



# PICTURES AND STORIES

FROM OUR LIVES 05.2019



War is death – Peace is life

# Ernst Prost establishes foundation for promotion and preservation of world peace

“War is death – Peace is life”

Ernst Prost sets up a third foundation to promote and preserve peace

March 2019 – “Give peace a chance” is the title of one of John Lennon’s most famous songs. The aim of Ernst Prost’s new foundation is not just to give peace a chance, but to actively foster it: ‘People for peace – Peace for people’. “Peace is a prerequisite for life, integrity and prosperity. And so it is the opposite of war – the cause of death, misery and pain, as well as displacement, destitution, and social and economic decline. Peace is non-political and non-partisan and cannot be abused for other ends. Through this foundation, I want to contribute to the advancement of international peace. The aim of the foundation is to promote peace-keeping and peace-making measures, activities and programs,” says the founder. Ernst Prost has established the foundation with 1 million euro from his personal assets.

“In principle, the equation is a simple one: Peace means no war. No war means no weapons. No weapons means more money being made available to solve the world’s really pressing problems,” Ernst Prost is convinced. “Unfortunately, solving this equation is much more difficult. With the ‘People for peace – Peace for people’ foundation, I want to make a modest contribution to bringing world peace nearer.”

Ernst Prost has established the foundation with 1 million euro from his personal assets. Its headquarters are in Leipheim and it will be run efficiently and effectively, like the ‘Ernst Prost Foundation’ and the ‘Ernst Prost Foundation for Africa’. The Foundation Board members are the founder, his son, Benjamin Orschulik, and

Ernst Prost’s partner, Kerstin Thiele. All three work on a voluntary basis, ensuring that the foundation’s income is not eaten up by unnecessary costs. No costs are incurred for personnel, rooms and leases either.

The ‘People for peace – Peace for people’ foundation exclusively and directly pursues non-profit and charitable purposes. This includes promoting social welfare, training, education, science, research, international understanding and development cooperation. More specifically, this means supporting and implementing peace research projects and assisting institutions dedicated to peace research. The foundation’s purpose will also be furthered through the awarding of grants and prizes for peace research projects, and for the creation of educational programs and publications that deal with war, peace and conflict management. “In reality, our field of activity is much more widespread, as there are so many opportunities to foster world peace. And, unfortunately, it very much needs fostering,” explains the founder. For this reason, the foundation also provides practical support for vulnerable populations in countries in need of development, through financial aid, material donations and other measures to ensure economic, cultural and social development.

Ernst Prost is certain that life, integrity and prosperity can only flourish over the long term in peaceful conditions. “By contrast, military conflicts and so-called peacekeeping operations use up billions of euro,” says Ernst Prost. Money that the world’s population could use to provide access to clean drinking water, sufficient food and medical supplies. The funds could also be used for genuine environmen-

Together for a more peaceful world – that’s what the logo of the new foundation of Ernst Prost stands for!



**Contact the foundation**

Kerstin Thiele, Member of the Foundation Board  
E-Mail: [info@menschen-für-frieden.de](mailto:info@menschen-für-frieden.de)  
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**Donation opportunity**

IBAN: DE92 3607 0050 0190 0570 00  
BIC: DEUTDE33 (Essen)  
Bank: Deutsche Bank  
Reference: People for peace – Peace for people

tal protection, modern infrastructure, creating healthy, satisfying jobs, affordable housing and dignified care for the sick and elderly.

Ernst Prost: “Peace is such a complex term. The ultimate goal is world peace, but even in affluent societies like ours, social peace is under threat. That is why my third foundation will work for peace at all levels, from local to international, because peace knows no borders.”

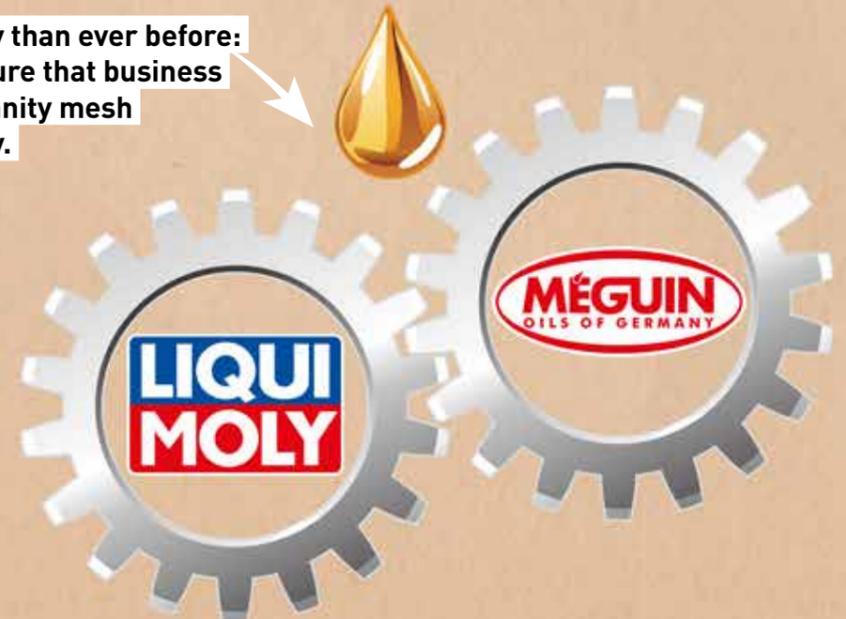
He has been dealing with the subject of peace for a good while now. Last May, he decided to support Hans Küng’s Global Ethic Foundation and has been on the board of trustees since then. “My personal interest in new cultures and my work as Managing Director of the international company LIQUI MOLY mean that I visit people from all parts of the world or welcome them as guests to our company headquarters.

This intercultural exchange is very enriching. When, for example, customers from the troubled Middle East come together at our trade fair stands, it shows me that there are more things that unite people than divide them. And that is worth working for.”

Ehrlichkeit    Zuverlässigkeit  
 Gerechtigkeit    Leistung  
 Arbeit    Freundschaft  
 Liebe    Fürsorge    Fleiß  
 Offenheit    Frieden  
 Vertrauen    Dankbarkeit  
 Bescheidenheit    Demut  
 Güte    Hilfe    Kollegialität  
 Anstand    Respekt    Einsatz  
 Loyalität    Toleranz

Ernst Prost für LIQUI MOLY und MEGUIN im Mai 2006

More topical today than ever before:  
 Our values to ensure that business  
 success and humanity mesh  
 together smoothly.



### Dear LIQUI MOLY friends,

There is hardly a question that is so difficult to answer right away as the one about the meaning of life. Ernst Prost has a clear answer ready with the establishment of his new foundation "People for peace – Peace for people": World peace! For integrity, prosperity and ultimately a happy life can only have an enduring chance under peaceful conditions. This is a grand and worthwhile goal and one that the foundation will be committed to in the future.

If you ask our LIQUI MOLY family worldwide about this search for meaning, a glance at our table of values will provide a prompt answer. For over a decade, it has stood for our unique corporate philosophy. It makes us an unbeatable community of shared values in a world often dominated by war and egoism.

LIQUI MOLY says: We fight together. We win together. We celebrate together – most recently at the award BEST BRAND 2019 of the magazine "Motor Klassik". For the 8th time in a row, their readers voted us the best brand in the lubricants category. In addition to the 1st places at "Auto Zeitung", "auto motor und sport", "Auto Bild", "Motorsport aktuell" and "Motorrad", this is already the 6th award by a public journal this year and proof that our products function excellently in all vehicles.

Full speed ahead for LIQUI MOLY! And to ensure that this is transferred to our business as quickly as possible, we have plenty of turnover turbochargers for our customers: over 4,000 first-class lubricants and problem solvers for cars, motor-cycles, commercial vehicles, boats, bicycles, garden appliances and industry, together with strong service concepts for workshops, creative advertising materials for the point of sale and spectacular sports sponsorships for top brand presence all over the world.

In this way, we can continue to focus on our Mission 2019: inspire with effective products, secure our competitive edge with innovations and give the daily commitment of the LIQUI MOLY family worldwide a lasting meaning with our lived values – on both the business and human levels!

We wish you happy reading and excellent business!



Jörg Witopil  
(Copywriter)



Niklas Döhring  
(Graphic Artist)

**BEST BRAND 2019**

**AWARD**

**MOTOR KLASSIK  
AWARD 2019  
DIE SIEGER**



Happy and proud: LIQUI MOLY Managing Director Ernst Prost with the winners!

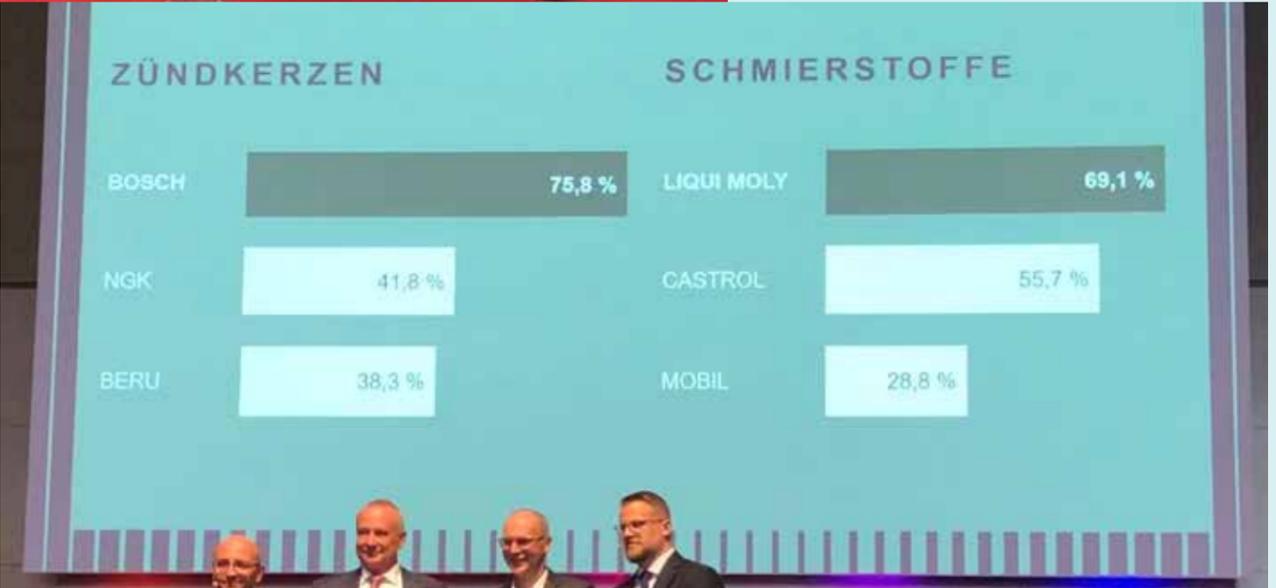
**LESERWAHL**  
**BEST BRAND 2019**  
KATEGORIE  
**Schmierstoffe**  
Heft 06/19

**Motor  
Klassik**

Ausgabe 6/2019

### Classic aficionados honor LIQUI MOLY

A truly historic success: For the 8th time in a row, the readers of the magazine "Motor Klassik" voted us the top brand in the lubricant category! A great success and proof that our Classic line has established itself very well with friends of antique and modern classics. Many thanks to all those vintage car enthusiasts whose hearts beat for LIQUI MOLY!



**BEST BRAND 2019**

**AWARD**



**Michael Roy (left) and Stefan Granzer (2nd from right) from the Motor Presse publishing house came in person to Ulm to present the Best Brand winner's certificate of the "auto motor und sport" readers' polls for the best lubricant brand. Ernst Prost (Managing Director LIQUI MOLY), Alexandra Holzwarth (Assistant to Management) and Peter Baumann (Head of Marketing)**

**welcomed them and were visibly pleased with the decision of the readers. Once again, we would like to say a big "thank you" to all loyal voters; we promise to keep up the good work! ;-)**

# Old but not scrap

LIQUI MOLY expert David Kaiser explains why antique and modern classic cars need special lubricants



April 2019 – It remains to be seen whether everything was better in the past. It certainly was different.

The motor oil used when the corresponding antique or modern classic was still in production has little in common with today's lubricants. However, this does not mean that no modern lubricants are available for classic vehicles, only that they are different. David Kaiser reveals what the difference is. He is Head of Development at lubricant specialist LIQUI MOLY.



## The LIQUI MOLY Classic range

The Classic collection, specially designed for engines of historic vehicles, comprises three mineral-based motor oils in the viscosities SAE 30, SAE 50 and SAE 20W-50 HD as well as the Motorbike HD-Classic SAE 50 Street. The Classic motor oil line is supplemented by the transmission lubricants SAE 90 and SAE 140.

### What happens when a classic car is given a sip from a modern oil canister?

David Kaiser: That should lead to a hefty indigestion. Modern synthetic oils are generally unsuitable for older vehicles, as they do not match the engine technology used at the time.

### But doesn't a modern oil lubricate the engine better?

David Kaiser: It is true that modern motor oil offers extremely high performance. But the performance of these lubricants does not meet the requirement profile for classic vehicles. Here a completely different set of additives is necessary, because modern ash-free oils have wear protection that is matched to other engine materials. The detergents contained in these additive packages prevent sludge formation and this is a disaster with old filterless engines.

### To what extent does engine manufacture play a role?

David Kaiser: The engines of vintage cars and even older modern classics are made of different materials and have different manufacturing tolerances and oil change intervals than modern cars. That's why LIQUI MOLY offers motor oils for classic vehicles that are based on specially developed formulations.

### What is the difference between the new formulas for classics and the earlier ones?

David Kaiser: Old power plants, especially those with high mileage and other materials such as white metals, non-ferrous alloys and

sealing elements, require different oils. A major difference between today's classic lubricants and those of the past is their performance spectrum. They meet the special requirements of classic engines and at the same time have state-of-the-art wear protection properties. Therefore, the modern classic car oils are clearly superior to the earlier ones.

### Does a classic oil have to perform the same as a lubricant for modern cars?

David Kaiser: Back then, just like today, lubricants formed important elements of engine design. Lubrication is just one of many tasks. The oil has to thermally relieve and seal the engine, protect it against wear and corrosion, and safeguard engine performance. The earlier assemblies cannot be compared to the designs and loads of today's. The temperatures and pressures in modern automobile engines are much higher than in old units. In addition, the issues of exhaust emission reduction and fuel savings played no or only a minor role in the past. This is precisely why tailor-made oils are so important, so as not to risk engine damage. That was true in the past and it is still true today. Which oil is the right one can be found in the manual of the vehicle. If you don't have it anymore or are unsure, the oil guide at [www.liqui-moly.de](http://www.liqui-moly.de) will help you.

## FRIENDS & VISITORS



LIQUI MOLY loves children! And where help is needed, our blue-white-red global brand is not far away. Ernst Probst (Managing Director LIQUI MOLY) welcomed Enis Ben M' Na (kneeling at the front), who had already visited the Ulm site last year with his integration project "kick and read" for the sale of muffins. A great success at that time, the kids were once again able to collect

plenty of donations for the good cause and bring their treats to appreciative eaters. This year's motto was "Football and Integration". The dream of a trip to the North Sea came even closer due to the many donations! We will keep our fingers crossed and say thank you for visiting us and for your great commitment to a colorful, peaceful society!

WINTER SPONSORSHIP

BIATHLON WC ÖSTERSUND



Not only the winter gave everything at the Biathlon World Championships in Östersund, Sweden – for one last time in this season, the athletes with their top performances drew all eyes of the international public to the exciting competitions and thus also to our highly visible sponsorship along the entire course!



WINTER SPONSORSHIP

ALPINE SKI WORLD CUP FINAL SOLDEU

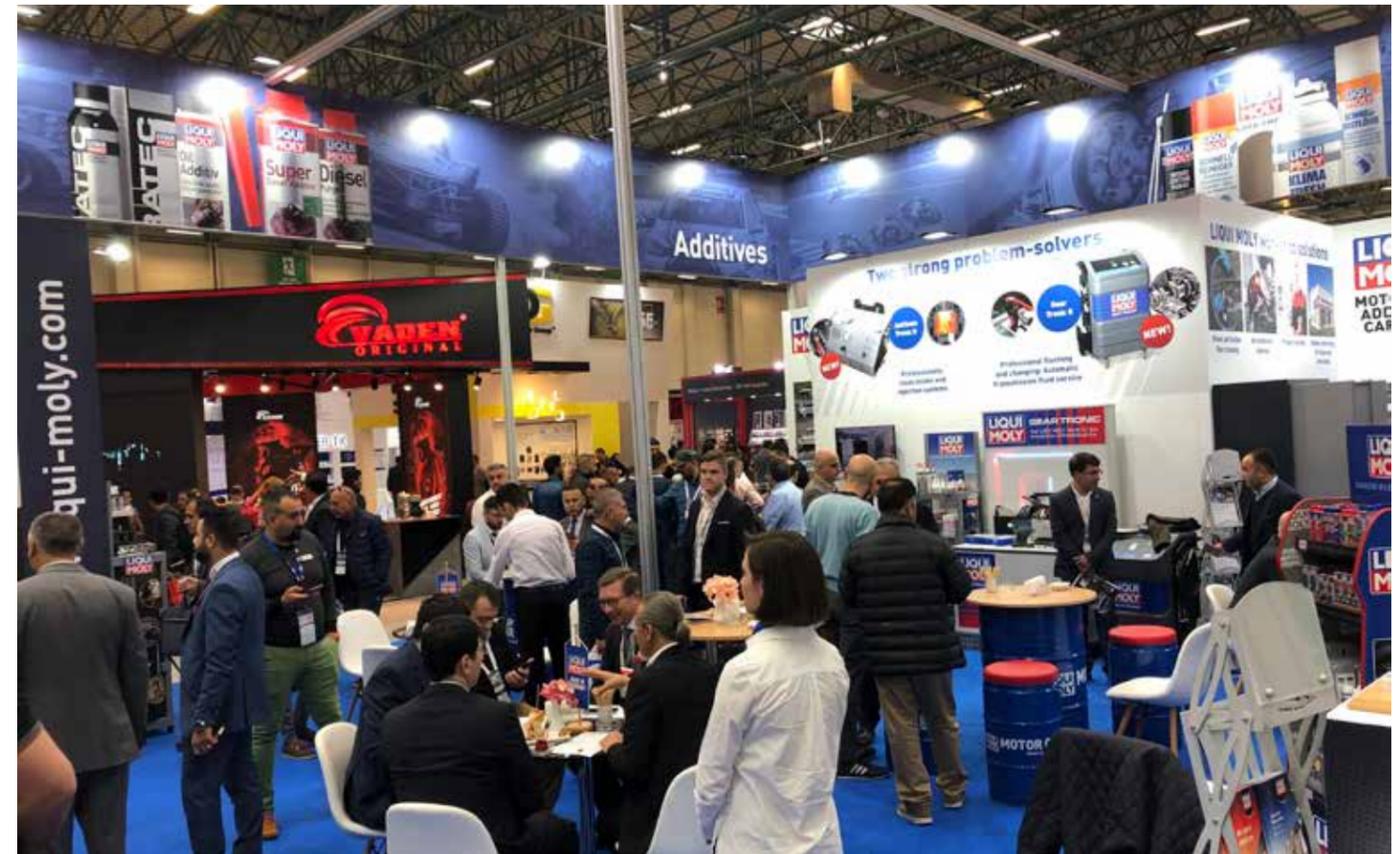


The last World Cup races in Soldeu (Andorra) proved to be the crowning finale of the season for all athletes, fans and millions of television viewers as well as the radiant end of our winter sports sponsorship 2018/19. We are already looking forward to the 2019/20 season!



TURKEY

AUTOMECHANIKA ISTANBUL



What began as a dream in 2014 has now become reality: The Bosphorus is shining with LIQUI MOLY brilliance! During our brand campaign in Istanbul, we left our mark on Automechanika Istanbul – the third largest automotive aftermarket trade fair in the world – with our image, our products and the energy of our trade fair team. A continuously busy stand with countless great and successful conversations was the reward for all our efforts.



**TURKEY**

**MENA MEETING**



We immediately transferred the power and energy of an overwhelming Automechanika Istanbul to our two-day MENA meeting at the Bosphorus, to which we invited customers, partners and friends from Greece, Turkmenistan, India, Bangladesh, Jordan, Bahrain, Saudi Arabia, Oman, the United Arab Emirates, Kuwait, Libya, Iran, Afghanistan and Iraq.



During the meeting, we paid tribute to our Iraqi friends of the Autoland Company for outstanding sales success in 2018!

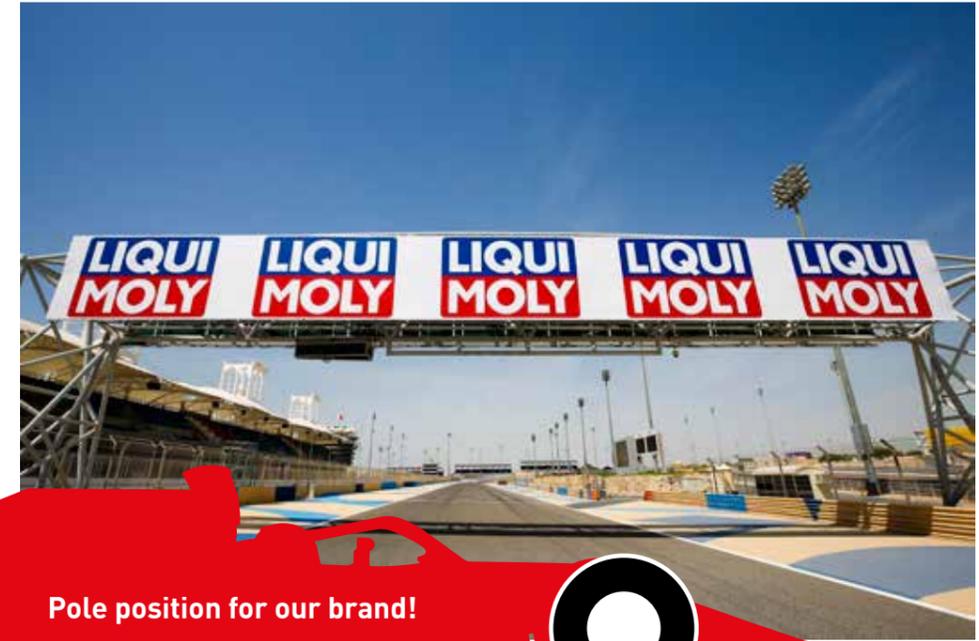
BAHRAIN

FORMULA 1



### Successful comeback in the premier class

Great reception for our great Formula 1 sponsorship: Accompanied by Sean Bratches (Head of Marketing for Formula 1, left), LIQUI MOLY Marketing Director Peter Baumann was able to get an impression of our outstanding brand presence along the race track on the Bahrain International Circuit during the racing weekend. And we couldn't have imagined more action, excitement and attention than at the Gulf Air Bahrain Grand Prix for our first appearance as regional sponsor of the Formula 1!





Not only the table for the joint victory dinner is getting longer and longer – sales are getting bigger and bigger! Together with our highly motivated friends, Vincent Prinzing (Export Area Manager) celebrated the 10th anniversary of LIQUI MOLY Vietnam and presented the team with the award for over EUR 1,000,000 in annual sales for 2018.



Inform, train, inspire: With his basic technical training at HT Auto in Hanoi, our Application Engineer Steffen Niemietz convinced owners, sales staff, marketing staff and mechanics of the great benefits of our problem solvers and our unbeatable quality made in Germany.



VIETNAM

AUTOMECHANIKA



Our appearance at this year's Automechanika in Ho Chi Minh City drew the attention of all visitors and press representatives to our global brand. Especially our motor oils for Asian and European vehicles as well as our MOLYGEN and our MOTORBIKE Shooters generated a lot of enthusiasm, thanks to the superb presentation and the professional advice of our exhibition team.





## 확대되고 있는 베트남 자동차시장을 주목하라 *Automechanika* **Ho Chi Minh City 2019**

아우토메카니카 호찌민시티가 지난 2월 28일부터 3월 2일까지 3일간 베트남 호찌민시에 있는 사이공 전시컨벤션센터(SECC)에서 열렸다. 올해로 3회째를 맞은 이번 전시회는 18개국 359개 업체가 참가했으며 한국과 중국, 독일, 홍콩, 말레이시아 등 9개 국가관이 마련됐다. 한국은 42개 업체가 참가해 120개 업체가 참가한 중국 다음으로 많은 업체가 참가했다

아우토메카니카 호찌민 시티가 지난 2월 28일부터 3월 2일까지 3일간 베트남 호찌민시에 있는 사이공 전시컨벤션센터(SECC)에서 열렸다. 올해로 3회째를 맞은 이번 전시회는 10,200㎡(약 3,000평)의 전시공간에 18개국 359개 업체가 참가했다. 3일간 47개 국가에서 8,929명의 글로벌 바이어들이 전시장을 찾았다. 이는 지난 전시회보다 전시면적과 방문자수가 각각 11% 및 5% 증가한 수치다. 국가별로는 베트남을 포함해 한국, 중국, 대만, 독일, 말레이시아, 홍콩 등

18개 국가가 참가했으며, 한국과 중국, 독일, 홍콩, 말레이시아 등 9개 국가관이 마련됐다. 올해 역시 중국이 120개 업체로 가장 많이 참가했으며 한국이 42개 업체로 두 번째로 많이 참가해 베트남 시장에 대한 관심이 더욱 높아지고 있다는 것을 실감했다. 이어서 대만 37개 업체, 개회국인 베트남은 28개 업체가 참가했다. 또한 본지와 이비올, 모터롤, 쿨뱅크, 한국오토비즈, 드라이브테크 등이 공동 부스를 마련해 각 회사의 주력제품을 홍보했다. 전기차 토털 서비스솔루션 회사인 이비올(EVALL)은 전기차 안전



유영준 「본지 발행인」



- 1 본지 유영준 발행인(왼쪽)과 한국오토비즈 손진경 대표
- 2 본지와 모터롤, 쿨뱅크, 이비올 등이 함께 전시장을 꾸며 이번 전시회에 참가했다
- 3,4 이비올(EVALL)은 전기차 토털 서비스솔루션 회사로 전기차 안전교육, 개인보호장구(PPE) 등을 홍보해 현지 바이어들로부터 큰 관심을 모았다
- 5 커먼레일 인젝터 테스트와 솔레노이드 밸브 테스트를 생산하는 모터롤
- 6 에어컨 냉매회수충진기를 판매하는 쿨뱅크도 이번 전시회에 참가했다
- 7,8 독일의 뷔르트(WÜRTH)는 각종 케미컬 제품과 함께 공구 세트, 공구 액세서리, 에어컨가스 회수 및 충전기, 판금수리 관련 제품 등을 홍보했다

교육, 개인보호장구(PPE) 등 패키지 개발과 관리 및 사용법을 홍보해 현지 바이어들로부터 큰 관심을 모았다. 소형 전기차 파워트레인을 개발하는 전문회사인 드라이브테크는 DT e-모빌리티, DT e-파워트레인 등을 소개했다. 커먼레일 인젝터 테스트와 차량용 멀티테스터, 솔레노이드 밸브 테스트를 생산하는 모터롤과 에어컨 냉매회수충진기를 판매하는 쿨뱅크, 동남아시아 시장에 부품수출 및 정비업체 컨설팅 업무를 시작한 한국오토비즈 등이 함께 부스를 마련해 베트남 시장을 노크했다.

**▶ 지난 10년간 가장 높은 경제성장을 보여**  
지난해 베트남 경제는 지난 10년 중 가장 높은 성장률을 기록했다. 올해 역시 7% 성장을 이룰 것으로 전망하고 있다. 베트남 자동차 산업수요 역시 2017년 22만 6,120대에서 2018년 약 27% 증

가한 28만 7,949대로 시장 규모가 계속 증가하고 있다. 더욱이 베트남 자동차 시장은 2025년까지 75만~80만대, 2035년까지 170만~185만대까지 판매가 성장할 것으로 예상되고 있다. 베트남 인구는 2017년 말 9,600만명에 달했으며, 2020년에 9,802만, 2025년에 1억 110만, 2035년에 1억 780만 명에 이를 것이라고 예상한다. 따라서 베트남은 앞으로 자동차업계의 '큰 시장'이 될 것으로 내다보고 있다. 특히 베트남의 경제 발전에 따라 베트남인들의 소득이 2012년 이후 지속적으로 증가하고 있으며, 2035년에는 베트남 인구의 절반 이상이 1일 15달러 이상 소비하는 중산층이 될 것으로 예상돼 빠른 속도로 자동차문화가 형성될 것으로 전망된다. 베트남 자동차 국내생산은 2018년부터 2025년까지 연평균 18.5%, 2025년부터 2035년까지 13.8% 성장할 것으로 예상된다. 연간 자동차 생산량은

2025년에 53만대, 2035년에 177만대에 이를 것으로 보고 있다. 타코(Tuong Hai Auto JSC, Thaco)는 연간 10만대 승용차와 2만대의 버스 생산이 가능한 타코마즈다(Thao Mazda)를 가동하며, 탄콩(Than Cong) 그룹과 현대자동차 그룹이 합작한 현대버스가 연간 12만대 생산능력을 보유하고 있다. 빈그룹에 의해 설립된 베트남 최초의 자동차생산 단지를 보유하게 될 빈팩스트(Vinfast)는 2025년까지 연간 50만대의 생산능력을 보유하게 된다. 특히 현대차는 베트남 진출 이후 꾸준한 성장을 지속해 지난해 판매대수 5만대 돌파와 시장점유율 2위를 달성했다. 현대차는 2018년 베트남 시장에서 2017년 대비 2배가 넘는 5만 5,924대를 판매하며 사상 최초 5만대 판매를 돌파했으며, 시장점유율도 7.5%나 증가한 19.4%로 도요타에 이어 2위를 기록하는 등 베트남에서 급격한

성장을 이어가고 있다. 올해 초 현대차가 베트남 탄콩그룹과 판매합작법인 설립을 위한 업무 협약(MOU)을 체결하고 베트남 시장에 연간 10만대 판매체제 구축에 나섰다.

**▶ 다양한 트럭관련 제품 소개돼**  
베트남은 수도 하노이에서 호찌민까지 도로 길이가 무려 1,757km에 달한다. 서울~부산 거리의 약 4배가 넘는 거리다. 따라서 트럭, 버스의 이동거리가 엄청나다. 물류 수송을 담당하는 트럭에 대한 정비, 부품 수요가 그만큼 많다. 이번 전시회에서도 이러한 상황을 고려해 다양한 트럭 관련제품이 소개됐다. 올해 전시회에서는 트럭 관련제품 카테고리를 통해 빠르게 성장하고 있는 상용차 부문을 강조했다. 처음 예상보다 60% 이상의 제품이 상용차 부문이 차지 할 정도로 관심이 높았다. 특히 올해에는 최근 급속하게 발전하



- 1 리퀴몰리의 빈센트 프린징 해외수출 담당을 매년 베트남에서 만난다
- 2,3 베트남 업체인 마스트(MAST)는 현대차와 기아차 부품뿐만 아니라 액세서리 전문회사인 오토 클로버의 베트남 대리점으로 다양한 한국제품을 베트남시장에 공급하고 있다
- 4 베트남에서도 자동차와 학생들이 전시회를 통해 새로운 트렌드를 배우고 있다



- 5 매일 새로운 세미나를 통해 최신 정비동향과 기술을 배우고 있다
- 6 올해 처음 시도한 드리프트 쇼 행사는 튜닝 및 모터스포츠의 열기를 가능할 수 있게 해주었다
- 7,8 베트남에서도 자동차 라이프스타일에 맞춘 다양한 자동차 용품 시장이 열리고 있다
- 9 전시장을 찾은 바이어를 연결해주는 B2B 비즈니스 매칭 상담회가 열리고 있다



는 베트남 경제 결과에 힘입어 더 많은 지역으로 이동하는 여행자와 물류 운영에 대한 수요가 증가했다. 이로 인해 현지 시장이 움직이는 속도와 베트남의 상업용 자동차 부문의 잠재력을 살펴볼 수 있는 전시회가 됐다. 한국의 현대 트랜시스와 대량산업, 태길 등 한국업체도 이번 전시회에서 관심을 끌었다. 올해 1월 현대 다이모스와 현대 파워텍이 합병해 새로이 설립된 현대 트랜시스(TRANSYS)는 현대차그룹의 핵심 부품계열사로 변속기와 액슬, 시트 등의 부품을 생산하는 회사다.

1994년 설립된 대량산업은 자동차 제동장치 전문회사로 2001년 베트남 다낭에 공장을 세우고 본격적으로 베트남 시장에 진출해 활발하게 사업을 펼쳐가고 있다. 트레일러를 생산하는 (주)태길도 베트남 시장진출을 위해 이번 전시회에 참가했다.

독일의 리퀴몰리도 상용차 관련 제품을 전면에 내세웠다. 트럭, 택시와 오토바이를 위한 다양한 제품군을 소개했다. 벨기에 회사인 카루나 캐노피 담당자는 한국에서 온 기자에게 쌍용 픽업트럭인 렉스턴스포츠 얘기를 했다. 그리고 한국 대리점을 찾고 있다고 말했다. 이 회사는 2001년부터 베트남 시장에서 자동차 액세서리를 생산해 판매하고 있는 'IST베트남'과 손잡고 베트남 현지에서 픽업트럭 캐노피를 생산하고 있다.

베트남시장에서는 독일의 뷔르트(WÜRTH)도 활발하게 시장을 넓혀가고 있다. 각종 케미칼 제품과 함께 공구 세트, 각종 공구 액세서리, 에어컨 가스 회수 및 충전기, 판금수리 관련 제품 등을 홍보했다.

독일의 '헤르만 락-테크닉(Lack-Technik)'은 정전기방지 기능이 있는 '이온스타'건을 선보였다. 이 제품을 사용할 경우, 정전기를 방지해줘 도장작업 중 먼지로 인한 문제점을 말끔히 해결해 준다. 이미 다임러 AG, 메르세데스-벤츠와 MAN 트럭 등에서 사용하고 있다. 또한 주요 자동차 페인트 제조업체와 유럽 전역에서 이 회사제품을 선호하고 있으며 약조 노벨, 시켄스, BASF, PPG 등 주요업체에서도 이 건을 애용하고 있다. 베트남 업체인 마스트(MAST)는 현대차와 기아차 부품을 공급하고 쌍용, 만도, CTR 뿐만 아니라 액세서리 전문회사인 오토 클로버의 베트남 대리점으로 다양한 한국제품을 베트남시장에 공급하고 있다. 이 회사는 국제시장에

서 수준 높은 품질의 제품을 유통하며 베트남시장에서 탄탄한 판매망을 구축하고 있다. 전시장 입구 전면에 널찍한 공간을 차지하고 있는 한국 회사도 눈길을 끌었다. 작업대를 싣고 분주하게 움직이며 작업장 동선에 따라 물건을 이동시켜주는 자동운송 로봇 1대가 보였다. 이 회사는 각종 작업 테이블을 조립하는 플라스틱 및 금속 파이프와 플라스틱 조인트를 개발하는 로지폼(LOGIFORM)이라는 회사였다. 이 회사는 한국의 한보일렉트(주)가 지난 2011년 11월 베트남에 설립한 회사다. 첨단 기술을 앞세워 베트남 시장에서 큰 성장을 해오고 있다. 올해 전시회는 단지 무역 박람회에서

그친 것이 아니라 확대되고 있는 베트남 자동차시장에서 라이프스타일과 네트워킹을 자극하는 새로운 도전도 시작됐다. 사고차 수리교육 및 다양한 정비관리 워크숍을 통해 최신 정비기술을 알리고 정비업계 동향을 배워갈 수 있는 프로그램도 만들었다. 올해에는 호주 I-CAR 대표인 마크 크비츠코비치가 최근 관심이 높아지고 있는 첨단 운전지원시스템(ADAS)의 수리 및 유지보수에 대한 교육을 했다. 또한 올해에는 재미있고 매력적인 이벤트도 준비됐다. 올해 처음 시도한 드리프트 쇼 행사는 베트남에서도 튜닝 및 모터스포츠의 열기를 가능할 수 있게 해주었다. ⑩

- 1 한국의 한보일렉트(주)가 베트남에 설립한 회사인 로지폼(LOGIFORM)은 첨단 로봇을 등장시켜 관람객들의 눈길을 사로잡았다
- 2 올해 1월 현대 다이모스와 현대 파워텍이 합병해 새로 설립된 현대 트랜시스(TRANSYS)가 변속기와 액슬 등을 홍보했다
- 3 대량산업은 자동차 제동장치 전문회사로 2001년 베트남 다낭에 공장을 세우고 베트남 시장에서 활발하게 사업을 펼쳐가고 있다
- 4 트레일러를 생산하는 (주)태길도 베트남 시장진출을 위해 이번 전시회에 참가했다
- 5 독일의 '헤르만 락-테크닉(Lack-Technik)'은 정전기방지 기능이 있는 '이온스타'건을 선보였다
- 6 CTR(센트럴)도 자신의 현가장치와 구동, 조향장치 등을 소개했다
- 7 상신브레이크는 매년 이 전시회에 참가하고 있다
- 8 독일의 유로루브도 부스를 꾸었다
- 9 대만에서 37개 업체가 참여했다
- 10 특수 윤활유를 선보인 일본의 다이토윤활(주)
- 11,12 인도네시아, 태국, 말레이시아 등도 국가관을 만들어 이 전시회에 참가했다



CHEMNITZ

STAHLGRUBER EXHIBITION



Down tools, it's the weekend time? Not with LIQUI MOLY! Instead, at the Stahlgruber show in Chemnitz, our trade fair team had its hands full in satisfying the interest in our products and service concepts. Our Application Engineer Christoph Ladenburger (right, black shirt) presented our automatic transmission service unit Gear Tronic II in the "Technology Center", where all exhibitors were able to present their products for the first time.



TOKYO MOTORCYCLE SHOW

Full range, full commitment, full enthusiasm

With every day that the sun rises in Japan, our global brand shines with an even brighter light in the Pacific island nation! LIQUI MOLY Japan together with Carlos Travé (General Manager 2-Wheel), Lucas Höpfner (Business Development Manager) and Masaki Fukai (Business Development Manager) also made an important contribution at the Tokyo Motorcycle Show.



Grey outside, wow inside: our extensive MOTORBIKE range!





**SRI LANKA**

Clean engine systems and lucrative additional business, thanks to our JetClean Plus cleaning machine and the appropriate cleaning additives for gasoline or diesel – this concept of success has already spread in workshops all over the world and is now also bearing fruit in Sri Lanka, where Honda will also be relying on our clever solution in the future.



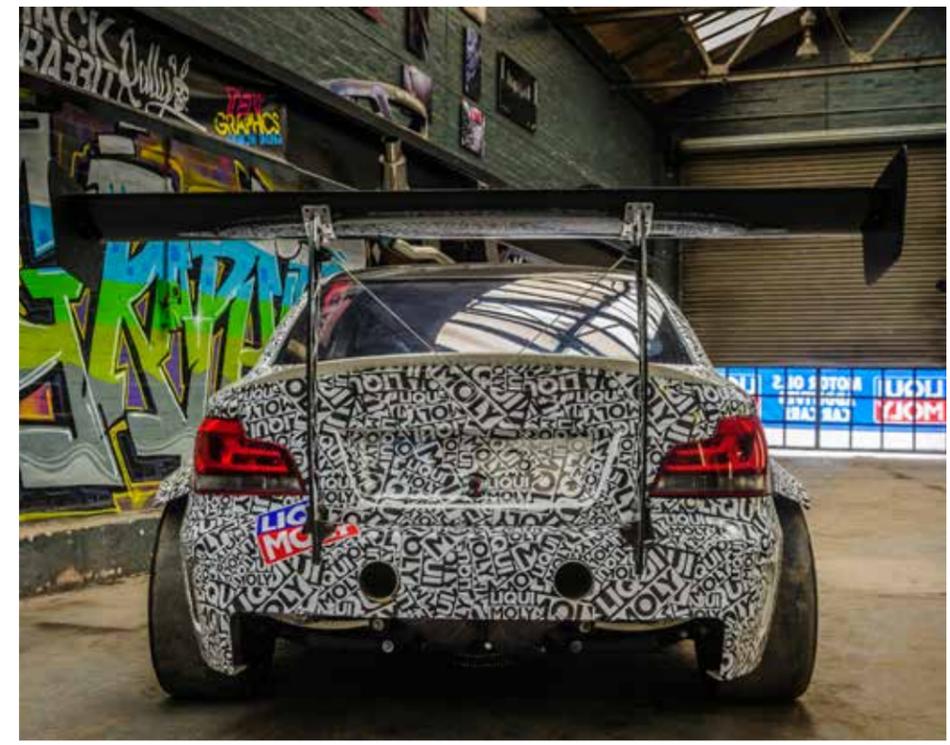
**LIBYA**

Award with star: The information stand of our friends from Libya was not only the most visible and most visited at the Mercedes Benz Club Show, but also received the award as the best stand of all, as a great way to end the day. Congratulations on this exemplary brand work!



ENGLAND

MATTY EVANS RACING TEAM



### LIQUI MOLY: strikingly different

MOLY-mad partners like the Matty Evans Racing Team make our brand stand out worldwide. With this creatively wrapped speedster, our friends will soon be heating up the English race tracks and will hopefully stand out with their looks as well as their top placings.



Whether before the foiling or after hard racing: The right car care is child's play, thanks to our products!





**CZECH REPUBLIC**

**DRIFT TEAM 2019**

The Czech drift team used the calm before the asphalt storm to stage our brand. As a result, blue, red and white were not only the dominant colors on the drift track, but also in the drivers' paddock.



**CHINA**

**GT RACING SERIES**

High-performance lubricants for high-end sports cars: Together with our Chinese partner DU-HOPE, we are supporting Phantom Pro, the first team in the China GT racing series, in order to further increase our brand awareness among fans and owners of exclusive sports cars.



CHINA



PAN DELTA SUPER RACING FESTIVAL



Two is better than one: The LIQUI MOLY GhiaSports team presented two new car designs for the spring race of the Pan Delta Super Racing Festival at the Zhuhai International Circuit in China – well lubricated and maintained by our race-proven lubricants, care products and service sprays!



CUSTOMERS, GUESTS & FRIENDS

BRAZIL



Starting up in the land of samba: Proud and full of anticipation, we welcome AP Winner as our sales partner for Brazil to the LIQUI MOLY family worldwide! During a visit to our company headquarters in Ulm, Walther Breitfeld (Technical Sales Expert, left) and Maria-Elaine Valerio (Sales Manager, right) together with Matthias Bleicher (General Director Liqui Moly Iberia/

Regional Manager South America, 2nd from right) and Sebastian Ott (Product Management) defined a promising, comprehensive start-up product portfolio and thus the fundamental cornerstone for successful cooperation!

PARAGUAY

SUPERBIKE ARGENTINA

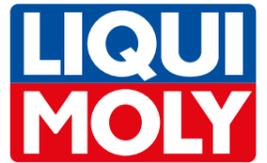


A blue-red-white dream – perfectly lubricated with our high-performance products of the MOTORBIKE range!



Take some German motorcycle building expertise and grease it with Germany's best oil brand – the result is this dream bike with which pilot Eduardo “Edu” Lopez successfully hunts for points for Team AE Racing in the Argentine Superbike Series!

# LIQUI MOLY products for street bikes



## Motorbike Cleaner

Cleans the motorbike of all kinds of dirt after use.



## Motorbike Gloss Spray Wax

Treats and cleans all plastic and metal surfaces and ensures a silky gloss.



## Motorbike Shock Absorber Oil

Prevents the build-up of deposits and reduces friction and wear.



## Motorbike 4T Shooter

Increases engine performance, removes deposits and protects against corrosion.



## Motorbike Speed Shooter

Ensures better starting, smoother engine running and optimized power output.



## Motorbike Multi-Spray

Lubricates and protects accelerator and clutch cables as well as other mechanical components.



## Motorbike Fork Oil

LIQUI MOLY fork oils ensure safe handling even after lengthy periods of use and are offered in a variety of viscosities.



## Motorbike Chain Lube

Permanently lubricates chains and reduces wear on the sprockets.



## Motorbike Chain and Brake Cleaner

Cleans chains and sprockets with a high-pressure jet. Removes accretions of grease and dirt.



## Motorbike Tire Inflator and Sealer

Seals holes in tires and tubes and inflates them again.



## Motorbike engine oils

Deliver optimum lubrication for 2 and 4-stroke engines. Reduce wear and ensure optimum performance.



## Motorbike MoS2 Shooter

Reduces friction and wear, thereby lowering oil and fuel consumption.



## Motorbike Engine Flush Shooter

Flushes out and cleans the oil circuits of motorcycles with four-stroke gasoline engines.



## Motorbike gear oils

The benefits of these gear oils are easy gear changing and greater protection against wear.



## Motorbike Radiator additives

Radiator Cleaner removes deposits in the cooling system. Radiator Stop Leak reliably stops even the smallest leaks in the cooling system.



Enthusiasm through self-awareness: At the Car Club Meeting of Top Motor Oil (LIQUI MOLY dealer in northern Thailand) at the Mae Lao Circuit in Chiang Rai, some 200 car enthusiasts made good use of the occasion to experience the performance of our motor oils and additives live and in action in their own cars.



More than 300 participants followed the call of the influencer John Rider to the KalokKala party. As a sponsor of the event, our friends from LIQUI MOLY Thailand took advantage of the opportunity to actively promote our brand during the 400 km trip from Bangkok to Petchaburi and the partner and sponsor networking which took place in the evening.



The 1st "Bike Maintenance Workshop", which LIQUI MOLY Thailand held exclusively in cooperation with one of Thailand's largest cycling sport shops, offered a successful mixture of theory and practice. All pedalers were enthusiastic about our extensive BIKE range and the care tips given by the experienced professionals.



**LEVERAGING THE PRODUCT RANGE**

**EVERYTHING FOR BICYCLES**



**Thekendisplay Bike**

Abbildung ähnlich. Individuelle Bestückungen sind möglich.

**Counter Display Bike**

Figure similar. Custom pallet contents are also possible.



Thekendisplay Bike Art.-Nr. / Counter Display Bike Part No.  
2100813

**BIKE PROGRAMM**  
**BIKE PROGRAM**



Vertrieb durch:  
Distributed by:



**MAGURA**





### Bike Kettenöl Dry Lube

Hervorragendes Langzeitschmiermittel mit Nanotechnologie für die Fahrradkette speziell für trockene und staubige Bedingungen. Enthält eine spezielle Wirkstoffkombination, die neben ihrer hohen Kriech- und Haftwirkung einen extremen Verschleißschutz durch Nanodiamanten besitzt. Außerdem wird die Reibung der Kette spürbar verringert und für besondere Laufruhe gesorgt.

**Einsatzgebiet:** Speziell zum Schmieren und Pflegen von Fahrradketten bei trockenen und staubigen Einsatzbedingungen.

### Bike Chain Oil Dry Lube

Excellent long term lubricant with nano-technology for bike chains, especially developed for dry and dusty conditions. Contains a special combination of active constituents guaranteeing maximum penetration and adhesion with nano-diamonds for extreme wear protection. Chain friction is reduced perceptibly to ensure smooth operation.

**Area of use:** Especially for lubrication and care of bike chains under dry and dusty conditions.

Art.-Nr. / Part No.	Gebindeinhalt / Content	Gebindeart / Type of container
2100564 <sup>59</sup>	100 ml	Kunststoffflasche / Plastic bottle



### Bike Kettenöl Wet Lube

Hervorragendes Langzeitschmiermittel für die Fahrradkette speziell bei feuchten und schmutzigen Einsatzbedingungen. Sorgt für besondere Laufruhe. Schützt alle Metallteile vor Korrosion. Neutral gegenüber Kunststoffen, Lacken und Metallen. Auf pflanzlicher Basis, daher umweltfreundlich.

**Einsatzgebiet:** Speziell zum Schmieren und Pflegen von Fahrradketten bei feuchten oder nassen Einsatzbedingungen.

### Bike Chain Oil Wet Lube

Excellent long term lubricant with nano-technology for bike chains, especially developed for moist and dirty conditions. Ensures particularly smooth operation. Protects all metal parts against corrosion. Neutral in contact with plastics, paint and metals. Vegetable base to prevent environmental pollution.

**Area of use:** Especially for lubrication and care of bike chains under wet or moist conditions.

Art.-Nr. / Part No.	Gebindeinhalt / Content	Gebindeart / Type of container
2100565 <sup>59</sup>	100 ml	Kunststoffflasche / Plastic bottle



### Bike Kettenspray

Universelles Langzeitschmiermittel für die Fahrradkette sowohl bei feuchten und schmutzigen als auch trockenen und staubigen Einsatzbedingungen. Verdrängt Feuchtigkeit, wirkt wasserabweisend und sorgt für besondere Laufruhe. Hervorragende Kriech- und Haftwirkung. Schützt alle Metallteile vor Korrosion. Neutral gegenüber Kunststoffen, Lacken und Metallen. Auf pflanzlicher Basis, daher biologisch abbaubar.

**Einsatzgebiet:** Speziell zum Schmieren und Pflegen von Fahrradketten bei feuchten und trockenen Einsatzbedingungen.

### Bike Chain Spray

Universal long term lubricant for bike chains for moist and dirty as well as dry and dusty conditions. Displaces moisture, water repelling effect, ensures particularly smooth operation. Excellent penetration and adhesion. Protects all metal parts against corrosion. Neutral in contact with plastics, paint and metals. Vegetable base ensures biodegradability.

**Area of use:** Especially for lubrication and care of bike chains under wet or dry conditions.

Art.-Nr. / Part No.	Gebindeinhalt / Content	Gebindeart / Type of container
2100812 <sup>59</sup>	200 ml	Aerosoldose / Spray can
2100568 <sup>59</sup>	400 ml	Aerosoldose / Spray can



### Bike LM 40 Multi-Funktions-Spray

Universell einsetzbare Wirkstoff-Kombination mit ausgezeichneten korrosionsschützenden, wasser-verdrängenden, rost- und schmutzlösenden Eigenschaften, sowie einer hervorragenden Schmierwirkung. Dringt durch sein ausgezeichnetes Kriechverhalten selbst in engste Zwischenräume ein. Quietschgeräusche werden zuverlässig beseitigt.

**Einsatzgebiet:** Die hervorragenden und vielseitigen Eigenschaften ergeben ein weites Feld von Anwendungsmöglichkeiten im Fahrradbetrieb.

### Bike LM 40 Multi-Purpose Spray

Universal combination of active constituents with excellent, corrosion-protecting, water-repelling, rust and dirt dissolving properties, as well as excellent lubricating effect. Excellent creep characteristics ensure penetration into even the tightest intermediate spaces. Reliably eliminates squeaking.

**Area of use:** The excellent and versatile properties provide a wide range of applications for bikes.

Art.-Nr. / Part No.	Gebindeinhalt / Content	Gebindeart / Type of container
2100570 <sup>9</sup>	50 ml	Aerosoldose / Spray can



### Bike Cleaner

Hochwirksamer, biologisch abbaubarer Fahrrad-Reiniger. Speziell für stark verschmutzte Fahrräder. Löst und entfernt schnell Schlamm, Schmutz, Staub, Blätter usw. Hinterlässt keine fettigen Rückstände und hat keinen Einfluss auf die Bremswirkung.

**Einsatzgebiet:** Zur kompletten Reinigung von Fahrrädern und Carbonteilen.

### Bike Cleaner

Highly effective, biodegradable bike cleaner. Especially designed for extremely dirty bikes. Quickly dissolves and removes mud, dirt, dust, leaves, etc. Leaves no greasy residues and has no influence on braking effect.

**Area of use:** For complete cleaning of bikes and carbon parts.

Art.-Nr. / Part No.	Gebindeinhalt / Content	Gebindeart / Type of container
2100566 <sup>59</sup>	1 l	Pumpsprühflasche / Spray bottle



### Bike Kettenreiniger

Speziell entwickelter Reiniger mit ausgewählter Lösungsmittelkombination zur schnellen, problemlosen Reinigung und Entfettung von Ketten im Fahrradbereich. Besonders effektiv auf öligen und fettigen Verschmutzungen.

**Einsatzgebiet:** Speziell entwickelt zum Reinigen von Fahrradketten.

### Bike Chain Cleaner

Specially developed cleaner with selected combination of solvents for quick, easy cleaning and degreasing of bike chains. Particularly effective on oily and greasy contamination.

**Area of use:** Specially developed for cleaning bike chains.

Art.-Nr. / Part No.	Gebindeinhalt / Content	Gebindeart / Type of container
2100811 <sup>59</sup>	200 ml	Aerosoldose / Spray can
2100567 <sup>59</sup>	400 ml	Aerosoldose / Spray can



### Bike Glanz-Sprühwachs

Wachs mit guter Reinigungswirkung und hervorragender Glanzgebung für Fahrräder. Durch das superleichte Auspolieren (wie Staub wischen) entsteht bei allen Lack- und Farbtypen eine glatte Oberfläche mit einem hohen Glanz und sehr guter Farbtiefe. Die entstehende Schutzschicht gleicht leichte Kratzer aus und konserviert den Lack gegenüber witterungsbedingten Einflüssen.

**Einsatzgebiet:** Die hervorragende Lackpflege für zwischendurch. Optimale Versiegelung der Lackoberflächen gegen Witterungseinflüsse. Für die schnelle Aufbereitung von Fahrrädern in Ausstellungshallen.

### Bike Gloss Spray Wax

Wax with good cleaning effect and excellent gloss for bikes. Exceptionally easy to polish off (like dusting), produces smooth surface with high gloss and exceptionally good color depth on all types of paint and enamel. The resulting protective layer compensates minor scratches and protects the paint against the effects of weather.

**Area of use:** Excellent paint care for 'in between'. Hermetically seals paint surface against effects of weather. For quick preparation of bikes in show rooms.

Art.-Nr. / Part No.	Gebindeinhalt / Content	Gebindeart / Type of container
2100571 <sup>59</sup>	400 ml	Aerosoldose / Spray can



### Bike Tyre Fix

Spezielle Wirkstoffkombination, um Reifenpannen-Erstehilfe ohne Demontage zu beheben. Repariert platte Reifen, ohne den Reifen ausbauen zu müssen. Nicht anwendbar bei gerissenem Schlauch, seitlich aufgerissenem Mantel oder wenn der Reifen von der Felge gerutscht ist.

**Einsatzgebiet:** Zur Reifenpannen-Erstehilfe für Fahrradreifen von einer Größe von 21 bis 28 Zoll. Für schlauchlose sowie Standardfahrradreifen.

### Bike Tyre Fix

Special combination of active ingredients for first aid on flat tires without unmounting. Repairs flat tires without having to remove tire. Not usable on slit inner tubes, tires with lateral slits or when tire has slipped off of rim.

**Area of use:** For flat tire first aid on 21" to 28" bike tires. For tubeless as well as standard bike tires.

Art.-Nr. / Part No.	Gebindeinhalt / Content	Gebindeart / Type of container
2100569 <sup>59</sup>	75 ml	Aerosoldose / Spray can

<sup>9</sup> D-GB-E <sup>22</sup> D-F-I <sup>59</sup> D-GB-E-F-I

**SOUTH AFRICA**



In order to raise public awareness of our BIKE line in addition to our core ranges of motor oils, additives and vehicle care products, our LIQUI MOLY South Africa team is pedaling hard at numerous events through sponsorship, product presentations and technical advice.



**GERMANY**



Looking for the finest lubricants for commercial vehicles? Just follow this truck! A great example of how creative vehicle printing can “attract” new customers. Imitation recommended!



**SPONSORSHIP**

Thrills and spills in the quarter-final playoff of the German Ice Hockey League – and our logo right in the middle of the action! But after the hard-fought game number 6, the Berlin “polar bears” sponsored by us unfortunately dropped out of the Best of Seven series against the EHC Red Bull Munich. Nevertheless, a great battle and a worthy advertisement for our brand!

**PORTUGAL**

**SANTO TIRSO RALLY**



Well prepared for the start of the 2019 season: Top fit, top branded and top lubricated, the team A.MaiaSport supported by us really whipped up the dust in the two runs of the Santo Tirso Rally with two 3rd places!



**SOUTH AFRICA**



Last-minute care before the off-road race: Just as we dedicate ourselves to our products every day, Brett Swanepoel worked hard on his Husqvarna before the start of the season in New Hanover (KwaZulu-Natal) – the best preparation for a successful National Enduro Championship 2019.



© Photos: Marike Cronje



## Furious victory at the Corsica Rally

It is the most famous asphalt rally in the world: The "Tour de Corse" is one of the traditional events on the World Championship calendar and at the same time one of the most demanding. Julius Tannert and co-driver Jürgen Heigl secured victory in this legendary rally on 347 kilometers of special stages along narrow mountain passes, deep gorges and the Mediterranean Sea – powered by LIQUI MOLY!



# PORTUGAL

## JET SKI NATIONAL CHAMPIONSHIPS



Whether on land or at sea, LIQUI MOLY always ensures top performance and reliability, here too...  
The opening race of the jet ski national championships in Portugal took place at the magnificent beach of Oeiras. A fantastic weekend with great moments, powered by LIQUI MOLY MARINE!

This very special event was also presented by the Portuguese Water Sports Association. More than 40 athletes took part in the race and the spectators were given an impressive show. A very big "thank you" goes to everyone involved, especially the hardworking colleagues of LIQUI MOLY Iberia!



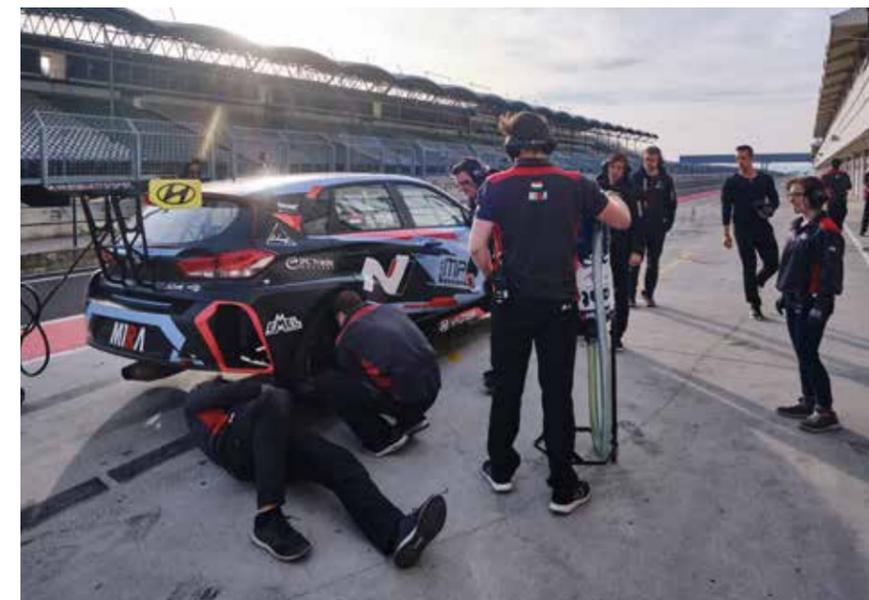
SPONSORSHIP

TCR EUROPE CHAMPIONSHIP



## New series, proven partners

Next career step for Lucas Engstler with us as partner: In addition to his commitment to Engstler Motorsport in the TCR Asia Series, he will also compete for the MIRA team in the TCR Europe Championship in the future. Having assisted Team Engstler for years with our lubricant expertise, we will of course also be here to help.



**SPONSORSHIP**



**LA RÉUNION**



**SPONSORSHIP**



Photo: Joachim Gosswald Photographie

The overall winner of the Hauenstein Mountain Race 2018 adorns the poster and all other advertising media of the Anniversary Race 2019: The blue lightning bolt of driver Mathieu Wolpert with the blue-red-white global brand on and under the hood. We are keeping our fingers crossed for the whole team with their excellently lubricated Dallara Formula 3 racing car!



AUSTRALIA

SUPERBIKE SERIES



Mitch Kuhne, an aspiring Australian motorcycle racer, is so convinced of the top quality of our products that he not only uses our lubricants in his racing bike, but also sells them at his "Sharkleathers" motorcycle accessories store near Brisbane.



ARGENTINA

MOTOGP



**DOUBLE VICTORY**

**GRAND PRIX OF TEXAS**



**RACEPIXSIDE**

**YES! An emotional and deserved victory – also thanks to LIQUI MOLY power! The IntactGP team sponsored by us delivered a perfect race weekend at the Moto3 race of the MotoGP in Austin (Texas). The sensational result: 1st place for Tom Lüthi and 2nd for Marcel Schrötter. Congratulations on the convincing double victory!**



**Experienced a fascinating MotoGP weekend with magnificent double victory: our winners of the BEST BRAND prize draw 2018!**

## LIQUI MOLY COMPETITION

### BEST BRAND



Frank Stege-Schilly (left) and his partner Katja Kordon were welcomed and well looked after in Austin by LIQUI MOLY's Marketing Director Peter Baumann (right).

# “I'll be telling my grandchildren about this trip”

## The winners of our “Best Brand” competition 2018 enjoyed a perfect dream trip to the USA

It was a very special weekend for Frank Stege-Schilly and his partner Katja Kordon: As winner of the LIQUI MOLY “Best Brand” competition, he had chosen and won a trip to Austin including a week's stay in New York as the holiday of a lifetime. The time had finally come on the weekend of April 12. The premier class of motorcycle racing, the MotoGP, had come to the Circuit of the Americas.

However, let's start from the beginning: As early as a week before the race event, the couple was able to experience the many sides of New York and they were thrilled: “Our brains are struggling to deal with all the impressions! Great bars and

outstanding concerts, an absolute, global melting pot... we could have not asked for a better start to this trip.”

From New York, the journey then continued onwards to New Orleans and its French Quarter, to experience the next highlight, the French Quarter Open Air Festival. From there, the couple finally headed to Austin, Texas: This is the US stop for MotoGP, a racing series LIQUI MOLY is not only supporting on the advertising hoardings, but also with comprehensive product expertise, as LIQUI MOLY is the exclusive lubricant supplier of the Moto2 and Moto3 categories. As the icing on the cake, the winning couple experienced a perfect



The Dynavolt IntactGP team was able to put on quite a performance in Austin with a perfect one-two finish.



Driver Marcel Schrötter (left) from the Dynavolt IntactGP team welcomed the couple to pit lane, where they were given exclusive insights into team procedures.



The winning couple also met the LIQUI MOLY USA team, here with Sales Director Dave Bibb (right).



Our winning couple was even allowed onto the starting grid.

racing weekend by the Dynavolt IntactGP team, which is sponsored by LIQUI MOLY.

**Frank Stege-Schilly:** “This is the best and greatest trip we have ever experienced as a couple. Meeting the entire team in Austin was just wonderful! Everyone was so welcoming and took such good care of us. We immediately felt like a part of the team.

From amazing hotel to exciting shuttle service to the track including welcome gift, not to mention catering in the suite. It was all topped off on Sunday by the visit to the box and access to the racing track for the drivers' line-up. My dreams came true! And then the team finished as a one-

two! Maybe we were their little German lucky charms?!

I have been following motorsports for almost 40 years and have visited some race tracks in my time, but I'll certainly be telling my grandchildren about this trip. Kati just couldn't believe what we experienced. Thank you very much for this unforgettable adventure!”

We can look forward to two more trip reviews, because we have also invited two lucky winners to the races in Malaysia and at Sachsenring...

ROMANIA

KING OF THE HILL HARD ENDURO 2019

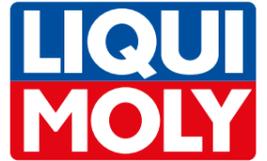


### Perfect brand work by Limorom in Romania

At the internationally renowned KING OF THE HILL HARD ENDURO, our friends from Limorom (LIQUI MOLY importer for Romania) sponsored the event with starter arches, banners and flags along the course for brand presence at its finest. Perfect for increasing the brand recognition and demand for our MOTORBIKE products on the Romanian market!



# LIQUI MOLY products for your offroad bike



**Motorbike Foam Filter Cleaner**  
Specially formulated water-miscible air filter cleaning concentrate.

**Motorbike Shock Absorber Oil**  
Prevents the build-up of deposits and reduces friction and wear.

**Motorbike 4T Shooter**  
Increases engine performance, removes deposits and protects against corrosion.

**Motorbike Speed Shooter**  
Ensures better starting, smoother engine running and optimized power output.

**Motorbike Multi-Spray**  
Lubricates and protects accelerator and clutch cables as well as other mechanical components.

**Motorbike Foam Filter Oil**  
Specially developed product for wetting foam and fabric air filters. Also suitable for use in extreme conditions.

**Motorbike Fork Oil**  
LIQUI MOLY fork oils ensure safe handling even after lengthy periods of use and are offered in a variety of viscosities.

**Motorbike Gloss Spray Wax**  
Treats and cleans all plastic and metal surfaces and ensures a silky gloss.

**Motorbike Cleaner**  
Cleans the motorbike of all kinds of dirt after use.

**Motorbike 2T Offroad**  
High-grade fully synthetic 2-stroke motor oil for use in all 2-stroke engines.

**Motorbike Chain Lube**  
Permanently lubricates chains and reduces wear on the sprockets.

**Motorbike Chain and Brake Cleaner**  
Cleans chains and sprockets with a high-pressure jet. Removes accretions of grease and dirt.

**Motorbike Tire Inflator and Sealer**  
Seals holes in tires and tubes and inflates them again.

**Motorbike engine oils**  
Deliver optimum lubrication for 2 and 4-stroke engines. Reduce wear and ensure optimum performance.

**Motorbike MoS2 Shooter**  
Reduces friction and wear, thereby lowering oil and fuel consumption.

**Motorbike Engine Flush Shooter**  
Flushes out and cleans the oil circuits of motorcycles with four-stroke gasoline engines.

**Motorbike gear oils**  
The benefits of these gear oils are easy gear changing and greater protection against wear.

**Motorbike Radiator additives**  
Radiator Cleaner removes deposits in the cooling system. Radiator Stop Leak reliably stops even the smallest leaks in the cooling system.

COLOMBIA

CAR FAST TRACK

# CAR FAST TRACK LIQUI MOLY



When the CAR FAST TRACK fans of four-wheeled musclemen pursue their passion together, of course our brand must also be there! Our highly motivated Colombian partner ensured the visibility of our blue, red and white colors and our professional product advice.





LIQUI MOLY offers its own product line for the care and value retention of garden appliances

# Well lubricated is half cut

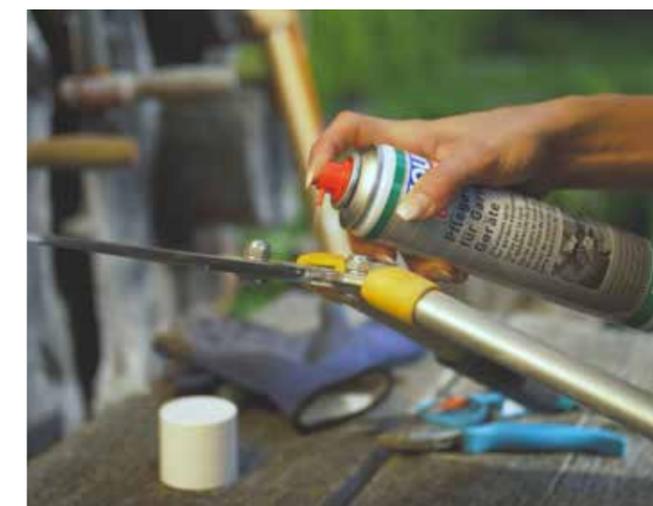
**For hobby gardeners and professional landscape designers, spring is the starting signal for the new season. Whether mechanical or manual, most work is carried out with tools. And the work is easier to handle when hedge trimmers, chainsaws, lawnmowers and the like work perfectly. LIQUI MOLY's garden program helps here.**

Trimming hedges, mowing lawns and pruning trees are just three of the countless jobs that a garden has to offer. With stiff branch shears or a rumbling lawnmower, working outdoors can quickly become an ordeal. To keep gardening the fun it should be, chemical specialist LIQUI MOLY recommends regular maintenance of equipment with a care spray for garden tools. "In this way,

they remain permanently smooth-running and there is no squeaking at all. Of course, it is environmentally friendly because it is developed on a plant basis," says Harry Hartkorn. He is Head of Application Technology at the Ulm-based lubricant manufacturer. A special lawnmower oil is available for 4-stroke engines and those that require a single-grade oil. And the Universal Oil for



Garden Equipment is ideal for scarifiers, brush cutters, riding mowers, high-pressure cleaners and much more. In addition, there is self-mixing 2-stroke motor oil and one for chainsaws as well as hydraulic oils and oil for the chains of chainsaws – even as biodegradable types. Various special sprays round off the portfolio. "Our handy helpers are there to ensure that garden



utensils are always ready for use and do their job as long as possible," says the LIQUI MOLY expert. "After all, gardening should be easy to do. Then it gives pleasure, whether as a hobby or as a job."

## CERTIFICATION

# QUALITY AND ENVIRONMENT

Our quality, environmental & energy management team (from left to right): Alisa Wirtmann and Alexander von Günther from LIQUI MOLY and Jörg Paul and Selina Bettendorf from Meguin.

# LIQUI MOLY and Meguin successfully certified

Certification according to DIN ISO standards by an accredited certification body significantly increases the acceptance of our products and services. However, our certificates are anything but a “free ticket to ride for life”, since the certification of our management system is only valid for three years. Through the certification, we commit ourselves to continuously improve our management system, which is checked and confirmed by an annual TÜV surveillance audit. Two surveillance audits are therefore necessary before recertification. One objective of these surveillance audits is to determine whether our management systems continue to meet the requirements of ISO 9001 (quality) and ISO 14001 (environment). At the end of the validity period for the certifications, recertification takes place. We have successfully mastered these again. The special aspect: In 2019, we had ourselves audited for the first time to ISO 14001:2015, which means that both LIQUI MOLY and Meguin are now certified to ISO 9001 and ISO 14001.

The advantages of ISO 9001 certification include the optimization of work processes and the avoidance of errors. This reduces costs, increases customer satisfaction and image and also minimizes risks. Certification according to ISO 14001 also has many advantages: The environmental management system systematizes the operating procedures including all processes, in order to increase financial and ecological performance and to demonstrate ecological aware-



ness. Environmental management systems offer the opportunity to involve employees more actively in their company and to make better use of their “local know-how”. In this way, improvement potentials can be exploited that would otherwise often remain hidden. In addition, the targeted use of resources reduces costs and increases competitiveness, as many customers prefer or demand an environmental management system when awarding contracts. The environmental management system is particularly important in the automotive sector.

All certificates are available on our websites in German, English and other languages for shipment to our customers.

**BASKETBALL TOURNAMENT**

**BBU 01 COMPANY CUP**



This year again, the company basketball tournament “BBU 01 Company Cup” took place in the Kuhberghalle in Ulm. The LIQUI MOLY team was “only” able to win 9th place in the Pro category after a good result due to a strong group in 2018 (3rd place in the Fun category), but still had a lot of fun and kept the LIQUI MOLY colors flying more than high with some wonderful

moves and good team statistics! No doubt about it, they are highly motivated for next year! From top left to bottom right, the players were: Florian Hasubick, Thomas Richter, Steffen Miller, Sina Ataei, Florian Baumann, Jens Klier and Sascha Jardel.

## CUSTOMERS, GUESTS & FRIENDS



Through a plant tour and training with Meguin Application Engineer Gerald Lotz (yellow vest), our guests from the WM branches of Aachen, Siegen, Frechen, Gütersloh, Düsseldorf, Dortmund, Hamm, Münster, Wesel, Unna and Bonn convinced themselves of our technical know-how and the modern infrastructure of our oil factory in Saarlouis.

With Centro Ricambi, an important Italian spare parts dealer visited us in Saarlouis together with seven of his most important workshop customers. Lukas Sonntag (Export Area Manager, 4th from right) and Rolf Boncori (Meguin Application Engineer, right) took the opportunity to liqui-molify our guests with a complete tour and some lubricant training!



## CUSTOMERS, GUESTS & FRIENDS

## SITE TOUR



Our guests from CARAT GmbH & Co. KG as well as from ad-AUTO DIENST were impressed by our continuous investment measures and the resulting steady increase in the performance capacity of our oil production in Saarlouis during the Meguin site tour with Andreas Hohage (Regional Sales Manager, 2nd from right).



Our guests from Auswuchtwelt Ltd. & Co. KG, Fritz Wahr Energie GmbH & Co. KG, Mack Mineralöle and PV Technik were also pleased to be given a look behind the scenes at Meguin by our colleague Ulrich Greiner (Area Sales Manager, right).

## CONGRATULATIONS



Large crowd of well-wishers on the 50th birthday of our colleague Reiner Marchand (from left to right): Rainer Maass (Head of Human Resources), Juri Waigel (Production Foreman), Holger Hecktor (Production Foreman), Juri Waigel (Production Foreman), Holger Hecktor (Production Foreman), Ingrid Theobald (Assistant to Management), Christian Texter (Head of Production), the birthday boy Reiner Marchand (Production), Christian Hermes (Head Shift Supervisor) and Alexandra Holzwarth (Assistant to Management).

# CONGRATULATIONS



Flowers are the earth smiling – and our anniversary employees the pride of the LIQUI MOLY family (from left to right): Marcus Schilk (Controlling, 50th birthday), Angela Bohnacker (SB Sales, 20-year anniversary), Reiner Schönfelder (Application Engineer, 20-year anniversary),

Cristina Obreja (Quality Assurance, 50th birthday), Friedrich Wiesmüller (Shipping, 30-year anniversary) and Ernst Probst (Managing Director LIQUI MOLY).

## NEW RECRUITS



Monique Neumann (Human Resources, left) and Ernst Prost (center) welcomed our new family members Fanny Messina (Export Assistant, 2nd from left), Tanja Baur (Export Assistant) 2nd from right) and Robin Gad (Purchasing, right) in April. Welcome and have a good start!

## NEW RECRUITS



Meguin is also pleased about the competent addition to the family: Lisa Liese (on the right) is a new clerk in the Export area for the team of Thorsten Alt (Head of Sales).

## FRIENDS & VISITORS



Everyone is really happy at reunions, because family membership never ends at LIQUI MOLY! Ernst Prost (Managing Director LIQUI MOLY, left) warmly welcomed our former colleague, Mr. Peter Proksch (Commercial Manager 1993–2015).

Ms. Proksch and Alexandra Holzwarth (Assistant to Management) were also present. Thank you very much for the pleasant visit and we hope to see you again soon!

Wenn die ersten Sonnenstrahlen nach draußen locken, steigt auch die Motivation, seinem Auto mehr Zeit zu widmen. Nicht nur die Hersteller für Fahrzeugpflegeprodukte haben Aktionspakete geschnürt, auch Teilehersteller locken mit neuen Produkten und Aktionen.



**Dr. Wack-Powerpaket 2019**

Der Reinigungs- und Pflegespezialist startet mit dem P215 HIGH END Felgenreiniger-Aktionspaket in die Saison. Der neue P215 HIGH END Felgenreiniger soll der stärkste Felgenreiniger sein, der jemals in den Laboren von Dr. Wack entwickelt wurde. Selbst stark mit Bremsstaub verunreinigte Felgen reinigt er schonend.

Der neue A1 Polster-/Alcantara-Reiniger PRO bietet eine um 50 Prozent gesteigerte Reinigungsleistung für Polster im Fahrzeuginnenraum. Ab Frühjahr darf auch das CW1:100-Insektenentferner-Gel im Sortiment nicht fehlen. Um die Impulskäufe zu steigern, ist jedes Produkt mit einem gratis Spezialschwamm gebündelt. Das Classic Werkstätten-Paket bietet zu jedem 5-Liter-Gebinde CW1:100 Classic Scheibenreiniger eine kostenlose Dosierhubpumpe.

Infos zu der Frühjahrsaktion 2019 unter <https://wackchem.com/produkte/auto-pflege/>

**LIQUI MOLY: Gewinnspiel als Umsatzgenerator für Kunden**

Am 1. April 2019 startet Liqui Moly das bislang größte Gewinnspiel. Preise im Gesamtwert von über 200.000 Euro lobt das Unternehmen aus. „Das ist unser Einsatz für Werkstätten, Autohäuser und Händler. Er soll ihnen deutliche Zusatzumsätze bescheren“, sagt Marketingleiter Peter Baumann.

333 Rösle Kugelgrills No.1 Sport F50 im Wert von jeweils 229,95 € sowie ein Filmstreaming-Gutschein als garantierter Sofortgewinn für jeden Teilnehmer im Wert von jeweils 5,99 € und als Highlight drei Mercedes-Benz CLA Shooting Brake im Wert von je 40.000 € werden verlost. „In der mehr als 60-jährigen Firmengeschichte hat es nichts Vergleichbares bei Liqui Moly gegeben. Allein die drei ersten Preise werden sicherlich viele zum Mitmachen bewegen“, ist Peter Baumann überzeugt.

Die Aktion ‚Nimm Liqui Moly!‘ läuft bis einschließlich 31. Dezember 2019. Teilnehmen können alle Werkstätten, Händler und Autohäuser in Deutschland und in Österreich, die Motoröl von Liqui Moly verkaufen.

Dabei kann das Öl in 1-, 4- oder 5-Liter-Kanistern verkauft werden oder bei einem Ölwechsel in der Werkstatt. „Jedes Motoröl zählt, also nicht nur die für Autos, sondern auch jene aus der Motorbike-Serie oder die für Nutzfahrzeuge, Flugzeuge und aus dem Marine-Programm“, erklärt der Marketingleiter.



Liqui Moly hat spezielle Werbemittel gestaltet, damit der Endverbraucher am Point of Sale auf das Gewinnspiel aufmerksam wird. Die Kunden werden auch bei der Kommunikation des Gewinnspiels in den Sozialen Medien mit vorgefertigten Texten und Bildmaterial beispielsweise für Facebook unterstützt.

Der Ölspezialist möchte mit der Aktion noch mehr Menschen für die Produkte begeistern und vor allem Händlern, Werkstätten und Autohäusern mehr und auch neue Kunden bescheren. Mitmachen kann natürlich nur, wer vom Gewinnspiel weiß. „Und je mehr davon wissen, desto größer wird die Zahl der Teilnehmer. Und das wirkt sich direkt auf die Umsätze unserer Partner aus“, sagt Geschäftsführer Günter Hiermaier.

Alle Infos unter [www.liqui-moly.biz](http://www.liqui-moly.biz)

**Liqui Moly gibt im Sponsoring Gas**

Der deutsche Schmierstoffhersteller ist ab heuer sowohl in der MotoGP als auch in der Superbike-Weltmeisterschaft als SPONSOR präsent. VON PHILIPP BEDNAR

In der Superbike-Weltmeisterschaft unterstützt Liqui Moly das italienische GRT Yamaha-Team. „Wir sind stolz, dass das Yamaha-Werksteam auf Qualität made in Germany setzt“, sagt Geschäftsführer Ernst Prost. Das blau-rot-weiße Logo ist auf den Motorrädern, Rennoveralls, auf dem Team-Truck und in der offiziellen Yamaha-Hospitality zu sehen. Außerdem erhält das Team Zugang zu den Motorradprodukten von Liqui Moly, die mehr als nur Öle und Additive umfassen. „Unsere Palette deckt den gesamten Chemiebedarf ab, also auch Serviceprodukte wie Kettenöl, Pflegeprodukte wie Glanzspray und andere Flüssigkeiten wie Bremsflüssigkeiten und Gabelöle“, so Carlos Travé, der bei Liqui Moly das Zwei-

radgeschäft verantwortet. „Und was sich auf der Rennstrecke bewährt, das leistet auf der Straße gute Dienste.“ Die Verbindung zum Yamaha-Werksteam kam über Alessandro „Sandro“ Cortese zustande. Der deutsche Racer arbeitet schon lange mit Liqui Moly zusammen und hat 2018 seine erste Saison in der Supersport-Weltmeisterschaft auf Anhieb gewonnen. Dieses Jahr stieg er in die höchste Klasse auf, die Superbike-Weltmeisterschaft. Dort ist er einer der beiden Fahrer im GRT Yamaha-Team. Bei Liqui Moly ergänzt die Superbike-Weltmeisterschaft die MotoGP, in der das Unternehmen bereits seit vielen Jahren engagiert ist. Unter anderem fahren dort sämtliche Fahrer der Moto2 und Moto3 mit dem Öl von Liqui Moly. Außerdem ist die Marke in der Motocross-Weltmeisterschaft zu sehen. „Das alles sichert uns eine breite Präsenz im Motorradsport, die auch unserem Automotive-Kerngeschäft zugutekommt“, sagt Ernst Prost.

Liqui Moly sponsort in der Superbike-WM das italienische GRT Yamaha Team.



Kfz Wirtschaft, 03/2019



LIQUI MOLY

**Mit Mercedes-Freigabe**

Die neuesten Pkw-Motoren von Mercedes benötigen ein ganz spezielles Öl mit der Freigabe MB 229.71. Das Top Tec 6300 0W-20 von Liqui Moly ist eines der ersten Öle, die dafür offiziell von Mercedes freigegeben worden sind. Es ist damit geeignet für aktuelle Modelle der E-Klasse

sowie auch einige Modelle in der C- und S-Klasse. Darunter sind Dieselfahrzeuge genauso wie Benzin- und Hybridfahrzeuge. Außer für die neuen Mercedes-Modelle ist das Top Tec 6300 auch für Jaguar- und Land Rover-Modelle geeignet (ST)LR.51.5122).

Autohaus, 04/2019



**Umsatzturbo Formel 1**  
Das neue Motorsport-Engagement soll Liqui Moly zu einem Plus von zumindest 10 Prozent verhelfen und die 600 Millionen Euro Umsatz-Marke übersprungen werden.

Auto und Wirtschaft, 03/2019



Seit Kurzem gibt es einen neuen Mann für das internationale Marine-, Agrar-, Nutzfahrzeug- und Baumaschinengeschäft beim deutschen Öl- und Additivspezialisten Liqui Moly: Carlos Travé.

Carlos Travé soll künftig in diesen vier Bereichen das Exportgeschäft von Liqui Moly weiter ankurbeln. „Dort sehen wir noch ein enormes Potenzial für uns“, erklärt Ernst Prost, Geschäftsführer von Liqui Moly. Carlos Travé arbeitet bereits seit dem Jahr 2014 für das Unternehmen und hat dort u. a. das Sortiment und den Vertrieb der Motorradprodukte umgebaut.

Allgemeine Bauzeitung, 15.03.2019

Was Blut für den menschlichen Organismus, ist Motoröl für den Motor oder das Getriebe. Und hier wie dort können Fachleute kritische Zustände an der jeweiligen Zusammensetzung erkennen – um dann bei Bedarf prophylaktisch ‚lebensverlängernde Maßnahmen‘ zu empfehlen. „Ist nämlich Motoröl erst einmal eingefüllt, ist es aus den Augen und dem Sinn. Dabei kann eine Analyse des Öls sehr sinnvoll sein, denn sie kann bevorstehende Motorschäden aufdecken“, weiß Klaus Stahl, nationaler Verkaufsleiter Nutzfahrzeuge bei Liqui Moly.

Liqui Moly bietet ab sofort im Sinne der Kundenbindung eine kostenlose Analyse von Gebrauchttölen an. Damit sollen sich anbahnende Motorschäden frühzeitig erkennen und vielleicht sogar vermeiden lassen. Bilder: Liqui Moly



„Der für den Analysebericht zuständige Experte ist gleichzeitig der persönliche Ansprechpartner für alle weiteren Fragen“. Klaus Stahl, nationaler Verkaufsleiter NFZ bei Liqui Moly.

dass es sich bei dem eingefüllten Öl um minderwertige Ware handelte. „Das Motoröl war mit Altöl gestreckt worden. Ich habe dann sofort den Ölhersteller gewechselt. Das war vor sieben Jahren“, berichtet Sauer. Seitdem sei er zufriedener Liqui Moly-Kunde.

„Damit es gar nicht erst zu solchen Schäden kommt, sollte man die Untersuchung früher nehmen“, rät Nutzfahrzeug-Spezialist Stahl. Das Prozedere ist simpel: Der Außendienstler entnimmt gemäß dem zum Untersuchungsset gehörenden Leitfaden eine Probe aus dem Motor, füllt diese in ein Fläschchen aus dem Set und kennzeichnet dieses. Dann füllt er einen Probenbegleitschein aus und gibt alles in einer gepolsterten Versandtasche zur Analyse ins Labor von Liqui Moly. Nach der Analyse bekommt der Kunde über den Außendienstmitarbeiter die Auswertung der Probe inklusive eines Expertenkommentars. „Der für den Bericht zuständige Fachmann ist gleichzeitig auch der persönliche Ansprechpartner für weitere Fragen“, erläutert Stahl.

Untersucht werden Motoröle, Hydrauliköle und Getriebeöle nach bis zu acht Kriterien. Anlass kann eine Routinekontrolle sein, aber auch ein Schaden oder weil der Kunde auf Liqui Moly-Produkte umölen möchte. „Wurden bereits Kontrollen durchgeführt, können anhand der Laborwerte auch Trends abgelesen werden. In jedem Fall ist die Schmierstoffanalyse ein sehr nützliches Tool“, verspricht Nutzfahrzeugprofi Stahl. **kk**

[www.liqui-moly.de](http://www.liqui-moly.de)

„Zwar geben Fahrzeug- oder Motorenhersteller bestimmte Ölwechselintervalle vor, doch diese berücksichtigen in den seltensten Fällen das kundenindividuelle Nutzerverhalten“, bemängelt der Fachmann. Als Beispiel nennt er Baumaschinen oder landwirtschaftliche Arbeitsmaschinen, die mit einem Betriebsstundenzähler ausgerüstet sind. „Bis zum Ende des Serviceintervalls mag zwar noch Luft sein, aber weil die Maschine viel unter Volllast läuft, kann der Schmierstoff bereits gefährlich verschlissen sein. Mit unserer professionellen Ölanalyse lässt sich das leicht feststellen“, verspricht der Experte. Um die Betriebssicherheit zu gewährleisten, kann demnach ein vorzeitiger Ölwechsel durchaus sinnvoll sein. Das Nutzfahrzeug-Team von Liqui Moly bietet diesen Untersuchungsservice im Sinne der Stammkundenbindung und Neukundengewinnung kostenlos an.

Bedarf sei vorhanden, wie das Beispiel des Spediteurs Dirk Sauer aus dem sächsischen Freiberg zeige, so Stahl. Nach Motorschäden an zwei seiner Zugmaschinen ließ er alle Fahrzeuge in der eigenen Werkstatt untersuchen. „Gleich in mehreren Fahrzeugen befand sich ein richtiger ‚Pudding‘ in der Ölwanne“, erinnert sich der Spediteur. Der Liqui Moly-Außendienstmitarbeiter bot den kostenlosen Ölcheck an und fand heraus,



Der Liqui Moly-Außendienstmitarbeiter entnimmt gemäß dem Leitfaden, der dem Untersuchungsset beiliegt, eine Probe aus dem Fahrzeug und füllt diese in ein Fläschchen aus dem Set, kennzeichnet es und gibt es mit ausgefülltem Probenbegleitschein im gepolsterten Kuvert zur Analyse ins hauseigene Labor.

## Hochspannung im Manager-Leistungsvergleich 2018/2019

Seit der Branchen-Premiere des von 'mi' 2005 geschaffenen Wettbewerbs muss sich die Führungs-Elite des Automarktes in jedem Jahr dem Urteil der Händler stellen. **2018 gab es ein Ranking mit 54 Top-Managern (A 23/18).**

Den diesmal 50 nominierten Kandidaten der Industrie und des wichtigen Dienstleistungs-Sektors (A 06/19) hat 'mi' parallel zur Bewertung durch die Handelspartner sechs Prüffragen geschickt. Mit denen durchleuchten wir, wie die Spitzenmanager über die Händler denken und was sie zur Zusammenarbeit mit Ihnen sagen!

■ **Ernst Prost, Geschäftsführer der Liqui Moly GmbH/Ulm, hat diesen harten Wettbewerb 2012 schon einmal gewonnen (A 19/13) und schickt 'mi' dieses Statement:** „Persönliche Preise sind eine Bestätigung für das eigene Tun. Gleichzeitig besteht die Gefahr, dass sie der Eitelkeit Nahrung geben. Nicht umsonst war es im alten Rom üblich, wenn der siegreiche Feldherr mit seinem Heer zurückkehrte, dass bei dessen Triumphmarsch ein Staatssklave hinter dem Triumphator auf dem Wagen stand, ihm eine goldene Eichenlaubkrone über das Haupt hielt und ihn ununterbrochen mahnte: 'Sieh dich um, denke daran, dass auch du ein Mensch bist.' Das erdet. Und das ist wichtig. **Schlussendlich diene ich meinem Unternehmen und den Menschen, die dort arbeiten. Nur zusammen bringen wir die Marke Liqui Moly zum Erstrahlen. Daher betrachte ich die Nominierung als einen Erfolg der ganzen Mannschaft.**“



Ernst Prost  
© Liqui Moly

Zur Bedeutung des mittelständischen Auto-Fachhandels für Liqui Moly betont Ernst Prost: „In unserer Mehrsäulen-Strategie ist der Auto-Fachhandel eine davon. Wir wissen alle gleichermaßen zu schätzen. Denn wenn eine Säule bröckelt, lastet mehr Druck auf den übrigen. Aus diesem Grund pflegen wir alle mit derselben Hingabe und Freude. Das verleiht unserem Unternehmen Stabilität. **Gleichzeitig weiß jeder Partner, dass er in gleichem Maße auf uns zählen kann. Und das ist eine Zutat unseres Erfolgsrezepts. Fairness ist das A und O in unserer Geschäftsbeziehung. Man kann ja nicht etwas einfordern, was man selbst nicht bereit ist, zu geben!**“

**Prost schildert weitere Grundsätze seiner Philosophie:** „An erster Stelle kommt bei Liqui Moly immer der Mensch. Er ist das Zentrum, das verantwortlich ist für Misserfolg und Erfolg. Erfolg ist gleichzusetzen mit Rendite. Ohne Gewinn ist kein Betrieb auf Dauer überlebensfähig. Wenn unsere Partner schwarze Zahlen schreiben, ist das auch für uns ein Schlüssel zum Erfolg. **Handelspartner, die von unseren Produkten und Dienstleistungen überzeugt sind und damit gutes Geld verdienen, werden uns auch in Zukunft die Treue halten und so auch zu unserer Rendite beitragen. Fair ausgestaltet ist es für beide eine Win-win-Situation.**“

Auf folgende Liqui Moly-Leistungen weist Prost hin: „Wir eröffnen das Geschäftsjahr 2019 mit einer Sensation. **Liqui Moly steigt in die Formel 1 ein. Bei elf Rennen werben wir an der Strecke. Und das als eine von nur wenigen Marken. Wir hoffen, dass von den mehr als eine Milliarde Zuschauern, die weltweit diesem Spektakel am Fernseher beiwohnen, der eine oder andere auf die Idee kommt, sich mit Liqui Moly näher zu befassen und unsere Produkte zu kaufen. Davon werden auch unsere Handelspartner profitieren. Genau aus diesem Grund investieren wir in großem Stil in die Markenbekanntheit von Liqui Moly, damit der Händler vor Ort eine ganz starke Marke in seinen Regalen weiß. Der Mensch ist ein Gewohnheitstier, weshalb er Verlässlichkeit sucht. Ein Händler oder eine Werkstatt, welche auf hohem Niveau konstant gute Leistungen erbringt, hat in der Regel beim Kunden einen Stein im Brett. Wenn die Leistung stimmt, ist der Preis zweitrangig. Und Preiskämpfe kann man auf lange Sicht nicht gewinnen, weil es immer einen Billigheimer geben wird, der das gleiche Angebot unterbietet. Überraschungen sind deshalb so wichtig, weil sie dem Kunden ein Aha-Erlebnis bescheren, so wie wir das mit einer großen Kampagne ab dem zweiten Quartal tun werden. Freudige Überraschungen stärken jede Partnerschaft.**“

■ **Jörg Henning, Geschäftsführer der Pro Garant GmbH/Castrop-Rauxel, 2018 sensationell in die Top 10 gewählt (Rang 10), mailt an 'mi':** „Ich glaube, der Wettbewerb hat sich zu einer festen Größe in unserer Kfz-Branche entwickelt. **Nach wie vor maße ich mir nicht an, mich mit den anderen namhaften Branchengrößen auf eine Stufe zu stellen. Ich freue mich aber sehr über die Nominierung und fühle mich dadurch in meiner Arbeit für die Händler bestätigt!**“

Markt intern, 11/2019



While this feature looks at the three most popular pour-in additive types, a host of other products are available at major service operations, to treat various parts of the car that might have been neglected. Pictured is a cooling system flush additive, poured into the system before the old coolant is drained. We shall investigate additives that are intended to help deal with reported faults in forthcoming issues.

## UPSELL: POUR-IN ADDITIVES



OFFERING ADDITIVES AT SERVICE TIME IS A COST-EFFECTIVE UPSELL THAT CAN HAVE GENUINE BENEFITS; ROB MARSHALL LOOKS AT THREE PRODUCT RANGES AND THE CLAIMS MADE BY THEIR MANUFACTURERS.

Making modern engines more fuel-efficient, less polluting and as low maintenance as possible has downsides. Carbon, fuel and oil deposits have more profound effects than ever

before – increasing emissions, heightening wear levels and increasing failure rates. Yet, a number of readers have informed us that their use of additives, as part of typical routine service schedule, is proving their worth as a beneficial preventative measure. Customers seem to be more willing to pay extra for pour-in additives, which represent a relatively small increase in the percentage cost of the overall service invoice, compared to more expensive 'detox' treatments that can cost in excess of £100 each. For you, additives are high margin products that require minimum effort to apply.

While most carmakers state formally that additives must not be used, several main dealership technicians admitted to us that some manufacturers recommend that certain ones are used at service time. We have also heard of certain carmakers approaching additive companies to help them remedy particular problems. Confidentiality agreements, unfortunately, prevent us and our sources from elaborating further, but the reports give credence that all additives cannot be dismissed as 'snake oils'.

Even so, additives do not have to comply with any established technical standard whatsoever, unlike engine lubricants. Therefore, having trust in the manufacturer's claims and relying on your experience and that of your colleagues is really all you can do. We welcome any further comments on this issue on the Autotechnician facebook page. Meanwhile, we have looked into some of the claims made by the most renowned providers for you to consider.

### 1. ENGINE FLUSHES

While there is some debate about whether, or not, engine oil flushes can cause more damage on a neglected engine, many technicians recommend their use on engines that dirty their oil quite readily – PSA/Ford DV6 engines, for example. LIQUI MOLY told us that, in case of severe contamination, an extra flush may be required. BG Products recommends its EPR (Engine Performance Restoration) especially for GDI maintenance and adds that it enhances compression, by removing sludged oil and soot that collects behind the piston rings. When discussing its Professional Oil System Cleaner, Wynn's comment that the new oil's life is prolonged, due to the cleansing procedure, and adds that an important feature of its flush is that it is compatible with low SAPS oils, critical for optimum Diesel Particulate Filter life.

### 2. ENGINE OIL CONDITIONER

Debate continues if the chemistry within an engine oil conditioner is at odds with delicate and vulnerable balance of a carefully developed engine-oil formulation. Shell Lubricants is



one such company that adopts this stance. David Wright of the Verification of Lubrication Specifications, VLS, agrees and adds

"Oil fortifiers are general products that are not specifically formulated for different types of vehicles, or engines. With the increasing sophistication of modern engines, one type of engine oil cannot suit all vehicles, just as one type of oil fortifier cannot suit all engines."

Yet, LIQUI MOLY produces both engine lubricants and additives and it advises:

"Our additives are fully compatible with every common engine oil. If applied correctly, our additives cannot affect negatively the chemistry of the engine oil. As there are no standards for additives, it might be that products from competitors interfere with the formulation of the oil but definitely not our additives. They are absolutely safe to use."

Cont'd



**CONSIDER** the use of intake/post combustion cleaners too, which may not be affected by some pour-in additives. These range from simple MAF sensor aerosol can solvents through to those that cleanse intake manifolds and inlet ports (useful especially for cars fitted with a combination of EGR and GDI). Unless there is a defect, or a diesel car is used only for short journeys, DPF cleaning should be unnecessary. Yet, variable vane and geometry systems on turbochargers can suffer from carbon and oil build-up, which is why Revive has developed its Service Shot product (pictured) as a preventative measure, before deposits can restrict mechanical movement of these systems and flag an EML.



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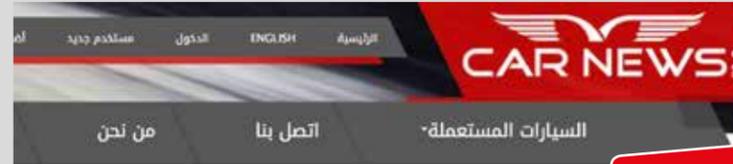
# GREAT BRITAIN

## SPECIAL ADDITIVE FOR HYBRIDS

A Hybrid Additive available from LIQUI MOLY has been formulated for hybrid vehicles with petrol engines to stabilise the fuel quality and clean the injection system. In hybrid vehicles, the electric motor is used as the main drive with the combustion motor working as an assistant, mostly used for short periods of time. "This results in two problems," says David Kaiser, head of R&D. "The fuel remains in the tank for longer and ages more, compared to vehicles powered exclusively by a diesel or petrol engine. An additional problem is that deposits form in the injection tract because of the irregular short-term use. The Hybrid Additive keeps the petrol quality stable, protects against deposits in the injection system and removes existing deposits."



# SAUDI ARABIA



LIQUI MOLY ترغب في التوسع في الأسواق المتخصصة



أنجح سلسلة سباقات دراجات نارية تنطلق مع LIQUI MOLY

10 مارس هو موعد نهاية الانتظار. ففي ذلك الموعد سيطلق أول سباق في موسم موتو جي بي الجديد في قطر. حيث تمثل شركة LIQUI MOLY الإعلامية المتخصصة في مواد التشحيم جهات عديدة ولديها واحد جديد ليحقق أهدافها. في بطولة موتو 2 يستمر تعاون الشركة المتخصصة في مواد التشحيم مع فريق IntactGP. والذي ظهر في معرض سويس موتو في زيورخ، لأن الواعد الجديد سويسري، وهو توم لوني. في عام 2017 توج كروسييف بالبلد في موتو 2، أما الآن فيطلق سويسرا مع ساريل شوارز لإحراز اللقب. وقد كان كارلوس ترافيه: "هذا تكليف عظيم من شأنه أن يرفع رذخنا عملاً لأصلاً في مجال الدراجات النارية، وليس فقط في موسمنا"، وجدير بالذكر أنه أيضاً سويسري ومسؤول عن أعمال شركة LIQUI MOLY في قطاع الدراجات النارية.



هناك صور حية أخرى على زائفة التعاون: LIQUI MOLY هي مورد مواد التشحيم المصري للفني موتو 2 وموتو 3. ويصرح كارلوس ترافيه قائلا: "نستخدم جميع الفرق متجاننا AT Synth 5W-40 Race. الأمر سيان من بعد خط نهاية أو لا، لأن LIQUI MOLY فوز دائما". ومن الأمور الاستثنائية في رياضة الدراجات: أن مادة التشحيم المعنية لم تصنع خصيصاً للدراجات، ولكن هو ما يميزها. أنها مادة أثبتت ذاتها على الطريق الإقليمي وأيضاً في مسعرات السباق، وذلك على مدار كافة أيام السباق في أكثر من 60 دولة نارية. إنها جودة "صنع في ألمانيا" التي ترونها على ذاتها من جديد.

التغطية الإعلامية لرعاية موتو جي بي تعتبر كذلك تميزاً بعد ذاتها: يجري بث سلسلة سباقات الدراجات النارية الأنيق عالمياً في أكثر من 200 دولة حول العالم، ويتابعها ما يقارب من 300 مليون شخص في الموسم. كما يشاهد السباق أكثر من 100 ألف مشاهد في مسعرات السباق. صرح مدير التسويق بيتر بولمان قائلا: "ولا يصح بالطبع أن نذكر أشهر علامة تجارية لتزييت في ألمانيا هكذا حدث". يظهر شعار LIQUI MOLY في مسعرات السباق في 15 من أصل 19 ميلاً عبر الإنترنت والتلفاز في جميع أنحاء العالم. بيتر بولمان: "كما تنتظر شاشة العرض لشركة LIQUI MOLY المشجعين على المسعرات في كثير من السباقات الأوروبية".

لننظف إجراءات حقيقية وتصديقا أرقاماً وقواعد: نبحث LIQUI MOLY في السنين الخمس الأخيرة في مضاعفة مبيعات منتجات الدراجات النارية بنحو أربعة أضعاف تقريبا. وقد أوضح مدير التسويق: "هذا جانب واحد من جوانب عديدة لأن لوجه التعاون في الموتو جي بي من شأنها أن تزيد من شهرة العلامة التجارية LIQUI MOLY في جميع أنحاء العالم، وأن تزيد الطلب العالمي على جميع منتجاتنا". في هذا الخصوص نحن على الطريق الصحيح".

رجل جديد لقطاع الأصل الدولية في المجال البحري والزراعي والمركبات التجارية ومكينات البناء لدى الشركة الألمانية المتخصصة في الزيوت والمواد المضادة LIQUI MOLY: كارلوس ترافيه. من المثير أن يدعى بعجلة التطور في حركة الأصل في هذه المجالات الأربعة. قال المدير التنفيذي لشركة LIQUI MOLY إرنست بروس: "أرى أنه تتنازلنا فرص كاملة هائلة في هذه المجالات".

كارلوس ترافيه له باع طويل في LIQUI MOLY. فقد قدم إلى الشركة في عام 2014 وأعاد فيها هيكلية تشكيل منتجات الدراجات النارية والسيارات. ومنذ ذلك الحين رسمت LIQUI MOLY مكنتها في قطاع الدراجات النارية، رغم أن جوارها نشأت في قطاع السيارات، وتزايدت المبيعات في هذا القطاع تحت قيادة كارلوس ترافيه إلى أكثر من ثلاثة أضعاف.

وسيعتمد على هذه الخبرة الآن أيضاً في المجال المنتجات البحرية، والزراعية، والمركبات التجارية، ومكينات البناء. اختص كارلوس ترافيه في حياة المهنية السابقة بمحركات السفن، وكان نشطاً في قطاع التعدين ومكينات البناء. ونذكر إرنست بروس: "قد نتضح أنه من الأفضل أن يطور شخص متخصص هذه المجالات بطريقة ممنهجة". ويضم كارلوس ترافيه هذه القطاعات الأربعة إلى نطاق مسؤولياته بجانب قطاع الدراجات النارية. وقال كارلوس ترافيه: "وصل مستوى النهوض بالجانب التسويقي والعلمي في هذه القطاعات إلى مستوى طيب". "والآن نرغب في الإبقاء على المجالات الأخرى إلى المستوى التالي".

وبهذا كما جرى الأمر في قطاع الدراجات النارية. أن تنقل خبرة 80 عاماً التي جمعها LIQUI MOLY في مجال السيارات، إلى المجالات الأخرى. كارلوس ترافيه: "لدينا مكانة جيدة بالفعل في المجال البحري، بما لدينا فيه من منتجات، ولرغب في المقام الأول أن نوسع في التسويق العالمي. وفي مجال مكينات البناء والمركبات التجارية والمجال الزراعي، نريد أن نقدم موائدا المضادة بالألماس بوسفها أدوات كيميائية وحلول عديدة".

It occurs frequently, particularly in older cars: The gear shift gets stuck. The cause is mostly wear in the gearbox. A mechanical repair would cost a lot. But there is another way: The German additive specialist LIQUI MOLY has an additive for the gearbox oil, the MoS2 Anti-Friction for Gears. According to the company, the MoS2 Anti-Friction for Gears simply has to be added to the gearbox oil. There, it reduces wear and makes shifting easier. It includes the solid lubricant MoS2, which balances out unevenness of the metal surfaces and reduces wear. For additional information, visit [liqui-moly.com](http://liqui-moly.com).



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