**Premiere in Canada: LIQUI MOLY oil in bulk supply**

In the Vancouver area, Altrom is supplying LIQUI MOLY in tankers for the first time.

**January 2017 – LIQUI MOLY takes the next step in terms of its delivery service: through its wholesaler Altrom, the German oil specialist is now also offering oil in bulk supply in Greater Vancouver. “This is a real bonus for our bulk buyers,” says Sebastian Zelger, responsible for LIQUI MOLY’s North America operations.**

LIQUI MOLY is produced exclusively in Germany. This helps to ensure globally consistent quality, but it makes for complex logistics. For this reason, most of the motor oil that goes to Canada is supplied in canisters of up to 20 liters. The oil is also available in barrels where wholesalers are able to deliver them. “The addition of bulk supply is the next stage in terms of distribution,” says Sebastian Zelger.

The advantage to bulk buyers is not just the lower liter price but in particular the fact that they can use their existing oil tank facilities. This makes it easier to use the oil, saves storage space and avoids generating waste with empty containers. “In this way we will be able to attract customers who have long wanted to use LIQUI MOLY on a large scale but were unwilling to take on the cost and effort that containers involve,” says Sebastian Zelger.

Bulk supply has been part of the standard program for many years in LIQUI MOLY’s home market of Germany, where it is particularly popular among larger garages. Canada is one of the first countries outside Germany where LIQUI MOLY is supplying in bulk. “We're starting in Vancouver but the aim is to offer bulk supply throughout the country,” says Sebastian Zelger.

**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 441m euros in sales in 2015.

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