



PICTURES AND STORIES

FROM OUR LIVES 09.2019



LIQUI MOLY inspires

Humanity bonds us!

IN RETROSPECT



„Especially in uncertain times, one truth applies: As long as humanity bonds us with one another, it doesn't matter what separates us. LIQUI MOLY stands for the living together and the cooperation of people of different cultures and religions. We produce high quality motor oils and additives made in Germany and export to more than 150 countries. The LIQUI MOLY worldwide family gives every member support and a feeling of security. This is because together we are a global brand.“

Ernst Prost,
proprietor and business manager
of LIQUI MOLY GmbH



Dear LIQUI MOLY friends,

I recently came across a LIQUI MOLY image advert from 2016 (see left). The headline was “Humanity connects”. Marketing bla-bla or a fundamental value of our company? That question did not arise at all. Because suddenly I became aware again of what might sometimes go under in the everyday noise. These two words are the main reason why our global brand has been so strong and so popular for decades. And that is why we must focus more than ever on humanity today and in the future!

Only mutual empathy, cross-border friendship and deep respect for each other – within the entire LIQUI MOLY family worldwide – can lend our actions lasting success and a deeper meaning. Even though our business is all about earning money, we must not forget that our success or failure is responsible for the weal and woe of thousands of people around the world. After all, it not only concerns the jobs that we create and maintain directly in Ulm and Saarlouis, but also the countless families of those people who work for our customers, business partners and suppliers.

This is why it is so important that we remain vigilant and committed to show the whole world how unique our LIQUI MOLY spirit is – whether through sponsorships, outdoor advertising, events or in personal discussions and appearances with customers and fans. And it is important to show how useful and valuable our more than 4,000 products truly are – whether at training courses, trade fairs, in workshops or at the point of sale in specialist stores. It is important that we continue to place motivation before listlessness every day. Curiosity before indifference. Innovative strength before standstill. And humanity before selfishness. So that we remain the lubricant of our success.

Let's do it! With new ideas! On new paths!



Jörg Witopil
(Copywriter)



Niklas Döhring
(Graphic Artist)

FALL SEASON

GARDEN PROGRAM

Order products for your fall business now!

Our all-round carefree package for the care and maintenance of garden appliances.

Well lubricated is better cut

For hobby gardeners and garden professionals alike, the fall season is a time of much work. And whether by machine or by hand – for most jobs, people prefer to use effective tools and equipment. And the work is all the more easier when hedge trimmers, chainsaws, lawnmowers and the like work perfectly. With LIQUI MOLY's garden program, this is no problem!

Trimming hedges, pruning trees and sawing wood are the most urgent autumn jobs in the garden, along with the obligatory lawn mowing. However, working outdoors can quickly become an ordeal with a stiff pruning shear or a rumbling chainsaw. In order to keep the fun in gardening, we recommend regular care of the tools with our garden appliance care spray. This keeps

them running smoothly and makes squeaking a thing of the past. Of course, everything is environmentally friendly and plant-based. Our special Lawnmower Oil is available for 4-stroke engines and those that require a single-grade oil. And our Universal Oil for Garden Equipment is ideal for scarifiers, brush cutters, riding mowers, high-pressure cleaners and much more. In



addition, our range offers a self-mixing 2-stroke motor oil and one for chainsaws as well as hydraulic oils and oil for the chains of chainsaws – even as biodegradable types. Various special sprays round off our versatile portfolio. Our handy helpers are there to ensure that garden utensils are always ready for use and do their job for as long as possible, so that gardening is so



much easier. Then this work is also a pleasure in the fall and the anticipation of the next garden season is particularly great.



FALL SEASON

GARDEN PROGRAM



Our Lawnmower Oil SAE 30 with the practical filler neck ensures optimum engine cleanliness, excellent wear protection, first-class lubrication and a long engine life. Protects against corrosion during winter storage.



Our LM 40 Multi-Purpose Spray lubricates, cleans, loosens, protects, cares for and keeps moving parts running smoothly. It also provides reliable protection against rust and corrosion.



Our self-mixing 2-Stroke Motor Oil burns residue-free and protects the engine from wear. Available in various container sizes!



Secure the best places for the secondary placement now!



Ideal for attractive secondary placement in the retail market: our sales displays and Futura shops. Available in many different versions!



VALUE RETENTION

INDIAN FTR 1200 S



Gloss Spray Wax

Provides mirroring high gloss and excellent color depth. Effortlessly removes light road dirt and greasy soiling, without any scratches.



As the new chief of the road, the Indian FTR 1200 S already has what it takes to become a cult bike. In order to preserve the cult factor optically and technically as long as possible, we offer a whole range of helpful products!

Everything for a radiant Indian summer

VALUE RETENTION

INDIAN FTR 1200



Motorbike Oil Additive
Reduces oil and fuel consumption by reducing friction and wear, and increases engine smoothness.



Speed Additive Shooter
Ensures increased driving enjoyment due to optimized performance; the engine starts easier and also runs smoother. Protects the fuel against oxidation and ageing.



Motorbike MoS₂ Shooter
Reduces friction and wear, thus improving oil and fuel consumption. Increases engine's running smoothness and leads to fewer malfunctions.

VALUE RETENTION

INDIAN FTR 1200

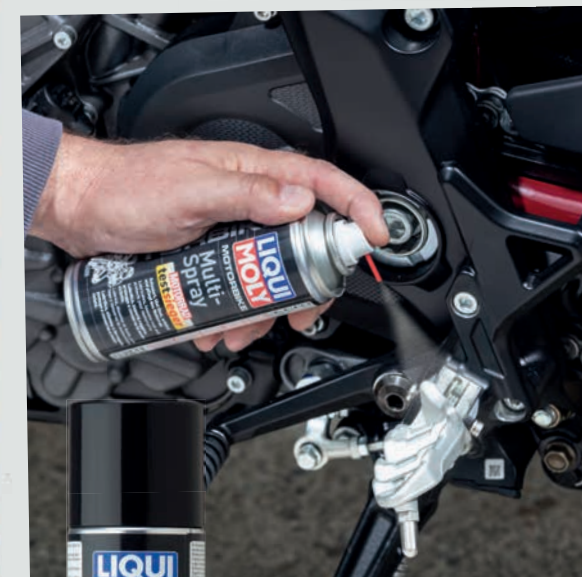


Motorbike Chain and Brake Cleaner
For fast, easy cleaning and degreasing of chains, sprockets and brake components.



Motorbike Chain Lube
Extremely adhesive and water-resistant chain grease with excellent creeping and lubricating properties. Reduces chain elongation and prolongs chain service life.





Multi-Spray

Our test winner! Lubricates, tackles rust, protects and cares for your motorbike. Keeps moving parts running smoothly.



Brake Fluid Race

Synthetic brake fluid for safe braking even under extreme operating conditions.

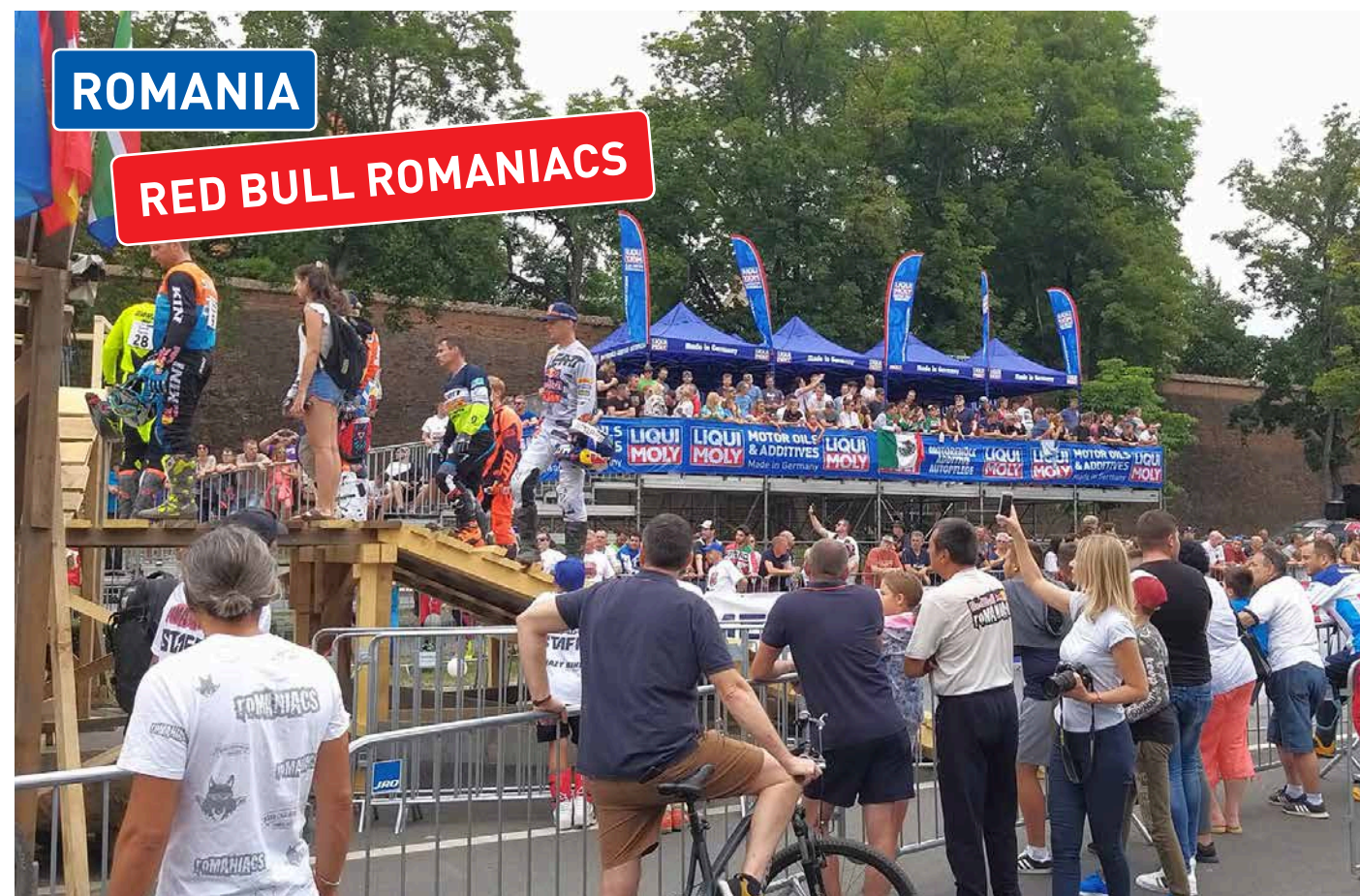


ROMANIA

RED BULL ROMANIACS



Another big leap for the brand's popularity in Romania and worldwide among all motocross fans: our sponsorship of the Red Bull Romaniacs 2019 in Sibiu, Romania – probably the toughest enduro competition in the world!



ROMANIA

RED BULL ROMANIACS

The LIQUI MOLY grandstand, to which Limorom (LIQUI MOLY importer and sponsor of the event) invited our customers from the Motorbike segment, was located right in the center of Sibiu and offered an excellent view of the most spectacular section of the competition. And also along the other parts of the course, blue-red-white were the predominant colors!



Together with Carlos Travé (General Manager 2-Wheel, 3rd from left) and Benjamin Kopp (Export Area Manager, 2nd from right), our friends from Limorom made sure that our guests felt completely at home and that, after the four-day event, they were absolutely liqui-molified and highly motivated on their way home.





ROMANIA

RED BULL ROMANIACS

Tough performers: LIQUI MOLY products for enduros



Motorbike Foam Filter Cleaner

Specially formulated water-miscible air filter cleaning concentrate.



Motorbike Foam Filter Oil

Specially developed product for wetting foam and fabric air filters. Also suitable for extreme applications.



Motorbike Gloss Spray Wax

Maintains and cleans all plastic and metal surfaces and provides a silky shine.



Motorbike 2T Offroad

High-quality, fully synthetic 2-stroke motor oil for use in all 2-stroke engines.



Motorbike Chain Lube

Lubricates chains permanently and reduces wear on the sprockets.



Motorbike Chain and Brake Cleaner

Cleans chains and sprockets with a high-pressure jet. Removes grease and dirt deposits.



Motorbike Tire Inflator and Sealer

Seals flat tires and tubes, and pumps them up again.



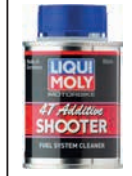
Motorbike motor oils

Provide optimum lubrication for 2-stroke and 4-stroke engines. Reduce wear and ensure optimum performance.



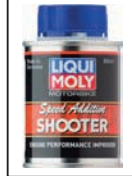
Motorbike Shock Absorber Oils

Prevents the formation of deposits and reduces friction and wear.



Motorbike 4T Shooter

Increases engine performance, removes deposits and protects against corrosion.



Motorbike Speed Shooter

Provides a better start, smoother engine running and optimized power yield.



Motorbike Multi-Spray

Lubricates and protects gas and clutch cables as well as other mechanical components.



Motorbike Fork Oil

LIQUI MOLY fork oils ensure safe driving properties, even after prolonged use, and are available in various viscosities.



Motorbike Cleaner

Cleans the motorcycle after use from dirt of all kinds.



Motorbike MoS2 Shooter

Reduces oil and fuel consumption by reducing friction and wear.



Motorbike Engine Flush Shooter

Cleaning fluid for clearing the engine interior of troublesome deposits. Dissolves sludge and lacquer formers.



Motorbike gear oils

Smooth and precise shifting and increased wear protection are the advantages of these gear oils.



Radiator additives

Radiator Cleaner removes deposits in the cooling system. Radiator Stop Leak reliably seals even the smallest leaks in the cooling system.



OFFICIAL
PARTNER
WORLDWIDE

PORTUGAL

LIQUI MOLY SOUTH AMERICA & IBERIA

WEEK 23.2019

Creativity is contagious. Pass it on...

LIQUI MOLY SOUTH AMERICA & IBERIA

WEEK 23.2019

Creativity is contagious. Pass it on...

Pictures and Stories: New edition is out!

June has arrived and brought the latest edition of Pictures and Stories with it! In this issue you can see what happened during this last month at LIQUI MOLY's world! The great results we've had in 2018 and the numbers achieved already this year couldn't be left out, of course. And guess who's celebrating 10 fully years of commitment with LM? Congratulations, Matthias! To 10 more years of challenges and achievements! Count with us!

PICTURES AND STORIES

MUST SEE

NEW

Mr. Ernst Prost, Managing Director LIQUI MOLY, and Alexandra Holzwarth, Assistant to Management, with Roman Kochanec, Production, 50th birthday, Cornelia Steidle, Key Account Manager Industry, 20-year anniversary, and Matthias Bleicher, General Director at LIQUI MOLY IBERIA and Regional Manager South America, 10-year anniversary.

LIQUI MOLY SOUTH AMERICA & IBERIA

WEEK 23.2019

Creativity is contagious. Pass it on...

LM Iberia: New Team Member

LIQUI MOLY Iberia is growing and Alexandre Estima is the new member of our spanish sales team. With more than 22 years of working experience as a commercial representative on the Iberian aftermarket, this portuguese native speaker lives in Barcelona since 2013 and represents a fantastic added value to our team. After a couple of years working with Groviss, an important LM partner, Alexandre joins LM Iberia and will work mainly the Catalonia region. Welcome to our team, Alexandre! Buckle up and prepare yourself for an amazing ride!

Portugal & Spain

Matthias Bleicher, LM Iberia General Manager, congratulates Alexandre Estima during his first day with the LIQUI MOLY Team!

... Learning about our products!

issuu.com/liquimolyiberia/docs/liqui_moly_iberia_23_final2

LIQUI MOLY SOUTH AMERICA & IBERIA

WEEK 23.2019

Creativity is contagious. Pass it on...

PICTURES AND STORIES

MUST SEE

NEW

Don't miss this issue of Pictures and Stories! You can read it and download it here: bit.ly/2HWy9ya

LIQUI MOLY financial results: The engine keeps on running

Sales and revenue rise in 2018. The lubricant specialist also recorded a plus for the beginning of 2019.

LIQUI MOLY financial results: The engine keeps on running

LIQUI MOLY SOUTH AMERICA & IBERIA

WEEK 23.2019

Creativity is contagious. Pass it on...

Brochure: Motorbike products

It's already available on Issuu our Motorbike brochure, specially created for the portuguese and spanish markets. Each brochure has a detailed description of Liqui Moly Motorbike line, both in portuguese and spanish. You can see the portuguese version here bit.ly/2K7UocK and the spanish version here bit.ly/2KcVe1R.

Portugal & Spain

Alexandre Estima, our new team member, with Matthias Bleicher, LM Iberia General Manager, already wearing their fighting gloves to conquer the Catalanian market!

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LIQUI MOLY SOUTH AMERICA & IBERIA

WEEK 23.2019

Creativity is contagious. Pass it on...

Paulo Venceslau: Amazing art

Paulo is an exceptional designer. No doubt about it. We are lucky to call him our friend and, even more, to have him creating art for us. LIQUI MOLY Iberia inspires all of us and Paulo Venceslau couldn't stay indifferent. This is what art looks like! Thank you, Paulo!

Portugal & Spain

We couldn't have a better cover to present our new LIQUI MOLY NEWS image!

LIQUI MOLY SOUTH AMERICA & IBERIA

WEEK 23.2019

Creativity is contagious. Pass it on...

Liqui Moly Iberia: Rally Sical

Island Terceira, in Azores, hosted the Rally Sical and Liqui Moly made its presence noticed. Not only we were present with our image through our partner, J. Aurora Equipamentos Industriais, but we were also represented by the teams that were competing: João Correia & Paulo Jesus were 2nd from their group and 2nd on their class, and Pedro Silva & Fábio Silva were 2nd from their group and 3rd on their class. Congratulations to both teams powered by Liqui Moly and J. Aurora Equipamentos Industriais!

Portugal & Spain

Pedro Silva & Fábio Silva represented Liqui Moly and J. Aurora Equipamentos Industriais on Rally Sical.

João Correia & Paulo Jesus represented Liqui Moly and J. Aurora Equipamentos Industriais on Rally Sical.

The weekly LIQUI MOLY News from LIQUI MOLY South America & Iberia in a new design is a visual and content treat!

VALUE RETENTION

FORD F-150 RAPTOR

Fact sheet

Manufacturer:	Ford USA
Model:	F-150 Raptor
Engine:	V6 twin-turbo
Displacement:	3,496 ccm
Output:	450 hp at 5,000 rpm
Torque:	690 Nm at 3,500 rpm
Transmission:	Ten-speed automatic
Curb weight:	2,584 kg
Acceleration 0 - 96 km/h:	5.1 sec.
Top speed:	170 km/h

**EVEN A
COLOSSUS NEEDS
PROPER CARE**

When brute force meets technical finesse, correct lubrication and effective care are particularly important. But fear not: LIQUI MOLY products take on every colossus!

WERTERHALT

FORD F150 RAPTOR

Dissolves sludge, laquer and liquid contaminants that easily drain out during an oil change. Suitable for 4-stroke gasoline and diesel engines. (part no. 2037)



Fully synthetic premium-class fuel efficient engine oil, that has been developed for the year-round use. (part no. 20138)



Cera Tec reduces friction and wear due to ceramic compounds that are extremely heat and pressure resistant. (part no. 20002)



Reduces friction and engine wear. Ensures the engine runs quietly. Reduces the consumption of oil and fuel. (part no. 20256)



WERTERHALT

FORD F150 RAPTOR

Radiator cleaner removes dangerous deposits and allows the engine to run at the optimum temperature and operational reliability. (part no. 22336)



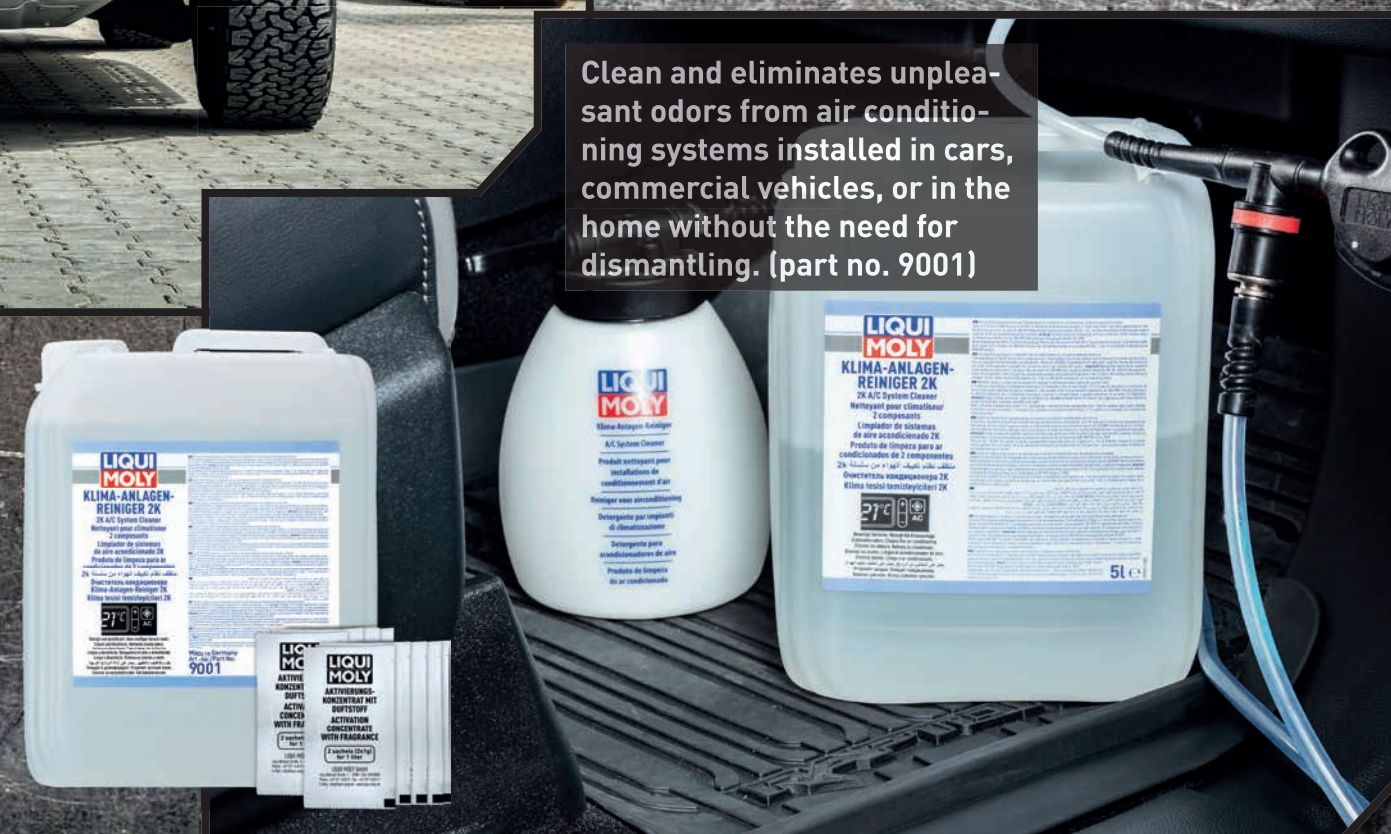
Removes deposits on injection valves, on intake valves, spark plugs and in the combustion chamber. (part no. 20250)



Seals leaks immediately with ease. Secures the combustion chamber from damages caused by coolant admission. (part no. 20332)



Clean and eliminates unpleasant odors from air conditioning systems installed in cars, commercial vehicles, or in the home without the need for dismantling. (part no. 9001)



VALUE RETENTION

FORD F-150 RAPTOR

Displaces moisture and forms a water-repellent protective film: Cavity Protection, light brown (part no. 6107)



Removes troublesome deposits from injection nozzles and intake valves, protects against rust and restores original engine performance: Gasoline Engine System Cleaner (part no. 5129)



Aromatic substance to prevent traces of marten scent in the engine compartment and thus the risk of costly bite damage: Marten Spray (part no. 1515)



Adhesive, water-resistant, high-performance lubricant providing corrosion protection: Maintenance Spray, white (part no. 3075)



Thermostable, adhesive- and spin-resistant high-performance lubricant with good corrosion protection: Tacky Lube Spray (part no. 4084)



VALUE RETENTION

FORD F-150 RAPTOR

Effortlessly cleans and removes brake dust and other dirt from aluminum and steel rims: Special Rim Cleaner (part no. 1597)



Effortlessly removes light and greasy dirt. Eliminates light scratches and preserves the paint finish: Gloss Spray Wax (part no. 1647)



Removes tar, asphalt, resin and grease residues as well as fresh paint stains and enhances gloss: Tar Remover (part no. 1600)



Cleans, cares for and protects tires in one step and gives them back their intensive shine: Tire Bright Foam (part no. 1609)



Removes heavy soiling such as grease, oil, fuel, finish rust and flash rust: Intensive Car Cleaner (part no. 1546)



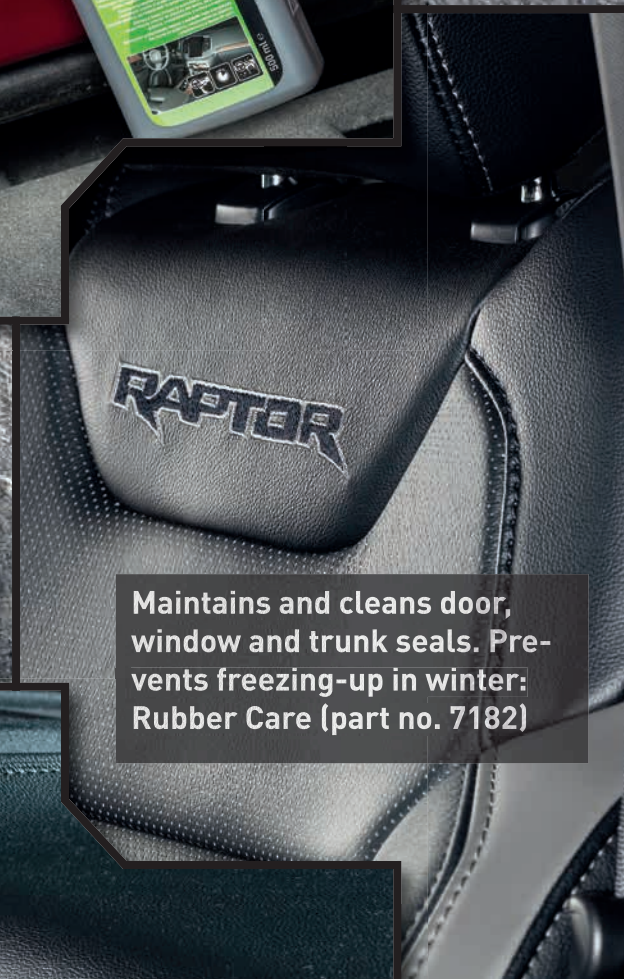
VALUE RETENTION

FORD F-150 RAPTOR

Intensive, gentle and fast cleaning of plastic parts and fabrics and trims: Car Interior Cleaner (part no. 1547)



Maintains and cleans door, window and trunk seals. Prevents freezing-up in winter: Rubber Care (part no. 7182)



Maintains, impregnates and is dust-repellent. For all matte plastics and for general interior care: Cockpit Bright (part no. 1610)



Cleans, polishes and protects in one step against harmful environmental influences: Polish & Wax (part no. 1467)



Leather Care – Cleans, cares for and protects smooth leather with a silky, shiny layer against brittleness and fading. (part no. 1552)



CHINA

SILK WAY RALLY

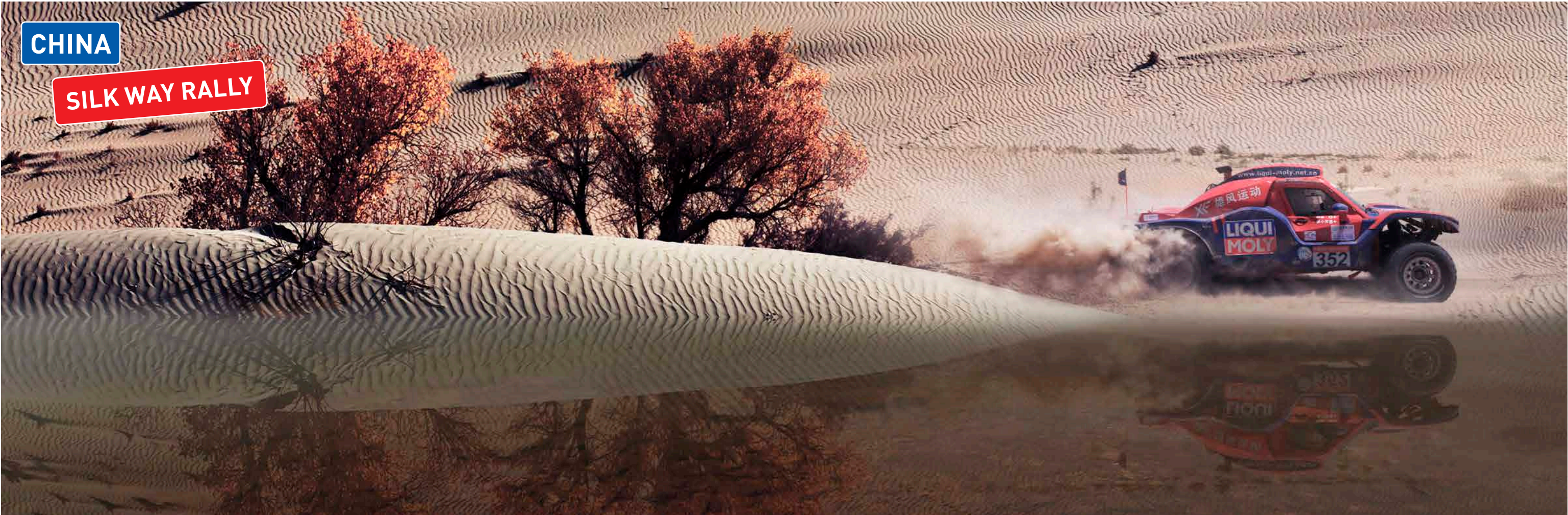
Successful endurance test on the Silk Road



When the engine runs silky smooth and powerful despite bumpy, dusty tracks and extreme temperatures, LIQUI MOLY is undoubtedly on board – as seen here at the Silk Way Rally in China.

CHINA

SILK WAY RALLY



The DU-HOPE sponsored LIQUI MOLY XIONGFENG team took an excellent 2nd place in the open group on a hot ride through the desert sand and over stony mountain ranges. Further proof of the great strength of our high-performance lubricants!





Successful premiere: For the first time over an entire week in Karlsruhe, everything revolved around the little yellow felt ball – and LIQUI MOLY! As title sponsor and also main sponsor of the new WTA Ladies Tournament, our logo was present at all games.



At the third largest women's tennis tournament in Germany, glamor was of course not to be neglected! And, here too, our name and colors were constantly in the focus of players, fans and journalists.





GERMANY

TRUCK GRAND PRIX

The team “Hahn Racing” sponsored by us celebrated a successful weekend at the home Grand Prix on the Nürburgring. Not only did thousands of truck racing enthusiasts keep their fingers crossed for them on site, but our more than 30 invited customers also experienced thrilling races with winning LIQUI MOLY power!



The result: Jochen Hahn took two wins as well as a 3rd and a 7th place, while his son Lukas won 3rd place twice and 2nd place once on his very first race weekend. Our respect and congratulations to our strong brand ambassadors!



AWARD

BEST BRAND



Quality is the key – especially for commercial vehicle professionals! Because they have a clear idea of which oil brand is the best: LIQUI MOLY. The readers of the trade magazine “Werkstatt aktuell” voted us to 1st place for the 6th year in a row and by a large margin. Our colleague Klaus Stahl (far left) accepted

the Best Brand award during the ADAC Truck Grand Prix at the Nürburgring. By the way: In the category Care and Cleaning, we landed an excellent 2nd place.



**Leaning hard:
tough race with
a conciliatory
outcome**

It was a tough 25 laps in the Moto2 race of the Austrian Grand Prix, in which our Dynavolt Intact GP rider Tom Lüthi crossed the finish line well in spite of difficulties and was able to score 10 important points with sixth place. As a result, he currently occupies the excellent 2nd place in the overall World Championship ranking!

MOTOGP

AUSTRIAN GRAND PRIX



Marcel Schrötter put a lot of effort into making up lost ground: despite starting at position 16, he crossed the finish line in ninth place.

EXCLUSIVE LUBRICANT

*moto2*TM
+
*moto3*TM

MotoGPTM WORLD CHAMPIONSHIP



MOTOGP
AUSTRIAN GRAND PRIX

The full grandstands on the Red Bull Ring in Spielberg, Austria, and the high TV ratings once again testified to the fascination that the Moto3, Moto2 and MotoGP races exert on fans worldwide – the ideal environment for our sponsorship!



Just as the LIQUI MOLY lubricant magicians are highly concentrated every day in the development of our high-tech oils, Marcel Schrötter and Tom Lüthi are also highly focused in hunting for points every week!



For maximum performance: LIQUI MOLY products for street bikes



Motorbike Cleaner

Cleans the motorcycle after use from dirt of all kinds.



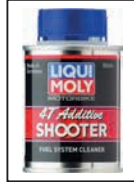
Motorbike Gloss Spray Wax

Maintains and cleans all plastic and metal surfaces and provides a silky shine.



Motorbike Shock Absorber Oils

Prevents the formation of deposits and reduces friction and wear.



Motorbike 4T Shooter

Increases engine performance, removes deposits and protects against corrosion.



Motorbike Speed Shooter

Provides a better start, smoother engine running and optimized power yield.



Motorbike Multi-Spray

Lubricates and protects gas and clutch cables as well as other mechanical components.



Motorbike Fork Oil

LIQUI MOLY fork oils ensure safe driving properties, even after prolonged use, and are available in various viscosities.



Motorbike Chain Lube

Lubricates chains permanently and reduces wear on the sprockets.



Motorbike Chain and Brake Cleaner

Cleans chains and sprockets with a high-pressure jet. Removes grease and dirt deposits.



Motorbike Tire Inflator and Sealer

Seals flat tires and tubes, and pumps them up again.



Motorbike motor oils

Provide optimum lubrication for 2-stroke and 4-stroke engines. Reduce wear and ensure optimum performance.



Motorbike MoS2 Shooter

Reduces oil and fuel consumption by reducing friction and wear.



Motorbike Engine Flush Shooter

Cleaning fluid for clearing the engine interior of troublesome deposits. Dissolves sludge and lacquer formers.



Motorbike gear oils

Smooth and precise shifting and increased wear protection are the advantages of these gear oils.



Radiator additives

Radiator Cleaner removes deposits in the cooling system. Radiator Stop Leak reliably seals even the smallest leaks in the cooling system.



GERMANY

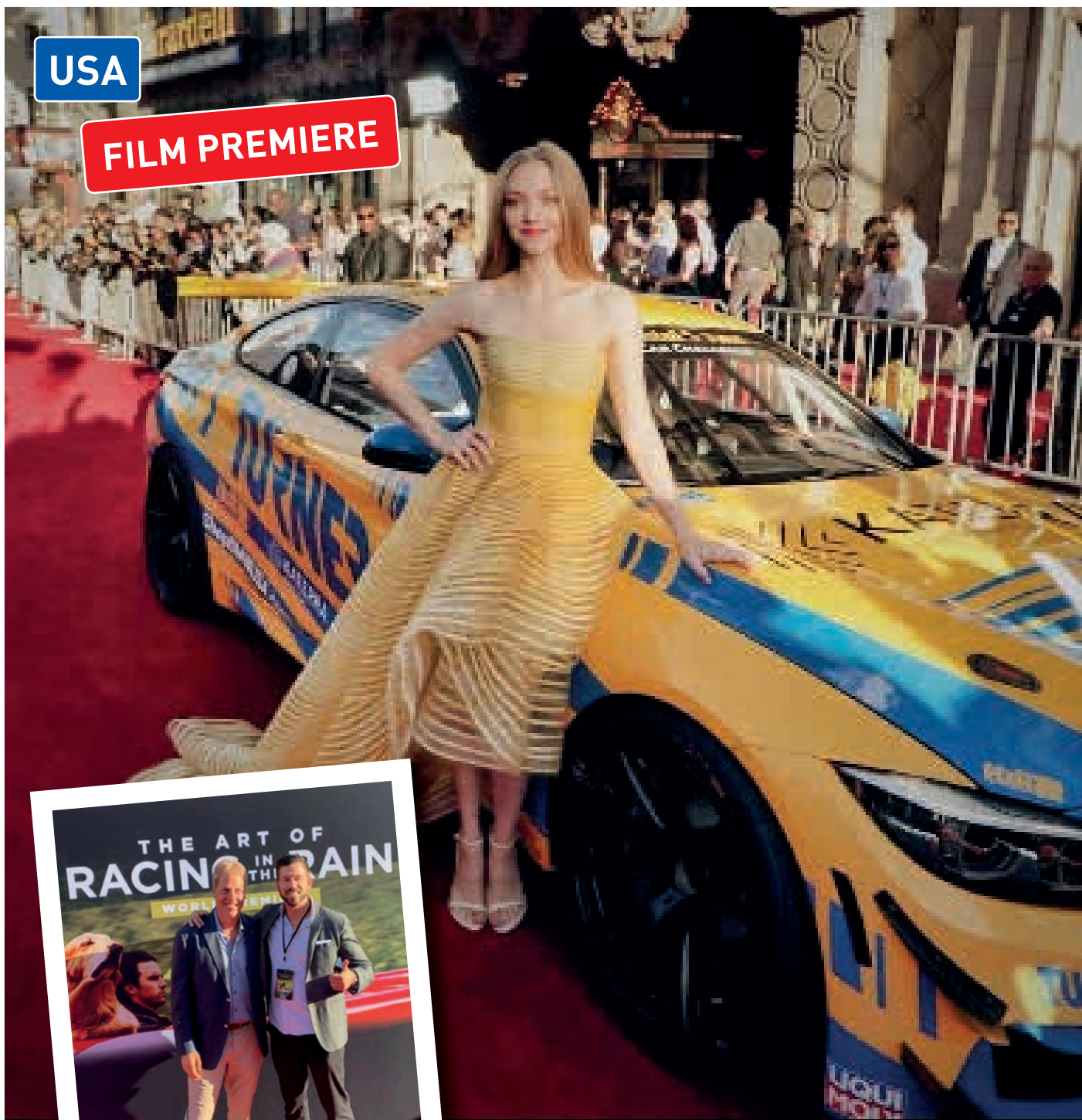
TCR GERMANY



Double victory at the Nürburgring with LIQUI MOLY on board

As a guest starter in Team Engstler, rally star Thierry Neuville clinched victory at the Nürburgring straight away on his TCR debut. Engstler pilot Max Hesse also demonstrated all his skills and scored twofold with a victory and a 2nd place.





Stars, starlets and LIQUI MOLY on the red carpet! At the premiere of the film “The Art of Racing in the Rain” in Los Angeles, not only various film greats and countless fans were there, but also Germany’s best lubricant brand, LIQUI MOLY! The reason for this was the racing car of our US partner Turner Motorsport, which plays a fast-paced role in the movie.



Cool and competent: Vinny Russo (Regional Sales Manager Northeast LIQUI MOLY USA) presented our quality products to American car enthusiasts at the Waterfest in New Jersey and explained their effects and benefits.



CHINA



With LIQUI MOLY oil on board and the support of our Chinese importer DU-HOPE, Team Phantom Pro Racing secured the championship in this top-class competition by winning both rounds of the China GT Championship in Qinghuangdao.



CHINA ENDURANCE CHAMPIONSHIP

CHINA



DU-HOPE consistently uses motorsport to convince customers throughout China of the quality of our products. As seen here with Team Jiya/Newfaster, which with our oils and additives on board was able to secure victory in the last race and thus also in the overall standings, despite the high temperatures and long racing time.

CHINA CROSS COUNTRY



Nearly 600 drivers accepted DU-HOPE's invitation to experience the quality of our products and the charm of our brand in the truest sense of the word at a cross-country race.

CZECH REPUBLIC

EUROPEAN HILL CLIMB CHAMPIONSHIP

Our racing customer Marek Rybniček (LIQUI MOLY Czech Republic) not only successfully climbs all the mountains at the European Hill Climb Championship, but is also putting his foot flat when it comes to growth on the Czech market!





LIQUI MOLY oil in the engine and LIQUI MOLY spirit in the heart! At the Sinaia Hill Climb in Romania, the racing group “ICE TEAM” flew the colors for Germany’s No. 1 lubricant brand in an exemplary way!



Around 13,840 kilometers on the road and in uneven terrain – at the 36-day vintage car rally Beijing-Paris, cars and participants had to be tough. Supported by us, the Italian team around Enrico Guggiari and Giorgio Schön was at least on the safe side when it came to lubrication and maintenance of their car.



EXPERIENCE REPORT

MY FAVORITE CAR



Diagnosis: Original Condition Syndrome! Christian Neumeier, a designer, product developer and vintage car collector, and his Mercedes-Benz 190 D didn't really look for each other but perhaps found each other because of this affliction.



Passion instead of performance – the 190 D rewards dedication and care with grace and reliability!

WHAT I REALLY WANTED ...



... was not anything like this – too new. Actually, I wanted the predecessor – slower. It should have been good weather that day – said the weather forecast. Unfortunately, it rained an incredible amount. Unfortunately, I searched the car ads for a “Ponton” Mercedes. Unfortunately, I discovered the Fintail. Unfortunately, it said “original condition”. And because I suffer from OCS (Original Condition Syndrome) and on top of that find ev-

everything without notable performance quite excellent, it was clear: Oh dear, want to have. It was also quite practical that the car was 40 km away in Wangen in the Allgäu area and not like everything else that seemed interesting: in Bremen, Linz or Perpignan. So what is an enthusiastic hobby mechanic to do? Right, he calls up immediately. And, of course, he's out of luck: The seller actually answers the phone. An inspection is arranged right away.



EXPERIENCE REPORT

MY FAVORITE CAR

“Let’s take a look at the jalopy, original condition at that price – not even my grandma would believe that. I’ll hit him upside his head if it’s another rusted-through and repainted trash can” are the appeasing thoughts on the way there. That’s self-protection. I don’t really want that scrapheap! The seller seems a little reserved. First I crawl around under the wreck (we’ll soon see how much rust there is, ha ha). And, as it turns out after half an hour of bending double, poking around and shining a light in corners and behind paneling: damn, no rust. Damn, original paint job. And radio. And sunroof. And spare parts. Okay, better take it for a test drive; I’m sure it’s totally a lemon on the road. But no go: the seller won’t let me. He wants to drive and he wants me to be jolted around obediently in the passenger seat. On small roads in the Allgäu mountains, the seller, a man called Uwe, gets all 55 horses to gallop to such an extent that any new-car driver would have needed a sick bag. As a collector of vintage cars, however, you develop a

healthy fatalism, slide back and forth a little on the seat, forget the 15-year-old tires and hold on to some handles in an appropriately discreet way, all the while hoping not to be ejected through the windshield after all. Mercifully, Uwe lets me drive the last 10 km. Surprisingly, the old bucket handles really well (damn, I already like the Benz too much). When we get back, I’m thinking of negotiating a little. But Uwe, a really cool good guy, only says laconically: “If you like, you can have the car.” Wait, what now? I always thought you yourself decided to buy a vintage car. The full answer follows right away: “You didn’t wet yourself during the test drive, apparently you’re the only one who can drive with a steering column shift, apparently you don’t worry about minor issues, such as drum brakes without a brake booster, and you didn’t look for safety belts first either. And since you are totally obsessed with the original paintwork, I’ll believe you that the car won’t be repainted!” Interesting, I’m slowly starting to like this Uwe

guy. But what am I gonna do now?! Of course, I want this beauty! Of course, it’s exactly what I was looking for, just entirely different. Small lapse in self-control (I do have the Swabian thrift gene, after all!): I say yes without bargaining. But actually, I didn’t buy the car. I gratefully received it. And it seems it was looking for me. And that’s the little story of how I got my favorite car. With all its dents and bumps and polished-down paint. From 1963, so it’s much too new. With 55 HP, so way too fast. With great DB 350 medium blue paint, so far too elegant. Now the performance-mad young people, and also all the others, naturally ask themselves: “What the hell would you do with a farmer’s Sunday tractor like that?” Sure thing: Go on holiday to Italy, for example. With a tent dating back to 1963, of course. Or just sit there and look at a well-kept vehicle, a car that has survived motoring life in its original condition. And the fact that I could question the three previous owners about every flaw since the 1960s: priceless. By the way, I now maintain a great friendship with Uwe, who has the same unusual taste for classic cars.

Fact sheet

Manufacturer:	Daimler-Benz AG
Series:	110
Model:	190 D
Initial registration:	1963
Engine:	4-cylinder indirect injection diesel
Motor designation:	OM621 III
Transmission:	4-speed, manual
Front brakes:	Drum brakes
Rear brakes:	Drum brakes
Weight (curb)	approx. 1,300 kg
Engine output:	40 kW (55 HP)
Top speed:	126 km/h
Mileage:	152,000 km
Color:	350 medium blue



VALUE RETENTION MY FAVORITE CAR



Effortlessly dissolves oil, grease, resin as well as tar-like residues and dirt: Rapid Cleaner (part no. 3318)



Flushes, cleans and removes harmful deposits from the engine when the used oil is drained: Motor Clean (part no. 1019)



Creates a heavy-duty lubricant film on all metal surfaces and reduces friction: Oil Additive (part no. 8350)

Mildly blended mineral motor oil. For optimum lubrication and protection against wear: Classic Motor Oil SAE 20W-50 HD (part no. 1129)



Just as important as changing the motor oil is renewing the transmission fluid regularly to prevent wear.

For smoother shifting, easier running and less wear: Gear-Oil Additive (part no. 1040)



Transmission fluid with high material compatibility, optimum corrosion protection and excellent wear protection: Top Tec ATF 1100 (part no. 3651)



VALUE RETENTION

MY FAVORITE CAR



For optimum wear protection and noise reduction in the rear axle drive: Gear-Oil Additive (part no. 1040)



For optimum greasing of all specified lubrication points, for optimum mobility and corrosion protection: Long-Life Grease LM 47 (part no. 3520)



Transmission fluid with high material compatibility, optimum corrosion protection and excellent wear protection: Hypoid Gear Oil (GL5) SAE 85W-90 (part no. 1035)



Wax-based corrosion protection agent as preventative protection or for conservation: Rust Protection Wax, beige/transparent (part no. 6103)



Safe, year-round protection against frost, corrosion and overheating: Radiator Antifreeze KFS 2000/11 (part no. 21149)



Increases the flow properties of the diesel fuel and prevents it from gelling at low temperatures and when the vehicle is stored for winter: Diesel Flow Fit (part no. 5130)



Displaces moisture and forms a water-repellent protective film: Cavity Protection, transparent (part no. 6115)

MOBILE TREASURES

MERCEDES-BENZ 190D



Maintains, cleans and beautifies door, window and trunk seals as well as tires and prevents freezing-up in winter: Rubber Care (part no. 1538)



For lubricating and maintaining installed lock cylinders and for preventing icing: Door Lock Care (part no. 1528)



Lubricates moving parts, is adhesive and water-resistant and protects against corrosion: Maintenance Spray, white (part no. 3075)



Gloss sealant for painted surfaces. Cleans, maintains, polishes and seals in one operation: Gloss Spray Wax (part no. 1647)



Long-time protection against rust and corrosion in the combustion chamber: Engine Preserver (part no. 1420)

Makes the chrome shine again. Eliminates dull spots and rust, with long-term protection: Chrome Gloss Cream (part no. 1529)



Prevents bacterial infestation and decontaminates already infested tank systems: Anti-Bacterial Diesel Additive (part no. 5150)



EXPERIENCE REPORT

MY FAVORITE CAR



Little horsepower, lots of charm – acceleration can sometimes be wonderfully depressurizing!

The best medicine for Original Condition Syndrome: Our CLASSIC line for vintage cars and classics!





Our full range and our colors should not be missing where automotive diversity comes together, from VW Golf to BMW and Lotus to Porsche and Lamborghini: Full LIQUI MOLY flagging at the 1,006 km race in Palanga, Lithuania, the largest endurance sports event in the Scandinavian and Baltic countries.



As one of the biggest sponsors of the event, our colors could not be overlooked, both on site and on Lithuanian TV: Our logo was to be found on all start numbers as well as on banners, flags and numerous promotional items distributed to the fans by our charming hostesses.

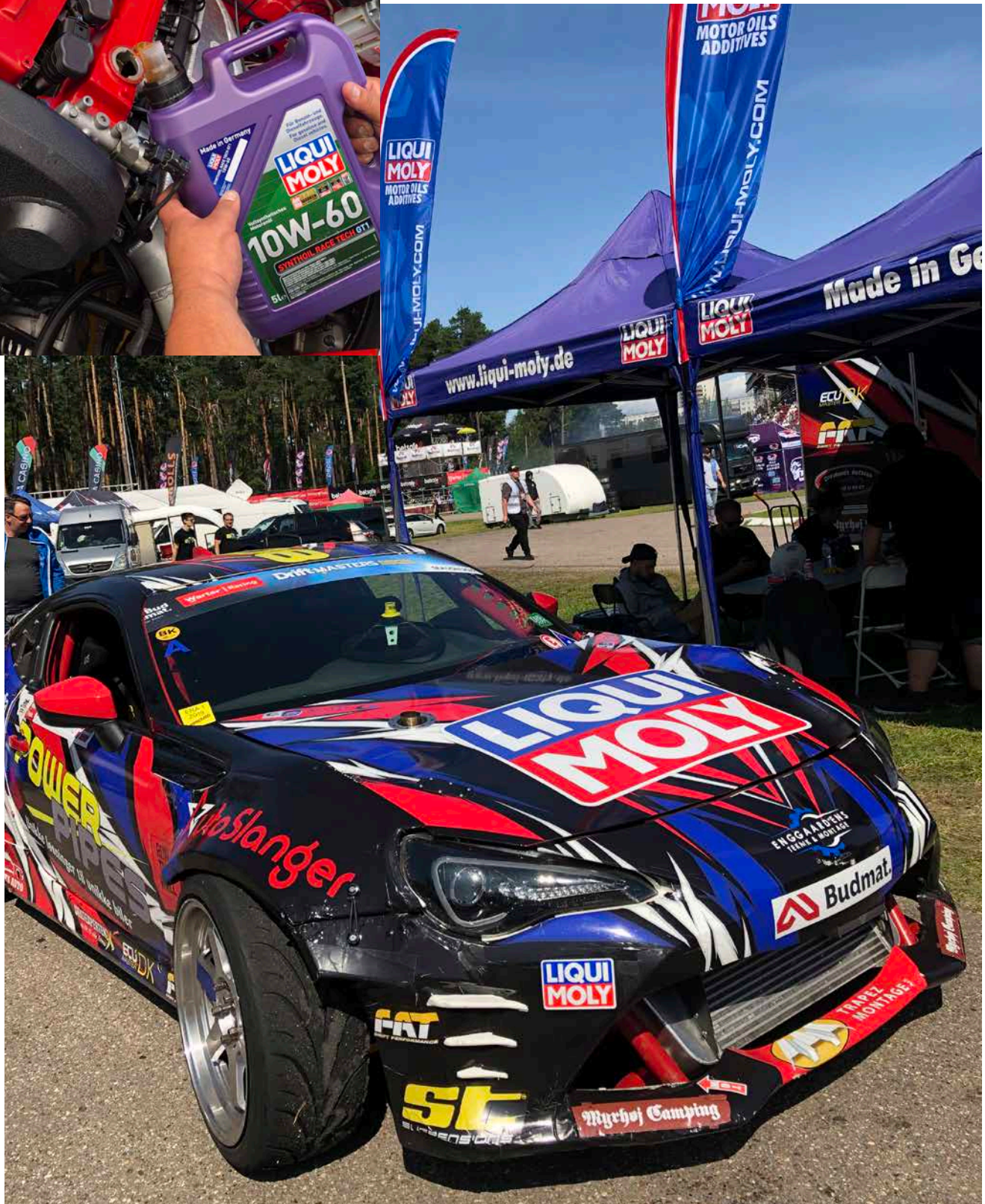




Our colleagues from LIQUI MOLY Danmark and the racing team Overgaard Motorsports #808 welcomed the two lucky winners of a Facebook competition at the 5th Drift Masters European Championship in Riga. Kenneth Dalskov and Rasmus Schmidt turned out to be huge drift and LIQUI MOLY fans. A situation that was surely bolstered by the prize, which included VIP passes ;-)



Our fully synthetic Synthoil Race Tech GT1 10W-60 is suitable for extreme applications and offers Overgaard Motorsports #808 highest lubricity, optimal oil pressure and maximum performance.





PORTUGAL

Team A. Maia Sport at the Famalicão Rally 2019 in Portugal.



PANAMA

Our sponsorship of the Drag Wars in Panama's Autodromo brought our brand to the attention of local and national TV fans with spectacular quarter-mile races and other exciting competitions.



GERMANY

Nothing is better and more valuable than making people happy with our brand – like this football team that never misses an opportunity to proudly and gratefully present its new jerseys!



SWITZERLAND

CATROPHY



Fun, adventure and stamina are the decisive cornerstones of the CATrophy, the largest fun rally event in Switzerland. Thanks to one of our Swiss customers, we were part of the strength-sapping tour through desert, tundra, snow, mud, boulders and clutter.

SLOVAKIA

RALLY PREŠOV



Rally driver Drotar and co-driver Ferencz with their Skoda Fabia R5 were anything but slow at the Rally Prešov in Slovakia – powered by LIQUI MOLY!

LA RÉUNION

TOUR AUTO



HUNGARY

FORMULA 1

LIQUI
MOLY

LIQUI
MOLY

LIQUI
MOLY



HUNGARY

FORMULA 1



RUSSIA

SPONSORSHIP CAMPAIGN



RUSSIA



Russia, a land of contrasts – with both megacities and almost deserted regions, endless steppes and dense forests, majestic mountains and narrow valleys. And as a blue, red and white constant present throughout the country: our global brand!



From the Urals to Siberia to the Far East, workshops and shops in the world's largest country adorn themselves with the colors of Germany's best lubricant brand, LIQUI MOLY, visible from afar!



EL SALVADOR



LIQUI MOLY is coming – and you can’t miss it! Our partner Grupo Auto Moto has now opened the first exclusive LIQUI MOLY store in El Salvador. Under the direction of Managing Director Oscar Chavez Rodriguez, this is the only shop in the country that sells exclusively lubricants and additives. Germany’s best oil brand for everyone!



PORTUGAL



As supplier of the month in August, LIQUI MOLY Iberia had the opportunity to present our product range and know-how in a very special light in the shop of our partner Auto Delta in Leiria. This opportunity was seized impressively – starting with employee training and the attractive presentation of our products through to the distribution of customer gifts by our charming brand ambassador.



PORTUGAL



Ivan Navarro (Product Manager Bihr, right) and José Pereira (LIQUI MOLY Iberia) were delighted with the intensified partnership to push our brand even further on the Spanish motorcycle market.



In Barcelona, our partner Cecaauto presented new business and marketing strategies to over 250 workshop representatives and customers in cooperation with LIQUI MOLY Iberia.



Only 13 years old, but already a big number on the motorcycle: Rodrigo Valente celebrated his race premiere this year and took 3rd place in his first race of the National Velocity Championship! A hopeful talent that we are glad to accompany on his way to the top.

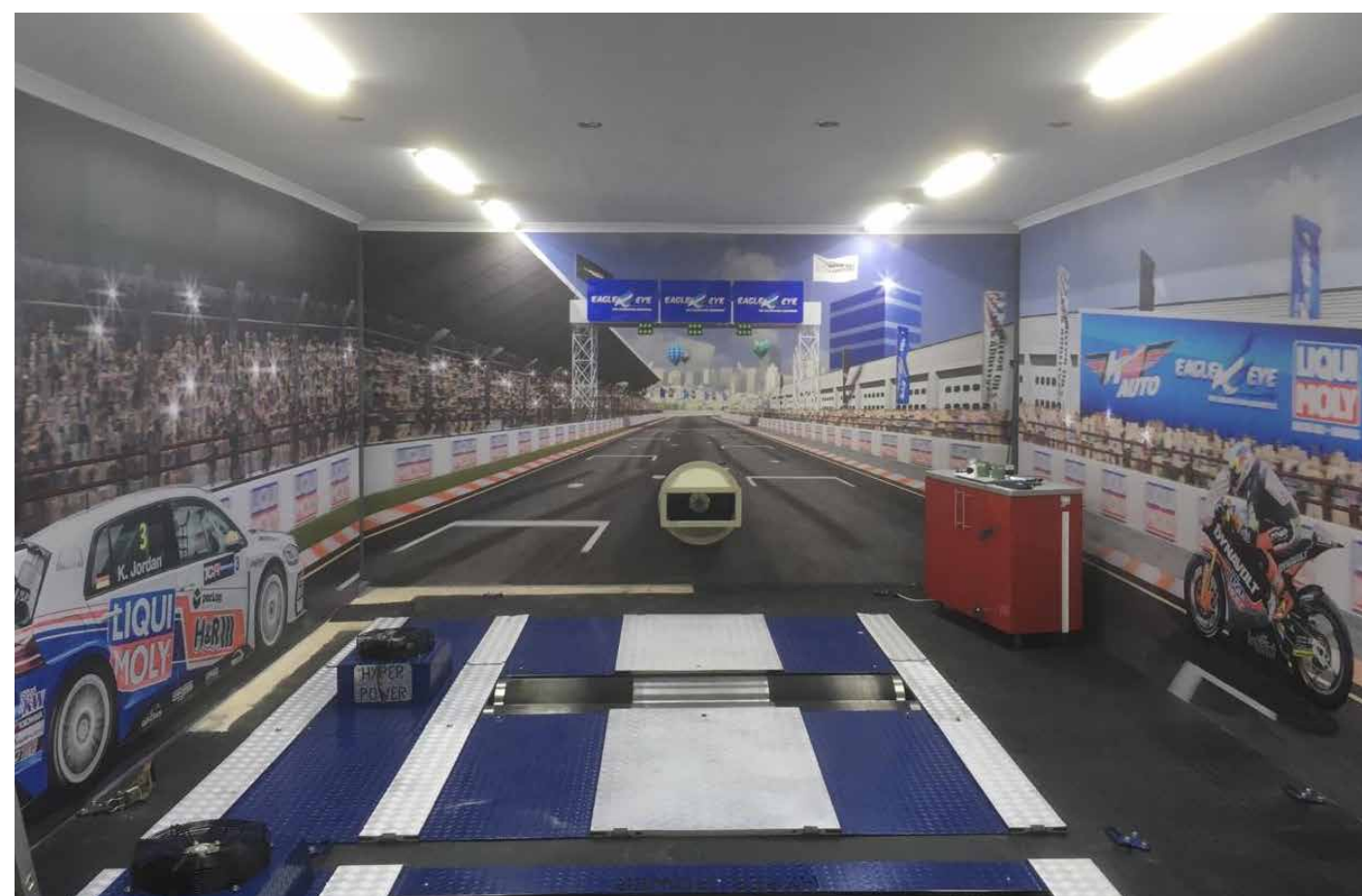
issuu.com/liquimolyiberia/docs/liqui_moly_iberia_24





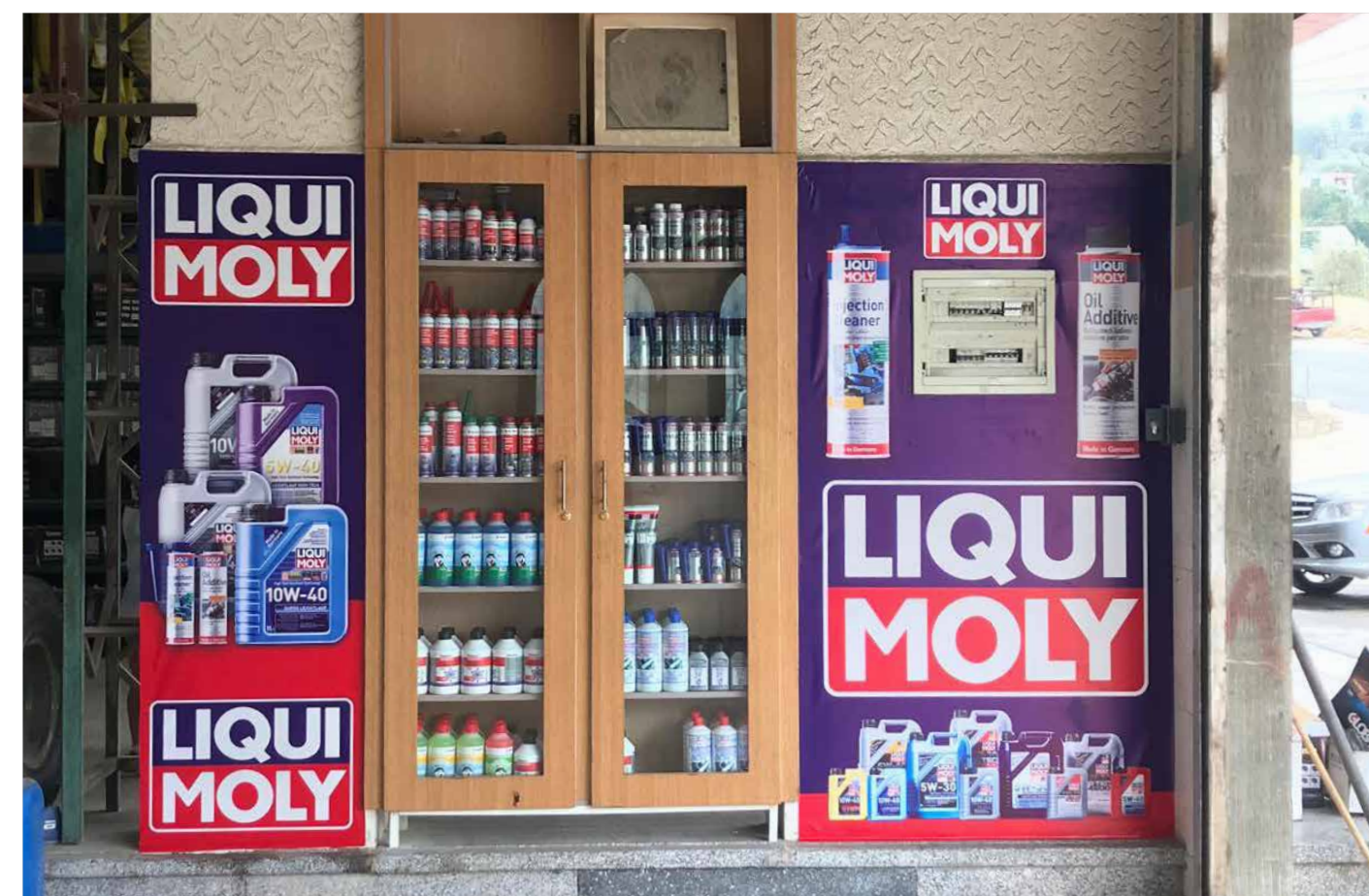
SOUTH AFRICA

Picture above: Brian Madjiedt (Manager Goldwagen Namibia) enthusiastically carries our brand on his body and outwards in the form of his new LIQUI MOLY outdoor advertising. Picture below: The interior of HM Auto's new tuning workshop in an unusual LIQUI MOLY 3D design.



LEBANON

Our Lebanese partner Amiouni Trading is investing heavily in workshop brandings and uses them as an effective means to increase brand presence throughout the country. This has a direct impact on sales and underpins our growth course there.





A new, exciting phase of life began for our three “former colleagues” Karin Steigleder (49 years with Meguin), Ingrid Theobald (30 years with Meguin) and Albert Steigleder (17 years with Meguin) after their official retirement (from left to right):

Thomas Helmgens (Human Resources), Michelle Kruchten (Human Resources), Anne Grundig (Management Office), Stefanie Gerhard (Human Resources), Rainer Maass (Head of Human Resources), Ingrid Theobald (former Assistant to Management), Roger Pusse (Works Council Chairman), Karin Steigleder (former Team Leader Order Processing), Thorsten Alt (Head of Sales) and Albert Steigleder (former Production employee).

CUSTOMERS, GUESTS & FRIENDS



Many years of partnership and a well received gift from our importer from Tajikistan (look at the head of our boss) make friends and happy people! Standing (from left to right):

Vyacheslav Finogenov (Managing Director Antares-TJ), Anar Maul (Sales Manager Antares-TJ), Natalia Tutubalina (Administrative Manager Antares-TJ), Ernst Prost (Managing Director) and son Benjamin. Kneeling (from left to right): Alexander Löser (Export Area Manager), Arkadii Ipatii (Sales Manager Antares-TJ) and Alexandra Holzwarth (Assistant to Management).

NEW RECRUITS



The year-end sprint in the fast lane has begun with three more fresh faces (from left to right): Monique Neumann (Human Resources), Tim Heide (Application Engineer), Thomas Damm (Sales Representative Workshops), Ernst Prost (Managing Director LIQUI MOLY), Pascal Steger (Junior Salesperson Workshops) and Alexandra Holzwarth (Assistant to Management).



The fact that LIQUI MOLY is a brand for generations is proven not only by the exceptional customer loyalty, which is often consciously or unconsciously transferred from parents to children. And that young, motivated people keep following in their mother's or father's footsteps is also testimony to the close ties with our LIQUI MOLY family – as in the case of our new colleague Pascal Steger (Junior Salesperson Workshops for the Greater South Hesse area, left), who will be supporting us in the front line, like his father Hansjürgen Steger (Self-Service Sales).



A warm welcome to our two new colleagues Norman Paulus (Shipping, left) and Alexander Widemann (Logistics Clerk, right).



A warm welcome to Christopher Konya (left), new colleague in Shipping.



Another warm welcome to Marvin Jager (right), also a new colleague in Shipping.

NEW RECRUITS



We cordially welcome Agim Cernoveri (left), our new colleague in Production.

Also welcome Damian Pagiela (right), a new colleague in Shipping.



Christian Texter (Head of Production, center) welcomed two more new colleagues for Production to our Meguin family: Dennis Hurtz (left) and Calogero Mangione (right).



CONGRATULATIONS

On the 60th birthday of our colleague Jörg Hoffmann (Area Manager Self-Service, right), Günther Wengert (National Sales Manager), conveyed the warmest congratulations and a bouquet of flowers on behalf of the entire LIQUI MOLY family.



There was also a bouquet of colorful flowers for our colleague Klaus Kron (Regional Manager Workshop, left) on the occasion of his 10th company anniversary, presented by Andreas Hohage (Regional Sales Manager).



Flower Power for the birthday of our power woman Annette Röper (Shipping), presented by our Managing Director Ernst Prost.



At Meguin, the anniversary employees are in the 1st row! Namely, Christina Strauss (Team Leader Quality Assurance, 20-year anniversary, right) and Adalbert Wawrzynczok (Production, 15-year anniversary). Well-wishers (from left to right): Roger Pusse (Works Council Chairman), Rainer Maass (Head of Human Resources), Ralph Schäfer (Production Foreman), Anne Grundig (Management Office) and Christian Texter (Head of Production).

ANNIVERSARY



Markus Gerstlauer (Logistics/Shipping, 2nd from left) picked up his bouquet of flowers for the 15th anniversary of his service directly with his “company car”. Well-wishers (from left to right): Andreas Roden (Deputy Head of Logistics/Shipping), Roger Pusse (Works Council Chairman) and Anne Grundig (Management Office).

SITE TOUR

TAJIKISTAN



As part of the multi-day visit to Germany with technical training courses and strategy discussions, Alexander Löser (Export Area Manager, left) also presented our Tajikistan importer Antares-TJ with the innovations of our ultra-modern oil production facility in Saarlouis.

SITE TOUR

SWITZERLAND



During technical trainings and a site tour at Meguin, our Swiss customers together with Reiner Schönfelder (Application Engineer),

Vincent Prinzing (Export Area Manager) and Patrick Rüttimann (Product Manager Lubricants at our Swiss partner Rhiag) were also able to convince themselves of our competence and ultra-modern oil production in Saarlouis.

LIQUI MOLY FAMILY WORLDWIDE

FUTURE OF THE COMPANY

Work is an elementary part of a fulfilled life. It is also easy to do a lot of work if it is fun. And LIQUI MOLY is definitely giving its young talent a great deal of pleasure with the annual event for apprentices and students. What could be more suitable for the staff of an automotive company than to whiz through the curves in a go-kart?

You can not only sniff at the exhaust of the person in front, but you also have the opportunity to “sniff” the new colleague, because the new intake was able to get to know the spirit of the LIQUI MOLY family on the race track at the same time. So who won? Everybody!!!





Peter Baumann, Marketingchef von Liqui Moly, erklärt, warum der Öl-Hersteller „selbstverständlich“ Produkte für klassische Fahrzeuge im Programm hat. (Bild: Liqui Moly)

Liqui Moly: Bei klassischen Fahrzeugen die Nummer eins

Seit acht Jahren auf dem Treppchen ganz oben

07.08.19 | Autor: [Steffen Dominsky](#)

Seit acht Jahren fragt die Zeitschrift »Motor Klassik« ihre rund 320.000 Leser: „Welches ist die beste Ölmarke?“ 69,1 Prozent stimmten in diesem Jahr für Liqui Moly – die nächstplatzierten Marken Castrol und Mobil sind folglich weit abgeschlagen – und beförderten die Marke zum achten Mal in Folge auf das Siegertreppchen. „Woher kommt dieser Erfolg?“, wollte »kfz-betrieb« von Peter Baumann, Marketingleiter des Ulmer Schmierstoff- und Additivherstellers, wissen.

Redaktion: Weshalb bietet Liqui Moly überhaupt Schmierstoffe für Oldtimer an?

Peter Baumann: Wir sehen uns als einen, wenn nicht den Vollsortimenter im Bereich Schmierstoffe, Additive und chemische Produkte für Kraftfahrzeuge. Da entspricht es unserem ureigensten Selbstverständnis, dass wir für dieses Segment, also für das der klassischen Fahrzeuge, ein entsprechendes Sortiment anbieten.

Abgesehen von Wirtschafts- und Marketingaspekten: Gibt es eine technische Notwendigkeit für Klassiköle und Co.?

Wir bieten Produkte für klassische Fahrzeuge auch deshalb an, weil sie moderne Motoröle schlicht und ergreifend nicht vertragen. Alte Motoren haben spezifische Anforderungen an Öle. Während moderne Öle die Fähigkeit besitzen müssen, Schmutz und Abrieb aufzunehmen und in der Schwebe zu halten, damit ein Filterelement sie herausfischen kann, sollte ein klassisches Öl das im konkreten Fall eben nicht tun, wenn nur ein Sieb statt einem Filter vorhanden ist. Hier darf der Schmierstoff Schmutz und Abrieb gerade nicht in der Schwebe halten, damit sich die Verunreinigung in der Ölwanne absetzen kann. Ebenfalls wichtig: Wir sind einfach in der Lage, Schmierstoffen für alte Fahrzeuge anbieten zu können.

Das müssen Sie mir erklären!

Sie können heute nicht einfach hergehen, die Schublade aufziehen, eine 50 Jahre alte Ölformel hervorzaubern und sagen: „Jetzt misch' ich ein altes Öl neu an.“ Die Situation ist wie bei Lacken für klassische Fahrzeuge: Sie bekommen einfach nicht mehr die entsprechenden Substanzen, in unserem Fall bestimmte Additive, beziehungsweise sie dürfen diese – anders als früher – aus Gesundheits- oder Umweltschutzgründen nicht mehr einsetzen. Das heißt: Sie sind gezwungen, neue Formulierungen zu erstellen, die technisch gesehen Altes abbilden. Dafür benötigen Sie Expertise, eine Forschungs- und Entwicklungsabteilung und so weiter.

Wie viele spezielle Klassiköle umfasst das Liqui-Moly-Sortiment?

Wir haben drei Motoren-, zwei Einbereichsöle SAE 30 beziehungsweise 50 sowie ein 20W-50-Öl und zwei Getriebeöle der Viskosität SAE 90 beziehungsweise 140 im Sortiment, die entsprechend gebrandet sind.

Das ist aber so viel nun auch wieder nicht.

Wir decken mehr als ein halbes Jahrhundert Schmierstofftechnik ab. Welcher Ölanbieter kann das schon von sich behaupten? Zudem bieten wir eine derart breite Auswahl an Produkten an, wie sie kein anderer hat. Bei uns findet nicht nur der Besitzer eines Oldtimers mit Steigstromvergaser das passende Motoröl, sondern auch der eines Youngtimers mit Turbolader und Katalysator.

Warum sollten Oldiebesitzer zu Liqui Moly greifen?

Wissen Sie: In den vergangenen Jahren sind diverse neue Ölmarken im Klassikbereich erschienen beziehungsweise man hat alte Namen reaktiviert. Etliches, was hier angeboten wird, ist sozusagen alter Wein in neuen Schläuchen. Manch' Anbieter packt hier einfach nur vorhandene Produkte in klassische Gebinde, vorzugsweise zeitgenössische Blechdosen, und verdoppelt kurzerhand den Preis. Dieses „Abschöpfen von Kaufkraft“ entspricht nicht unserem Geschäftsgebaren. Liqui Moly bietet eine große Zahl hochwertiger Öle und Additive an, die sich auch oder gerade eben für den Einsatz bei Young- und Oldtimern empfehlen. Deshalb verpacken wir sie aber nicht neu und schlagen beim Preis auf. Das wäre aus unserer Sicht unseriös. Und auch darin unterscheiden wir uns vom Wettbewerb: Wir schneiden nicht irgendwann am Ende der Produktpalette quasi etwas ab, weil vorne ständig etwas Neues nachkommt. Unser Portfolio wächst Jahr für Jahr weiter. Und nebenbei bemerkt sind wir auch schon seit mehr als 60 Jahren auf dem Markt. Wir wissen also, wovon wir reden und was wir tun.

Das schätzen offenbar Ihre Kunden beziehungsweise nehmen es Ihnen ab?!

Ganz genau! Dass unsere Strategie die richtige ist, das zeigen ja eben besagte Leserwahlen. Vor allem die Tatsache, dass wir seit acht Jahren Jahr für Jahr auf dem Siegertreppchen stehen. Die Erfolge von Liqui Moly sind wirklich nachhaltig.

Wie hat sich Ihr Klassikgeschäft in den letzten Jahren entwickelt?

Der Absatz von Produkten für das Klassiksegment wächst kontinuierlich, wenn auch – in Relation – auf niedrigem Niveau. Allerdings können wir aus bereits genannten Gründen nicht sagen, ob unser Bleiadditiv nun von einem Oldtimerbesitzer oder dem Besitzer eines älteren Gebrauchtwagens gekauft wurde, da wir es nicht in einer speziellen Klassikverpackung vertreiben und somit den Absatzkanal nicht eindeutig zuordnen können. Wir können oder konnten aber sehr wohl feststellen, dass der extreme Hype der vergangenen Jahre verflogen ist. Junge Menschen haben heute vielfach andere Interessen als Autos generell, egal ob klassische oder moderne.

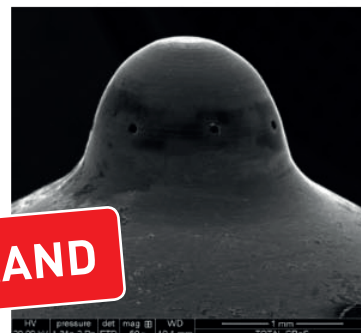
Wenn ich als Besitzer eines Young- oder Oldtimers oder auch als Werkstatt eine Frage zu Produkten aus diesem Bereich habe, kann mir Liqui Moly hier weiterhelfen?

Ja, auch darin unterscheiden wir uns von so manchem Mitbewerber: Wir verfügen in Ulm über eine eigene Technikhotline. Da sitzen nicht nur – bitte nicht falsch verstehen – hübsche junge Frauen, die ihnen in Standardfällen irgendwelche pauschalen Antworten geben, sondern gestandene Techniker, die wirklich wissen, wovon sie sprechen. Die helfen selbstverständlich auch dann weiter, wenn es um Produkte für klassische Fahrzeuge geht. Die gebührenfreie Nummer unserer Hotline lautet übrigens 0800/8323230.

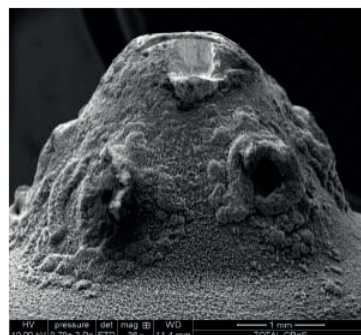
Lesertest auf der Swiss Alpenchallenge: Was bringen Benzinadditive wirklich?

8. AUGUST 2019 Redaktion

SWITZERLAND



Saubere Einspritzdüse im Rasterelektronenmikroskop.



Verschmutzte Einspritzdüse im Rasterelektronenmikroskop.

Die Wirksamkeit chemischer Kraftstoffzusätze ist immer gut für Diskussionen.

Darum hat die TÖFF-Redaktion 30 Fahrer der Swiss Alpenchallenge die Benzinadditive von Liqui Moly selbst testen lassen.

Was ist dran an Zusatzmittelchen, welche die Eigenschaften von Benzin verbessern sollen? «TÖFF sucht Gast-Testfahrer für einen Additivtest.» Diesen Aufruf machten wir während der Swiss Alpenchallenge. Auslöser waren ein Werksbesuch beim Additiv und Schmierstoffhersteller Liqui Moly und der Artikel «Chemiestunde» in TÖFF.

«Wer mit unwillig laufenden Motoren zu tun hat, sollte den Motorbike Speed Additive Shooter in den Tank kippen. Die 80-ml-Dose kann bedenkenlos jeder Spritfüllung zugegeben werden, denn das Additiv sorgt für kräftigere Beschleunigung und weichere Gasannahme im Teillastbereich», lautete damals das Credo des Anwendungstechnikers Dietmar Schmid im Interview. Flankierend erklärte der Chefchemiker Dipl. Chem. David Kaiser die Wirkungsweise solcher Zusätze: «Das Motorbike Speed Additive ist kein Oktan-Booster, der nur die Klopfestigkeit des Sprits verbessert. Das Speed-Additiv tritt schon in Aktion, bevor etwas im Brennraum passiert. Erstens mit reinigender Wirkung an den Einspritzdüsen oder im Vergaser. Zweitens, weil das Benzin-Luft-Gemisch durch unseren Zusatz homogene zerstäubt und dadurch die Flammgeschwindigkeit im Brennraum erhöht wird. Ergo haben wir im OT-Bereich einen höheren Verbrennungsdruck, das gibt eine beschleunigte Kolbengeschwindigkeit – und wo spürt man das? Am Durchzug! Aber auch an der weicheren Gasannahme und es hilft auch bei Problemen mit Konstantfahrdruckeln.»

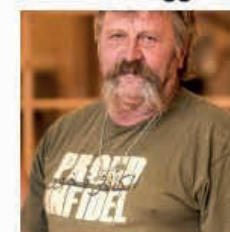
So viel war nach diesem Besuch klar: Was zunächst wie ein Heilsversprechen durch Wunderheilung tönt, ist wissenschaftlich erwiesen. Dass zugesetzte Spezialmoleküle wirken, ist kein Hokuspokus. Viele dieser Additive sind ohnehin und genau deshalb in Treibstoffen und Ölen bereits enthalten. Aber kann die Zugabe eines Benzinzusatzes Effekte auf den Töff haben, die man wirklich spüren kann? Ohne wissenschaftlichen Anspruch, aber getrieben von Neugier wollten wir das in einem Feldversuch mit 30 Alpenchallengern selbst herausfinden. Das Ergebnis? Gut zwei Drittel der Swiss-Alpenchallenge- Teilnehmer konnten keine Effekte nach der Beigabe des Liqui-Moly-Zusatzes feststellen, aber neun Fahrer berichteten von teilweise deutlichen Auswirkungen auf das Fahrverhalten ihres Motorrads.



Fast 30 Prozent der am Feldversuch im Rahmen der Swiss Alpenchallenge teilnehmenden TÖFF-Leser **bestätigen die Wirksamkeit des beigemischten Benzinadditivs!** Hier eine Auswahl von sechs Erfahrungsberichten:



Fredi Zurbrugg Yamaha MT-01:



Ich fahre gerne sportlich, aber ich cruise auch gerne mal entspannt. Und ich habe zu Hause noch eine weitere MT-01. Bin halt ein Fan. Wie hat sich der Liqui Moly Shooter bemerkbar gemacht? Genial. Das hätte ich nicht für möglich gehalten. Der grossvolumige V-Motor läuft schon im Standgas viel ruhiger. Die MT geht sanfter ans Gas und sie ruckelt weniger beim Langsamfahren. In Sachen Leistung kann ich keine Aussage machen. Aber ich werde das Zeug ganz sicher zu Hause nochmals in meine beiden MTs kippen und weitere Vergleichsfahrten unternehmen.

Frank Härtel, H.-D. CVO Street Glide:



Zurzeit besitze ich eine CVO Street Glide Baujahr 2017, mit der ich seit Juni bereits 6000 Kilometer gefahren bin. Ich würde mich selbst als sportlichen Tourenfahrer bezeichnen. Wie hat sich der Liqui Moly Shooter bemerkbar gemacht? Besonders im unteren Drehzahlbereich, so zwischen 2000 und 3500 Touren, zieht der Motor etwas leichter durch. Und die Gasannahme kommt mir etwas direkter vor. Im Standgas läuft die Harley auch runder

Monika Montibeller, H.-D. CVO Street Glide:



Ich fahre gerne sportlich, aber vorsichtig und mit Respekt. Wie hat sich der Liqui Moly Shooter bemerkbar gemacht? Als Erstes hatte ich den Eindruck, dass der Motor irgendwie besser schnurrt. Dann habe ich gespürt, dass er aus tiefen Drehzahlen besser in die Gänge kommt. Ich erkläre mir die Effekte im Brennraum so wie bei einem Duftstoff im Haushalt. Hat man nur einen Tropfen davon, wird man kaum den Geruch wahrnehmen. Zerstäubt man feiner, entstehen viele kleine Tröpfchen mit grosser Duftwirkung. Genauso stelle ich mir vor, dass das beigefügte

Ennio Müller Ducati Monster 1100:



Neben der Monster Evo bewege ich auch noch eine Suzuki GSX-R 750. Ich fahre gerne sportlich. Wie hat sich der Liqui Moly Shooter bemerkbar gemacht? Bei meiner Maschine war der Unterschied echt extrem. Die Duc ist ja bekannt für ruppigen Lauf unter Teillastbedingungen. Mit Standgas um die Serpentine herum ist mit diesem Töff ein No-Go. Aber das ist völlig anders, wenn das Additiv drin ist. Plötzlich läuft der Motor viel ruhiger und sanfter unten herum. Man hat viel weniger Kupplungseinsatz. Die Maschine lässt sich unter schwierigen Strassenbedingungen wie auf der Swiss Alpenchallenge, also viel entspannter fahren. Die Wirkung ist beeindruckend, aber die Abgase muffeln ein bisschen.

www.moto.ch/lesertest-auf-der-swiss-alpenchallenge-was-bringen-benzinadditive-wirklich/

nouvelles 09-08-2019 by Nathalie Savaria

Liqui Moly s'associe à Kimpex

catégorie

Grossistes et
distributeursNouvelles de
fournisseurs et
communiqués

Produits

Service d'entretien
et de réparations
automobile

Liqui Moly étend ses activités dans les sports motorisés au Canada, en offrant ses produits par l'entremise du distributeur Kimpex.

« Nous avons trouvé un partenaire formidable en Kimpex, a déclaré Carlos Travé, responsable des activités de sports motorisés chez Liqui Moly. C'est un grand pas en avant pour améliorer la disponibilité des produits pour nos clients des sports motorisés. »



Kimpex est le plus important distributeur de pièces et d'accessoires de sports motorisés au Canada. Il couvre quatre segments de spécialité : moto, VTT/UTV, motoneige et marine.

Liqui Moly propose non seulement des huiles à moteur pour tous les domaines, mais également des additifs et plusieurs autres produits chimiques.

« De nombreuses marques nous approchent, déclare France Bégin, directrice de produits VTT/moto chez Kimpex. Mais elles ne peuvent souvent couvrir que des segments individuels. Seules quelques marques ont des produits pour tous les domaines de sports motorisés. Liqui Moly a non seulement des huiles adaptées à tous les segments, mais également des additifs et autres agents chimiques. »

Le secteur d'activité principal de Liqui Moly est l'automobile. Fort de cette expérience, Liqui Moly a développé ses propres gammes de produits pour motos, VTT, motoneiges et bateaux.

« Nous mettons notre expérience de plus de 60 ans avec les moteurs à combustion dans ces gammes », a déclaré Carlos Travé.

Le résultat est une centaine de produits : huiles à moteur, liquides de transmission, huiles à fourche, huiles pour filtre à air, liquides de frein, additifs pour carburants et huiles à moteur, produits d'entretien des chaînes et même des produits nettoyants pour visières.

« Tout est de grande qualité et fabriqué en Allemagne », a indiqué Carlos Travé.

Liqui Moly sera bientôt officiellement présenté aux clients de Kimpex au Kimpex Summer Show à Gatineau.

www.liqui-moly.com

<https://www.lautomobile.ca/nouvelles-de-fournisseurs-et-communiqués/liqui-moly-sassocie-a-kimpex-1003797292/>

AUTOS

LIQUI MOLY VEUT ÊTRE AUSSI PERFORMANT EN FRANCE, QU'EN ALLEMAGNE

Stéphane D'Angelo / 15 août 2019 - 11 h 24

LIQUI MOLY SOUHAITE S'ÉMANCIPER AUSSI EN FRANCE

Une partie de la gamme Liqui Moly y est certes disponible depuis des décennies, mais uniquement dans un canal de distribution restreint et avec un chiffre d'affaires limité. « Nous allons changer ça désormais », dit Abdellatif Dakkak, responsable de Liqui Moly France. « Nous voulons devenir aussi performants que sur notre marché d'origine, l'Allemagne. »

Pour ce faire, Liqui Moly fonde sa propre filiale, LM France S.A.S. – une approche peu habituelle pour l'entreprise. La France n'est que le cinquième pays dans lequel Liqui Moly possède une filiale. « Cela met en avant l'importance que revêt la France à nos yeux », dit Abdellatif Dakkak. La vente se fait à cet égard exclusivement via des distributeurs. Rappelons que **Liqui Moly est également de retour sur les circuits de F1 depuis quelques mois.**



© THM Magazine

Les principaux groupes de produits de Liqui Moly sont les huiles et les additifs. Sur le marché allemand, Liqui Moly est le leader incontesté du marché des additifs depuis des décennies. En Allemagne, les automobilistes élisent régulièrement Liqui Moly comme la meilleure marque d'huile. Outre les huiles et les additifs, Liqui Moly propose aussi des produits de service, comme des nettoyants de freins, sa propre ligne de produits à base de solutions chimiques exclusivement réservés aux ateliers, à l'entretien automobile et bien plus encore. Chez THM, nous avons notamment testé l'additif Diesel de la marque, sur une Alfa Romeo Giulietta 2.0 JTDm.

La marque propose aussi des appareils et équipements facilitant l'application des produits. Parmi eux figure notamment un appareil permettant d'effectuer facilement et sans erreur à la vidange d'habitude si compliquée des boîtes automatiques. Ou encore l'armoire d'huiles permettant de stocker de nombreuses sortes d'huiles, de façon peu encombrante et dans le respect de l'environnement. Le groupe propose également **une application dédiée pour bien choisir son huile moteur.**

<https://www.thmmagazine.fr/liqui-moly-veut-etre-aussi-performant-en-france-quen-allemagne/>



© THM Magazine

DES PRODUITS POUR L'AUTOMOBILE, MAIS AUSSI MOTOS ET BATEAUX

Outre les produits pour l'automobile, Liqui Moly présente à l'Equip Auto également sa gamme pour motos et bateaux, sur un stand de plus de 200 mètres carrés. « Nous souhaitons offrir un aperçu de notre catalogue de plus de 4000 produits différents », dit Abdellatif Dakkak. « Tous disponibles auprès d'un seul et même fournisseur et compatibles les uns avec les autres. » Certains produits ont été spécialement adaptés pour la France.

D'un point de vue du prix, Liqui Moly est plutôt dans la tranchée haute. « Nous ne sommes pas les moins chers », dit Abdellatif Dakkak. « Ce n'est pas non plus notre objectif. Nous voulons être les meilleurs. » Liqui Moly attache par conséquent une grande importance à un niveau de qualité élevé et constant. Non seulement en ce qui concerne les produits, mais aussi en termes de service. C'est pourquoi les ateliers peuvent bénéficier gratuitement de formations, de conseils d'utilisation et d'assistance marketing.



© Liqui Moly

Pour info, le salon Equip Auto se tiendra du 15 au 19 octobre, à Paris Expo Porte de Versailles. Le stand LIQUI MOLY sera pour sa part situé dans le hall 1, stand M.118.

Todo un éxito el campeonato Liqui Moly -Italika en SLP

● Se definió el campeonato Iberoamericano en categorías femenil y varonil.



Sergio Marín [San Luis Potosí, SLP.] 12/08/2019 | 07:54 |

- FACEBOOK
- TWITTER
- GOOGLE+
- OTRAS

MULTIMEDIA
VIDEO: Todo un éxito el campeonato Liqui Moly - Italika en SLP

TAGS
Liqui Moly -Italika, carrera, Parque Tangamanga II, SLP, Italika

La tercera fecha del campeonato Liqui Moly - Italika celebrada este domingo en el Autódromo San Luis 400 del Parque Tangamanga II fue un éxito total en medio de tres emocionantes carreras que arrojó a los campeones de las categorías Latinoamericano Infantil Eléctrico, Iberoamericano Femenil e Iberoamericano Juvenil.

El evento estuvo caracterizado por un gran ambiente y una entusiasta participación de aficionados potosinos que se dieron cita para presenciar tres competencias muy emocionantes gracias a la codicia que mostraron las y los pilotos por obtener el triunfo, y de paso definir el campeonato en cada categoría.



De esta forma en la Categoría Voltium Eléctrica con chicos de 12 a 15 años: el tercer lugar correspondió al mexicano Yojan Arturo Vázquez; el segundo lugar fue para Cristal Sylfa de República Dominicana; y el primer lugar para Darling Cruz también de República Dominicana.



MEXICO

En la premiación conjunta que determina la general se le dio el reconocimiento a **Cristal Sylfa** como tercero de la clasificación; el segundo lugar se le otorgó a **Yojan Arturo Vázquez**; mientras que el primer lugar lo encabeza **Darling Cruz**.

En la **Italika Women's Internacional Cup** España, Colombia y México fueron los ganadores de la carrera gracias a la enorme participación de las jovencitas, donde **Nuria Llabres** obtuvo el primer lugar; seguida de la colombiana **Mapiz** y la mexicana **Astrid Madrigal** tercer lugar, cuyo resultado le bastó para coronarse como campeona Iberoamericana.



En la Categoría **Copa América** los resultados arrojaron a **Felipe Serna** de Colombia en el tercer lugar; un segundo lugar para México a través de **Adolfo Delgado Jr.** y el primer lugar de Colombia para **Luis Felipe Arredondo**.

Con este resultado se otorgó el **Premio Iberoamericano** dando el tercer lugar para México con **Viótor Pérez**; el segundo lugar para Colombia con **Felipe Serna** y el primer lugar para Colombia con **Felipe Arredondo**.



La premiación corrió a cargo de **Luis Bobadilla**, director de **Racing Bike México**; **Chicho Lorenzo**, director de **Lorenzo Competicione**; **Jorge Pérez**, director deportivo de **Italika Racing**; **Pepe Peón**, director Comisión de Carreras en Circuito FIM y **Roberto Martínez** de Comunicación de Italika.

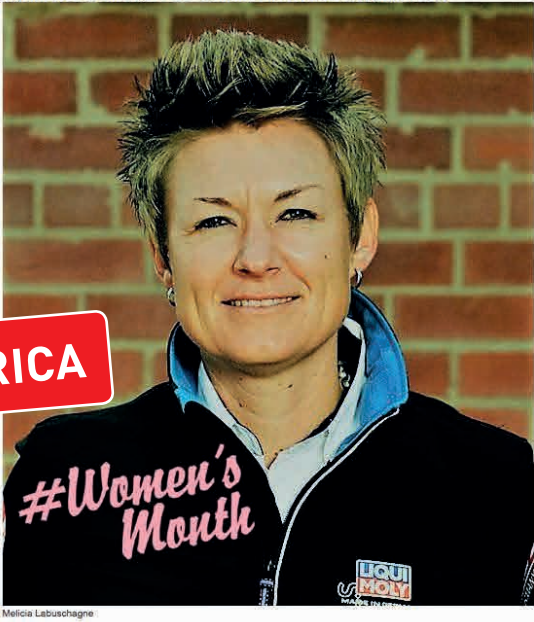
#WomensMonth: The woman behind Liqui Moly South Africa

BY: EVAN-LEE COURIE 13/AUG/2019 | SAVE | EMAIL | PRINT | PDF

Melicia Labuschagne is not your usual business director. From leading team line-dancing celebrations to writing a book titled *Life lessons through mountain-biking*, to establishing the Liqui Moly Superhero Academy for children in need, her earnest energy makes you want to follow her lead. An authentic and feisty female entrepreneur, she has successfully launched the Liqui Moly brand and has spent the last 11 years building it in South Africa..

Could you describe a typical day in your job?

When I first launched Liqui Moly, I worked out of a one-room office and played every role in the company – receptionist, packer, order taker, salesperson! Now I, fortunately, have a great team behind me, and my main job is motivating this team, leading our strategy and ensuring our customers are happy by finding new ways to innovate and serve them. I will often be travelling around the country to see customers and understand their needs.



SOUTH AFRICA

However hectic work gets, I make sure I get my exercise and stay healthy. I wake up at 3am every day, do my exercise and personal development work, and then I'm at the office normally by 6:10am. This allows me to have a couple of hours to start my day...without the rest of South Africa being at their offices yet. I don't answer my phone after 6pm, but after having a full day, this is the time when I start shutting down, to be fresh again for the next day.

What did you want to be when you grew up?

I was a tomboy who was interested in cars, racing and Formula 1, but never dreamt I would be in the automotive sector when I was young. I wanted to become a doctor, as I had an interest in changing people's lives in some form or way.

I had my first "shop" when I was 12, buying and selling sweets at school and delivering newspapers and magazines. I loved trading service and products for money. So, doctor or businesswoman/entrepreneur for sure.

How did you get into the automotive space?

I actually started off in banking, to pay the bills. I then used the 3rd party insurance payout from a car accident to take an entrepreneurial leap and started trading cars and running carwashes. This was my first link to cars.

When my colon burst and I landed up in the hospital and I was diagnosed with Crohn's disease. During this time, Herbalife really helped me regain my health and also provided a new career path that brought international travel and the opportunity to train and inspire others. It was through this exposure that I was offered an amazing opportunity to bring German lubricant brand Liqui Moly to South Africa – taking me back into the automotive sector.

What was the best advice anyone ever gave you?

Work harder on yourself than what you ever work on your job. Make sure you are better today than what you were yesterday. Success is what you attract by the person you become, instill good habits that will inspire you every day to become and achieve more. This was the advice I received through my Herbalife journey and it changed my life!

My Crohn's disease gave me the lesson of health. I have never neglected my health and healthy living is just another building block to success.

Who or what is your biggest motivation?

Making a difference in people's lives is my biggest motivation. When I put my boss hat on, I always aim to leave every person better than what I found them. I think it drives some of the team crazy as I'm always recommending the next book, the next motivational session. I see their potential and just want them to see it as well. I was blessed to have the opportunity through hard times to realise I can change anything in myself and become anything I aspire to and that the problem is in me, not out there.

When I put my personal, cycling, partner, friend, family hat on, I'm driven by the same motivation to make a difference - to touch, inspire and grow.



It is not always received well, as it is easier to blame outside than to look and take responsibility for where you are from the inside, but if I can make a difference to one person's life and he/she can touch and inspire another then I am always motivated to continue what I am doing.

Are South African women getting enough of a chance to shine in the automotive industry?

I believe women are given a chance to shine, I don't always think women take that chance. Strong women standing together can inspire others to stand up and stand out and support each other, to keep on making an impact.

As a female business leader, what's the least and most exciting aspect of your workday?

Least exciting...let's start there. I must be honest and if I look at my workday, there is not many "least exciting" I can think of. Every business has its obstacles and problems, but if everything was without problems, how would we grow?

We have a Code Of Honour in Liqui Moly SA, rules where every person takes the same responsibility and keeps each other accountable. There's only one team, whether you are the manager or the driver. When a problem comes up, we deal with it. I ask the questions: What happened? How do we fix it? What can we do to avoid this from ever happening again? What did we learn?

This allows us not to see anything as "least exciting", but rather as a growth opportunity.

My most exciting aspect? Adding value, changing lives, meeting new people, seeing my team grow. When that alarm goes off at 3am, that's the start of my 'most exciting'. To be blessed with another day to make some difference, no matter how small.

Women are considered to be natural problem solvers. Do you think this is perfect for the automotive industry?

Of course! I think where there is NO ego, everyone can solve problems naturally. If you are the minority in this industry, ego is not at play, but results can be noticed or taken seriously.

Could you list a few, if any, specific challenges females face in this industry?

As a woman walking into the boardrooms and workshops of the very male-dominated automotive, industrial and mining industries, there are a number of challenges to face. I learnt early on that I had to turn my difference into a real differentiator.

While men can also perceive you as less knowledgeable or strong in these traditionally male-dominated industries, your gender also makes you distinctive and makes the value you can add that much more memorable.

What is your advice for overcoming these challenges?

In a male-dominated industry, you just have to make sure you really come to the table by knowing your subject inside-out. There's no faking it when you already have to work that much harder to be credible.

You can turn your gender into a huge advantage by putting ego or defensiveness aside, asking questions and engaging as much as possible. Being a female in a world where men are used to working and bonding with men is challenging, but I also find in some ways it's easier to build a relationship, as men are more willing to share knowledge and answer your questions. There is less of a competitive edge and less ego in the interactions.

What has been the biggest highlight in your career?

When I first launched Liqui Moly, we were the new kids on the block and at a premium price point in the middle of a recession. People told me I was crazy, and it felt like a million doors where slamming. It has been gratifying to see that turnaround, with big retailers now knocking on our door to stock our range. We're showing growth figures of 37% per year because people really believe in our product.

It has also been a real highlight to use our success for good and launch the Liqui Moly Superhero Academy, which is changing the lives of so many preschoolers. To really thrive, you need to give back.

I must also mention my team. Some have come and some have gone, but a highlight for me is seeing how people have started as packers or in admin and seeing them grow to what they are and stand for today. This makes me proud!

What advice do you have for the future generation of women wanting to get into the automotive space?

Success is all about your mindset. I believe that how you do anything is how you do everything, and, irrespective of your gender, make sure you do everything well. I'd like to see women believe they have the right to be equally seen and respected, making themselves heard, rather than standing back. Be proud of being female – it's not an obstacle but a useful advantage. You don't need to change to fit in, rather use it to stand out!

OUTLOOK

EXHIBITION DATES 2019



Experience LIQUI MOLY at first hand

In 2019, there are still numerous opportunities to get to know the unique LIQUI MOLY diversity. Visit us at one of the following trade fairs. We look forward to seeing you there!

Wessels + Müller, Dortmund **(30 August – 1 September 2019)**

National workshop exhibition for regional W+M customers.

Venue: Westfalenhalle, Dortmund
Position: Hall 6, Booth 6.31
Booth area: 130 m² (13x10 m)
LIQUI MOLY show team: approx. 25 persons

Exhibits:

- Full range of automotive products (oils, additives, service products, car care, bonding & sealing)
- Commercial vehicle products
- Motorbike products
- Technical equipment and oil containers
- Storage concept (oil cabinets and service cabinets) & hazardous material management
- Various shelves, displays and secondary placements for promoting sales

Actions:

- Distribution of the new Girls Calendar 2020
- Demonstration models incl. equipment and presentations on the topics of Gear Tronic II, JetClean Tronic II and DPF cleaning
- Consulting counter for technical questions (including online Oil Guide)
- Another counter for the presentation of our adhesive & sealing products (e.g. for stone chip repair, window removal etc.)
- Special sales promotions

Salone Nautico (Genoa Boat Show), Genoa (Italy) **(19–24 September 2019)**

International boat show. Here we will be present at the booth of our marine partner M3.

Venue: Fiera die Genova
Position: Hall B, Booth B5
Show team: Marine partner M3 + LIQUI MOLY

Exhibits:

- Marine product range
- Various shelves and displays for sales promotion

AIMExpo, Columbus (USA) **(26–29 September 2019)**

Largest motorcycle and powersports fair in North America.

Venue: Greater Columbus Convention Center
Position: Booth 2231
Booth area: approx. 60 m² (10x6 m)
LIQUI MOLY show team: approx. 5 persons

Exhibits:

- Motorbike range
- Storage concept
- Various shelves, displays and secondary placements for promoting sales
- Show bike

OUTLOOK

EXHIBITION DATES 2019



Küblbeck professional trade fair weeks (21/22 September 2019)

Trade fair of our customer Küblbeck.

Venue: Sparkassen-Arena, Landshut
Booth area: 15 m²
LIQUI MOLY show team: approx. 3 persons

Exhibits:

- New products
- Automotive products
- Technical equipment and oil containers
- JetClean Tronic II unit
- Various displays for sales promotion

Action:

- Distribution of the new Girls Calendar 2020

Rhiag in-house exhibition, Langenthal (Switzerland) (27/28 September 2019)

National in-house exhibition for all Rhiag customers from Switzerland.

Venue: Markthalle, Langenthal
Position: Booth 14
Booth area: 50 m² (10x5 m)
LIQUI MOLY show team: 2 persons

Exhibits:

- New products
- Automotive products (oils, additives, service products, car care)
- Motorbike products
- Marine products
- Storage concept (oil cabinets and service cabinets) & hazardous material management
- Various shelves, displays and secondary placements for promoting sales

Action:

- Demonstration models incl. equipment on the topics of Gear Tronic II, JetClean Tronic II and DPF cleaning

Knoll Tec, Nuremberg (5-6 October 2019)

National workshop exhibition for all Knoll customers.

Venue: Messe Nürnberg
Position: Hall 12, Booth H04
Booth area: 130 m² (13x10 m)
LIQUI MOLY show team: 10-12 persons

Exhibits:

- New products
- Full range of automotive products (oils, additives, service products, car care, bonding & sealing)
- Motorbike products
- Commercial vehicle products
- Technical equipment and oil containers
- Storage concept (oil cabinets and service cabinets) & hazardous material management
- Various shelves, displays and secondary placements for promoting sales

Actions:

- Distribution of the new Girls Calendar 2020
- Demonstration models incl. equipment and presentations on the topics of Gear Tronic II, JetClean Tronic II and DPF cleaning
- Consulting counter for technical questions (including online Oil Guide)
- Another counter for the presentation of our adhesive & sealing products (e.g. for stone chip repair, window removal etc.)
- Special sales promotions

CARAT Exhibition, Essen (11-13 October 2019)

National workshop exhibition for CARAT customers.
Special: On the evening of 12 October, the band "PUR" will play!

Venue: Messe Essen
Position: Hall 7, Booth A10
Booth area: 352 m² (16x22 m)
LIQUI MOLY show team: approx. 35 persons

Exhibits:

- New products
- Full range of automotive products (oils, additives, service products, car care, bonding & sealing)
- Motorbike products
- Commercial vehicle products
- Technical equipment and oil containers
- Storage concept (oil cabinets and service cabinets) & hazardous material management
- Various shelves, displays and secondary placements for promoting sales

Actions:

- Photo shoot with professional photographer and LIQUI MOLY hostesses for visitors
- Distribution of the new Girls Calendar 2020
- Demonstration models incl. equipment and presentations on the topics of Gear Tronic II, JetClean Tronic II and DPF cleaning
- Consulting counter for technical questions (including online Oil Guide)
- Another counter for the presentation of our adhesive & sealing products (e.g. for stone chip repair, window removal etc.)
- Special sales promotions

OUTLOOK

EXHIBITION DATES 2019

PV Live, Hanover (12–13 October 2019)

National fair for invited customers and trade visitors.

Venue: Messe Hannover
Position: Hall 9, Booth 122
Booth area: 330 m² (33x10 m)
LIQUI MOLY show team: approx. 35 persons

Exhibits:

- New products
- Full range of automotive products (oils, additives, service products, car care, bonding & sealing)
- Motorbike products
- Commercial vehicle products
- Technical equipment and oil containers
- Storage concept (oil cabinets and service cabinets) & hazardous material management
- Various shelves, displays and secondary placements for promoting sales

Actions:

- Photo shoot with professional photographer and LIQUI MOLY hostesses for visitors
- Distribution of the new Girls Calendar 2020 to the visitors
- Demonstration models incl. equipment and presentations on the topics of Gear Tronic II, JetClean Tronic II and DPF cleaning
- Consulting counter for technical questions (including online Oil Guide)
- Another counter for the presentation of our adhesive & sealing products (e.g. for stone chip repair, window removal etc.)
- Special sales promotions



Wessels + Müller, Munich (18–20 October 2019)

National workshop exhibition for regional W+M customers.

Venue: Messe München
LIQUI MOLY show team: approx. 25 persons

Exhibits:

- Full range of automotive products (oils, additives, service products, car care, bonding & sealing)
- Commercial vehicle products
- Motorbike products
- Technical equipment and oil containers
- Storage concept (oil cabinets and service cabinets) & hazardous material management
- Various shelves, displays and secondary placements for promoting sales

Actions:

- Distribution of the new Girls Calendar 2020
- Demonstration models incl. equipment and presentations on the topics of Gear Tronic II, JetClean Tronic II and DPF cleaning
- Consulting counter for technical questions (including online Oil Guide)
- Another counter for the presentation of our adhesive & sealing products (e.g. for stone chip repair, window removal etc.)
- Special sales promotions

EQUIP AUTO, Paris (France) (15–19 October 2019)

The most important international aftermarket trade fair for trade visitors in France.

Venue: Paris Expo Porte de Versailles
Position: Hall 1, Booth 1 M 118
Booth area: 204 m² (17x12 m)

In 2019, we will be presenting at this fair for the very first time. Our participation is aimed at winning over new partners and positioning our brand in the French market.

Exhibits:

- New products
- Automotive products (oils, additives, service products, car care)
- Motorbike products
- Truck products
- Marine products
- Molygen products
- Technical equipment and oil containers
- Storage concept (oil cabinets and service cabinets)
- Various shelves, displays and secondary placements for promoting sales

Actions:

- Photo shoot with professional photographer and LIQUI MOLY hostesses for visitors
- Distribution of the new 2020 Girls & Motorsport calendars
- Demonstration models incl. equipment and presentations on the topics of Gear Tronic II, JetClean Tronic II and DPF cleaning
- Consulting counter for technical issues

ANNUAL CALENDAR 2020



2020

At last ...

Soon the sleepless nights will be over and our eagerly awaited 2020 Girls and Motorsport calendars will be available!

When the time comes, customers will receive their copies from our sales representative or export area manager, while LIQUI MOLY fans can order their calendar online.

More details coming soon!



MOTORSPORT 2020



You are PICTURES AND STORIES

PICTURES AND STORIES is for all of us. By all of us.

A exceptional reflection of an exceptional brand. Share your experiences, success and emotions about the LIQUI MOLY family worldwide – with your contribution to the next edition of our company magazine.



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:
13.09.2019

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 submitted photo:

- Complete names of all persons shown (first/last name, job/profession, company etc.).
For group photos, the names from left to right.
- Place and date the photo was taken (precise address, e.g. name and location of the workshop).
Detailed information and anecdotes regarding the photo (exhibition, event, award ...).

IMAGE QUALITY

- For optimum quality, the images 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, we are not able to use heavily blurred, faded or rotated photos or those that are underexposed.

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).