**LIQUI MOLY is the Official Sponsor of the 2017 IIHF Ice Hockey World Championship**

Oil manufacturer rounds off its winter sports involvement with matches held in Germany and France

**April 2017 – Grand finale for LIQUI MOLY’s extensive program of winter sports sponsorship. The German oil specialist is the Official Sponsor of the 2017 IIHF Ice Hockey World Championship. It is due to be held in Germany and France during the month of May. “The World Championship is the last major international winter sports event this season. The nations involved are all very important markets to us,” says LIQUI MOLY Marketing Director Peter Baumann.**

All northern European countries are competing in the World Championship, along with France, Italy, Switzerland and six teams from Eastern Europe. “Russia is by far our biggest export market, while North America is the market where we see huge potential and want to achieve good growth,” says the Marketing Director. In all of these countries, ice hockey is either very popular or a national sport.

The championship ties held in Russia in 2016 were watched in stadiums by nearly 420,000 spectators, while broadcasts in 167 countries brought the event to almost 1.3 billion television viewers. In 2010, nearly 550,000 people went to stadiums to see the last world championship held in Germany.

At the two world championship arenas in Cologne and Paris, the company logo will be seen on a rinkside board in the area behind one of the goals which is visible on television, and it will also appear on all official printed materials and partition walls, as well as in the advertising clips shown on the stadium cubes.

To be held in Germany and France from May 5 to 21, the tournament further expands a LIQUI MOLY winter sports sponsorship package worth millions of euros, bringing the current season to a close. The package as whole has included a range of other international contests in Europe, North America and Asia. “In this way we have introduced millions of spectators to LIQUI MOLY – people we wouldn't otherwise reach with our involvement in motor racing,” says Peter Baumann.

**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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