



PICTURES AND STORIES

FROM OUR LIVES 11.2019



With full thrust for the global brand!

CIRCULAR

Our Profit Situation

September

Man, nature and stupidity



From the time I was a young man up until today, I read and learn from anything by Mahatma Gandhi that I can get my hands on. A peaceful man, a wise man, a man who had a deep understanding of people and the world. He loved people even though he knew how deficient this species is... This is what he said about the history of mankind: “History teaches people that history doesn’t teach people anything.” And he’s right. Being unteachable is obviously a defining characteristic of human beings.

And the fact that adversity is the school of wisdom may be right for the person directly concerned, but not so much for the observer, who could also learn from observing without burning his own fingers. And it definitely doesn’t apply to the next generation that seems to repeat the same mistakes as the previous one. There’s no other way to explain the fact that conditions, thought to have been overcome a long time ago, take hold again and again. What all have we experienced so far? Nationalism, racism, anti-Semitism, general hostility to foreigners, rabble-rousing and hatred, rage and anger towards anything that’s different, intolerance, lack of respect and even murder and manslaughter including war and mass murder. I’m not surprised that so many people are afraid, generally afraid of everything and everyone. The news isn’t exactly brimming with optimism and confidence, but instead it’s just the opposite: Some papers only headline Trump, terror, death and sexual offenders, recession, depression, economic crises and economic slumps.

Elsewhere, you only read about natural disasters, climate change, mountains of waste and other “beneficial legacies” we humans are leaving, which are ruining our oceans, our forests, actually our entire planet and so make life more difficult, if not impossible, for future generations. People just don’t learn. The ancient Romans already destroyed nature by mercilessly cutting down forests and as a result robbed themselves of the basis of their existence. Modern man is doing the same thing, just more efficiently, faster and more radically. However: Man needs nature, but nature doesn’t need man... Insects, birds, species and forests are dying out ... People are dying – (although also for other reasons...). Occasionally you’ll read that something or other is important for man and nature. How idiotic is that?! As though man weren’t part of nature; albeit by far the most damaging part, but more than all other creatures also the most dependent on nature and God’s creation. Then why aren’t we taking better care of our environment, of nature, of animals and plants? There’s actually only one right answer. It’s because we as humans act foolishly and irresponsibly.

**The world has enough for everyone’s need,
but not enough for everyone’s greed...**

Mahatma Gandhi

In this world and in the history of mankind there’s not a single thought that hasn’t been thought at some time or in some form. Most things aren’t new, but only a new insight for some contemporaries... You don’t really have to make every mistake yourself, and you also don’t have to repeat every mistake made by our ancestors. But it seems that learning is a huge problem for mankind. The destruction of the environment is by far the most dangerous one for us because we’re destroying the basis of our own existence. However, this is immediately followed by this deplorable warmongering that doesn’t only start with armed clashes, but becomes apparent long before that with all kinds of hostilities that lead to violence, even if it’s just angry words.

At the moment we’re experiencing a new arms race between the atomic powers. Global and peaceful trade is giving way to nationalistic economic interests. Sanctions, trade and currency wars, financial crises... This doesn’t make sense for mankind or for the individual person – but it does benefit a small minority... It’s all about money and power and not about one’s own population, let alone about all the people around the world. Mankind is as far away from peace as Mahatma Gandhi was from hate and war. The self-destructive stupidity obviously cannot be unlearned by culture, upbringing, enlightenment, laws and rules and especially not by religions. Einstein said: “The universe and human stupidity are infinite; however, I’m not sure about the universe.”

Why am I writing all of this to you? Because the whole day today (and not only today) I’m again having to deal with “moody” and dissatisfied contemporaries, who complain about everything and think nobody can do anything right. People who find any toilet paper too rough, any work too much and who can get upset about every fly on the wall. Friends, don’t forget: We’re doing well in our ideal Liqui Moly / Meguin world, in our Liqui Moly family worldwide! Actually, incredibly well! – And if we aren’t doing so well at some point, then it might be our own fault. This applies to our own company as well as to the history of mankind. Think things through a bit more, act a bit cleverer and more circumspect, but then also do the right thing with energy and vigour... That’s what brings improvement, not moaning and complaining. Learning new things, doing things better, thinking about tomorrow, respecting fellow human beings, acting responsibly, protecting nature, preserving life – isn’t that what being human should be all about?

I send you warm greetings on today’s World Food Day; a special day of gratitude and humility for all those who have enough to eat, and a day of shame for the leaders of our global community who still haven’t managed to rid this world of hunger, which all too often leads to death.

Your

Ernst Prost

A handwritten signature in blue ink, appearing to be 'Ernst Prost', written over a faint, stylized background graphic.

TAKE LIQUI MOLY: EVERY OIL PURCHASE WINS!

Buy LIQUI MOLY motor oil or have an oil change done by 31.12.2019 and win prizes with a total worth over EUR 200,000! All details under: www.nimm-liqui-moly.de

LIQUI MOLY is more than motor oil.
LIQUI MOLY is the specialist
for all lubrication, maintenance and
service work on all types of
vehicles.

MOTORRAD
BEST BRAND 2019
Kategorie: Öle/Schmiermittel

LESEWAHL
BEST BRAND 2019
Kategorie: MOTORRAD
Öle/Schmiermittel

LESEWAHL
BEST BRAND 2019
Kategorie: AUTOMOBIL
Öle/Schmiermittel

AUTO
TOP MARKE 2019
Kategorie: Plug-in-Hybrid

AUTO
TOP MARKE 2019
Kategorie: Elektro

LESEWAHL
BEST BRAND 2019
Kategorie: Motor
Klassik

LESEWAHL
BEST BRAND 2019
Kategorie: auto
motor-sport

DIE BESTEN
AUTO
BILD
MARKEN
IN ALLEN KLASSEN

Dear LIQUI MOLY friends,

Tomorrow's mobility raises many questions. At the latest since the diesel and emissions scandal, also known as dieselgate, motorists have been asking themselves what type of engine their next vehicle may, should or even must have. The purchase of a new car has finally also become a matter of conscience and more than ever an investment for many years, and therefore one that needs to be well considered.

Once the decision has been made – whether for gasoline, diesel, natural gas, hybrid or electric cars – one fact unites all types of propulsion: Only the right maintenance and care will ensure long-lasting driving pleasure and value retention for the vehicle!

And that's where we come in: As a full-range supplier with over 4,000 articles relating to motor oils, additives, vehicle care, service products and chemical problem solvers, we offer the right products for every vehicle. No matter what type of driver. No matter what time of year. No matter what country. On the one hand, our diversity enables us to offer the right solution in the best quality for almost every application. On the other hand, to be able to react early to technical developments and mobility trends.

Whichever engine the customer chooses in the future: LIQUI MOLY always offers a broad choice! And LIQUI MOLY is always the best choice! We have been keeping this "promise of choice" for years – garnished with unique service, personal advice and a humanitarian approach. A service that makes our LIQUI MOLY family worldwide so special.

No matter where future developments lead us.
We have the answers and keep the world moving!

Jörg Witopil
(Copywriter)

Niklas Döhring
(Graphic Artist)

WINTER SALES

STOCK UP NOW



**Wow, is it
winter again
already?**

**Prepare for winter business now
and fill your warehouse and shelves!**

For the winterizing of vintage cars, boats, motorcycles and lawn tractors, customers want to buy suitable products of the best quality in the near future. It is therefore all the more advisable to order soon, so that the goods are available in good time. Stock up sufficiently now so as not to be caught out cold by winter later! You will find some product tips from our full range on the next page.



WINTER SALES

STOCK UP NOW

Winter is coming: With LIQUI MOLY, your customers' vehicles are perfectly equipped!

It's not here yet, but winter is coming sooner than some might like. So it's high time to slowly take seasonal vehicles off the road and into hibernation. Thanks to these product tips, there will be no nasty surprises next spring.

By the way: You can find even more tips and products in our latest issue of PICTURES AND STORIES 10/2019!

Windshield Frost Guard Concentrate -60 °C

Part no. 6926/Part no. 6923 (500 ml)

Prevents freezing of the windshield washing system and provides for cleaner windows. Suitable for polycarbonate glass.



Injection Cleaner

Part no. 5110

Cleans and maintains all components of the gasoline injection system.



Door Lock Care

Part no. 1528

For lubricating, maintaining and de-icing door locks, door hinges and mechanical wing mirrors.



Full range + winter =
extra opportunity
for extra sales!

Anti-Bacterial Diesel Additive

Part no. 21317

Has a preventive effect against bacterial attack. Sterilizes already infected tank systems.



Diesel Flow Fit

Part no. 5130/Part. no. 5131 (K)

For all diesel fuel qualities and heating oil. Ensures the cold winter operation of passenger car and commercial vehicle diesel engines.



Super Diesel Additive

Part no. 5120

Cleans the fuel system and improves combustion.



FRANCE

BRAND CAMPAIGN

Vive la France! Vive la LIQUI MOLY!

Nap01Leon would have been delighted: With the founding of our subsidiary LM France S.A.S. and our first appearance at Equip Auto in Paris, we fired a triumphant starting shot for our new France strategy!



FRANCE

EQUIP AUTO PARIS



Allez les Bleu-rouge-Blancs!

Competently and charmingly presented our products and our new France strategy: Dr. Abdellatif Dakkak (3rd from right), responsible for our French business, and the entire LIQUI MOLY exhibition team.



Oui LIQUI MOLY

Yes to LIQUI MOLY, said the trade audience at Equip Auto in Paris. Here we presented on over 200 m² our extensive range of automotive chemicals, equipment and workshop solutions for the first time. The perfect course has been set for our brand campaign and the targeted jump in sales in 2020!

Both workshops and dealers were enthusiastic about our broad range!





Whether automotive chemicals, MOTORBIKE range, workshop solutions or our new annual calendar 2019: The presentation of our broad range of products on a total booth area of 352 m² was the striking highlight of the Carat exhibition 2019 in Essen and further proof of the unique LIQUI MOLY spirit!



BEHIND THE SCENES

EXHIBITION PLANNING



The outcome of professional trade fair preparation: a well-visited LIQUI MOLY exhibition stand!

Full commitment for a full booth

Many hands, one goal: the perfect live experience for our worldwide customers, partners and fans!



Illustration instead of illusion: optimal stand design thanks to modern visualization



Preparation is the be-all and end-all: conception and planning

Trade fairs are an enormously important marketing instrument. However, a trade fair appearance can only be successful if meticulous work is carried out during the preparations. It is therefore essential that our sales representatives and export area managers make early contact with our planning team, Carmen Bader and Matthias Moll, to coordinate the following points:

- Size and appearance of the booth
- Coordination of the exhibited products with Product Management (new launches, highlights etc.)
- Planning of customer events and supporting program
- Research and booking of hotels for trade show team and customers

CONTACT



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BEHIND THE SCENES

EXHIBITION PLANNING

Info G8g
Cup of Tea (exposed in photograph)
Mind / Priorities

Big Brother is watching you:
What is allowed in the container?



2

CONTACT



Ema Duarte

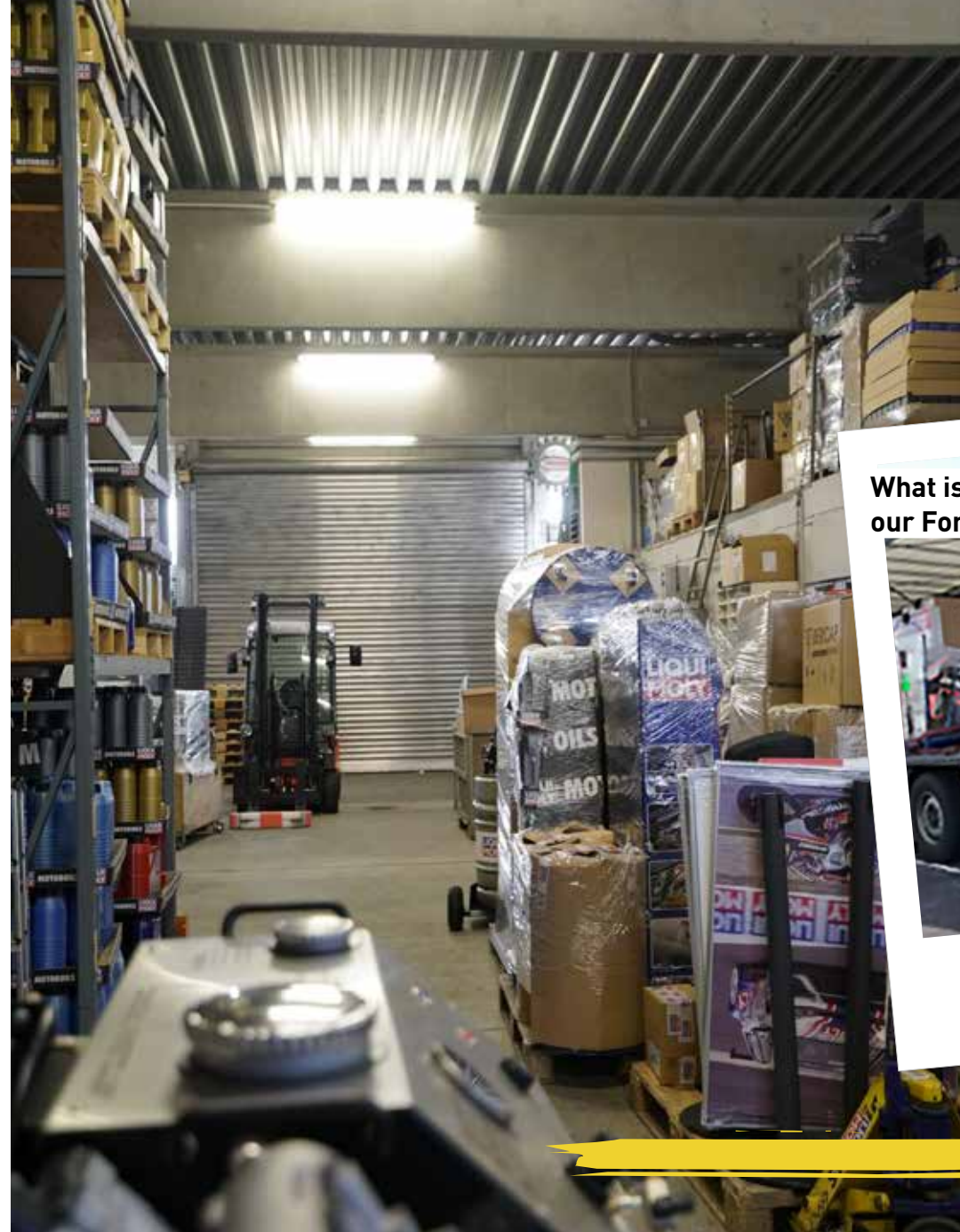
Customs Manager Export
Phone: +49 731 1420-2282
ema.duarte@liqui-moly.com

Cup of Tea (exposed in photograph)
Mind / Priorities
Objects n important

Everything under control: How our exhibition goods travel safely

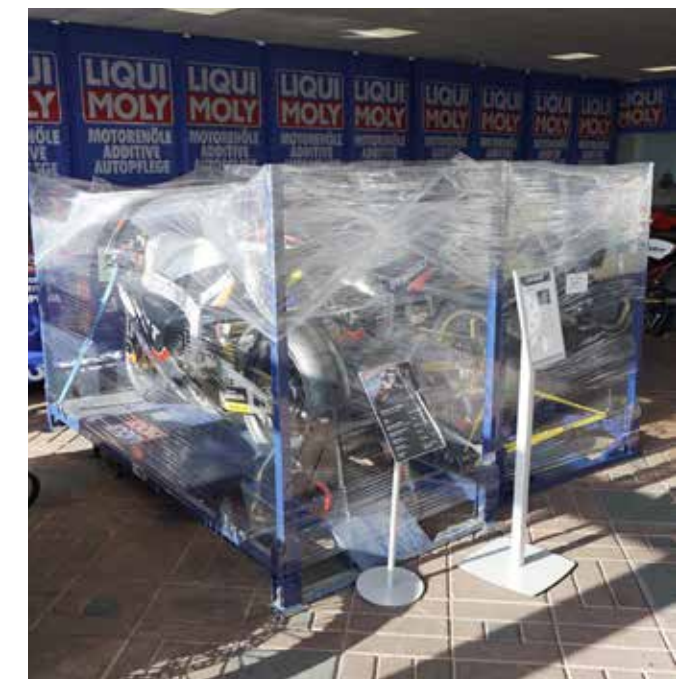
Our colleague Ema Duarte takes care of the smooth running of logistics and customs on a daily basis to ensure that all trade fair material is reliably transported from Ulm to the venues worldwide. The focal points of her activities are:

- Coordination with all departments involved and with our service partners (booth builders, forwarding agents etc.)
- Close cooperation with marketing, sales, logistics and authorities (customs, chambers of commerce etc.)
- Order and dispatch processing
- Planning, execution and support of exhibition- and event-specific logistics services
- Preparation of the required export, import and other documents (shipping documents etc.)
- Schedule management and continuous deadline monitoring, in order to ensure punctual delivery of our trade fair goods
- Examination and release of freight invoices



Cup of Tea (exposed in photograph)
Mind / Priorities
Info G8g

What is important when transporting our Formula 1 racing car?



BEHIND THE SCENES

EXHIBITION PLANNING

With combined forces: Putting up and taking down the booths

Just in time for the start of the trade fairs, our guests all over the world can expect a perfectly and spotlessly equipped trade fair stand. Ivica Koller and his exhibition team ensure that this is the case. From the small regional trade fair to the leading international exhibition for the automotive industry, our boys are responsible for setting up and dismantling our exhibition stands on site. Especially mega events like the Automechanika require a “mega” logistics service. The following figures for Automechanika 2018 prove this:

- 3 truck semitrailers with a total of 90 pallets of concentrated LIQUI MOLY power
- Including 37 pallets of exhibition goods
- 29 pallets of 2019 Girls Calendars
- 12 pallets of seating areas & barrel tables
- 7 pallets of empty containers
- 5 pallets of customer gifts
- 5 days to put up and 3 days to take down
- Approx. 1 week clearing work of the equipment used



The exhibition team truck: full to bursting with LIQUI MOLY power!



CONTACT



Ivica Koller
Exhibition Team Manager
Phone: +49 731 1420-81
ivica.koller@liqui-moly.de



Mr. Koller and his team move goods by the container load and ensure on-time assembly and dismantling worldwide.



VALUE RETENTION

MOBILE TREASURES

we just spray
so many cool
product ideas!



4,000 PRODUCTS

1 brand

fact sheet

Designation	Audi RS3 Sportback 2.5 TFSI quattro S
Output (kW/PS)	294/400
Drive	All-wheel drive "quattro"
Top speed	280 km/h (electronically controlled)
Displacement	2.5 liters
Cylinders	5
Transmission	Dual clutch transmission "S-Tronic" 7-speed
Rim size	19-inch

For the graffiti artists their wall motifs, for the car enthusiasts often their vehicle: a work of art! But cars only pass as street art if they are properly and regularly maintained. This Audi RS 3 with 400 HP would quickly run out of steam with wrong or neglected maintenance. Fortunately, our full range of over 4,000 articles offers the right product to suit every application – and all from a single source!

VALUE RETENTION MOBILE TREASURES



Octane Booster
 (Part no. 21280)
 Suitable for all passenger cars with 4-stroke and 2-stroke gasoline engines. Especially for the sporty driver.



Dual Clutch Transmission Oil 8100
 (Part no. 3640)
 Specially developed for use in dual-clutch transmissions (DSG – direct-shift gearbox) in vehicles made by Audi and the VW Group. Use according to the prescribed specifications from the unit or vehicle manufacturer.



Top Tec 4200 5W-30
 (Part no. 3707)
 For gasoline and diesel engines including those with FSI, common rail and unit injector technology. Particularly suitable for gas-powered vehicles (CNG/LPG) and for vehicles with diesel particulate filter (DPF) – even when retrofitted.

motor oil

Electronic Spray
 (Part no. 3110)
 For repairing and maintaining all electrical contacts such as plug and terminal connections, lamps and fuses, distributors and circuit breakers, switches, battery terminals, generators, starters, etc. For lubricating precision-mechanical components such as door locks, window lifts, rails and Bowden cables.



Windshield Super-Concentrated Cleaner
 (Part no. 1519)
 Gives you a clear, smear-free view in seconds. Removes oil, silicone films and insect soiling. With citrus power. Phosphate-free and biodegradable.

VALUE RETENTION

MOBILE TREASURES

Polish & Wax

(Part no. 1467)

Especially for colored and metallic paints, from "as good as new" to dull.

Like our skin, no two cars are alike in terms of their paint. That's why LIQUI MOLY offers different care products for every type of paint!



skincare



Windshield Cleaner Foam

(Part no. 1512)

Ensures glare-free car windows and thus increases safety. Dissolves and removes silicone, nicotine, insects as well as oily and greasy dirt.

Special Rim Cleaner

(Part no. 1597)

For the care, cleaning and value retention of rims of all types. Ideal application even before entering the car wash. Do not use on hot rims or in direct sunlight.



Scratch Stop/Microfiber Cloth

(Part no. 2320)/(Part no. 1651)

Universally applicable grinding paste for removing scratches, overspray, tracing of grinding and orange-peel surface on colored and metallic paints.



Insect Remover/Insect Removal Sponge

(Part no. 1543)/(Part no. 1548)

Especially for the windowpanes, chrome parts, head-lights and paint surfaces. Suitable before machine brush car washing. Easily and gently removes insects and dirt from glass, paint and plastic.



VALUE RETENTION

MOBILE TREASURES



inner values



Leather Care

(Part no. 1554)

Cleans, cares for and protects smooth leather with a silky, shiny layer against brittleness and fading.

Car Interior Cleaner

(Part no. 1547)

Eliminates dirt in the entire vehicle interior.



Cockpit Care

Citrus

(Part no. 1599)

For general interior care. For dull and brittle plastics such as spoilers and bumpers. Also for squeaky dashboards.



Rubber Care

(Part no. 7182)

For maintaining, protecting and treating rubber parts, such as tires, door seals, mats etc.



Oil Spot Remover

(Part no. 3315)

For oil-contaminated workshop floors and all absorbent and non-absorbent surfaces, such as screed, clinker, asphalt, concrete and ceramics.



... and gone

* for a
gleaming
finish



Cockpit Bright/Gloss Spray Wax

(Part no. 1510)/(Part no. 1647)

On squeaking and creaking dashboards, for stiff seatbelts. For matt plastics such as plastic bumpers, spoilers, etc. as well as for general interior care.

VALUE RETENTION

MOBILE TREASURES

Auto
ZEITUNG

**TOP
MARKE
2019
SILBER**

Pflegemittel

Edition 5/2019

cleaning as
if by magic

Whatever the time of year: Car care is always in season. In the cold months, snow, ice and road salt take a heavy toll. In spring and summer, pollen, bird and insect droppings cover the paint and windows. LIQUI MOLY vehicle care provides optimum protection for all vehicle types. To ensure that the outer and inner values please you for a long time to come!



LOW-BUDGET MOTORHEAD

MOBILE TREASURES

SCRAMBLER

Motorcycle enthusiast and LIQUI MOLY fan Christoph tells us in this issue about his low-budget rebuild: an “end-of-time look” scrambler based on a 1996 Honda Dominator.

Photos: Roland Rasemann

“Have a lot of fun on a small budget? No problem,” says the low-budget motorhead.



The starting point: a Honda Dominator RD08 from 1996

First of all, you think about what the conversion should look like. Once the vision is captured on paper, you look for a suitable basis. In my case, a Honda Dominator dating back to 1996. Then you just get cracking. Everything has to go first. That means: jack up the bike, take the wrench in your hand and keeping on unscrewing until only frame, engine and tires are left. When that's done, check the frame's condition. If it's good enough, the fundamental requirement is met. And now for the free-style phase ...

A little tip: Call your roadworthiness authority in advance and ask what is possible. In my experience, far more than you might think!

The vision: a scrambler in “end-of-time look”



The fuel tank plays a decisive role. It must conform to the frame line. In my case: of a Honda MBX 80. The seat matches the tank made of foam and is covered with leather. The only possible headlight was a round one. With a black “adhesive type X”, of course – just as the TÜV (the German roadworthiness authority) likes it. The speedometer had to be simple. The indicators and the taillight are barely visible. The exhaust pipe is the original. Finally, a few plates for the battery cover, front and rear fender ground off and the vision became tangible.



Motorcycle diet: weight reduction for frame, engine, wheels ...





The result is impressive: a minimalistic scrambler in the "end-of-time look." Only a crossbow is missing and the "post-apocalyptic zombie invasion" can come ;-)

LOW-BUDGET MOTORHEAD

MOBILE TREASURES



Even after finishing up, the work never stops! Once the rebuild is finished, it must be maintained and serviced. Here come the products from LIQUI MOLY into play.

Our MOTORBIKE range: a dream for every motorhead!



Proper care

With LIQUI MOLY products, my rebuild runs like clockwork.

Motorcycles need maintenance. Only then do they become faithful companions – especially air-cooled single cylinders like the Honda Dominator. But proper care does not have to be time-consuming. Just a few steps are enough to keep your “baby”



The right oil is the lifeblood of every smooth-running engine. My choice:



A well-maintained engine can look like new even after 23 years.

in good condition. Regular oil changes and maintaining of the most important wearing parts, such as the chain, are a very good basis for an enduring relationship between rider and fun machine. And anyone who also swings the cleaning rag every now and then, wins in the end.



A well lubricated chain prevents excessive wear and ensures smooth running.



LOW-BUDGET MOTORHEAD

MOBILE TREASURES



Test track in Allgäu: After the rebuild had been serviced and maintained, it naturally had to be extensively tested. And this in my old childhood haunts: the beautiful Allgäu.

WE October

Bungling and botching versus loving perfection



Is it really possible that the bunglers are increasing, and the slackers & cheaters even make pompous declarations about what should be sold as fantastic, but in reality is the pits? Unfortunately, what I notice is that an incredibly large amount of carelessness and sloppiness of all kinds has become the norm and this to the detriment of consumers and customers, business partners and companies. Whenever I come across unprofessionalism and get angry at bunglers and botchers, I send a prayer to heaven and think “I hope WE aren’t like that, I hope WE do things better and I hope our customers don’t have to get so angry at us.” Things are constantly “forgotten”, miscalculated three times in a row, dates are ignored and everything turns into a big mess – but instead of apologising and correcting things immediately, the tables are turned and those concerned see themselves as the victim, even the subject of criticism, just because they are so “demanding and meticulous”.

“It can happen”, “we’re only people, not machines” and similar excuses can then be heard, which are all devoid of insight and self-awareness. How can anyone improve or learn when one always blames another instead of asking oneself honestly whether a bit more dedication and commitment wouldn’t have yielded a thousand times better result?

“Forgetting things is inevitable when you’re too lazy to write them down.”

Adrian Karakula

Made in Germany is still a sign of quality for me with regard to products but also with regard to service and fast, thorough processing. I don’t know how things are for you, but there are between 2 and 10 private or business incidences every day which show me that some people no longer know how to behave, how to work and what should and what shouldn’t be done. I learn from this for us and hope that WE at Liqui Moly / Meguin still do our work and complete our tasks in an absolutely reliable, punctual, disciplined, customer-friendly, but also attentive, careful and loving manner. It’s a matter of attitude, dear friends! If I don’t care about the other person, I’ll just spew out any old thing – along the lines of “sink or swim”. But if I’m serious about diligence, care and respect, then I’ll give my best in order to make the other person as happy as possible. Here you really have to think carefully about what needs to be done; put yourself in the other person’s shoes, be prepared to notch up your performance, go the extra mile and make an effort, so that the result is worth something and not rubbish.

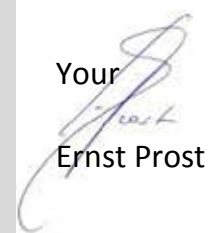
“Don’t do unto others what you would not have done unto you.” Yes, everybody wants to be treated well, served quickly and enjoy the perfect service. However, this also applies conversely and you should deliver exactly what you would expect to receive. Cleanliness, punctuality, dependability, conscientiousness, friendliness and reliability. That really isn’t too much to ask and definitely better for the cooperation & coexistence of people and companies (and nations).

Surely it’s more fun when the result of your own effort isn’t just half-way acceptable, but is perfect and exemplary. I’ve tried to work and behave perfectly all my life, undoubtedly also to please you, my valued partners, and serve you properly, just like I do for our customers and other business partners. But it’s also about the standard I set myself that I want to reach every day – which means not messing up, not delivering cock-ups, but rather produce top performances. It’s still my ambition and absolute will to want to do everything right and well. It’s not about mistakes – I probably make enough of those just like many other people – it’s about giving your best, deliberating on what needs to be done and then also doing it wholeheartedly in a competent and loving manner. See and recognise what needs to be done; don’t look away but instead become active.

It’s unacceptable that you sometimes have to wait days or weeks for answers. That’s impolite and rude. It’s even less acceptable when you are disrespected because you ask what’s happening. And above all, it’s important not to get used to bungling, botching and slovenliness. It’s the beginning of the end when you put up with or even accept all the excuses for negligence and unprofessionalism that are dished up. Then rather put your foot down and demand what’s normal!

At times, you also have to talk about duties and not only rights. This includes discipline, a certain strength and toughness – especially in relation to yourself – so that, as already stated, you can be proud of your own work and provide the corresponding performance. That’s really only fair to your fellow human beings.

All of you please remain the way WE’ve always been and the way our fellow human beings know and value us. – Friendly, thorough, fast, reliable, loving and perfect. – Excellent products & excellent service by committed people – that’s Liqui Moly / Meguin!!

Your

Ernst Prost



PORTUGAL

EUROPEAN ENDURANCE CHAMPIONSHIP



A top-class event was the European Endurance Championship in Portimão – organized by the Portuguese Motorboat Association and the F1H2O World Championship, powered by LIQUI MOLY Iberia! The Algarve and our omnipresent colors provided an attractive setting for a successful weekend for jet ski riders, partners and fans alike. In the end, not only did the sole Portuguese team around Augusto and Bruno Fernandes win, but also our global brand!



PORTUGAL



At the Traveler's Event in Avis (Alentejo region), our colleagues Patrícia Silva and Carlos Rosado from LIQUI MOLY Iberia impressively presented our brand. In particular, the demonstration of our MOTORBIKE products was met with great interest by all motorcycle enthusiasts.



RUSSIA



44 days, 9 countries, 20,000 km – a torturous tour for man and machine! It's a good thing that Russian blogger Dmitry Kruchnov can rely on LIQUI MOLY's high-performance products when it comes to lubricants.



SOUTH AFRICA

SPONSORSHIP



Successful partnership in South Africa

That what's you call a real win-win situation: By sponsoring the Formula V racing driver and Safair pilot Juandre Le Roux (left), our colleagues from LIQUI MOLY South Africa (pictured: Melicia Labuschagne and Quentin Nell) gained access to this extraordinary photo location.





SOUTH AFRICA

Melicia Labuschagne
(Director LIQUI MOLY South Africa)

Our LIQUI MOLY South Africa team has succeeded in making a gratifying coup: the partnership with After Market Products (AMP), one of the most important wholesalers of marine and motorcycle accessories in South Africa! With intensive product training, our new partner was convinced of the great benefits of our MARINE and MOTORBIKE range and attuned to the unique LIQUI MOLY spirit.



FAN POST

LIQUI MOLY – the tempting global brand! Even this hedgehog in the garden of our friend Wolfram Mehlem (former Sales Manager LIQUI MOLY Austria) could not resist the attraction of our colors.

OUTDOOR ADVERTISING

HUNGARY

Outdoor advertising with wow effect! Exemplarily implemented by our friend Róbert Horváth and his team of Auto-Doctor in Hungary.



GERMANY



Worldwide trademark for top quality

Whether on the workshop facade, in front of and in the sales shop or mobile as vehicle wrapping: Our customers, partners and friends benefit from the expertise and friendly appeal radiated by our brand!

TUNISIA



TANZANIA



GERMANY



ISRAEL



CUSTOMERS, GUESTS & FRIENDS
KUWAIT, OMAN, LEBANON



From workshop customers to representatives of the Royal Guard, we recently welcomed various customers from Kuwait, Oman and Lebanon. With factory tours in Ulm and Saarlouis, interesting lectures, a varied supporting program and our unique team spirit, we aroused even more enthusiasm for our blue, red and white global brand among all the guests.





Framed by barrels of the best lubricant, Meguin application engineer Daniel Schmidt (right) welcomed our guest Ben Yushah from Deutsche Tamoil GmbH in Hamburg.



Our guests from Autec Handel, Mönneke Mineralöle and PV-Technik are even more behind the Meguin brand after the plant tour with Arno Bulau (Area Sales Manager, 2nd from left).



Visiting the dream brand LIQUI MOLY from the dream island of Mauritius: our friend and importer Vincent Blackburn (left) together with our colleagues on a tour of our Meguin plant in Saarlouis.



The factory tour of our guests from Ernst Lorch KG met with a great and enthusiastic response.

NEW RECRUITS



Additional manpower at the end of the year. A warm welcome by our boss Ernst Prost (right) for six new employees (from left): Tim Keller (Export Area Manager), Janez Peternel (production),

Marcus Frey (logistics), Andrea Bayer (work preparation), Marc Tisch (application engineer) and Bülent Gülen (Export Area Manager).

NEW RECRUITS



With Eric Mammolito (Export Assistant, left) and Giuseppe Burgio (Order Processing Clerk, right), Thorsten Alt (Head of Sales) welcomed two new colleagues to our LIQUI MOLY family worldwide.

ANNIVERSARY



On the occasion of her 20th anniversary of service, Eva Schwarz (Sales Back Office, front) was congratulated by the Meguin “flower children” (from left to right): Thorsten Alt, Roger Pusse (Works Council Chairman) and Anne Grundig (Management Office).

CONGRATULATIONS



The well-wishers (from left to right) Christian Texter (Head of Production), Michelle Kruchten (Human Resources) and Holger Hecktor (Production Foreman) conjured up a smile with the presentation of the bouquet to Anja Becker (Production) for her 50th birthday. Happy birthday!



Flower power for three anniversaries: Ernst Prost (left) and Alexandra Holzwarth (assistant to the CEO, right) congratulate Hannah Friedrich (human resources, 10 years in the company), Nicole Schrade (sales department retail, 25 years) and Karin Kitzberger (sales management specialized trade, 25 years).

ULM

EINSTEIN MARATHON



Running well ...

... under this motto, about 40 runners started with our logo on their chests! The starting zone of the 10 km LIQUI MOLY City Run was also clearly in blue, red and white hands. In addition, the plane with our advertising banner circled over the city in bright sunshine. The icing on the cake was that all LIQUI MOLYans crossed the finish line fit and well, where they were rewarded with the finisher medal.


einsteinmarathon
2019



ITALY



ASSOLUTI D'ITALIA DI ENDURO

Great sport in the small village of Gaggio Montano: At the season finale of the Assoluti d'Italia di Enduro, the top Italian racing class, Chilean rider Benjamin Herrera from the Beta works team displayed a hot, well-lubricated ride through the Italian Apennines.



GERMANY

ADAC TCR GERMANY



In a real heart-stopping final at the last ADAC TCR Germany race of the season at the Sachsenring, Team Engstler with Max Hesse won the drivers' cup and – together with Théo Coicaud – the team championship. The key to this double success: Driving skills, a highly committed racing team and, of course, the best lubrication with LIQUI MOLY's high-performance products.





Narrow overtaking maneuvers, dramatic collisions and our highly visible logo on the race track: a truly spectacular event at the Japanese Grand Prix on the Suzuka International Racing Course and, thanks to millions of spectators around the globe, the best advertising for our global brand!

FULL RANGE

LEVERAGING THE PRODUCT RANGE



Whether motor oil, additive, service spray or care product: There is probably no race track in the world where one of our more than 4,000 products has not already proven itself! And what is regularly the winner in racing is even more suitable for everyday use on the road!

GERMANY



Promotion from the World Rally Championship to the R5 class: As one of the world's best young drivers, Julius Tannert took the next step in his career. At the German Rally Championship race in the Erzgebirge, he competed for the first time in the all-wheel-drive, 300 HP Skoda Fabia R5 – powered by LIQUI MOLY!



SERBIA



Rapid “repeat offender”: LIQUI MOLY team driver Chaslav Toshic defended the title at the 2019 national Serbian championships in his Yuga 55/Sport. Our hearty congratulations on their victory; we are proud to be part of this success with our top products!



Photo: Michael Grossgarten

This projectile proves that a filigree high-tech lubricant is also ideal for powerful V8 Nascar rockets. At the wheel: the son of our customer Autohaus Kunz from Appenweier.

CHINA

WORLD GT CHALLENGE



The World GT Challenge Asia is a feast for the eyes and ears of all fans of fast cars. The Phantom Pro Racing team, sponsored by our partner DU-HOPE, also crossed the finish line as the winner at the races in Blancpain. A great team effort – powered by LIQUI MOLY!





SCOTLAND

BTCC 2019

Together with our friends from AMD Tuning, we kept up our blue, red and white colors on the hoardings along the course of the BTCC 2019 in Knockhill.



SUPERBIKE WORLD CUP

FRANCE

While Sandro Cortese crashed in extremely difficult rainy conditions, his Italian colleague Marco Melandri was able to secure third place for the GRT Yamaha World SBK team on the first day on the Magny-Cours race track – powered by LIQUI MOLY!



FRANCE

2011/2012/2013/2016/2018/2019: Serial winner Hahn Racing – powered by LIQUI MOLY! In front of almost 60,000 spectators, Jochen Hahn was able to defend his European Champion title in the penultimate round of the FIA European Truck Racing Championship at the Circuit Bugatti in Le Mans, France. Congratulations!



USA

Champagne shower and LIQUI MOLY in the middle! With its victory on the Circuit of the Americas, the Stevens Miller Racing Team sponsored by LIQUI MOLY USA secured the 2019 "The Trans Am" title. Good job!



The fact that our commitment as the title sponsor of the LIQUI MOLY Handball Bundesliga is a major success with a long reach was demonstrated, among other things, by the crowds of spectators at the home match of Frisch! With Göppingen against Eulen Ludwigshafen. As is the case here, our hoarding advertising is seen weekly by thousands of fans in the halls and at home in front of the screens.



Whether blistering heat or torrential rain: At the Thailand Grand Prix on the Chang International Circuit, over 220,000 motorcycle enthusiasts were thrilled by legendary two-wheeler action and the presence of our global brand. Tom Lüthi fought his way to a strong 7th place despite a knock, while Marcel Schrötter gritted his teeth to score valuable points only three weeks after his collarbone fracture.



THAILAND

MOTOGP



As the exclusive lubricant supplier for the Moto2 and Moto3 racing series, we have been providing optimum lubrication for their high-performance machines not only for the Dynavolt Intact GP team sponsored by us, but also for all other racing teams for years. And what has proven itself on the toughest race tracks in the world is also unbeatable on “normal” roads!



EXCLUSIVE LUBRICANT

moto2™
+
moto3™

MotoGP™ WORLD CHAMPIONSHIP

JAPAN

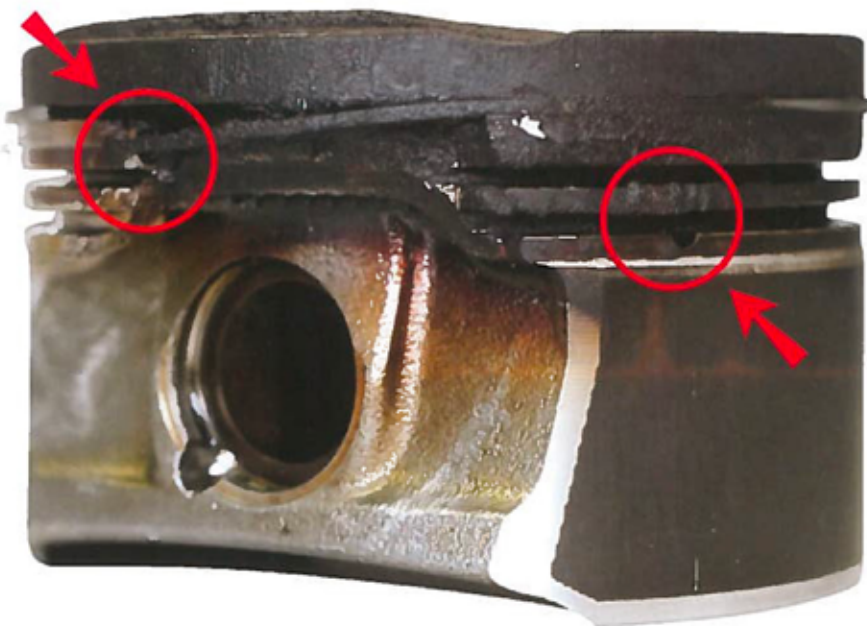
MOTOGP



Back in the title fight – powered by LIQUI MOLY! Dynavolt Intact GP rider Tom Lüthi stormed to his 50th Moto2 podium finish at Motegi and narrowly missed out on victory at the Japan Grand Prix in second place. And Marcel Schrötter was also back in the game with the top riders, securing valuable championship points at the end with ninth place.

Additive gelten seit langem als lukrative Zusatzverkäufe. Und auch für moderne Fahrzeuge gibt es immer mehr Produkte, die durchaus empfehlenswert sind.

// ROLAND SCHARF //



Motorschäden aufgrund von Ablagerungen – ein häufiges Problem bei Direkteinspritzern.

Liquide Werkstatt

Es ist ein Mythos, der sich schon lange hält: Additive sind doch nur etwas für alte, dreckige, verschlammte Motoren. Oder nicht? Natürlich auch, aber immer mehr Produkte zielen genau auf die Probleme aktueller Antriebe ab, und da gibt es bei den Benzin-Direkteinspritzern eine gravierende Schwachstelle. Die Einspritzdüsen müssen direkt in den Brennraum reichen, wodurch sie hohen Temperaturen, Drücken und auch dem Einfluss von Verbrennungsrückständen ausgesetzt sind. Schnell bilden sich Ablagerungen auf den Düsenköpfen, das Benzin kann nicht mehr so fein zerstäubt werden, Abgaswerte und Kraftstoffverbrauch verschlechtern sich. Und: Diese Ablagerungen können bei hohen Temperaturen zu glühen beginnen. Bei diesem vorzeitigen Zünden bei niedrigen Drehzahlen (LSPI – low

speed pre-ignition) entzündet sich das Benzin-Luft-Gemisch in der Brennkammer, noch bevor der Zündfunke entsteht. Dieses Klopfen kann leicht zu Motorschäden führen; dessen Ursache ist bis jetzt aber noch nicht geklärt. Fest steht nur: Verschmutzungen im Zylinder könnten kausal damit zusammen hängen. Und genau um diese zu beseitigen, gibt es jetzt ein spezielles Additiv mit dem Wirkstoff Polyetheramin: „Aktives PEA ist eine hochwirksame Reinigungschemikalie, die selbst hartnäckige Ablagerungen an Injektoren, Kolben und im Brennraum entfernt“, erklärt David Kaiser, Leiter Forschung und Entwicklung bei LIQUI MOLY. „Und sie schützt bei regelmäßiger Anwendung dauerhaft vor neuen Kohlenstoffablagerungen.“ Was mit modernen Additiven sonst noch alles möglich ist, sehen Sie auf der rechten Seite.



Löst Ablagerungen an Einspritzdüsen von Benzin-Direkteinspritzern, verhindert Klopfgefahr: Additiv von Liqui Moly.



Motorspülung: Löst Ablagerungen und Verbrennungsrückstände im Ölkreislauf. Wird unmittelbar vor dem Ölwechsel ins Öl gefüllt, der Motor daraufhin für zehn Minuten im Standgas laufen gelassen. Besonders empfehlenswert bei alten Motoren.



Verschleißschutz: Wird dem frisch eingefüllten Öl beigelegt und schützt den Motor gleich doppelt: Kleine Keramikpartikel dienen als Festschmierstoff, verhindern Kontakt von Metall auf Metall. Chemische Stoffe reduzieren die Reibung.



Octane Booster: Ein Klassiker unter den Additiven und besonders für hochverdichtete Motoren interessant. Chemisches Tuning sozusagen, da es die Oktanzahl des Benzins erhöht und es somit klopfester macht. Gerade bei getunten Autos ein heißer Tipp.



Kühlerdichter: Kümmert sich wie gesagt darum, vorhandene Schäden im Wasserkühler zu versiegeln. Das Mittel beeinträchtigt den restlichen Kühlkreislauf nicht. Kann auch prophylaktisch eingefüllt werden, um im Falle eines Steinschlags die undichte Stelle sofort zu schließen.



Diesel Additiv: Löst Verbrennungsreste von Einspritzdüsen und verhindert so schleichenden Leistungsverlust, steigenden Spritverbrauch und unsaubere Verbrennung. Speziell für die Anforderungen von Selbstzündern entwickelt. Empfehlung: alle 2000 Kilometer anwenden.



Hybrid Additiv: Verlangsamt den Alterungsprozess des Benzins. Vor allem wichtig bei Plug-in-Hybrid-Autos, die oft elektrisch fahren. So bleiben die Eigenschaften des Sprits erhalten und Ablagerungsbildung bei Kurzeinsatz des Verbrennungsmotors wird vermieden. Auch gut für Oldtimer!

Lokal statt global

Bei vielen Gesprächen mit Branchenvertretern im heurigen Jahr höre ich eine gewisse Ernüchterung heraus. Eigentlich läuft das Geschäft gut, eigentlich stimmen die Zahlen, eigentlich ist man auf einem guten Weg. Aber nur eigentlich. Denn meistens gibt es Beanstandungen von der Konzernmutter. Hier ginge noch etwas mehr, da könne man die Prozesse noch optimieren. Selbstverwaltung ist das Gebot der Stunde. Die nationale Führungsebene stöhnt, da man in einem gesättigten Markt um jeden Prozentpunkt des Marktanteils eifrigst kämpfen muss. Vorgaben aus den internationalen Headquarters sind aber dringend umzusetzen. Aber was, wenn in unserer kleinen Alpenrepublik die Geschäftsgebarung einfach anders ist? Gerade das Ölgeschäft menscht stark. Eh klar, denn der Ölvertrag ist der Ertragsbringer für heimische Werkstätten. Noch sind die Margen traumhaft und noch gibt es genug Verbrennerautos, die regelmäßig neues Öl brauchen. Natürlich ist der österreichische Schmierstoffmarkt für einen Weltkonzern nicht von großer Bedeutung. Aber ich glaube, dass selbst Milliardenkonzerne etwas von heimischen Außendienstmitarbeitern lernen können: Der Umsatz kommt von der Kundennähe. Vertraut mir mein Geschäftspartner, schätzt er mein Produkt, meinen Service und stimmt der Preis, dann kauft er auch bei mir. Blöd nur, dass die Erbsenzähler diese einfache Formel nicht mit Zahlen in ein Excelsheet schreiben können.

Philipp Bednar



Schluss mit LSPI



Im Gespräch mit Liqui Moly-Entwicklungsleiter **DAVID KAISER** gehen wir dem Phänomen untertouriger Frühzündungen („low speed pre-ignition“) auf den Grund und erfahren, was betroffenen Motoren helfen kann.

VON PHILIPP BEDNAR

KFZ Wirtschaft: Herr Kaiser, was versteht man unter LSPI?

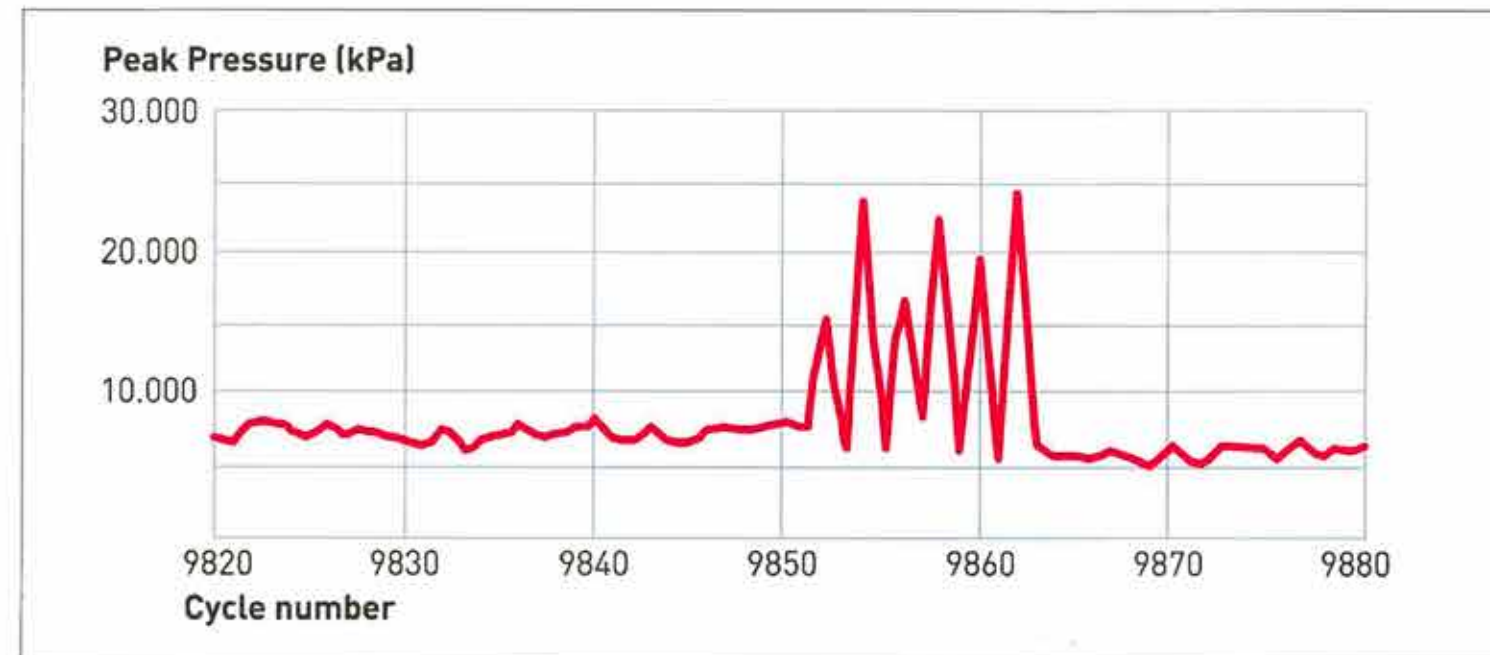
David Kaiser: Die Abkürzung LSPI steht für „low speed pre-ignition“ und beschreibt die vorzeitige Zündung des Benzin-Luft-Gemischs im Brennraum, bevor der Zündfunke entsteht – ein Klopfen. Anders als ein Hochdrehzahlklopfen tritt LSPI bei niedrigen Drehzahlen unter Volllast auf. Beispielsweise, wenn man im zweiten Gang knapp über Standgas voll aufs Gas steigt.

Opel hat das LSPI-Problem bei manchen Motoren offen angesprochen. Sind andere Marken auch betroffen?

Ja, ganz eindeutig. Es stimmt, Opel hat die Thematik zuerst offensiv angesprochen, aber es sind auch andere Motoren von anderen Herstellern betroffen. LSPI tritt vor allem bei hochverdichteten Benzin-Direkteinspritzern mit hoher Aufladung auf. Es betrifft ausschließlich Benzinmotoren.

Wie kann man LSPI erkennen?

Nachdem noch nicht zu 100 Prozent geklärt ist, wie es zu LSPI kommt, ist auch die Diagnose schwierig. Mit einem normalen Diagnosegerät ist es schwierig, die vorzeitigen Zündungen auszumachen. Als Fahrer spürt man eventuell einen unruhigeren Motorlauf. Wenn man den Zylinderdruck misst, erkennt man das Phänomen, da es dramatische Druckspitzen gibt, die förmlich einer Detonation des Kraftstoff-Luft-Gemischs gleichkommen.



Was sind die Ursachen für LSPI?

Obwohl noch nicht gänzlich aufgeklärt, geht man von Verunreinigungen und Ölresten im Brennraum aus, die sich aufgrund der hohen Temperaturen und Drücken im Brennraum selbst entzünden und damit das Benzin-Luft-Gemisch vorzeitig zünden. Auch schlechte Treibstoffqualität kann ein Grund sein. Wir bei Liqui Moly haben daher zwei Zugänge, um dem Problem Herr zu werden. Zum einen mit einem speziellen Motoröl, dem Liqui Moly Special Tex DX1, das die neueste Opel- und General Motors-Norm „Dexos 1 Generation 2“ erfüllt und durch seine besondere Rezeptur LSPI vorbeugt. Das zweite Produkt ist unser Treibstoffadditiv Pro-Line Direct-Injection-Reiniger. Dieser enthält den Wirkstoff Polyetheramin (PEA), eine hochwirksame Reinigungschemikalie, die auch hartnäckige Ablagerungen an Injektoren, Kolben und im Brennraum entfernt und damit LSPI vorbeugt. Es werden jene Ablagerungen abgetragen, die die vorzeitige Zündung entfachen.



Welche Schäden kann LSPI verursachen?

Erhebliche Schäden. Zumal die Kunden meistens erst etwas davon bemerken, wenn es zu spät ist. Die Folgen sind gebrochene Pleuelstangen, am Kolben beschädigte Feuerstege und komplette Motorschäden. Derzeit gibt es noch keine 100-prozentige Absicherung gegen LSPI, aber mit dem richtigen Öl und unserem Reinigungsadditiv kann man das Risiko sehr deutlich reduzieren. Die ersten Probleme wurden ca. 2010 bekannt, seit 2012 bis 2014 häufen sich die Aufkommen deutlich.

Die Grafik zeigt den dramatischen Druckanstieg im Brennraum, wenn LSPI auftritt. Die Gründe für LSPI sind nicht komplett erforscht.

Um LSPI-bedingte Schäden am Kolben zu vermeiden (siehe Bild links) hat Liqui Moly mit dem Dexos 1 Generation 2 ein spezielles Motoröl im Programm; weiters hilft ein vorbeugendes Treibstoff-Additiv.



DAS SIND DIE familien- freundlichsten Unternehmen DEUTSCHLANDS

Alle reden von der Vereinbarkeit von Beruf und Familie. Aber welche Unternehmen in Deutschland tun wirklich etwas für die Work-Life-Balance ihrer Mitarbeiter? freundin und die Bewertungsplattform kununu haben in einer großen Studie die 200 familienfreundlichsten Firmen aus 20 Branchen ermittelt.

Plus: ein Interview, was noch passieren muss

Redaktion und Interview: Heike Steiner

So entstand das Ranking

freundin und Europas größte Arbeitgeberbewertungsplattform kununu.com haben im Rahmen einer Kooperation Mitarbeiter aufgerufen, ihre Arbeitgeber nach Familienfreundlichkeit zu bewerten. Jedes Unternehmen, das mindestens 50 Bewertungen bekam, wurde berücksichtigt. Insgesamt sind mehr als zwei Millionen Bewertungen zu über 175 000 deutschen Unternehmen in die Studie eingeflossen. Die Mitarbeiter konnten anonym abstimmen – in folgenden Kategorien: Vorgesetztenverhalten, Work-Life-Balance, Gleichberechtigung, Karriere/Weiterbildung, Gehalt/Sozialleistungen sowie Umgang mit Kollegen 45+ und Benefits wie flexible Arbeitszeiten, Homeoffice, Kinderbetreuung oder betriebliche Altersvorsorge. (Medienunternehmen, die dem Burdakonzern angehören, sind, soweit Mehrheitsbeteiligungen, vom Ranking ausgeschlossen).



Freundin, edition 22/2019

Handel und Konsum



1. PLATZ: Die **LIQUI MOLY GMBH** (liqui-moly.de) mit Hauptsitz in Ulm und 501–1000 Mitarbeitern ist auf Additive, Schmierstoffe und Motorenöle spezialisiert. Im Bild: Geschäftsführer Ernst Prost.

Das sagt ein Mitarbeiter: „Bereits im Arbeitsvertrag ist geregelt, dass die Familie nicht zu kurz kommen darf. Das Klima ist sehr familiär, trotz der hohen Anzahl an Mitarbeitern vieler verschiedener Nationalitäten.“

2. PLATZ: **FOND OF GMBH** Hauptsitz in Köln, 201–500 Mitarbeiter, fondofbags.com

Das sagt ein Mitarbeiter: „Geschlecht, Hautfarbe oder sexuelle Orientierung: Bei FondOf sind alle gleich! So soll es sein.“

3. PLATZ: **KÜCHEN QUELLE GMBH** Hauptsitz in Nürnberg, 201–500 Mitarbeiter, kuechen-quelle.de
Das sagt ein Mitarbeiter: „Im Bereich Homeoffice wird einem fast alles gestellt, was man zum Arbeiten benötigt: Laptop, Handy, Dienstwagen, Büromaterial etc.“

4. GEROLSTEINER BRUNNEN GMBH & CO. KG Hauptsitz in Gerolstein, 501–1000 Mitarbeiter, gerolsteiner.de

5. NAVABI GMBH Hauptsitz in Aachen, 201–500 Mitarbeiter, navabi.de

6. SWEDEX GMBH Hauptsitz in Essen, 201–500 Mitarbeiter, swedex.de

7. GLOBUS FACHMÄRKTE GMBH & CO. KG Hauptsitz in Völklingen, 5001–10 000 Mitarbeiter, globus-fachmaerkte.de

8. WITT-GRUPPE Hauptsitz in Weiden, 1001–5000 Mitarbeiter, witt-gruppe.de

9. SPORT-THIEME GMBH Hauptsitz in Grasleben, 201–500 Mitarbeiter, sport-thieme.de

10. EDDING AG / LEGAMASTER GMBH Hauptsitz in Ahrensburg, 501–1000 Mitarbeiter, edding.com



Wenn Basketball-Trikots helfen

Die **Ernst-Prost-Stiftung** versteigert signierte Basketball-Trikots der Vorsaison von Ratiopharm Ulm – mit Unterstützung von Europas größter Auktionsplattform für karitative Zwecke, „United Charity“.

Foto: Verein

SüdwestPresse, 12.10.2019

Liqui Moly gewinnt sechstes Jahr in Folge Leserwahl der „Werkstatt aktuell“

ULM-LEHR. – Die Leser der Fachzeitschrift „Werkstatt aktuell“ wählten Liqui Moly mit großem Abstand auf den ersten Platz. In der Kategorie Öle und Schmierstoffe entfielen 47 Prozent der Stimmen auf den Öl- und Additivspezialisten, gefolgt von Castrol (18,1 Prozent) und Fuchs (10,7 Prozent). „Dieser deutliche Vorsprung ist nicht nur unserer hohen Produktqualität geschuldet, sondern auch unserem guten Service“, sagt Klaus Stahl, der bei Liqui Moly für den Nutzfahrzeug-Bereich in Deutschland verantwortlich ist.



Klaus Stahl (ganz links) bei der Preisverleihung von „Werkstatt aktuell“

Brennstoffspiegel, edition 09/2019

БЫСТРЕЕ, ВЫШЕ, СИЛЬНЕЕ!

LIQUI MOLY БЬЕТ РЕКОРДЫ

Немецкий производитель смазочных материалов никогда не замыкался лишь на свой непосредственной задаче — создании масел. В ДНК LIQUI MOLY

с самого начала был заложен спортивный ген, поэтому с давних пор участие бренда в самых разных соревнованиях было важной частью жизни компании.

Конечно, отдельно стоит упомянуть об авто- и мотоспорте, где сотрудничество с типовыми командами в самых престижных чемпионатах давало и дает LIQUI MOLY уникальную возможность тестировать свои новые технологии и продукты в самых жестких условиях, когда каждый узел и каждая деталь работает на пределе своих возможностей, а преимущество в сотые доли секунды может решить судьбу гонки.

Компания поддерживает команды в гонках класса «Формула-1», NASCAR, ралли-рейдах, включая легендарный «Дакар», чемпионатах мира по супербайку и мотокроссу, эндуро, Moto2, ралли, гонках на выносливость, соревнованиях по дрифту,

заездах в гору на время и турнирах каскадеров. В общем, везде, где ревут моторы, работают технологии LIQUI MOLY и проще назвать разновидности авто или мотоспорта, где не представлен легендарный бренд, чем перечислять все те команды и турниры, которые поддерживает компания.

Но LIQUI MOLY не ограничивается лишь гонками — наоборот, компания постоянно расширяет пакет видов спорта, с которыми работает. Сегодня знакомый каждому логотип можно увидеть на баскетбольной площадке (LIQUI MOLY — спонсор «Чикаго буллз» и немецкого клуба «Ратиофарм»), гандбольных аренах (LIQUI MOLY стала партнером чемпионата мира в 2019 году и титульным спонсором немецкой гандбольной лиги), теннисных кортах (например, на престижном турнире ATP в Штутгарте) и, конечно, футболе (как немецкая компания, LIQUI MOLY испытывает особую любовь к этой игре).

Впечатляет масштаб присутствия LIQUI MOLY и зимних видов спорта: бобслей, санный спорт, скелетон, прыжки с трамплина, горные и беговые лыжи, хоккей и соревнования конькобежцев — везде вы встретите бренд LIQUI MOLY и это неспроста: соревновательный азарт и страсть к победам — часть философии компании, поэтому мы без спорта она не мыслит своей жизни.

Скорость, азарт, накал борьбы и радость долгожданной победы — у сотен спортсменов со всего мира эти эмоции неразрывно связаны с брендом LIQUI MOLY, ведь без его поддержки, всего этого могло и не быть.

фото LIQUI MOLY
текст АНТОН ИВАНОВ



СПОРТ ВСЕГДА БЫЛ ЧАСТЬЮ ДНК БРЕНДА LIQUI MOLY



БАСКЕТБОЛ

Контракт LIQUI MOLY с шестикратными чемпионами НБА — командой «Чикаго буллз» — добавил на знакомую каждому фанату баскетбола форму, которую 13 сезонов носил легендарный Майкл Джордан, сине-красно-белый логотип.



ХОККЕЙ

Вот уже три года подряд LIQUI MOLY является спонсором чемпионатов мира по хоккею и партнером команды НХЛ «Лос-Анджелес Кингз».



АВТОСПОРТ

За те 11 лет, что LIQUI MOLY является партнером гоночной команды Team Engstler, ее пилоты много раз поднимались на пьедесталы самых престижных гонок мира.



ГОРНЫЕ ЛЫЖИ

Этапы кубка мира по горным лыжам собирают на трибунах звезд первой величины от Арнольда Шварценеггера до Берни Экклстоуна. Уже не первый год соревнования проходят при поддержке LIQUI MOLY.

На протяжении всей истории марки с далекого

1957

года LIQUI MOLY активно поддерживает спорт.



МОТОСПОРТ

LIQUI MOLY — официальный технический партнер Moto2 и Moto3. В чемпионате мира по супербайку цвета LIQUI MOLY защищает команда GRT Yamaha.



ТЕННИС

LIQUI MOLY уже шесть лет подряд является спонсором крупного теннисного турнира Mercedes Cup. Традиционно на этот турнир приезжают лучшие теннисисты планеты, а матчами следят в более чем 130 странах мира.

LIQUI MOLY ТАМ ГДЕ ПОБЕДА

RUSSIA

НА ПРАВАХ РЕКЛАМЫ



НАШ
ВЫБОР
LIQUI
MOLY!

Профессиональная команда по фристайл-мотокроссу MadMen основана в 2013 году. Спортсмены команды – постоянные участники и победители российских и зарубежных соревнований по MX-фристайлу и мотокроссу. На протяжении 5 лет, практически с момента основания, команда пользуется продукцией Liqui Moly, что позволяет им подготавливать технику к непростым условиям эксплуатации, вызванной высокими и длинными прыжками. В этих условиях масла и смазки Liqui Moly показывают себя на высочайшем уровне! Внутренние элементы трущихся деталей сохраняются практически новыми на протяжении длительного срока эксплуатации!



Спорт
Команда
Гонщики

фристайл-мотокросс
MadMenFMX
Павел Антонов, Александр Кудрявцев,
Роман Карымов, Сергей Степаненко

GO

ΝΕΑ ΠΑΡΟΥΣΙΑΣΕΙΣ ΔΟΚΙΜΕΣ GONEWS TV ΤΕΧΝΟΛΟΓΙΑ ΑΓΩΝΕΣ Μ

ΧΡΗΣΙΜΑ - ΣΥΜΒΟΥΛΕΣ

Η LIQUI MOLY παρουσιάζει το ημερολόγιο για το 2020

Από gonews - 24 Σεπτεμβρίου 2019



Το ημερολόγιο της LIQUI MOLY για το 2020 σάς στέλνει σε ονειρεμένα μέρη. Αυτήν τη φορά, οι φωτογραφίες έγιναν στη Νότια Αφρική. Επίσης, το ημερολόγιο έχει μια ιδιαιτερότητα: δεν περιλαμβάνει δώδεκα, αλλά 24 θέματα, έτσι ώστε να αλλάζετε σελίδα κάθε δύο εβδομάδες.

«Οι φωτογραφίες από την Αφρική θα ζεσταίνουν τις καρδιές μας, όταν στην Ευρώπη ο χειμώνας θα έχει μπει για τα καλά», δηλώνει ο Ernst Prost, διευθύνων σύμβουλος της γερμανικής εταιρείας που εξειδικεύεται στα λάδια και τα πρόσθετα.

Ήδη από παλιά, η LIQUI MOLY δεν είχε περιοριστεί μόνο σε δώδεκα φωτογραφίες, αλλά δημιούργησε ετήσια ημερολόγια που κάλυπταν περισσότερους από 13 ή 14 μήνες. Αλλά τόσο περιεκτικό όπως το 2020 δεν ήταν ποτέ το ημερολόγιο της LIQUI MOLY μέχρι σήμερα.

Οι φωτογραφίες έγιναν στη Νότια



GREECE



Αφρική, κοντά στο εθνικό πάρκο Κρούγκερ. Χρειάστηκε μία εβδομάδα μέχρι να συγκεντρωθούν όλες οι λήψεις. Για το ημερολόγιο του 2016, οι φωτογραφίες είχαν επίσης τραβηχτεί στη Νότια Αφρική, αλλά σε ένα συνεργείο και μια αυτοκινητοβιομηχανία. Τώρα, η φωτογράφιση έγινε στη φύση.



Όπως κάθε φορά, πρόκειται για ένα ερωτικό ημερολόγιο, αλλά αυτή η έκδοση είναι πιο σεμνή σε σχέση με τις προηγούμενες. «Οι φωτογραφίες είναι καλόγουστες και χαίρουν αισθητικής. Δεν είναι φθηνές, αλλά ούτε εξεζητημένες με χαρακτηριστικά υπερβολής», περιγράφει ο Ernst Prost. «Με τον τρόπο αυτό, θέλουμε να ενισχύσουμε στους πελάτες μας την αγάπη για τα ταξίδια».

Η έκδοση με 160.000 αντίτυπα προορίζεται πρωτίστως για τους φίλους της επιχείρησης. Μερικά αντίτυπα θα διατεθούν όμως και από το ηλεκτρονικό κατάστημα της LIQUI MOLY.

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OUR MONTHLY MAGAZINE.

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