubricants so the LIQUI MOLY Junior Go-Kart Team was well-oiled for a high-speed performance.



DENMARK

RALLY RACING

Our Danish partner Auto-G had his rally vehicle fitted with an attractive co-branding – so he has the right lubricant brand both under the bonnet and on top of it!



ENGLAND

MXGP GREAT BRITAIN



A pretty sight: as a sponsor of the MotoCross Championship Britain in Matterley Basin, we truly left our mark together with our partner Bike-it. The riders demonstrated their capabilities in glorious sunshine – and we showed that LIQUI MOLY always provides the best protection!





**CZECH REPUBLIC**

**FIM SUPERSPORT WM**

The team sponsored by us, Team Kallio Racing, continues to put in a powerful performance: The 7th race of the FIM Supersport World Championship at the Czech race track in Brno was decided within a fraction of a second in a real nail-biter. Sandro Cortese finished second, defending his leading position in the World Championship, while team colleague Loris Cresson finished a sound 10th.



**ITALY**

**TRUCK RACING**

Fantastic start to the season for Jochen Hahn in Misano! In front of a total of 42,000 spectators in the most magnificent summer weather and asphalt temperatures of over 50 degrees Celsius, the FIA European Truck Racing Championship got underway on the Misano World Circuit by the Adriatic in Italy to kick off the 2018 season. For Jochen Hahn and his team it was a perfect racing weekend all round – with two stage victories!





**SPONSORSHIP**

**MOTO2 LE MANS**

Spaniard Xavier Vierge put in a thrilling performance in Le Mans with a high-speed catch-up pursuit!



## Constantly on track for success

One third of the Moto2 season has passed for the IntactGP Team, sponsored by us. Time for an interim review – and it's a lot more than just promising!

German team driver Marcel Schrötter has gathered 37 points to date, which currently puts him in 9th place overall. His best Moto2 result was in Le Mans (France), where he finished fourth. In Mugello (Italy) he qualified for the front row of the grid. It seems to be just a matter of time before he wins his first podium placement!



Marcel Schrötter has put in an absolutely solid season's performance this year!



# SPONSORSHIP

## MOTO2 MUGELLO



Marcel Schrötter and team celebrated a starting place in the first row.

Xavi Vierge (No. 97) defended his 6th position in the World Cup rankings. The team newcomer currently has 59 points in the contest, having already-gained a podium result after pole position in Argentina. He was also up with the leaders in Jerez and Le Mans, finishing 4th and 5th respectively.

In France he managed a spectacular catch-up pursuit, fighting his way forward by as many as 30 positions. That's got to be evidence of outstanding quality – in the team, the driver and the lubricant brand!



As the exclusive lubricant supplier to the GP racing series Moto2 and Moto3 and premium sponsor of the IntactGP Team, we have thrilled millions of fans for years, as well as gaining huge media attention at every race.





**SPONSORSHIP**

**EUROPEAN TALENT CUP**



MotoGP riders will be “forged” in the ETC (European Talent Cup) racing series, in future!

In addition to joining the global elite on the world stage, the IntactGP Team attaches great importance to developing young talent. Having already supported the ADAC Northern Europe Cup as a series partner with us and entering in 2016 with Matthias Meggle in the Junior Team, the racing team also supported the RAS (Racing Academy Sachsenring) young talent project in the NEC in 2017. Matthias Meggle also remains in the care of the Memmingen racing team. The high-achiever entered the Red Bull MotoGP Rookies Cup in 2017, finishing 7th overall.



In 2018 the team shifted its talent program to the FIM Repsol Championship in Spain. Here it is collaborating with the European Championship winner Promoracing as the IntactGP Junior Team to enter the Moto2 European Championship with Matthias Meggle and Marc Alcoba as well as the European Talent Cup (ETC) with Joshua Bauer.









# OUTSIDE ADVERTISING



RUSSIA



OMAN

We continue to use blue, red and white facade and shop design as a high-visibility sign of top quality. Our customers, partners and friends benefit from the powerful signaling effect and the expertise our brand radiates the world over!



GERMANY



INDIA



ITALY



GEORGIA



GERMANY

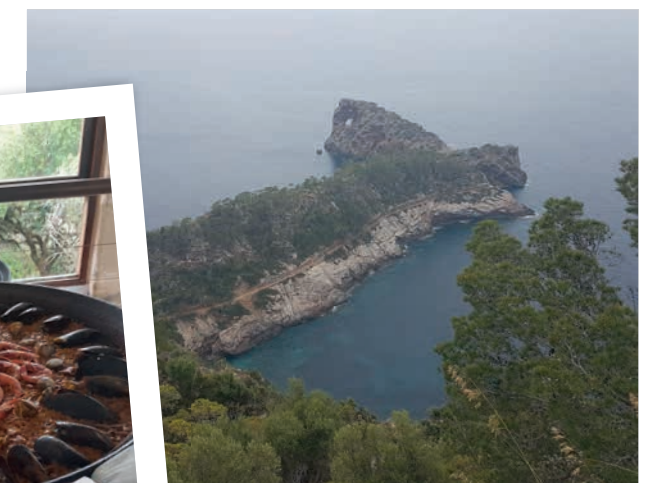


**GARAGE ADVISORY PANEL**

**INCENTIVE TRIP TO MAJORCA**



The garage advisory panel incentive weekend on the island of Majorca was more about intensifying the bonds of friendship than holidaying. Featuring a group city tour, a jeep tour and a trip on a sailing boat, we celebrated the 10th anniversary of this important body of experts.



LIQUI MOLY | MEGU

André Gaud





Nordic walking at the Meguin plant visit: our Finnish guests were in excellent shape during the visit to Germany's number one center for motor oil – Saarlouis.



There were flowers and personal good wishes for our colleague Michael Lessel on his 60th birthday. From left to right: Roger Pusse (Works Council Chairperson), Anne Grundig (Management Secretary), Michael Lessel (Maintenance employee) and Dieter Rupp (Head of Maintenance).



A glimpse behind the Meguin scenes with our customers! 1st row (from left to right): Arno Bulau (Area Sales Manager), Oliver Güther (PV Technik), Artur Penner (Georg Piening), Sven Hartmann (PV Technik) and Daniel Blum (Johann Loth). 2nd row (from left to right): Rolf Boncori (Application Technician), Marc Finaut (PV Technik), Jürgen Werner (ROL), Ralf Peter (ROL), Salih Salkin (PV Technik) and Frank Hollemann (Mönneke).



## ANNIVERSARY

With pride, gratitude and joy, our boss regularly honors long-serving colleagues! Standing (from left to right): Nina Lauterkorn (Assistant Export Manager, 10 years), Marc Sayle (Sales Coordinator, 10 years) and Alexandra Holzwarth (Management Assistant, 10 years). Kneeling: Ernst Prost (left) and Kasim Sarikaya (Production).

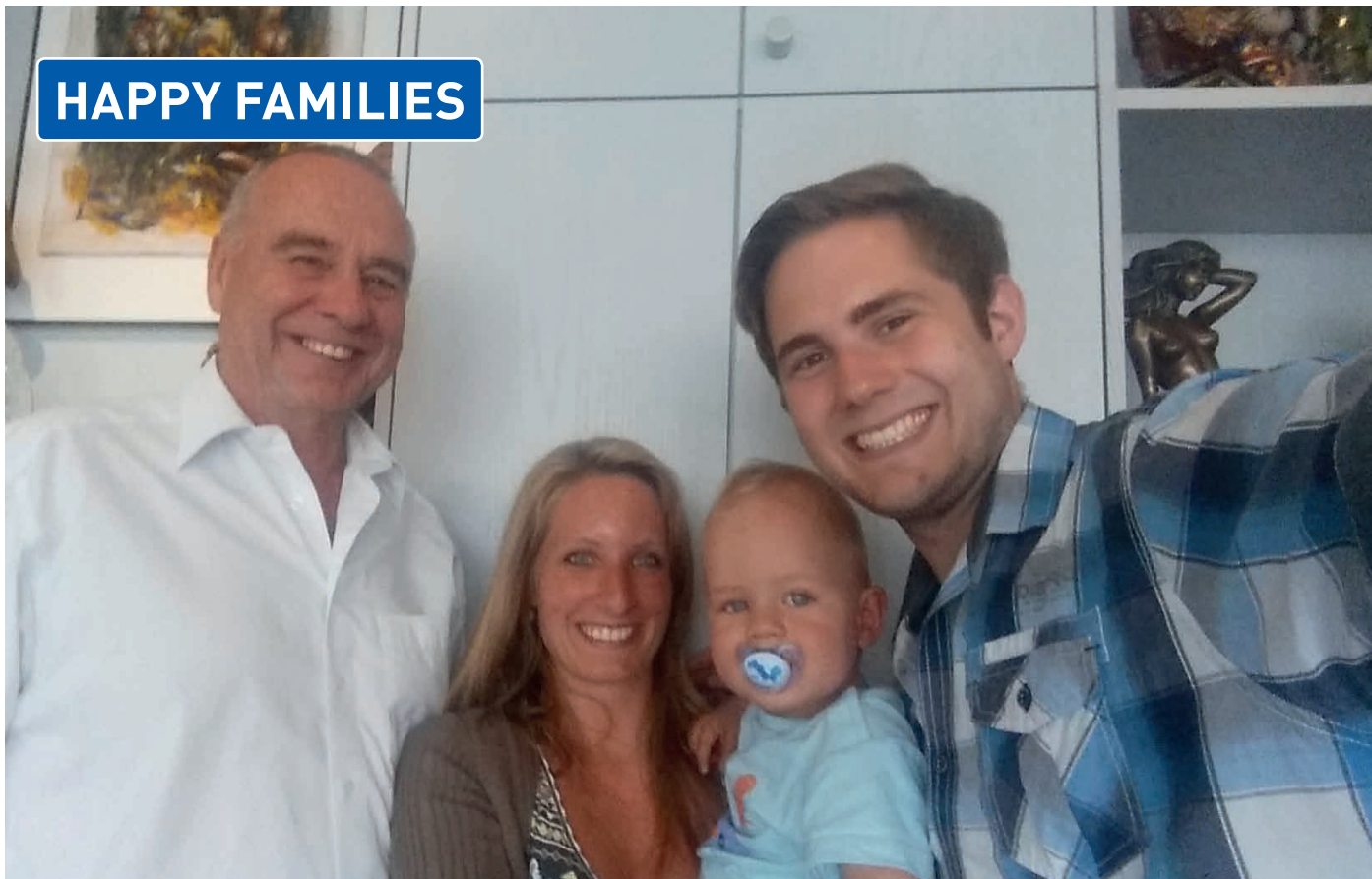


## SALES POWER



Detailed insights into our oil production and technical training programs were provided for our new colleagues (from left to right) Daniel Förstenberg (Area Manager) and Andreas Springorum (Area Manager) by Domenico Barragato (Technical Sales), Christian Seitz (Application Technician) and Helge Treuheit (Area Manager Garage).

## HAPPY FAMILIES



A family reunion in the best sense of the word: together with his young family, our employee Simon Neipp (right, Application Technician), visited the head of the LIQUI MOLY family worldwide, Ernst Prost.

## FAMILY EXPANSION



Moments such as this put a smile on the face of even the hardest-nosed businessman again and again: Ernst Prost was clearly thrilled to be visited by our colleague Meltem Aksoy (Production) with her child.



## FAMILY EXPANSION



100 % happiness,  
100 % pride,  
100 % gratitude!

On their whirlwind trip to Ulm, Sadhna Monteiro (Director Marketing & Business Development LIQUI MOLY Iberia) and Matthias Bleicher (General Director LIQUI MOLY Iberia) visited our boss Ernst Prost to officially introduce their son William to the circle of the LIQUI MOLY family worldwide. A very warm welcome to you, young man!

## FAMILY EXPANSION



"Test drive" with LIQUI MOLY  
Director Ernst Prost! Paul (left)  
together with his mum and our  
colleague Vanessa Will (Product  
Safety)



## LIQUI MOLY FAMILY WORLDWIDE

### A HEART FOR CHILDREN



4 bellies and 3 babies ;-) Ernst Prost offered his early best wishes to mothers-to-be Veronica Gauder Sales National + Austria, (left), Karolin Spleiß (Marketing, center) and Jessica Steimle (Sales Industry).

## CUSTOMERS, GUESTS & FRIENDS

### TURKMENISTAN



It was a heartwarming welcome after such a long time for Allaberdi Metdiyev (owner of Irmak Ltd.), our friend and importer in Turkmenistan, at the headquarters in Ulm. Ernst Prost (second from right), Ibrahim Memis (Export Area Manager, right) and Jenny Klinpson (Assistant Export Manager, left) decorated him for his successful business in 2017. Intense business talks and visits to German customers were also part of his trip to Ulm.



## CUSTOMERS, GUESTS & FRIENDS



From the dream Caribbean beaches of the Dominican Republic to the most popular oil brand of Germany: our customer Luis Manuel Mejia Sanchez (Axxon Petroleum, 2nd from left) and his son Luis Jr. (right) were enthusiastic about our spirit and our technical expertise when they met Ernst Prost (CEO, center), Alexandra Holzwarth (Assistant to the CEO, left) and Eliana Caporale (Assistant Export Manager, 2nd from right).

## CUSTOMERS, GUESTS & FRIENDS



Solidarity is what keeps the LIQUI MOLY family worldwide together! This was something our friends Faraja Mkinga (Manager LIQUI MOLY Tanzania, right) found out with Grace Joseph Mtendamema (Project Manager, 2nd from right) with Ernst Prost (center), Alexandra Holzwarth (2nd from left) and Tim Braun (Export Area Manager, left) on their one-week visit to Ulm.

## CUSTOMERS, GUESTS & FRIENDS



As a LIQUI MOLY sales consultant and successful racing driver, Marek Rybnicek (center) has built up our brand in the Czech Republic and Slovakia in recent years. In future he will continue to go full throttle to ensure further growth as a LIQUI MOLY partner. This was a decision much welcomed by (from left to right): Michael Karl (Export Area Manager) Milos Svoboda (Mann + Hummel CZ), Ernst Prost, Salvatore Coniglio (Deputy Export Manager) and Peter Baumann (Head of Marketing).

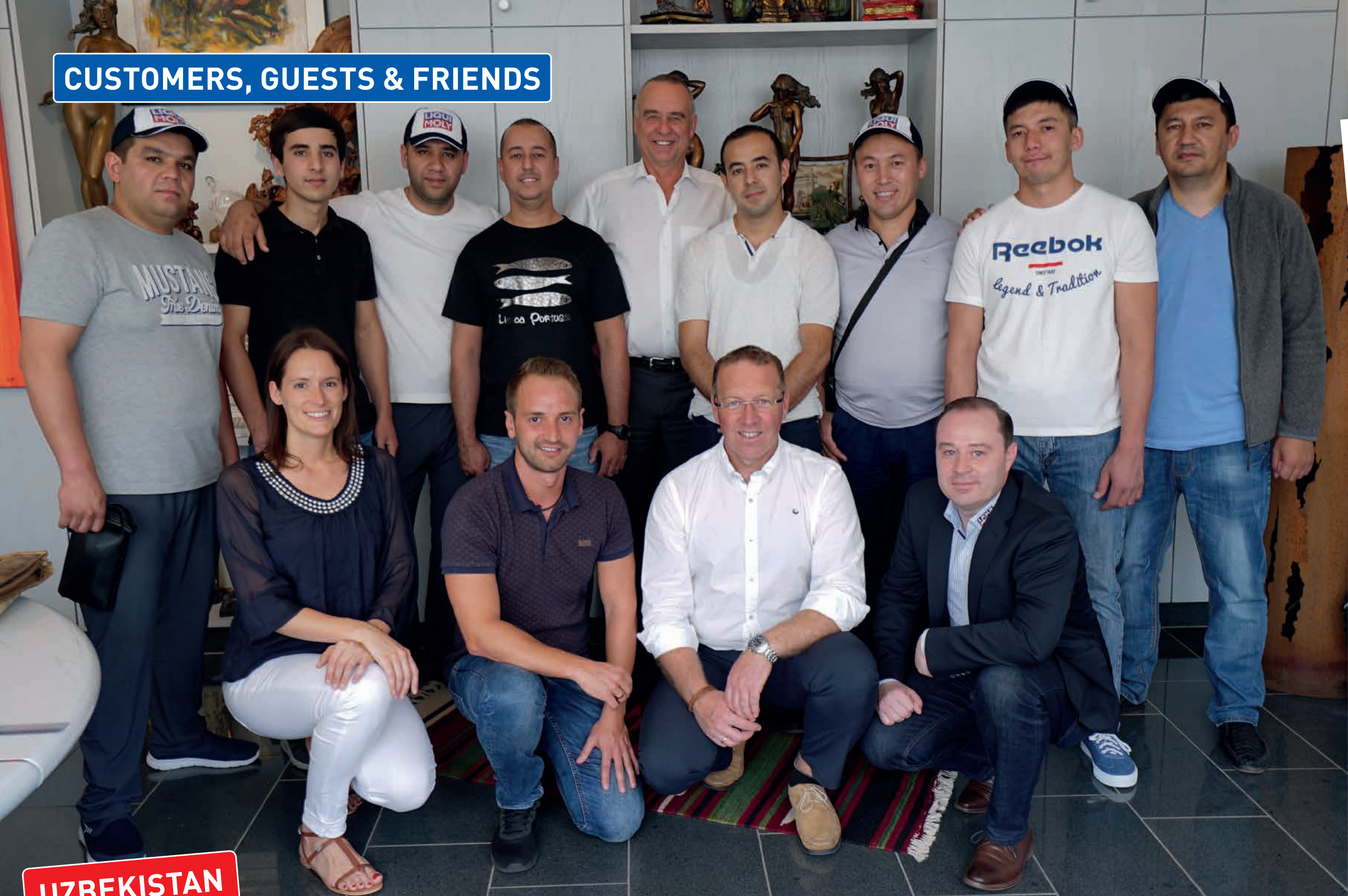
## CUSTOMERS, GUESTS & FRIENDS



In times of political unrest and embargoes, it's important to know you have reliable partners at your side! Very much in line with our LIQUI MOLY spirit, we consolidated our partnership with our Iranian friends when they visited us in Ulm so as to be able to look forward to a successful future together. Amongst the participants (from left to right): Ernst Prost, Dr. Uli Weller (Commercial Manager), Amir Pashaei (Authorized Officer Lubplus GmbH), Shahram Ahmadnejad (Managing Director Lubplus GmbH), Salvatore Coniglio and Tarek Ghali (Export Area Manager).



# CUSTOMERS, GUESTS & FRIENDS



UZBEKISTAN



Motor racing pure at the TCR race in Spielberg.

A likable, competent group that supports our brand passionately in Usbekistan (from left to right): Abdurakhmanov Abdukodir, Maksumov Makhammadyusuf, Abdurakhmanov Kayum, Aziz Adilov, Ernst Prost, Umarov Bakhodir, Saidaliev Saydazin, Ataev Shukurulla and Djuraev Tokhir. Kneeling: (from left to right): Alexandra Holzwarth, Eugen Trat (WLAT GmbH), Salvatore Coniglio and Alexander Löser (Export Area Manager),



Adrenaline rush in the great outdoors on the group quad tour.



Knowledge transfer on the technical training program.



Insights into logistics on a plant visit.



## INTERVIEW

### TEAM BACHOR RACING



# Top-class products for top-class performance

LIQUI MOLY quality in US stock car racing:  
interview with Bachor Racing Team



Team Bachor Racing opts  
for LIQUI MOLY motor oils.

US car lovers are sure to be familiar with this motor racing category, but in Europe stock car racing tends to fall under the radar. It's a sport that requires top-class products for ongoing top-class performance. The Late Model V8 Oval Series (LMV8 Oval Series) is a racing class that is based at Raceway Venray in the Netherlands and is held on the half-mile oval there. The drivers race in US stock cars that reach speeds of up to 220 kilometers per hour on the oval. The Bachor Racing Team from Wattenscheid is sponsored by LIQUI MOLY. Philipp Bachor is the driver, his father Uwe Bachor is the team owner and a dedicated fan of LIQUI MOLY.

**Tell us a bit about your sport. What makes this racing series so special?**

Uwe Bachor: The LMV8 Oval Series has fairly strict regulations. This is why a lot comes down to the skills of the driver and the mechanics who work on the set-up. We like the fact that competition is close and every detail counts. Also, the best drivers start right at the back and have to fight their way through the entire pack. This format promises pure excitement for both drivers and spectators. Admission fees for a day at the races are very inexpensive for visitors, which is why thousands of motor racing enthusiasts always make their way to Raceway Venray in the Netherlands. The registration and start fees that teams have to pay

are very affordable, too – lower than at other racetracks.

**Which products are your favorites from the full LIQUI MOLY range and why?**

Uwe Bachor: It's virtually impossible to pick a single favorite from such a huge range. As we see it, there aren't any products that are not good. To keep the car in shape, our team particularly likes to use Synthoil 10W-60 engine oil, which was developed especially for motor racing. We also really like the Window Cleaner Foam, Gloss Spray Wax, Microfiber Cloths and Tar Remover. The Fix-clear Rain Repellent is an enormous help, too – after all, we don't



Father Uwe Bachor is  
very much involved on a  
hands-on basis in the pits.



# INTERVIEW

## TEAM BACHOR RACING

The team is taking part in the LMV8 Oval Series in this eight-cylinder racing car this season.

have any windscreen wipers on our car. We only use LIQUI MOLY products for the LMV8. There were no technical failures at all during the entire season – and as far as we’re concerned LIQUI MOLY’s excellent products are definitely a factor here – all the oils, lubricants and care products are simply superb.

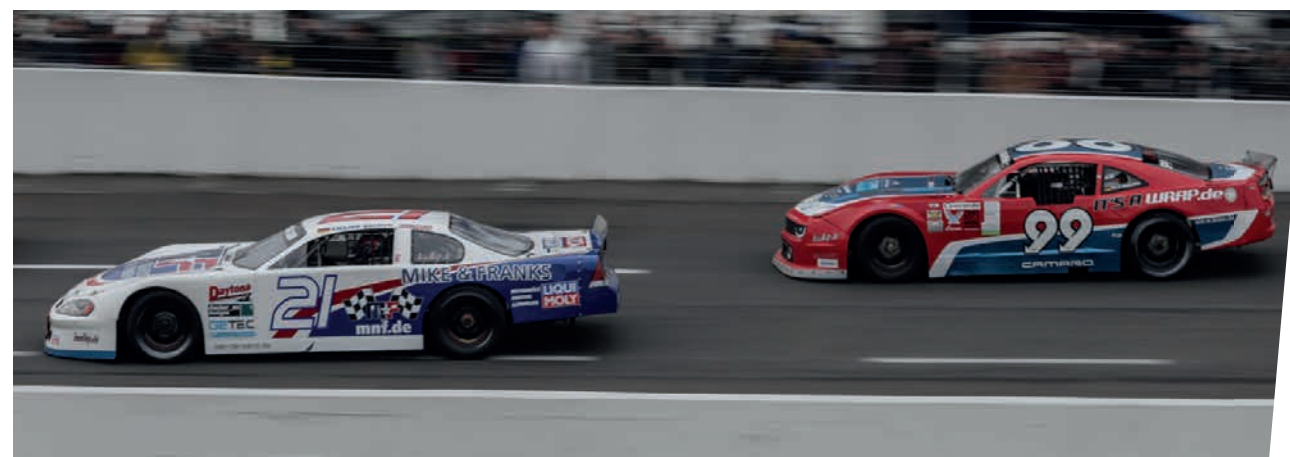
### How did you get involved in racing and what is it about the sport that you find so inspiring?

Philipp Bachor: My father has been actively involved in racing since he was 17, and I’ve always been in on the action ever since I was a child – I was 4 when I first drove a go-kart. The first time I entered an actual race was at the age of 8. I switched to automobile racing at the age of 14, when I got into the auto speedway scene at the oval, and then I was 16 when I entered the Chevrolet Cruze Cup on the circuit in Oschersleben. At the same time I took part in the Formula Toyota Championship at the oval.

On the Oval, the slightest error can mean it’s all over or else set the team back several places.

### What was the biggest challenge you faced and what do you believe was your greatest success?

Philipp Bachor: Since we got into the LMV8 Oval Series, the biggest challenge for us has been understanding American stock cars and the big oval at Raceway Venray. Before we first entered a race we had no experience of this racing segment so we didn’t have any data to draw on. And yet we still managed to finish our first training session in first position. In our very first LMV8 championship in 2017 we finished fifth. The greatest success of my career was winning the Chevrolet Cruze Cup.



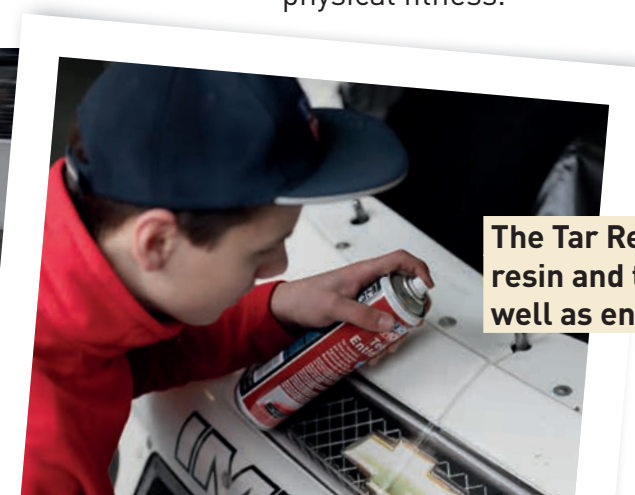
The young Philipp Bachor is now in his second LMV8 Oval Series season and is supported by LIQUI MOLY.



### What properties are particularly important to you in a racing car?

Uwe Bachor: We always take a car to the very limits of the regulations but never beyond – as far as we’re concerned, fair competition is very important. What advice would you give to anyone looking to pursue a career in motor racing?

Philipp Bachor: I think carefully about where I want to go. We then look at the finances and do everything we can to put our plan into action. Our long-term sponsors are a key factor of course. Without them, none of this would be possible – we’re really glad of their support and we’re extremely grateful. All in all, motor racing is a tough business that requires a lot of discipline, willingness to learn, ambition and physical fitness.



The Tar Remover eliminates resin and tar-like residue as well as enhancing gloss.



# Liqui Moly ATV-Motoröle

Liqui Moly ATV-Motoröle gibt es beim Schmierstoff-Spezialist für die unterschiedlichsten Einsatzbereiche. „Bei geringerem Fahrtwind ist die Kühlung schlechter, was die thermische Belastung des Motorenöls erhöht“, sagt David Kaiser, Leiter von Forschung & Entwicklung beim Schmierstoff-Spezialisten Liqui Moly. Aus diesem Grund seien die Offroad-Motoröle so konzipiert, dass sie beiden Extremen gerecht werden. „Außerdem können im Offroadbetrieb Sandkörner und Staub in den Motor gelangen“, sagt Kaiser. „Entsprechend sind die Additiv-Komponenten so zusammengestellt, dass das jeweilige Öl trotz der widrigen Umstände ausgezeichnete Reibwerte aufweist und den Motor sehr gut schützt.“ Motoröl für Quads und ATVs müsse sich auf der Straße und abseits befestigter Routen bewähren. „Das eine Öl gibt es nicht“, ergänzt der Forscher. **tkp**

Liqui Moly | [www.liqui-moly.de](http://www.liqui-moly.de)

ATV und Quad, 04/2018

## Liqui Moly

### Reifen-Montage-Spray für den Radwechsel

Mit dem Reifen-Montage-Spray bietet der Spezialist für Fahrzeugchemie einen Helfer an, der den Räderwechsel effektiv und sparsam unterstützen soll. Das Serviceprodukt verfügt demnach über wirksame Kriech- und Gleiteigenschaften. Sie beschleunigen laut Liqui Moly die Montage und Demontage und verhindern, dass der Reifen auf der Felge verrutscht. Ein zusätzliches Plus: Der Zeitaufwand, um die Reifenwand von der Montagepaste zu reinigen, entfällt. Das Spray kann für Arbeiten an Reifen von Pkw, Lkw, Transportern, Motorrädern und landwirtschaftlichen Fahrzeugen verwendet werden. Es ist als 400 ml-Dose erhältlich. **kt**



Das Reifen-Montage-Spray ist als 400ml-Dose erhältlich. Bild: Liqui Moly

Krafthand, 05/2018

## Liqui Moly GmbH [www.liqui-moly.ch](http://www.liqui-moly.ch)

### > Vollautomatischer ATF-Wechsel mit dem neuen Gear Tronic II

Der Ölwechsel bei Automatikgetrieben ist eine diffizile Angelegenheit und nicht mit dem Motorenölwechsel zu vergleichen. Das neue Gear Tronic II des deutschen Öl- und Additivspezialisten Liqui Moly kümmert sich vollautomatisch

darum. «Damit wird der ATF-Wechsel zum Kinderspiel und ist nicht mehr spezialisierten Garagen vorbehalten», sagt David Kaiser, Leiter Forschung und Entwicklung bei Liqui Moly. Beim Motorölwechsel wird die Ablassschraube geöffnet

und das gesamte Öl kann herausfließen. Macht man das beim Automatikgetriebe, bleiben bis zu zwei Drittel der Ölmenge im Getriebe zurück. Der Gear Tronic II ermöglicht den Tausch des gesamten Getriebeöls. Der Zugang erfolgt je nach Fahrzeug entweder über das Messstab-Führungsrohr, die Schlauchanschlüsse am Getriebeölkühler oder direkt am Getriebe.

**Zur Absicherung und für die Administration**  
Das sensible gleichzeitige Entleeren und Befüllen des Ge-

triebes erfolgt vollautomatisch. Die computergestützte Menüführung über den Touchscreen ist besonders intuitiv. Eine integrierte Fahrzeugdatenbank zeigt an, welches Getriebeöl das jeweilige Fahrzeug benötigt und wie gross die Füllmenge ist. Das vereinfacht den Arbeitsalltag, schützt vor Fehlern und teuren Reklamationen.

Mit dem Gear Tronic II lassen sich in den Ölwechsel auch Reinigungs- und Pflegeadditive in den Service integrieren. **<**

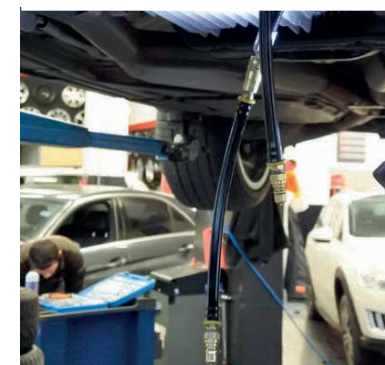


Macht den Ölwechsel beim Automatikgetriebe jetzt noch einfacher: der Gear Tronic II von Liqui Moly.

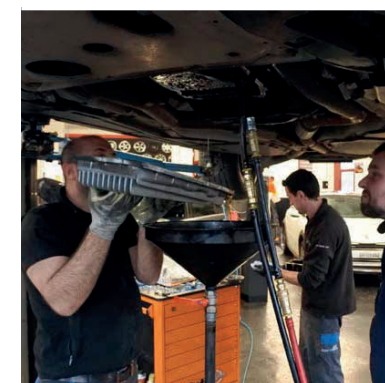
Autoinside, 06/2018



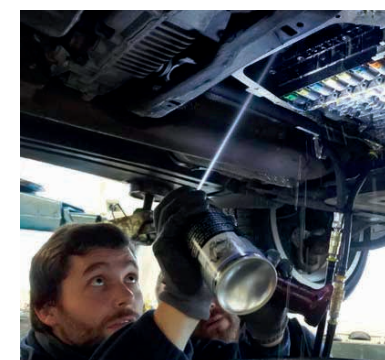
**Demonstration** von «Gear Tronic» in der markenfreien Garage HP Rohr AG in Glattbrugg ZH: Das Gerät von Liqui Moly füllt nicht einfach nur neues Öl nach bzw. ersetzt das Altöl im Getriebe, sondern es wird auch gleich zur Reinigung des Getriebes verwendet.



**Spezifische Adapter**, die wurden von Liqui Moly entwickelt, ermöglichen den Anschluss an jedes erdenkliche Fahrzeug.



**Komplette Beseitigung des Altöls** bringt neben dem Einsatz von «Gear Tronic» auch das Entleeren der Getriebeölwanne.



**Gründlich** Ist die Wanne demontiert und entleert, sorgt Jonathan Gysel von Liqui Moly mit einem speziellen Gehäusereiniger für zusätzliche Sauberkeit.

# Pflege für Automaten

**AUTOMATIKGETRIEBE** werden immer häufiger und komplexer. Dynamische Ölwechsel wie mit «Gear Tronic» von Liqui Moly helfen bei deren Pflege.

Text: Martin Mäder  
Bilder: MM/zvg.

Benötigt ein Verbrennungsmotor Öl zur Schmierung von Zylindern, Ventilen und Lagern. Aber auch Getriebe, mechanische wie automatische, wollen geschmiert sein. Das Getriebeöl hat die Aufgabe, die Zahnflanken und Laufflächen der Getrieberäder vor Verschleiss zu schützen und die Reibung zu minimieren. Und seine kühlende Wirkung hemmt den Alterungsprozess des Getriebes. Aber kein Öl hält ewig, auch wenn insbesondere die Getriebeöle langlebige Spezialöle sind. Auch deren Haltbarkeit ist begrenzt. Viele Hersteller sprechen hier von fünf Jahren, andere beziffern die Lebensdauer sogar mit jener des Getriebes und sehen keinen Getriebeölwechsel vor.

Das Getriebeöl reichert Verschmutzungen an und verliert an Schmiereffekt.

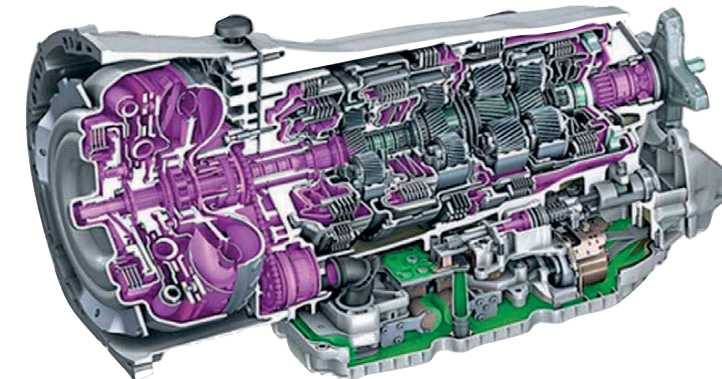
**Eine universelle Lösung**  
Effektiv dürfte es sich bei dieser «Lebensbefüllung» eines Automatikgetriebes mit Öl um einen Zeitraum von vielleicht acht Jahren handeln. Fachleute empfehlen einen Wechsel des Getriebeöls nach etwa 80000 bis 120000 km. Eine lange Zeit, wenn man bedenkt, dass das Getriebeöl durch die mechanische Abnutzung Verschmutzungen anreichert. Hinzu kommen auch Kohleablagerungen durch Überhitzungen. Selbst wenn diese Rückstände mikroskopisch klein sind, verschmutzen sie das Öl und reduzieren dadurch den Schmiereffekt. Nun verrichtet ein Automatikgetriebe auch mit diesen Verunreinigungen seine Arbeit, doch wegen der

veränderten Viskosität des Öls kann etwa das Schaltverhalten negativ beeinflusst werden.

Nun leuchtet ein, dass ein Ölwechsel am wirksamsten ist, wenn man nicht oder so wenig wie möglich frisches mit altem Öl vermischt. Um dies zu erzielen, bietet die Schmierstoffproduzentin Liqui Moly mit «Gear Tronic» interessierten Garagetrieben eine Apparatur zur Absaugung des Altöls sowie zur Spülung, Reinigung und Neubefüllung inklusive Additiven von Automatikgetrieben an. Laut Liqui-Moly-Techniker Jonathan Gysel erreicht dieses Verfahren «eine Erneuerungsrate von bis zu 99 Prozent». Zwar hat Liqui Moly dieses Verfahren nicht erfunden – es wurde originär von Mahle entwickelt und ist etwa in den USA schon seit Jahren bewährt –, doch man kreierte dazu eigene Produkte sowie spezifische Adapter zum Anschluss an quasi jeden PW. Die «Gear Tronic»-Geräte sind in der Schweiz – sie werden primär in markenfreien

Garagen verwendet, weil die Markenvertretungen zum einen eigene Installationen einsetzen und zum anderen den Werksvorgaben entsprechend mit anderen Ölen befüllen müssen – noch nicht sehr verbreitet, doch laut Liqui-Moly-Importeurin Rhiag AG sind immer mehr Betriebe an diesem Verfahren interessiert. Dies vor allem deshalb, weil es sich für mehrere Marken verwenden lässt. Eine interessante Lösung, wenn man bedenkt, wie sehr Automatikgetriebe im Trend sind und sie durch immer mehr Gänge bzw. Fahrstufen immer stärker belastet werden. **AB**

## Farbenspiel



Ölwechselmethoden im Vergleich: Beim konventionellen Prozess werden 40–60 % des Öls (grüne Bereiche) ausgetauscht. Grün plus Lila zusammen zeigen den Effekt eines dynamischen Ölwechsels wie mit «Gear Tronic»: Hier werden 90–100 % des Öls ausgetauscht (Quelle Mahle).

Automobil Revue, 05/2018



Partner mit  
gemeinsamem Ziel:  
Hiermaier (links)  
und Prost



## LIQUI MOLY Hiermaier zweiter Geschäftsführer

Günter Hiermaier wurde mit Wirkung zum 1. Mai 2018 zum zweiten Geschäftsführer von Liqui Moly berufen. Gemeinsam mit Ernst Prost wird der langjährige Leiter des Vertriebs für Deutschland und Österreich die Geschäftsführung des Additiv- und Schmierstoffspezialisten verantworten.

NFZ Werkstatt, 02/2018

LIQUI MOLY

### Hiermaier steigt in die Geschäftsleitung auf

Günter Hiermaier wurde mit Wirkung zum 1. Mai zum zweiten Geschäftsführer von Liqui Moly berufen. Gemeinsam mit Ernst Prost wird der Leiter des Vertriebs für Deutschland und Österreich die Geschäftsführung des Additiv- und Schmierstoffspezialisten verantworten. „Jetzt ist es amtlich, mein langjähriger Weggefährte, mein früherer Lehrling und seit knapp 28 Jahren wuchtiger Motor unseres Firmenverbundes ist neben mir der zweite Geschäftsführer sowohl der Liqui Moly GmbH als auch der Meguin GmbH & Co. KG“, sagt Prost. Schon beim vorigen Arbeitgeber, einem Autopflegemittelhersteller, bildeten die beiden ein Team. „Vor 30 Jahren war Günter Hiermaier mein Lehrling“, blickt Prost zurück. Seither sind sie ihren beruflichen Weg



Ein Firmenverbund, zwei Lenker: Günter Hiermaier (l.) gemeinsam mit Ernst Prost.

gemeinsam gegangen. Prost war seinerzeit verantwortlich für Vertrieb und Marketing bei Liqui Moly. Dann übernahm er Anteile und schließlich die ganze Firma. Ende 2017 verkaufte er seine Anteile an die Würth-Gruppe, fungiert aber

Foto: Liqui Moly

weiterhin als Geschäftsführer. Hiermaier arbeitete sich parallel zum Vertriebsleiter für Deutschland und Österreich empor. Die beiden krepelten den Betrieb um, stellten den Vertrieb neu auf, erhöhten die Markenbekanntheit und machten aus dem Öl-Zwerg Liqui Moly die heute bekannte Marke. Der Umsatz stieg um ein Vielfaches: Für 1990 steht ein Jahresumsatz von umgerechnet 29 Millionen Euro in den Büchern. 2017 überschritt die Firma zum ersten Mal die Umsatzmarke von einer halben Milliarde Euro. Auch die Zahl der Beschäftigten stieg seit dem Eintritt von Ernst Prost und Günter Hiermaier von 118 auf mehr als das Siebenfache. (TV) ■

» Web-Wegweiser:  
[liqui-moly.de](http://liqui-moly.de)

## Liqui Moly: Zuwachs in der Geschäftsleitung



Foto: Liqui Moly

■ Vertriebsleiter Günter Hiermaier wurde mit Wirkung zum 1. Mai 2018 zum zweiten Geschäftsführer von LIQUI MOLY berufen.

Wenige Tage vor seinem 54. Geburtstag rückt Günter Hiermaier an die Spitze des Unternehmens, die er gemeinsam mit dem langjährigen Geschäftsführer Ernst Prost bildet. „Jetzt ist es amtlich“, sagt Ernst Prost, „mein langjähriger Weggefährte, mein früherer Lehrling und seit knapp 28 Jahren wuchtiger Motor unseres Firmenverbundes ist neben mir der zweite Geschäftsführer sowohl der LIQUI MOLY GmbH als auch der Meguin GmbH & Co. KG.“

Am 1. Oktober 1990 wechselten beide von Neuburg an der Donau flussaufwärts nach Ulm. Ernst Prost begann als Leiter Marketing und Vertrieb und Günter Hiermaier fungierte als Verkaufsleiter Fachhandel Deutschland. „Uns gab es nur im Zweierpack, und das ist bis heute so geblieben“, erinnert sich der frisch gebackene Geschäftsführer. Schon beim vorigen Arbeitgeber, einem Autopflegemittelhersteller, bildeten die beiden ein Team. „Vor 30 Jahren war Günter Hiermaier mein Lehrling“, blickt Ernst Prost zurück. Seither sind sie ihren beruflichen Weg konsequent gemeinsam gegangen. Der frühere Vertriebs- und Marketingverantwortliche Ernst Prost übernahm in mehreren Tranchen Anteile an der Firma und diese schlussendlich in Gänze. Ende 2017 verkaufte er seine Anteile an die Würth-Gruppe, fungiert aber weiterhin als Geschäftsführer von LIQUI MOLY. Parallel arbeitete sich Günter Hiermaier zum Vertriebsleiter für Deutschland und Österreich empor.

World of Bike, 06/2018





That's the thing! Christian Sauter of the SSV Ulm 1846 soccer team who caused a sensation when they won the WFV Cup. As their reward, the Ulm sparrows come up against DFB cup-winners Eintracht Frankfurt in the first round of next season's DFB Cup – bearing our logo on their chests, of course!

## LIQUI MOLY lässt Mitarbeiter am Gewinn teilhaben

LIQUI MOLY GmbH, Ulm

LIQUI MOLY hat 2017 einen Umsatz von 532 Millionen Euro erzielt, das entspricht einem Wachstum von neun Prozent im Vergleich zu 2016. Der Ertrag vor Steuer beträgt 52 Millionen Euro, ebenfalls ein Wachstum von neun Prozent. Jeder Mitarbeiter erhält vom Unternehmen – wie im vergangenen Jahr – eine sogenannte Siegesprämie, eine Sonderzahlung von 11.000 Euro brutto. „Inklusive Arbeitgeberanteilen schütten wir hier eine Summe von über zehn Millionen Euro aus. Darüber freue ich mich am meisten – und

selbstverständlich über die 50 Arbeitsplätze, die wir im letzten Jahr geschaffen haben. In den letzten zwei Jahren waren es sogar 100 in Summe“, teilte Geschäftsführer Ernst Probst mit. Er hat sich zudem entschlossen, privat aus dem Erlös, den er durch den Verkauf des Unternehmens an Würth erzielen konnte, 3 Millionen Euro an die Ernst Probst Stiftung und 1 Million Euro an die Ernst Probst Foundation for Africa zu spenden.

WAB

► [www.liqui-moly.de](http://www.liqui-moly.de)

Auto & Wirtschaft, 04/2018

## Flutsch-hilfe

Spray für den Reifenwechsel



► Wenn beim Reifenwechsel der Pneu nicht auf die Felge will, kann man in Zukunft das neue „Reifen-Montage-Spray“ von Liqui Moly ausprobieren. Laut Hersteller soll das Spray über hervorragende Kriech- und Gleiteigenschaften verfügen, die Reifenmontage deutlich beschleunigen und das Verrutschen auf der Felge verhindern. Das typische Reinigen der Reifenflanke entfällt. Eine 400-Milliliter-Dose kostet im Netz etwa 15 Euro. Infos gibt's auf [liqui-moly.de](http://liqui-moly.de).

Text: msc, Foto: pt

Motorrad Szene 06/2018

## LIQUI MOLY/MEGUIN 12.000 Euro spendet

Geschäftsführer Ernst Probst lässt seine Mitunternehmer, so werden die Mitarbeiter bei Liqui Moly und Meguin genannt, am Erfolg des Unternehmens teilhaben. Und die beinahe 850 Menschen danken es auf ihre Weise: mit einer Spende über 12.200 Euro an die Ernst-Probst-Stiftung.

Am Valentinstag erhielt jeder Mitunternehmer 11.000 Euro als Siegesprämie. Nun bekamen Ernst Probst und dessen Lebensgefährtin Kerstin Thiele, sie ist Mitglied des Vorstandes der Ernst-Probst-Stiftung, in Ulm 12.200 Euro von Mitglie-

NFZ Werkstatt, 02/2018

■ Ernst Probst, Geschäftsführer der Liqui Moly GmbH/Ulm, schickt 'mi' dieses Statement: „Allen Unkenrufen zum Trotz bietet der stationäre Handel dem Kunden viele Vorteile gegenüber dem Online-Handel. Die großen Trümpfe sind das unmittelbare Käuferlebnis und die persönliche Beratung. Dass der Autokäufer den Weg zum Händler einschlägt, ist kein Automatismus. Aber mit gezielten Maßnahmen, und dazu gehört die Initiative von 'markt intern', wird genau das erreicht. Die Kernbotschaft 'Ich kauf gern vor Ort' ist goldrichtig. Wer Geschäfte und Firmen seines Ortes, seiner Stadt und der Region unterstützt, leistet damit auch einen Beitrag zu einer intakten Infrastruktur und zu mehr Lebensqualität. Deshalb unterstützen wir die 'markt intern'-Aktion pro Kfz-Handel! Bei Liqui Moly beginnen wir das neue Jahr, wie wir das Alte haben ausklingen lassen: Mit Fleiß, Elan und dem Willen, etwas bewegen, etwas besser machen zu können. Sich zu verbessern verschafft einem Erfolgserlebnis und das tut gut und motiviert zu neuen Steigerungen.“



Ernst Probst  
© Liqui Moly

Ernst Probst betont weiter: „Entscheidend ist die Qualität, im Service genauso wie in der Werkstatt. Der Mechaniker in der Werkstatt kann auf die garantiert hohe Qualität unserer Liqui Moly-Produkte vertrauen von A wie Additiv bis Z wie Zinkspray. Liqui Moly gibt dem Mechaniker alles, was er braucht, an die Hand – garantiert 'Made in Germany', damit er schnell, sauber und zuverlässig seine Arbeit erledigen kann. Die Kollegen im Service unterstützt Liqui Moly mit einer erstklassigen Beratung, wirksamen Verkaufshilfen, Schulungen, umfassendem Service und einem Leistungsspektrum, das sich ganz am Kunden orientiert und seinesgleichen sucht! Liqui Moly-Werkstattkonzepte sind eine ideale Ergänzung zum üblichen Werkstattportfolio und können mit geringem Aufwand sogar parallel zu anderen Arbeiten erledigt werden.“

markt intern, 03/2018



## Additives from LIQUI MOLY – a frequently underestimated source of income

### Workshops can earn attractive additional turnover with little effort

Additives are such a simple as well as underestimated source of income for workshops. "Not only do they bring in additional cash, they also increase customer loyalty and help you distinguish yourself from the competition", said Harry Hartkorn, Head of Applications Engineering at the additive specialist LIQUI MOLY. LIQUI MOLY has more than 60 years of experience with additives and is the undisputed market leader in its home country of Germany. In 2017 over 16 million cans of additive left the assembly line at LIQUI MOLY.

Additives are used in motor oil and transmission oil, for fuels and radiator. They improve the properties of the fluid, to which they are added and help to solve certain problems. Harry Hartkorn: "Additives are chemical tools that should be in every professional's toolbox. Just as every tool, they have a certain purpose, for which they are well suited."

### Chemical problem solver

Additives keep the cash register bell ringing on three occasions. First as a chemical problem solver. A car is brought into the workshop with a technical defect, which can be rectified with additives. This is frequently faster, simpler and more economical than mechanical repair. For example, a sticky gearbox. LIQUI MOLY has the right medicine - a transmission oil additive. It is a special wear protection additive, which reduces friction in the gearbox, making it easy to shift. In most cases it can solve the problem. And even if not, the attempt costs hardly any time or money. The alternative would be to remove and disassemble the gearbox for diagnosis. That would require disproportionately more work and expense - and the fault still would not be eliminated.

### Service packages

The second opportunity for using additives: Additional service within the scope of maintenance. When a car is brought in for an inspection, additives allow workshops to offer custom tailored service packages. "The advantage is that with our additives, it is possible to offer a very wide variety of service packages", said Harry Hartkorn. "This allows workshops to offer precisely those services, which provide the maximum benefit and sales success for their customers". And here as well: Use of additives is quick and easy and requires hardly any additional effort.

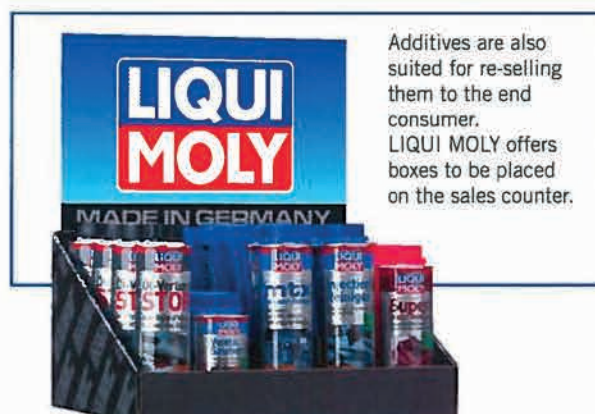
Harry Hartkorn,  
Head of Applications  
Engineering at the  
additive specialist  
LIQUI MOLY.



### Retail sale

The third opportunity to earn money with additives: Retail sales to car owners. Many additives from LIQUI MOLY are suitable for regular use. The new Hybrid Additive, for instance, which prevents the typical problems with plug-in hybrid vehicles (excessively old petrol, deposits in the injection system).

With the aid of additives from LIQUI MOLY, workshops can significantly increase their range of service and distinguish themselves from the competition. They provide proof of your technical competency and improve customer loyalty. And these high-margin additives offer a significant increase in income with little work.



**LIQUI  
MOLY**



[www.liqui-moly.com](http://www.liqui-moly.com)

## There is no automotive part we cannot "medicate" for you

Everything from a single source. Motor oils, additives, care products, chemical solutions and service products for automotive, trucks, motorcycles, marine and industry.

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## OILS, LUBRICANTS & ADDITIVES

# CASHING IN ON CHEMISTRY

By understanding how additives can be a source of income, workshops can earn additional turnover with relatively little effort, says LIQUI MOLY's Harry Hartkorn, Head of Applications Engineering. PMM gets the full low-down.

**A**dditives are such a simple yet underestimated source of income for workshops. "Not only do they bring in additional cash, they also increase customer loyalty and help you distinguish yourself from the competition", says Hartkorn.

These products are used in motor oil and transmission oil, for fuels and radiators. They improve the properties of the fluid to which they are added, and they help to solve certain problems. "This has nothing to do with superstition, but a lot to do with chemistry", declared Hartkorn. Of course, additives have their limits and cannot repair major

mechanical defects, but they do offer a wealth of opportunities. Additives are chemical tools that should be in every professional's toolbox."

But how can these products get the cash register bell ringing?

### Chemical problem solver

Additives can provide profit in three key ways, and the first is as a chemical problem solver. A common scenario is that a car is brought into the workshop with a technical defect, which can be rectified with additives. This is frequently faster, simpler and more economical than mechanical repair. For example, consider a sticky gearbox. LIQUI MOLY has the right medicine in the form of a transmission oil additive.

This product is a special wear protection additive, which reduces friction in the gearbox, making it easy to shift. In most cases it can solve the problem, and even if not, the attempt costs hardly any time or money. The alternative would be to remove and disassemble the gearbox for diagnosis. That would require disproportionately more work and expense – and the fault still would not be eliminated.

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### Retail sale

The third opportunity to earn money with additives is retail sales to car owners. Many additives are suitable for regular use by consumers. Injection Cleaner or Super Diesel Additive, for instance, can be added to the tank every 2,000km. This prevents deposits from forming in the injection system and protects the entire fuel system from



**"Additives have their limits and cannot repair major mechanical defects, but they do offer a wealth of opportunities. Additives are chemical tools that should be in every professional's toolbox."**

ENGLAND

corrosion. And to a retail sale of Diesel Particulate Filter Protection, which prevents the diesel particulate filter from clogging up prematurely – a classic problem for vehicles driven frequently on short trips. Finally, the new Hybrid Additive, which prevents the typical problems with plug-in hybrid vehicles (excessively old petrol deposits in the injection system), is also an option.

With the aid of additives from LIQUI MOLY, workshops can significantly increase their range of services and distinguish themselves from the competition, by providing proof of your technical competence and improving customer loyalty. All in all, these high-margin additives offer a significant increase in income with little additional work.

To find out more about the range of additives available from LIQUI-MOLY, visit [www.liqui-moly.com](http://www.liqui-moly.com)



OMAN

## «الحشار» تتوج بجائزة الأداء المتميز في المبيعات من «ليكوي مولي»

أعلنت الحشاش مؤخراً جائزة الأداء المتميز في المبيعات لعام ٢٠١٧ من قبل شركة ليكوي مولي، وذلك تقديراً منها للإنجازات والخطط التسويقية المبهمة لمنتجات ليكوي مولي في السلطنة، ونسبة المبيعات التي حققتها في الآونة الأخيرة والتي تدل على الجهود المتواصلة من قبل إدارة وظائف عمل الحشاش. وتحدث سلطان الخروصي المدير التنفيذي لمجموعة الحشاش: حصلنا على هذه الجائزة بفضل الدعم القوي من قبل عملاء ليكوي مولي الذين يعيدون إلينا مراراً وتكراراً لاقتناء زيوت المحركات ومنتجات التشحيم، وذلك يدل على رضاهم عن المنتجات التي نقدمها لهم الصالح والخدمة المثالية من قبل طاقم العمل. كما أن منتجات ليكوي مولي الشهيرة تتمتع بسمعة طيبة لدى العملاء على المستوى العالمي باعتبارها أحد أفضل زيوت المحركات والتشحيم الحائزة على العديد من الجوائز العالمية.

عالمياً، تتوفر منتجات ليكوي مولي لدى منافذ الحشاش المنتشرة بجميع أنحاء السلطنة، وتشمل زيوت المحركات، وتناقل الحركة، والإضافات، ومنتجات العناية بالسيارات. تقدم شركة ليكوي مولي المحدودة والتي يقع مقرها الرئيسي في أولم بجنوب ألمانيا مجموعة واسعة من المنتجات النوعية ذات الجودة العالية مثل زيوت المحركات، وإضافات تحسين وظائف الزيوت، ومنتجات العناية وخدمات السيارات. ويصل عدد منتجاتها إلى ٤٠٠٠ منتج. وتقوم الشركة المصنعة بتطوير واختبار منتجاتها في معاملها ومصانعها الخاصة والحصرية في ألمانيا، وتكون بنفسها عملية تسويق جميع منتجاتها، وقد تأسست الشركة منذ ما يقارب ٥٠ عاماً وهي الآن من الشركات الرائدة في الصناعة، وتباع منتجاتها في ألمانيا وأكثر من ١١٠ دول حول العالم.



# Visita ao coração da LIQUI MOLY

➤ A LIQUI MOLY abriu as portas do seu laboratório de aditivos, em Ulm, a um restrito grupo de jornalistas, onde estava incluído o Jornal das Oficinas. Nas instalações recentemente ampliadas, os engenheiros desenvolvem continuamente novos aditivos adaptados às exigências dos veículos atuais

Por: João Vieira



A apresentação das novas instalações do laboratório de aditivos da LIQUI MOLY, em Ulm, no sul da Alemanha, foi precedida de uma apresentação da empresa, feita por Peter Szarafinski, diretor de relações públicas, que começou por apresentar os bons resultados alcançados pela empresa no último ano fiscal: "Atingimos, em 2017, um volume de negócios de 532 milhões de euros, o que correspondeu a um crescimento de 9% por comparação com os 489 milhões de euros registados no ano de 2016. A nossa receita antes da dedução de impostos foi de 52 milhões de euros. Também aqui, um crescimento de 9% em comparação com o ano anterior". Esta notável performance resultou de uma estratégia de desenvolvimento de novos produtos e serviços, suportada por um marketing muito especial, que privilegia o relacionamento próximo com os clientes. "Este ano, vamos estar presentes em mais de 150 eventos, desde salões do *aftermarket*, feiras e reuniões com distribuidores e oficinas.

A nossa fórmula de sucesso é muito simples e assenta, sobretudo, na qualidade dos produtos e na proximidade com os clientes. Não substituímos as novas tecnologias de comunicação pela nossa presença no terreno. Quando o cliente tem uma dúvida ou problema, a nossa equipa está sempre disponível para resolver", afirmou.

Quanto à mobilidade elétrica e à sua influência no negócio da empresa, Peter Szarafinski é da opinião que os motores de combustão ainda irão permanecer no mercado durante vários anos. "Fala-se na mobilidade elétrica, na tecnologia, mas não se fala na infraestrutura e nos aspetos sociais. Acharmos que, para já, não vai acontecer. Penso que quando se começar a calcular e a ponderar, vai perceber-se que precisamos de mobilidade elétrica mas também precisamos de motores de combustão. Haverá novos *players*, mas será sempre uma mistura das várias soluções".

■ **VITAMINAS PARA O MOTOR**  
Seguiu-se a apresentação da nova

## Mais de 4.000 produtos disponíveis

A LIQUI MOLY oferece uma vasta gama de produtos de elevada qualidade, como óleos de motor, aditivos, produtos de *car care* e produtos para trabalhos de revisão. A gama abrange mais de 4.000 artigos. A empresa desenvolve e testa os seus produtos em laboratórios próprios, produz exclusivamente na Alemanha e comercializa todos os produtos de forma autónoma. Fundada há mais de 50 anos, a LIQUI MOLY comercializa os seus produtos em mais de 120 países



gama de aditivos da LIQUI MOLY, feita por David Kaiser, diretor da Unidade de Investigação e Desenvolvimento. Antes de caracterizar a atual gama de aditivos disponibilizada pela marca, o responsável fez questão de esclarecer a razão porque são os aditivos importantes para o bom funcionamento dos veículos. "Hoje, a qualidade dos combustíveis varia consoante a sua origem e o país onde são vendidos, mas os motores que os utilizam são os mesmos em todo o mundo. As refinarias dos EUA quando têm excesso de combustível, enviam-no para a Europa. E vice-versa. Temos, por isso, de prevenir e proteger eventuais danos nesses motores causados por esses combustíveis. E a melhor maneira para fazê-lo é utilizar aditivos".

Mais do que diminuir o consumo, o propósito destes produtos é limpar e preservar o circuito de injeção, incluindo os bicos injetores. Todo o processo de combustão no motor produz partículas minúsculas. São resíduos que se depositam nas câmaras de combustão, injetores, válvulas ou agulhas de injetores nos



motores. Com o tempo, há uma redução de potência do motor, maior consumo de combustível e maior emissão de gases, para além de um risco de entupimento dos injetores. "Com os aditivos, há um potencial efeito benéfico na eliminação de resíduos e no evitar da formação de novos, bem como na otimização da combustão e na sua melhoria", refere.

Embora os aditivos existam há muito, só recentemente as marcas começaram a recomendá-los nos Manuais do Utilizador das viaturas, conforme exemplificou David Kaiser, mostrando as folhas de recomendação do Audi A4, que aconselha os proprietários a utilizarem aditivos em caso de problemas de arranque e andamento lento.

Depois, comparou o motor dos automóveis com o corpo humano, que precisa de respirar ar puro (filtros de ar), ter um bom coração para bombear o sangue (bomba de óleo) e fazer a digestão dos alimentos (combustão). Todo este processo é comparável ao funcionamento do motor, onde os aditivos funcionam como vitaminas.

### ADITIVOS PARA TODOS

A LIQUI MOLY tem aditivos para motores a gasolina e Diesel. Dentro de cada uma destas gamas, há produtos com diferentes intuitos: limpeza de injetores,

## Completamente novo

A LIQUI MOLY aproveitou a presença dos jornalistas nas suas sedes, em Ulm, para apresentar dois novos equipamentos. O JetClean Tronic II destina-se à limpeza de todo o sistema de injeção, ao passo que o Gear Tronic II foi concebido para mudança rápida e eficiente de óleo de caixas de velocidade automáticas.

### JetClean Tronic II: para um sistema de injeção limpo

Com o novo aparelho de limpeza JetClean Tronic II, a oficina pode limpar, de forma simples e profissional, todos os sistemas de injeção utilizados nos veículos a gasolina e Diesel, realizando um ciclo de limpeza automático. O aparelho vem equipado com um filtro de combustível e radiador. Dispõe, igualmente, de um kit de adaptadores que cobre a totalidade dos motores existentes e conta com duas luzes indicadoras do estado da operação, o que permite ao mecânico saber, a todo o momento, qual a quantidade de combustível que falta utilizar até acabar a operação de tratamento. Este aparelho utiliza o aditivo Pro-Line JetClean.



### Gear Tronic II: mais fácil e intuitivo mudar óleo das caixas automáticas

Este aparelho de mudança de óleo de caixas de velocidade automáticas é uma evolução do anterior modelo e destaca-se pela inclusão de um ecrã digital que indica, passo a passo, as diversas operações que o mecânico tem de executar e, também, a possibilidade de instalar um *software* que permite comandar o aparelho remotamente. Após a utilização do aparelho de limpeza integrado com ajuda do recipiente para aditivo separado, garante-se uma capacidade de funcionamento elevada, mesmo em caixas de velocidade muito sujas. Extremamente resistente a golpes devido à caixa de metal estável, contém um conjunto de adaptadores universais e recipiente para aditivos. \*



melhoria da combustão e proteção anti-oxidação. Para os Diesel, por exemplo, há produtos para filtros de partículas com o intuito de ajudar a prevenir a obstrução deste componente, ao baixar a temperatura mínima necessária para a regeneração automática do filtro. Também há aditivos para o óleo do motor. A LIQUI MOLY comercializa este tipo de produtos. São aditivos eficazes que formam uma película lubrificante que está sempre presente entre as peças de metal, reduzindo o desgaste até 50%, aumentando a vida útil do motor e evitando problemas e repara-

ções caras. Qualquer um deles deve ser adicionado ao óleo de motor novo e todos os veículos podem utilizá-los. No entanto, os efeitos serão tanto mais evidentes quanto mais quilómetros o veículo tiver, sobretudo acima de 100 mil. Basicamente, porque serão esses os veículos que terão injetores mais sujos e o efeito detergente será mais conseguido e perceptível.

### ADITIVOS REPARADORES

Apesar de não poderem ser vistos como milagrosos, alguns aditivos específicos são apresentados como podendo

ajudar a resolver algumas situações de deficiências de funcionamento não muito graves, como é o caso de problemas de entupimento de injetores que provocam que o veículo soluce. A LIQUI MOLY garante que uma viatura com problemas de arranque pode receber um aditivo melhorador de combustão, que potencia a explosão na câmara.

Através da adição em sistemas específicos, os aditivos ajudam a manter o bom funcionamento e até mesmo prolongar a vida útil de várias peças do veículo. Se as viaturas pudessem falar, agradeceriam cada vez que são abastecidas com os aditivos corretos. Alguns obrigatórios, outros opcionais, o facto é que todos os aditivos são fabricados para garantir que as peças internas trabalhem sob as condições mais adequadas possível, mantendo a temperatura de funcionamento do motor, reduzindo o atrito ou ainda melhorando a combustão da mistura. David Kaiser não tem dúvidas de que, hoje, a manutenção de um veículo não se faz sem aditivos específicos. \*



### Injection Cleaner

O Injection Cleaner limpa o sistema de combustível, injeção e combustão da sujidade e dos depósitos. Para isso, basta colocar o aditivo no depósito de combustível. Sempre que o motor está a trabalhar, as substâncias ativas soltam os sedimentos que se depositam nos bicos injetores. Desta forma, a gasolina torna-se novamente mais fina, a combustão é mais limpa e surgem menos resíduos.



### Hybrid Additive

Um funcionamento estável e constante ajuda muito, mas não é a única solução. Nos motores de combustão interna de veículos híbridos, é realmente uma exceção. Os agentes de limpeza especiais incluídos no Hybrid Additive dissolvem sedimentos existentes e evitam que se formem novos resíduos pegajosos, semelhantes a tinta ou resina. Isto significa que é possível utilizar o aditivo como prevenção ou em caso de já existirem problemas. Para prevenir, é necessário juntar, regularmente, o aditivo à gasolina no depósito.



### Super Diesel

O aditivo Super Diesel tem múltiplas vantagens para o motor. Primeiro, limpa o sistema de injeção: elimina os depósitos existentes nos sensíveis injetores e impede a formação de novos depósitos. A pulverização de combustível torna-se novamente mais fina e a combustão é mais eficiente. Segundo, lubrifica os injetores e prolonga a sua vida útil. Terceiro, aumenta o número de cetano: a capacidade de ignição do combustível é melhorada e o motor trabalha de forma mais silenciosa e económica. Em quarto e último lugar, protege todo o sistema de combustível contra a corrosão.



### DPF Cleaner

A LIQUI MOLY continua a apostar na sua solução Pro-Line de limpeza do filtro de partículas para motores Diesel. Isto porque estes componentes, quando estão obstruídos, podem provocar danos muito onerosos. Com esta solução, é possível limpar o filtro de partículas sem necessidade de desmontá-lo. Este processo é mais rápido e menos dispendioso do que uma desmontagem ou, inclusivamente, uma substituição do filtro. Por esse motivo, funciona, também, como medida preventiva, evitando despesas maiores no futuro.



# Готовим телегу к лету

Владельцы уделяют большое внимание подготовке автомобиля к зиме. Но забывают сделать все необходимое для его успешной работы летом — прежде всего, ликвидировать загрязнения и отложения, накопившиеся за зиму, когда машинка испытывает высокие нагрузки. Наш комплекс мер позволит продлить срок службы авто.

**З**аботу о нем начнем с кузова. Для начала надо хорошенько вымыть автомобиль, уделяя особое внимание радиатору, колесным аркам и днищу. Главное — знать меру: не стоит мощной струей отбивать прилипшую грязь от радиаторных сот — от этого они осыпаются. Такое деликатное дело лучше доверить очистителю системы охлаждения Pro-Line Kühler Reiniger. Препарат распыляется на остывший радиатор, а через 5-10 минут смывается водой.

Защитить лакокрасочное покрытие кузова поможет полироль. В арсенале Liqui Moly такого добра хватает. Мы рекомендуем универсальный препарат Universal Politur. Он подходит для любого типа покрытий от металлик до обильных красок. Средство обеспечивает долговременную защиту и яркий блеск.

Зимой стекла испытывают немало: перепады температур, ледяные корки, подвергаются работе дворников и омывающей жидкости. После этого коллапса привести в порядок стекла поможет специальная пена для очистки стекол Scheiben Reiniger

Schaum. С ее помощью можно чистить стекла как снаружи, так и внутри автомобиля. Средство не только эффективное, но и экономичное.

Далее чистим пластик в салоне. Остатки старой полироли удаляем препаратом Auto-Innenraum-Reiniger. Затем обрабатываем аэрозольными составами из серии Cockpit-Pflege. Если вам не нравится появившийся глянец, то сразу после обработки протрите поверхность салфеткой или используйте лосон Kunststoff-Tiefen-Pflege.

Закончили с внешним лоском — лезем под капот. Не лишне очистить масло в моторе, заодно позаботиться и о его чистоте — эффективнее всего с этим справится долговременная промывка масляной системы Liqui Moly Oil-Schlamm-Spülung. Это средство удаляет загрязнения и шлам, обеспечивая дальнейшую защиту двигателя. Промывку заливается в мотор примерно за 200 км до замены масла. За это время растворяются и вымываются все отложения из полостей гидрокompенсаторов, гидронатяжителей и муфт регулировки фаз ГРМ.

Теперь перейдем к топливной системе, которая за зиму забила-



В обширном арсенале Liqui Moly можно найти любое средство для обслуживания всех систем автомобиля

шлаками и прочими отложениями из-за низкого качества горючего на российских заправках. Сначала чистим клапаны и камеры сгорания, заливая в бак топливную присадку Liqui Moly Ventil-Sauber. Один флакон на 40-50 литров топлива. Затем чистим форсунки, для этого при следующей заправке заливаем в бак Liqui Moly Direkt-Injection-Reiniger. Это специальное средство для очистки инжектора, по эффективности сравнимое с очисткой форсунок на стенде.





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*The magazine appears on a monthly basis. That's why we ask that content be delivered promptly. Photos and articles, that are sent after the respective closing date appear in the following issue.*

**Next  
closing date:  
13.07.2018**

Simply send your photos and all corresponding information to:

➔ **bug@liqui-moly.de**

**Please note the following points when making a contribution:**

#### LANGUAGE

- Texts are preferably to be provided in German or English.

#### COMPLETENESS

We need the following information for each photo submitted:

- Full names of all persons pictured (first/last names, function/profession, company, etc.).
- For group photos, the names from left to right.
- Time and date of the picture (precise address, e.g. name and location of garage).
- Detailed information and anecdotes on the picture (exhibition, event, tribute ...).

#### IMAGE QUALITY

- For optimum presentation the pictures should have a resolution of at least 1,920 x 1,080 pixels.
- File attachments in e-mails should be no larger than 25 MB.
- Unfortunately, very blurry, faded or rotated photos as well as photos with bad light cannot be used.

#### FILE FORMAT

- Preferably send photos/pictures as jpg files.
- Write texts and image captions directly in the mail or send as a separate document (Word, Excel or RTF).