**Tailor-made extra service for car drivers**

LIQUI MOLY offers workshops complete program to increase revenue

**September 2016 – Setting yourself apart from the competition, selling more services and escaping pricing pressure – all of this can be achieved by workshops with the Car Performance Plan by LIQUI MOLY. The German motor oil and additive specialist has developed a whole series of standardized service packages. One the one hand, car drivers are supported to maintain the reliability and value of their car, and, on the other, additional business is created for the workshop.**

Specifically it would be the case that the car driver comes to the workshop for an inspection, for example. As soon as they arrive they are offered numerous service packages that are tailored to their needs and their budget. This could be a motor flushing or a freeing of the injection system from deposits or a cleaning of the diesel particulate filter – depending on what makes sense for the vehicle and the available budget.

These service packages increase the reliability of the car, reduce the danger of problems and breakdowns and increase the service life of the motor. And the workshop benefits from it because they can set themselves apart from the competition with these packages. With minimal effort it can generate additional revenue that it would not ordinarily have. And the fact that it is not separate products, but services as a complete package that are offered here reduces the pricing pressure.

The workshop not only receive the products and suggestions for service packages from LIQUI MOLY, but also sales documents, brochures and advertising material. This gives them a complete business model for additional revenue, leaving them only to provide the services.

**About LIQUI MOLY**

LIQUI MOLY GmbH from Ulm in South Germany offers a wide range of high-quality products such as motor oils, additives, vehicle care products and service products. The range includes some 4000 items. LIQUI MOLY develops and tests their products in their own laboratories, manufactures exclusively in Germany and markets all of their products themselves. LIQUI MOLY was founded some 50 years ago and is now one of the leading companies in the industry. The products are sold in Germany and in 120 other countries.

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