**LIQUI MOLY enters the IMSA series with Turner Motorsport**

Biggest sponsorship of the German oil producer in the USA - 24H Daytona as a prelude

**January 2018 - It is LIQUI MOLY's largest sponsorship investment in the US. The German oil specialist enters the IMSA WeatherTech SportsCar Championship with Turner Motorsport. "That adds a big boost to LIQUI MOLY's reputation," said Peter Baumann, marketing director for LIQUI MOLY.**

LIQUI MOLY becomes official lubricant supplier of Turner Motorsport. "This means we are subjecting our oils to one of the toughest tests," says Peter Baumann. The prelude is already in a few days at the 24 Hours of Daytona. There, Turner Motorsport starts with a BMW M6 GT3 in LIQUI MOLY livery.

"LIQUI MOLY was our dream partner," said Will Turner, president of Turner Motorsport. "Without the perfect oil, you do not even have to compete in a long-distance race. Here, short-term peak performance is not enough. The oil must withstand extreme endurance. "That's why Turner Motorsport will now use and sell LIQUI MOLY not only on the track, but also in their workshops. Sebastian Zelger, Director LIQUI MOLY USA is also excited about the partnership: “Turner Motorsport is the 7 time championship winning race team. They are an excellent fit to us.”

Daytona is familiar territory for LIQUI MOLY. The brand competed there in 1980 with a Porsche 935. At that time, the LIQUI MOLY-Porsche won the 24-hour race with a lead of 33 laps. "It would be great if we could bring in such a result again," says Sebastian Zelger.

Formerly Porsche, now Turner Motorsport with a BMW: "We maintain a long cooperation with the German auto companies," says Sebastian Zelger. "Our oils are officially approved by BMW and the other manufacturers like Mercedes and Volkswagen."

"By participating in the IMSA series and promoting it, we are strengthening our brand awareness and showing the quality that LIQUI MOLY provides," says Peter Baumann. "Because what performs well on the racetrack will also perform well on the road.”

**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.

**For more information, please contact:**

Peter Szarafinski

Jerg-Wieland-Str. 4

89081 Ulm-Lehr

Germany

Tel.: +49 7 31/14 20 189

Fax: +49 7 31/14 20 82

Peter.Szarafinski@liqui-moly.de