**Cast off for maritime media offensive**

LIQUI MOLY launches video, Facebook appearance and its own internet presence for the Marine line

**August 2017 – With their perfectly prepared and polished boats two skippers set a course out onto the water with in order to pursue their maritime passion there.** **Thanks to LIQUI MOLY they can do so with an all-round good feeling.** **This is the short version of the new video by the specialist for lubricants.** **At the same time as the launch of the video, a Facebook presence and an internet appearance set sail in the maritime world.**

In story lines running in parallel, the video shows how sailing boats and motorboats are prepared for their next excursion with the Marine products by LIQUI MOLY. "It describes a maritime attitude to life and shows the customer that they can rely on their motor in every situation and enjoy their time on the water with the products of our Marine line," says Jan Volk, Director Business Development Boat and Marine.

The video is a part of the media offensive with which marine customers will in future be even more specifically informed. An own Facebook page and an internet presence at [www.liqui-moly.com/marine](http://www.liqui-moly.com/marine) in a maritime look complete the field. The Marine range comprises motor oils, additives, special greases and care products that were all specially developed for the tough conditions of use on the water. "Operating safety plays just as important a role in the car sector as it does on the water. But the maritime world is a different one, which is why we are specially approaching those customers. This applies both to products and communication, because we want to pick up the customers where they are," explains Jan Volk.

***The Marine video on YouTube:***

Short version: <https://youtu.be/6nvY4bT2-Tgv>

Long version: <https://youtu.be/L8eRS9hJOYw>

***LIQUI MOLY Marine on Facebook:*** [www.facebook.com/liquimolymarine/](http://www.facebook.com/liquimolymarine/)

**About LIQUI MOLY**

With around 4,000 items, LIQUI MOLY offers a global, uniquely broad range of automotive chemicals: Motor oils and additives, greases and pastes, sprays and car care, glues and sealants. Founded in 1957, LIQUI MOLY develops and produces exclusively in Germany. There it is the undisputed market leader for additives and is repeatedly voted the best oil brand. The company led by Ernst Prost sells its products in more than 120 countries and generated 489m euros in sales in 2016.

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