**The best oil brand is LIQUI MOLY**

Readers of no fewer than four automobile magazines again choose LIQUI MOLY as best brand

**March 2018 – A total of 7.2 million readers in Germany were asked to name the best oil brand.** **The readers of Auto Bild, Auto Motor und Sport, Auto Zeitung and Motor Klassik answered the same each time:** **LIQUI MOLY.** **"This clear vote is an award and obligation at once," says Ernst Prost, CEO of the oil and additive specialist.**

Today Auto Bild announced its results, the other publications already did so a few weeks ago. With Auto Motor und Sport and Auto Zeitung this is the eighth year in a row that LIQUI MOLY has been chosen as the best oil brand. With Auto Bild and Motor Klassik it is the seventh year in a row. In spite of this, there is no trace of routine or nonchalance: "It is very exciting for us when the results are released. Almost like at the Oscars," says Ernst Prost. "The good performance in the readers' surveys is so important to us because it is a democratic vote and it offers an honest picture of the mood."

The motor oil business is dominated by large, global corporations. And yet the SME from Germany is able to assert itself as David over the Goliaths and to always have its nose in front both on the market and in terms of customer satisfaction. "To be voted as the best oil brand again and again for almost a decade, that doesn't happen by itself," says Günter Hiermaier Head of Sales Domestic and Austria. "This is the result of the hard teamwork of all 850 employees. We want to offer our customers the best products and the best service."

Alongside the many other advertising measures, the popularity of LIQUI MOLY is also contributed towards by the global sponsorship activities. Over the past few months, the brand was visible at numerous wintersports events. "It is currently represented at the MotoGP motorbike world championship and in May it will be at the Ice Hockey World Championships in Denmark," says Marketing Director Peter Baumann.

Brand awareness is important, but the hard currencies are quality and innovation. That's why the company invests millions into research and development each year. In 2017 it was 5.3 m euros. "We are in close contact with the world's major car manufacturers and therefore offer our customers oils with the corresponding approval," says Development Director David Kaiser. "The customer can get lubricants from us for classic cars just as it can for vehicles with the latest engine technology." And it doesn't matter what kind of lubricant it is, all go through the same complex testing processes. "This allows us to ensure a permanently consistent product quality of the highest level." How future motor oil generations might look, that's what the researchers are working on, so that "Made in Germany" and "Made by LIQUI MOLY" lubricants will be voted as the most popular and best in Germany by car drivers in the future, too.

**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 532m euros in sales in 2017.

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