



PICTURES AND STORIES

FROM OUR LIVES 10.2020



Unique LIQUI MOLY family worldwide

Now top quality has peak season!
When we continue to run at full throttle
with our full range of products, our
sales curve in the summer months
will climb despite corona!



Dear LIQUI MOLY friends,

Attention, sales opportunities ahead!!! Midsummer is here. But so is the coronavirus. That's why a "normal" travel season is out of the question. Long-distance trips by plane or ship are a distant prospect in the truest sense of the word, postponed indefinitely. But the longing for recreation and variety remains strong with many people. That's why holidaymakers are increasingly traveling by car, motor home, caravan or motorcycle on trips, excursions or day tours.

All these activities are simply made for our over 4,000 products! This is our opportunity to show that LIQUI MOLY is even now in the global crisis showing a strong presence in 150 countries, is able to deliver, and is proving to be a faithful travel companion in every vehicle. And, of course, we do not stand only on the side of the travelers – even those at home can fully rely on our top quality. Because in your own garden, on your own boat or bike, it can also be wonderfully relaxing – provided that your equipment is optimally lubricated and maintained.

Without exaggeration, we can claim to be a, if not the, lubricant brand of the hour ... no, of the last few months! With great fighting spirit, we ensure the expansion of our market shares, unwaveringly create new jobs, stand up for our values with a clear stance, unbureaucratically help all corona heroes with free products, gain new fans every day with our international Best Brand campaign, and consistently remain loyal to our customers, partners and business friends around the world, even in these difficult times – just as they keep up their loyalty to us. That is the LIQUI MOLY family worldwide in all its uniqueness and fascination!

So let us remain unique and fascinated!

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IMPRINT Publisher: LIQUI MOLY GmbH, Jerg-Wieland-Strasse 4, 89081 Ulm, Germany, www.liqui-moly.de - LIQUI MOLY GmbH is represented by: Ernst Prost, Günter Hiermaier
Responsible under German press law: Ernst Prost Editorial: Jörg Witopil Design: Niklas Döhring Distribution: The magazine is issued 12 times a year and is published free of charge on our website and the online platform Issuu.com at the beginning of each month. Rights & privacy: Reproduction or other use solely with the written permission of the publisher. Pictures and photos: LIQUI MOLY GmbH, Shutterstock, iStock, Annika Dollner

WE

HALF-YEARLY RESULTS

WE achieve greatness

Whoever in the middle of one of the largest catastrophes of post-war history presents a positive half-year statement, must either suffer from ignorance or megalomania – or have been fighting for months as passionately and at the same time humbly for the survival of the company as WE have!



36

new hires – and this at a time when other companies are sending employees away on short-time work or even laying them off entirely.

Sustainable management!

WE build on a healthy sales and earnings development instead of quick profits.

THE THREE CORNERSTONES OF OUR SUCCESS

This is an important pillar for our LIQUI MOLY family worldwide, especially in the current crisis!



Serve the common good!

WE, with over 1,000 co-entrepreneurs, generate taxes and social security contributions.

Loving care and support!

WE stand together as a team and help people in economic and humanitarian need.

18

We have invested **millions** of euro in additional advertising for our brand and our products. For the benefit of our customers.

20%

sales increase compared to the previous year! In view of the worldwide extent of the corona catastrophe, a sensational achievement by all of us!

“It’s wonderful when you open the safe and there’s a pile of money in it”

Oil boss invests in employees

The coronavirus pandemic is putting pressure on both medium-sized companies and corporate groups. Many have announced short-time work, dismissed employees and applied for state aid. Not so LIQUI MOLY: Ernst Prost has declared a ‘high-spending phase’ and even paid his employees bonuses of 1,500 euro each – because he sees the crisis as an opportunity: a golden opportunity to outperform the competition.

FOCUS Online: Mr. Prost, how are things going at Liqui Moly during this crisis?

Ernst Prost: Sales and earnings both fell by a quarter in April and May. Of course, that is not welcome. Nevertheless, I can say that the positive side by far outweighs the negative: We have not suffered a single hour of short-time work, we have not laid off any employees, and we have not cut back in any area – neither in investments nor in expenses or advertising. On the contrary, we have increased our advertising measures and are investing a total of 17 million euro in sponsorship and sales promotion.

FOCUS Online: What do you expect to gain from this course?

Prost: This approach not only allows us to overcome the crisis, but also to use it as a tremendous opportunity – a golden opportunity

to outperform our competitors and really take market share away from them – and as an opportunity to generate additional sales, and that worldwide. I act according to the motto “you are always as strong as your opponent allows you to be”. This opponent, our competition, cuts back, takes his foot off the accelerator and steps hard on the brake: advertisements are canceled, sales staff sit idle at home on the sofa. This is the hole we can push into. Our competitors are the big oil groups: Shell, Esso and the others. They are giants, but in times of crisis they are also sluggish. So now we are making good use of the time to stake out our claim. We are taking the crisis by the horns.

FOCUS Online: And that works?

Prost: What we are doing today is not a new tactic. I had the same strategy in the financial crisis of 2008/2009 – at that time, we became the market leader in Germany and gained market share and customers following the high spending phase. Our earnings tripled after that. But for such a success, you just have to get your butt off the sofa and take your money in your hands, be diligent, and do more than just sit at home and wait until the crisis is over.



“Go forward and be aggressive”

Photo: Holger Karkheck

FOCUS Online: But, first of all, you have to have the money.

Prost: We can afford the current expenditure because we were careful to put money aside in good times. My grandma always said: “Remember to save for a rainy day.” We always have a war chest full to bursting, and I place great value on that. Only when you have cash are there options open to you. We have been saving for decades, the equity ratio is 85 percent, and we don’t have a single euro of debt and therefore no euro of financial expenses in the form of interest payments. In addition, we are not listed on the stock exchange, so we are in the fortunate position of not having to pay any bonuses or dividends. I don’t have to serve any money-hungry shareholders; it all stays in the company. It’s really wonderful when you open the safe and there’s a pile of money in it – money for measures like the ones we’re taking now. Saving on employees is the wrong way

FOCUS Online: You even paid each of your employees a bonus of 1,500 euro.

Prost: Because it’s totally wrong to cut back on staff. We’re fighting a battle – I don’t want to say war, but it’s very close. In this situation, it is hardly right to let your soldiers live in want. After all, they are the ones who are supposed to win this battle. How can I go and save on these people? If I treat my people well, then my people treat the company well. This is a simple equation. If I were to apply for short-time work and tell my employees that they should “now live off the 67 percent, no matter what”, then the employees would hardly do their best – but they must. That is why the 1500 euro a head are well invested. The money is fuel, motivational injection, recognition and respect for the work that my people are doing now in these difficult times.

Liqui Moly has diversified and internationalized

FOCUS Online: But are you cutting back somewhere – or, as grandma says, only in better times?

Prost: Saving in the current situation is the wrong thing to do. That would be backward-looking, unimaginative and destructive, bean counting and shopkeeper mentality. Any fool can simply stop spending money, but instead you have to go forward and be aggressive. Of course, I also avoid unnecessary expenses, but I'm not the kind of boss who runs around the company with a cost-cutter. In addition, the specialists in the boardroom are saving money in the wrong places: first with the employees, and that until blood spurts – and then people are expected to go back to work motivated; that is simply nonsense.

At the same time, I wonder how it all fits together when, only a few weeks ago, many corporations were still paying fat dividends and now announce short-time work, shut everything down and even run to the state and demand help. And that's simply disgraceful. There, entrepreneurial incompetence is coupled with stupidity and shamelessness.

FOCUS Online: Then those who now need state aid are dishonest and incompetent entrepreneurs?

Prost: Not all of them, of course. I very well know of companies that were healthy and well-managed before the crisis, but which are now on the verge of bankruptcy, because the authorities, state and government have shut them down. These entrepreneurs obviously need state aid and have every right to it. But now even companies that are not really in need are taking the money. You have to help the self-employed, the service sector, tourism, the

hotel and catering industry, but not those who are now screaming loudest and who use short-time work benefits only to stabilize their profits by saddling the general public with wage costs.

FOCUS Online: How do you expect Liqui Moly to develop by the end of the year?

Prost: Business is currently trickling down a little more than a month ago, but you still have to call it trickling down. I'm also preparing myself for the fact that this will take a few more months. The old saying applies: Something is always in demand somewhere. We started to diversify early on, and today we offer over 4000

products. We also started to internationalize early on, which is why we now sell in 150 countries – and we benefit from this because there is a bit of a turnover trickle everywhere. We are highly motivated and are planning for the whole of the next decade – so I can accept that this year is just what it is.

https://www.focus.de/finanzen/boerse/die-krise-als-chance-liqui-moly-chef-fuer-erfolg-muss-man-den-hintern-vom-sofa-und-geld-in-die-hand-nehmen_id_12165997.html

NATIONAL PRESS



Interview mit

ERNST PROBST

IM ULM TV INTERVIEW SPRICHT ERNST PROBST ÜBER DIE CORONA - KRISE, SIEGESPRÄMIEN UND SPONSORING

Ulm TV - Redaktion: Was sind Ihre Sorgen zur aktuellen Situation? Sehen Sie positiv in die Zukunft oder wird die Corona Krise langfristig Spuren hinterlassen?

Ernst Probst: Ich habe überhaupt keine Sorgen. Ich sehe nur Aufgaben und Herausforderungen, die es zu meistern gilt. Natürlich ist es ein brutaler Schlag, den die ganze Welt zurzeit abbekommt. Aber mit Solidarität, intelligenten Konzepten und harter Arbeit werden wir es doch wohl gemeinsam schaffen, auch diese Krise zu überwinden. Da hat die Menschheit - und speziell auch Deutschland

- schon ganz andere Probleme gelöst. Natürlich sehe ich positiv in die Zukunft, warum denn nicht? Im Gegensatz zu einem Krieg wurde doch nichts zerstört. Häuser, Fabriken, Geschäfte - alles noch da. Wir müssen nur die Wirtschaft wieder ankurbeln. Investieren, produzieren und konsumieren. Auch das sollte gelingen, nachdem die öffentliche Hand jetzt sehr viel Geld in den Wirtschaftskreislauf pumpt.

Ulm TV - Redaktion: 2010 gründeten Sie mit einem Stiftungskapital von 500.000 Euro aus Ihrem Privatver-

mögen die Ernst Probst Stiftung. 2015 als weiteres gemeinnütziges Projekt, die Ernst Probst Foundation for Africa. 2016 und 2017 haben Sie 850 Mitarbeitern mit einer Siegesprämie von 11.000 Euro belohnt. Auch jetzt in der Corona Krise haben Sie der Belegschaft mit 1500 Euro für ihr Engagement gedankt und verzichtet auf Ihr Gehalt. Woher kommt diese soziale Ader?

Ernst Probst: Soll ich vielleicht lieber sozial sein? Soll ich darauf hinarbeiten, dass ich irgendwann der reichste Mann auf dem Friedhof bin? Soll ich Geld zu meinem Fetisch erheben? Soll ich geldgierig und vielleicht sogar noch habsüchtig und geizig werden? Das macht doch alles keinen Sinn. Es ist doch schön, wenn ich anderen Menschen helfen kann. Menschen, die in Not geraten sind, weil ihnen das Schicksal wirklich übel mitspielt. Dafür habe ich meine Stiftung gegründet und sie mit ausreichend Finanzkraft ausgestattet. Seit zwei Jahren arbeite ich übrigens noch mit einer dritten Stiftung: Frieden für Menschen und Menschen für Frieden. Ich arbeite im Kuratorium der Stiftung Weltethos mit und versuche, zusammen mit meiner Frau Kerstin Thiele, die die Hauptarbeit leistet, einfach nur Gutes zu tun und Sinnvolles zu leisten. Das hat aber nichts mit den Prämien für meine mittlerweile 1.000 Kolleginnen und Kollegen in der Firma zu tun. Da geht es um Dankbarkeit meinerseits, um Respekt und auch um eine finanzielle Anerkennung für herausragende Leistung. Unsere Erfolge sind das Ergebnis einer grandiosen Teamleistung.



Ulm TV - Redaktion: Ihr Unternehmen ist in vielen Sportarten als Sponsor vertreten. Teams wie die Los Angeles Kings, Chicago Bulls, Eisbären Berlin und der TSV 1860 München tragen/trugen Ihr Logo auf der Brust. Sie waren Hauptsponsor der Vierschanzentournee, und unterstützen ratiopharm Ulm in der Basketball Bundesliga. Seit der Saison 2019 Namenssponsor der Handball Bundesliga. Woher kommt die Liebe zum Sport?

Ernst Probst: Wir sponsern nicht, weil ich eine Liebe zum Sport habe. Diese Liebe habe ich als junger Mann beim Fußball spielen in der C-Klasse verspürt. Wir unterstützen auch keine Sportveranstaltungen mit unserem Geld. Unsere Sponsoring-Aktivitäten sind, wie alle anderen Wer-

bemaßnahmen unseres Hauses, allesamt darauf ausgerichtet, unseren Bekanntheitsgrad zu erhöhen, auf dass wir mehr Menschen erreichen, die schlussendlich unsere Produkte kaufen. Deshalb Formel 1, MotoGP, Wintersport, Europameisterschaften, Weltmeisterschaften und nationale Veranstaltungen wie die Deutsche Handball Bundesliga oder in den USA Basketball. Wir machen 2/3 unseres Geschäftes außerhalb Deutschlands, in 150 Ländern dieser Erde. Deshalb arbeiten wir sehr gerne mit sogenannten local heroes zusammen, die in ihrem Land beliebt und bekannt sind. Oft genug machen wir auch gemeinsam mit Geschäftsfreunden von uns im nationalen, regionalen und lokalen Bereich Werbung durch Sponsoring. Wir wollen die Kunden da abholen, wo sie zu Hause sind, nämlich in der Heimat. Also: Von ganz oben, von weltweiten Veranstaltungen, bis ganz runter in die Stadt oder in das Dorf - möglichst in jedem Land der Welt - wollen wir mit unserer Marke präsent sein. Das ist Teil unseres globalen Marketingkonzeptes.

Ulm TV - Redaktion: Sind Sie mit Ihrem beruflichen Werdegang zufrieden oder würden Sie etwas anders machen?

Ernst Probst: Auch wenn ich was ändern wollen würde, könnte ich es nicht, weil es vorbei ist. Also ist diese Frage obsolet und solchen Gedanken gebe ich mich auch gar nicht hin. Ich schaue lieber nach vorne, auf meine to-do-Liste, auf mein Arbeitsprogramm, versuche nebenbei noch ein paar Visionen zu entwickeln und freue mich, dass ich noch lebe. Aber klar ist auch, dass ich allen Grund zu großer Dankbarkeit und Demut habe, dass mich das Schicksal und unser Herrgott auf solch einen Weg geschickt hat. Und diesem Umstand trage ich Rechnung durch meine nutzenstiftende Arbeit in der Firma und mit meinen Stiftungen.

Ulm TV - Redaktion: Abschließend ein paar Worte aus Ihrer Sicht zur aktuellen Lage.

Ernst Probst: Wenn ich die aktuelle Lage in Deutschland mit der aktuellen Lage in allen anderen Ländern dieser Welt vergleiche, komme ich zu dem Schluss, dass es uns in unserem Lande noch ganz passabel geht. Durch meinen Job habe ich sehr viel Kontakt zu Menschen in anderen Ländern. Alle beneiden uns. Um Demokratie, um Freiheit, um Rechtsstaatlichkeit und jetzt in dieser Zeit noch viel mehr um unser Gesundheitswesen, um unsere starke Wirtschaft, um unsere Gesellschafts-Strukturen, um unseren ausgeprägten Bürgersinn und um unsere stabile und soziale Gemeinschaft. Als ein Volk, das sich nicht nur in Krisen verantwortungsvoll, sozial und in großer Nächstenliebe um die Schwachen auf der Welt kümmert. Ich möchte in keinem anderen Land dieser Welt leben und arbeiten. Und ich empfinde es als eine Gnade, in dieser Zeit in unserem Lande leben zu dürfen. Schloss Leipheim, in dem ich wohne, erzählt mir da so manche Geschichte über die angeblich so „gute alte Zeit“, die definitiv überhaupt nicht so gut war. Ja, ich glaube sogar, dass aus dieser Krise Gutes und Sinnvolles erwächst. Risiko-Vorbeugung für die nächste Epidemie, zum Beispiel, aber vor allem eine weitere Stärkung unseres Gemeinschafts-Sinnes als eine zutiefst menschliche Gesellschaft mit Werten und Idealen!

CORONA CRISIS

INTERVIEW WITH REGIOTV

“Over a beer with” LIQUI MOLY Managing Director Ernst Prost

In RegioTV’s traditional format, Ernst Prost talks about his company, his approach to the company, and the fight against social grievances

Episode 177: Ernst Prost,
Managing Director of Liqui Moly

Ernst Prost leads 1000 employees as Managing Director of Liqui Moly and is the guest of this episode of “Over a beer with”. Amongst other things, he talks about his company, his approach to business, and social grievances, which he intends to combat with three foundations now. During the early part of the corona period, he also caused a stir by not announcing short-time work, but by paying out bonuses. This is also related to the fact that he sees his employees as family and even as co-entrepreneurs in his company. All that and more here in “Over a beer with”.

<https://www.regio-tv.de/mediathek/video/folge-177-ernst-prost-geschaefsfuehrer-liqui-moly/>

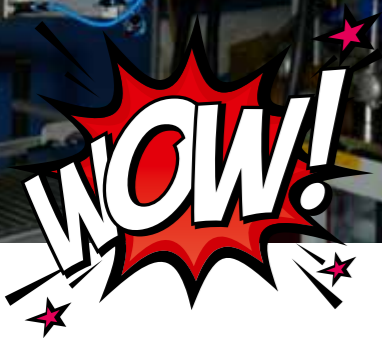
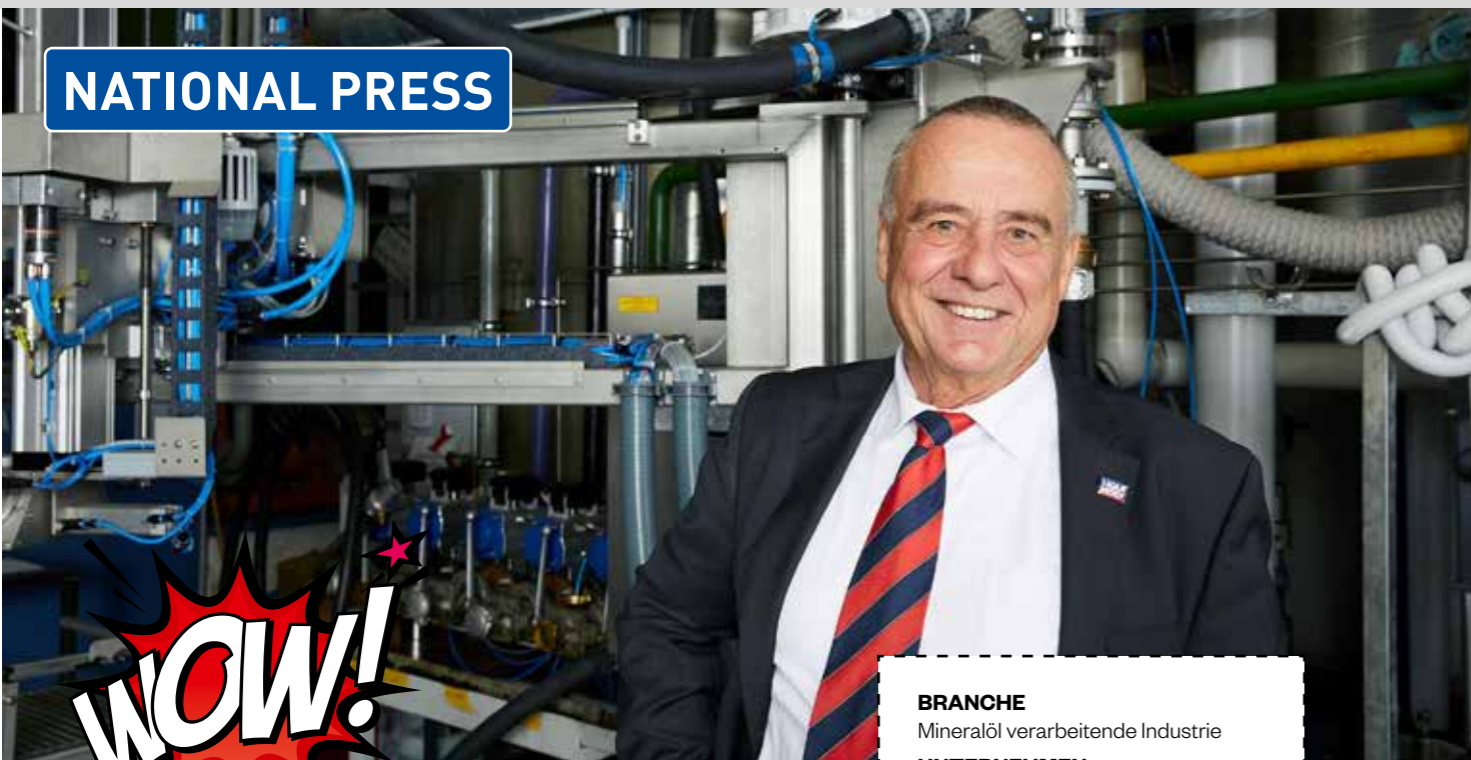


regioTV Regionen Live-TV Mediathek Sender

AUF EIN BIER MIT

Folge 177: Ernst Prost, Geschäftsführer Liqui Moly

ERNST PROST
Geschäftsführer
Liqui Moly



BRANCHE
Mineralöl verarbeitende Industrie

UNTERNEHMEN
Liqui Moly

AKTION
Antizyklische Werbung

ERKENNTNIS
„Spare in der Zeit, dann hast du in der Not“ ist ein kluger Satz und ermöglicht nachhaltige Marktanteilsgewinne

Ernst Prost nimmt sich Zeit. Nein, sagt der Liqui Moly-Chef, Stress habe er nicht, denn er nehme sich für jede Sache eben so viel Zeit, wie sie dauert. Derlei heitere Gelassenheit legt der freundliche Schwabe schon seit Beginn der Coronakrise an den Tag. Anfangs ging es Schlag auf Schlag: Erst spendierte Prost seinen rund 1000 Mitarbeitern jeweils 1500 Euro Prämie, dann gewährte er ihnen eine Jobgarantie, dann veröffentlichte er seinen Gehaltsverzicht. Kurzarbeit kam für Prost nie infrage. Im April und Mai brach der Umsatz von Liqui Moly um 25 Prozent ein, der Gewinn sank in den ersten vier Monaten um 50 Prozent. Was macht Ernst Prost? Investiert „außerplanmäßig und unbudgetiert“ 15 Millionen Euro mehr als vorgesehen in den Markenaufbau von Liqui Moly. Seit Wochen läuft eine breit angelegte Werbekampagne in TV, Radio und digitalen Kanälen. Damit handelt der Ulmer Unternehmer nach der reinen Marketinglehre. Laut der lohnt es sich bekanntlich, antizyklisch zu werben.

„Das steht in allen Büchern, warum macht's dann keiner?“, fragt Ernst Prost eher rhetorisch. Liqui Moly folge dem Motto „Spare in der Zeit, dann hast du in der Not“. „Wir haben immer schon eine prall gefüllte Kriegskasse. Es ist gut, wenn man Geld hat und nicht zur Bank rennen muss. Das ist ein Teil meiner Erziehung“, erklärt Prost, der seit 1990 in verschiedenen Positionen – und bis zum Verkauf an die Würth-Gruppe knapp zwei Jahrzehnte als Inhaber – an der Spitze des Unternehmens steht.

Ernst Prost hat immer Teile des Gewinns zurückgelegt, die Eigenkapitalquote von Liqui Moly liegt bei 85 Prozent. „Wir haben keine Schulden, wir haben keine Verbindlichkeiten, wir machen Profit und haben deshalb eine gefüllte Kriegskasse“, bringt Prost die Sachlage auf den Punkt. Diese Kasse greift er für die (ohne Agentur entwickelte) Werbekampagne übrigens gar nicht an: „Wir müssen gar nicht ans Eingemachte, wir finanzieren den ganzen Spaß aus dem Cashflow“, so Prost.

Dabei geht es ihm nicht um schnelle Erfolge – ein Bauer säe ja auch nicht an einem Tag aus und erwarte am folgenden Tag die Ernte. Die Investition in die Marke ist eine langfristige. Prost hält grundsätzlich nichts von aktionistischer Unternehmensführung: „Viele Unternehmen wollen schnelle Gewinne. Quick wins und quarterly reports bestimmen die Unternehmensstrategie. Das ist kindisch und dumm und geht nicht, wenn ich ein Unternehmen klug, nachhaltig, erfolgreich und sozial führen will.“

Dass seine Strategie aufgeht, hat Ernst Prost schon einmal bewiesen: Auch in der Finanzkrise warb Liqui Moly massiv – was der Firma schließlich

nachhaltig fünf Prozent mehr Marktanteil brachte. Die Branche, in der sich Liqui Moly bewegt, ist im Verdrängungswettbewerb. Der Markt wird nicht größer – dafür sind allerdings die Wettbewerber beeindruckend groß: Es handelt sich unter anderem um Mineralölgesellschaften wie Shell, ExxonMobil, Aral, BP oder Castrol.

Liqui Moly, das in 150 Länder exportiert, hat in den vergangenen Jahren internationalisiert und die Produktpalette diversifiziert. Zwei Drittel des Geschäfts werden im Ausland gemacht.

„Nicht die Großen fressen die Kleinen, sondern die Schnellen die Langsamen. Es ist ein Vorteil, wenn man kleiner, schneller, wendiger und vielleicht auch gieriger ist“, sagt Ernst Prost. Er ist davon überzeugt, dass die antizyklische Werbung auch diesmal nachhaltig wirkt. Wiederum fünf Prozent Marktanteilsgegnen sollten drin sein: „Es funktioniert auf alle Fälle, ich werde nicht nervös.“ **© v/h**

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Es ist gut, wenn
man nicht zur
Bank rennen
muss

Ernst Prost

“When the others pull back, it is our opportunity”

Exclusive interview in the exclusive magazine for motorsport: Managing Director Ernst Prost in conversation with “Pitwalk” Editor-in-Chief Norbert Ockenga

Profound, high-quality, competent and therefore an absolute reading recommendation from LIQUI MOLY: the Pitwalk magazine for motorsport. In the current issue 55 of 3 July 2020, LIQUI MOLY Managing Director Ernst Prost talks to Editor-in-Chief Norbert Ockenga about, among other things, why the Swabian company operates completely differently from most other companies in Germany – and how this affects racing.

You will find the interview on the following pages

The magazine is available for 9.80 euro in railway-station and airport bookstores and well-stocked newsagents throughout the German-speaking world. You can also order it directly from the shop on the official website here. It's truly worthwhile. We wish you plenty of reading enjoyment!



“Managing Director Ernst Prost has taken a remarkably different course for LIQUI MOLY in the corona crisis.”



Die Coronakrise erschüttert die Autobranche und damit auch den Motorsport. Während viele Unternehmen und Teams um ihre Zukunft fürchten und sich das große Sparen und Wehklagen häufen, setzt eine Firma auf einen völlig anderen Weg: Liqui Moly geht vehement in die Offensive, um als Gewinner aus der Krise herauszukommen. Firmenchef Ernst Prost erklärt, warum das schwäbische Haus völlig anders agiert als die meisten anderen Unternehmen in Deutschland – und wie sich das auf den Rennsport auswirkt.

WENN DIE ANDEREN
SICH ZURÜCKZIEHEN,
IST DAS UNSERE
GELEGENHEIT

Text: Norbert Ockenga
Fotos: Liqui Moly

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Ich habe in den ersten Wochen der Coronakrise eine Menge Offener Briefe von Ihnen erhalten, in denen Sie die Maßnahmen der Politik teils heftig kritisieren. Was genau hätte man besser machen müssen?

Ernst Prost: Man hat zu spät reagiert. Denn man hat in China und anderen Ländern ja schon weit vor den ersten Reaktionen in Deutschland gesehen, was passiert. Und dann waren die Maßnahmen, die ergriffen worden sind, nicht konsequent genug – denken Sie an die fehlenden Masken, aber auch an die Missstände im Gesundheitswesen. Die haben wir ganz generell, auch ohne Corona – da fehlt es einfach hinten und vorne.

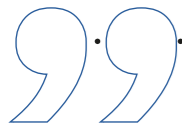
Hierzulande wird vielfach so getan, als sei Covid-19 völlig überraschend ausgebrochen, sodass man keinen Vorlauf zum Reagieren gehabt haben könnte. Sie vertreiben Ihre Schmierstoffe weltweit. Also auch in China – wo das Virus in Wuhan schon spätestens im Dezember 2019 zu wüten begonnen hat. Haben Sie

über Ihre dortigen Handelspartner frühzeitig Warnungen erhalten, was sich da anbahnt?

Ernst Prost: So ist es. Ich war Anfang Februar zuletzt in Asien – da herrschte dort schon Alarmstufe rot, mit Masken, genauen Befragungen und Fiebermessungen. In Wuhan war da längst der Lockdown; dort hat man die ganze Stadt mit 60 Millionen Einwohnern abgeriegelt, als man hier noch zum Skifahren und Karnevalfeiern gegangen ist. Erst als es in Tirol einschlug, hat man dem Thema hier ein bisschen mehr Aufmerksamkeit gewidmet. Aber nicht genug. Man hat es einfach unterschätzt.

Weil sich niemand so recht klargemacht hat, dass so ein Ausbruch in einer global vernetzten Welt eben nicht regional bleiben kann, sondern sich zwangsläufig weiter verbreiten muss?

Ernst Prost: Natürlich. Mir haben meine Leute in Peking, Schanghai und auch in Wuhan jeden Tag Wasserstandsmeldungen gegeben. Die haben schon



Erst als es in Tirol einschlug, hat man dem Thema hier ein bisschen mehr Aufmerksamkeit gewidmet.



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früh gesagt: „Wir werden eingesperrt. Wir dürfen nicht mehr raus.“ Es gab ja schon einige Epidemien wie Sars und Vogelgrippe, die lokal waren. Aber inzwischen ist die Welt, wie Sie sagen, vernetzt – und da gehen nicht nur Menschen über die Grenzen, sondern eben auch Krankheiten.

Sie haben ein Werk direkt in Wuhan, dem Urknall der Seuche?

Ernst Prost: Kein Werk. Aber Kunden. Unsere Filiale für China ist in Schanghai. Und in allen großen Regionen haben wir Kunden und Mitarbeiter, da gehört

auch Wuhan dazu. Dasselbe haben wir auch in New York: Einer unserer Kollegen schaut in Manhattan direkt auf das Krankenhaus, das in den vergangenen Wochen durch die Medien ging. Auch in Bergamo haben wir Leute.

Hat Ihre Kritik irgendwas bewirkt?

Ernst Prost: (Lacht.) Das wäre schön, wenn der kleine Ernstl Prost mit seiner Kritik an unserem Gesundheitswesen etwas ändern könnte. Da haben sich schon ganz Andere die Zähne ausgebissen. Solange unser Gesundheitssystem auf Profitabilität aufbaut, wird immer unter Kostendruck gespart werden – an den Löhnen und Gehältern des Pflegepersonals, an der Ausstattung der Krankenhäuser. Das liegt einfach daran, dass wir unser Gesundheitswesen stark privatisiert haben. Genau wie in der Altenpflege – da gibt es inzwischen regelrechte Pflegekonzerne. Solange die Profitabilität wichtig ist, wird halt auch gespart.

Und Sie wissen als Unternehmer ja am besten, wie wichtig Profitabilität ist.

Ernst Prost: Moment, Moment! Es ist ein Unterschied, ob sie eine Ölfirma leiten oder sich um kranke, alte und behinderte Menschen kümmern. Da darf Profitabilität nicht der Maßstab sein. In diesen existenziell

1: Geschäftsführer Ernst Prost hat Liqui Moly in der Coronakrise einen bemerkenswert anderen Kurs verordnet.

2: Das Team von Franz Engstler beschickt den Tourenwagen-Weltpokal und die deutsche TCR-Serie.

wichtigen Bereichen für die Menschheit gehört mehr staatliche Fürsorge und Kontrolle her.

Was haben Sie mit Ihrer Kritik bezwecken wollen? Ihnen wird ja nicht einfach nur der Hut hochgegangen sein.

Ernst Prost: Ja, aber man muss auch realistisch bleiben. Ich glaube nicht, dass Angela Merkel oder Jens Spahn jetzt plötzlich eine andere Politik machen. Schön wäre es, wenn nicht nur ein Ernst Prost etwas schreibt, sondern wenn mehr solcher Briefe eingehen und sich auch auf anderen Ebenen eine gesellschaftliche Diskussion über diese Themen entwickeln würde. Wenn das aus allen Ecken der Republik käme, dann könnte man auch etwas bewegen.

Sie schreiben in Ihren Offenen Briefen auch, Liqui Moly habe die Belegschaft während der Stilllegung des gesellschaftlichen und wirtschaftlichen Lebens nicht in Kurzarbeit geschickt.

Ernst Prost: Da bin ich ehrgeizig. Wir haben keinen einzigen Euro Staatshilfe beantragt, weder Kurzarbeit noch Entlassungen vorgenommen. Im Gegenteil: Wir haben den Hebel voll auf Angriff gedreht. Deshalb

haben wir mehr Geld ausgegeben. Wir haben knapp 17 Millionen Euro in Werbung investiert. Wir fahren nach wie vor einen Zweischichtbetrieb in der Fabrik und im Versand. Aber nicht etwa, weil die Krise doch nicht so schlimm wäre – sondern weil wir das tun, um bewusst gegen die Schwierigkeiten anzuarbeiten und uns eben nicht in Kurzarbeit begeben.

Weil Sie der Ansicht sind, nur mit Vollgas komme man durch solch' eine Krise – und nicht mit Zaudern, Zögern und Wehklagen?

Ernst Prost: So sehe ich's. Das ist meine Erfahrung aus 42 Jahren als Unternehmer. Da waren einige Krisen dabei. Bei der letzten, der Finanzkrise, haben wir genauso agiert. Wenn die Anderen sich zurückziehen, ist das für uns eine gute Gelegenheit. Wir verfolgen ehrgeizige Ziele, wir gewinnen Neukunden und Marktanteile. Im Juni gingen wir von einem Plus von 20 Prozent im Vergleich zum Vorjahr wieder aus. Natürlich hatten wir im März und April trotz heftigster Gegenwehr auch Einbrüche von etwa einem Drittel.

Aber wenn Sie zu Beginn des Sommers bei immer noch herrschenden starken Einschränkungen des öf-

fentlichen Lebens schon wieder ins Plus drehen, werden Sie das Minus der akuten Krisenmonate womöglich am Ende des Wirtschaftsjahres wieder aufgeholt haben.

Ernst Prost: Das ist der Plan. Wenn das Ganze vollends vorbei ist, möchten wir durch unsere Investitionen, Aktivitäten und Offensivleistungen wieder im Plus sein.

Können Sie als inhabergeführte GmbH da anders agieren als andere Ölkonzerne, die als Aktiengesellschaft firmieren und seit Beginn der Krise vor allem auf Kostensenkung aus sind, um die Aktienkurse zu stützen?

1: In der Moto 2-WM setzt ein Team aus Memmingen Motorräder mit Kalex-Rahmen und 765-Kubikmotoren ein.

2: Die Schmierstoffe von Liqui Moly werden in Ulm entwickelt und abgefüllt.



Das sind nicht nur Partner, sondern Geschäftsfreunde.



anrufen – da hockt keiner mehr da. Bei uns ist alles besetzt – man erreicht immer einen Ansprechpartner, sei es am Empfang, in der Technik, im Vertrieb oder in der Beratung.

Davon profitiert nun mittelbar auch der Rennsport. Denn während andere Werbepartner sich zurückziehen oder zumindest Teilrückforderungen wegen nicht gefahrener Rennen, also nicht erbrachter Werbung, erheben, bleiben Sie Ihren Partnern treu. Franz Engstler fährt im Tourenwagensport schon mit Liqui Moly, seit ich ihn kenne. Auch in der Moto2-WM und der Truck-EM sind Sie vertreten. All' diese Teams müssen nicht bangen, dass Covid-19 und die Spätfolgen sie um fest eingeplante Einnahmen bringen.

Ernst Prost: Natürlich. Das sind nicht nur Partner, sondern Geschäftsfreunde. Die können auf uns zählen, die lassen wir nicht hängen. Dazu zählen nicht nur unsere Vertriebspartner, sondern auch diese Rennteams. Denn Sponsoring ist für uns ein sehr willkommenes Vehikel, um unsere Markenbekanntheit zu erhöhen und unsere Botschaft zu transportieren. Motorsport und Motorenöle passt vom Thema her optimal. Man kann im Rennsport zwar auch testen, aber das ist nicht das Vordergründige. Am wichtigsten ist, dass ich meine Kunden über die Emotionalität des Motorsports auch für unsere Produkte begeistere; dass die sich mit uns identifizieren können.

Also nutzen Sie den Motorsport nicht als Labor für Ihre Schmierstoffe, sondern eher als Imagepflege?

Ernst Prost: Früher haben wir an der Rennstrecke das Eine oder Andere ausprobiert. Das muss man heute nicht mehr machen. Dafür gibt es Motorenprüfläufe. Da muss man kein Rennauto mehr mit unserem Öl befüllen, um Erkenntnisse im Bereich der Forschung zu gewinnen. Uns geht's um Leidenschaft, Begeisterung, Ehrgeiz – alles, was im Motorsport steckt, versuchen wir durch solche Partnerschaften auch in die Firma zu übertragen.

Darum auch nicht nur Motorsport, sondern beispielsweise auch Handball-Bundesliga.

Ernst Prost: Genau. In den USA sind wir beim Basketball dabei. Wir setzen auf Lokalmatadoren, die in ihren Heimatregionen eine gewisse Bekanntheit haben. Dabei spielt die Sportart eine untergeordnete Rolle. Es geht um die Prinzipien des Sports: Fairplay, Gas geben, sich reinhängen und nicht aufgeben. Marathon würde auch zu uns passen: nicht bei Kilometer 23 umfallen, sondern weiter kämpfen bis zum Ende.



ZU
GEWINNEN

SCHWESTERMODELL DES TCR-HYUNDAI

Der Tourenwagen-Weltpokal geht mit coronabedingter Verspätung los – und das Team von Franz Engstler gilt als Neueinsteiger mit zwei Hyundai i30N als einer der Titelfavoriten. In den Boliden aus dem Allgäu sitzen in Nick Carlsburg, 32, ein junger, aber auf Weltniveau schon enorm erfahrener Pilot mit Fronttrieblern – und in Luca Engstler, 20, eines der größten Tourenwagentalente Deutschlands. Die Saison beginnt am 12. September in Salzburg und geht am letzten Septemberwochenende auf der Nordschleife in die zweite Runde.

Sie können ein Schwestermodell des TCR-Hyundai für die Straße gewinnen – einen 275 PS starken und 250 km/h schnellen i30N in der Beklebung des Originaldekors von Engstler Motorsport.

Die Teilnahmebedingungen des interaktiven Gewinnspiels finden Sie auf der Website von Veranstalter Liqui Moly, <https://bestbrand.liqui-moly.com/>.



Stand die Fortführung solcher Engagements bei Ihnen jemals zur Diskussion? Als vielleicht nicht absehbar war, wie lange der Lockdown dauert und wie heftig die Folgen sind?

Ernst Prost: Nein, das stand nie zur Disposition. Weil wir ja genau wissen: Wenn wir das einstellen, bricht bei unseren Partnern auch alles zusammen.

Die Handball-Bundesliga hat ihre Saison frühzeitig abgebrochen – und das auch sehr zeitig schon entschieden. Wie geht man als Werbepartner damit um? Gibt's da eine Art Guthaben?

Ernst Prost: Das haben wir anderweitig verrechnet. Die Handballer haben noch schöne Fotos mit einer großen medialen Verbreitung gemacht, auf denen Liqui Moly zu sehen war. Einen Teil haben wir dafür verbucht, einen Teil in die Zukunft geschoben – da

haben wir gemeinsam einen sinnvollen Modus vivendi gefunden, damit alle glücklich sind und alle weitermachen können. Es bringt uns ja auch nichts, wenn wir jetzt Geld zurückbekommen – dann aber im kommenden Jahr kein Handball mehr schauen können.

Kann man das so durchhalten, wenn die gefürchtete zweite Welle kommt?

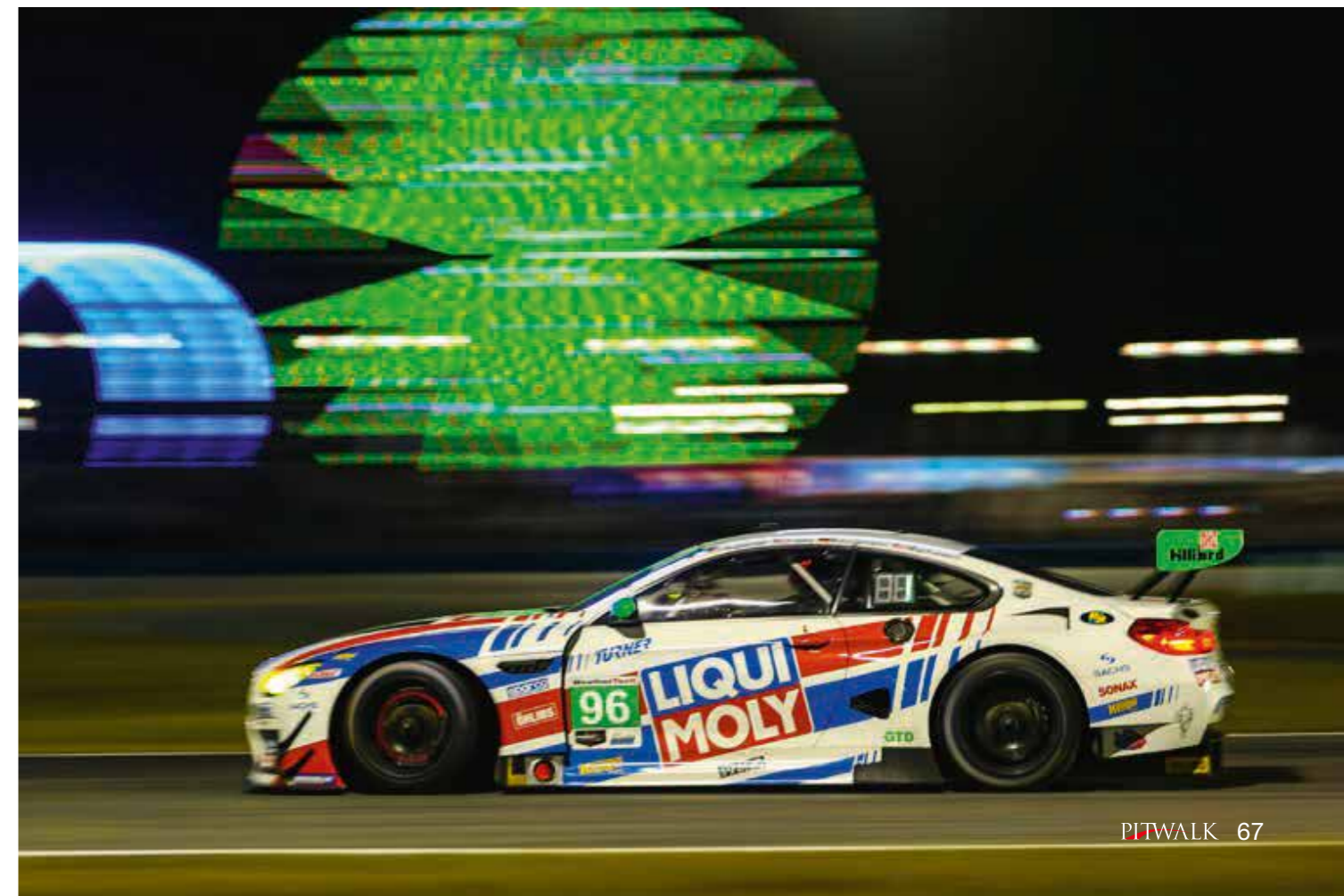
Ernst Prost: Das soll jetzt nicht arrogant klingen – aber wir halten alles aus. Wir bringen alles durch. Wir haben mehr als 1.000 Leute – alle mit großem Herz, mit großem Hirn und mit fleißigen Händen. Wenn

man viel arbeitet, kommt immer auch was dabei rum. Vielleicht nicht immer das Maximum – aber sicher mehr, als wenn man auf dem Sofa sitzt und sich auf Kurzarbeit zurückzieht. Wirtschaft ist ja nicht das, was passiert – sondern das, was die Unternehmen machen. Wir wachsen in einer Branche, in der andere Unternehmen mit den gleichen Produkten vor die Hunde gehen. Woran liegt's? An der Branche? An den Produkten? Nein – es liegt an der Firma. Und eine Firma ist immer eine Ansammlung von Menschen. Man ist immer nur so gut, wie es der Gegner zulässt.

Oder die Politik, um auf Ihre Offenen Briefe zurückzukommen.

Ernst Prost: Die Politik macht Fehler, aber auch Gutes. Die Rahmenbedingungen in Deutschland sind hervorragend. Das ist ein fantastisches Umfeld. Ich möchte in keinem anderen Land der Welt leben, arbeiten und schon gar nicht eine Firma führen. Der Lockdown war auch richtig. Man kann nicht die Leute rund um einen herum sterben lassen. Der Lockdown war notwendig. Er ist nur zu spät gekommen.

In der IMSA-Serie ist das geschichtsträchtige Team Turner Motorsport Partner der Süddeutschen.



The right drive

LIQUI MOLY CEO Ernst Prost on the quest for the perfect power engine

Ladies and gentlemen.

Did the Stone Age end because there were no more stones? I don't think so, and the Bronze Age didn't end because there was no Bronze, but because there was something better. The combustion engine will also die out, not because our oil and gasoline supplies are running out but because better technology will be available. Maybe the electric motor, hydrogen or highly optimized diesel and gasoline engines that run on synthetic fuels and are more environmentally friendly than any electric motor? Keyword: Ecobalance.

When I think back to my time as a car mechanic, you could significantly lower the exhaust values with just a few turns of the adjusting screws, for example on the gas carburettor, the fuel injection pump or at the valve control. In my opinion, our conventional diesel and gasoline engines are far from being technologically exhausted, there is still something which can be done. The decisive factor is the ecological balance sheet of an engine, including the manufacturing costs and environmental impact associated with battery production. Here I would like to express my doubts about the economies and environmental friendliness of electric motors, especially when you evaluate the overall ecological footprint. Why not conduct research with an open mind? - In every direction. Optimizing the old sometimes brings more benefit than trying to force the new into existence with a crowbar. Especially in the frowned upon diesel engines there are still enormous development reserves that can make this type of engine not only economical but also environmentally friendly. When I see the drastic improvements we are achieving solely through

the use of modern oils and our additives, I dare to predict that the combustion engine has lost the race against the electric motor, politics and the economy just have to give the developers & engineers the chance and the opportunity. This is also about jobs in the current industry and not just about new jobs on the graves of the old ones. The consumer should be involved, in a study we recently commissioned, the overwhelming majority of customers are in favor of the combustion engine, with good reason. The diesel engine in particular with its already low CO2 emissions in conjunction with efficient exhaust gas purification systems could help reduce pollutant emissions overall in line with the European environmental protection targets. The use of solar energy to produce hydrogen for fuel cells or synthetic fuels in an environmentally friendly way has long since ceased to be a vision, but is technically feasible today without batteries and without the necessary over exploitation of raw materials.

In any case, it sounds better than the electricity for pseudo environmentally friendly electric cars produced in obsolete coal power plants, which we are keeping alive artificially until 2038 with billions of taxpayers' money, or producing it in contaminated nuclear power plants. In the long term, it will probably come down to this if we want to achieve less pollution and more climate protection with full mobility: A mix of different and diverse technologies, not an imposed monoculture for the country of inventors and developers. With good reason. The diesel in particular, with its already lower CO2 emissions in conjunction with efficient exhaust gas purification, could help to reduce pollutant emissions overall in line with European environmental protection targets.



Photo: Holger Karkheck

It has long since ceased to be a vision, but is now technically feasible to use solar energy to produce hydrogen for fuel cells or synthetic fuels in an environmentally friendly way in order to operate engines. Without batteries and without the necessary over exploitation of raw materials.

In any case, it sounds better than the electricity for pseudo environmentally friendly electric cars in obsolete lignite plants, which we are keeping alive artificially until 2038 with many billions of taxpayers' money, or producing it in contaminated nuclear power plants. And in the long term, it will probably come down to this if we want to achieve less pollution and more climate protection with full mobility: A mix of different and diverse technologies. But not an imposed monoculture for the country of inventors and developers.

Yours
Ernst Prost



**Missed the previous circulars?
Here you will find them all bundled
together: [www.liqui-moly.de/
en/company/news](http://www.liqui-moly.de/en/company/news)**

**Or just take a look at
the latest issues of
PICTURES AND STORIES:
[www.liqui-moly.de/
en/company/monthly-magazine](http://www.liqui-moly.de/en/company/monthly-magazine)**



Severe crisis

LIQUI MOLY Managing Director Ernst Prost on how the industry is dealing with the pandemic

This crisis is too severe to be allowed to pass unused

Dear colleagues, esteemed co-entrepreneurs!

This crisis is too severe to be allowed to pass unused. We see companies standing with their backs to the wall or close to the abyss. Many will not be able to make it on their own and therefore need state support, i.e. tax money, in order to survive. We also see companies that surrender to their destiny in an almost fatalistic way, show no commitment whatsoever, let alone resistance, and do nothing else to cheat their fate. The short-time work caused by the coronavirus is now directly coupled with the holiday period ... Well, if it fits – but please don't moan and groan about it.

For our part, we have decided to make good use of the opportunities presented by this crisis. After all, one should never let a good crisis go to waste ... But what we have done is relatively simple. Basically, we have 'only' significantly increased our usual activities. No, we haven't done anything else; we have merely done more. More advertising, more sponsorship, more sales promotion, more campaigns and activities – simply worked harder. And, of course, invested more money. And hired 36 people ... This resistance and rebellion program has led to an improvement in our relative strength compared to our competitors. You don't have to be the best.

It's enough to be better than the others. This also applies to intelligence ... :) and most of the time you can get ahead by simply getting down to it and slogging away. And the game also goes 'mano a mano'. Field staffer against field staffer. Sales rep against sales rep. May the best seller win! In addition to the radiance of our brand, the unbeatable sales strength of our customer service teams remains the main reason for our success. How can I hope to win the sporting competition for the customer if I don't have any sales staff? Admittedly, a lot of the action happens on the internet – but not everything. And deals are still done between real people. We take care of our customers – personally! This has a very positive effect, especially in difficult times.

Finally, allow me to look ahead to the weekend. At long last, we will be visible again at a Formula 1 race. I hope for many beautiful pictures with our brand in the background, for an accident-free race, and for many positive impulses to buy, which we will hopefully soon find reflected in our sales statistics ... With that in mind, please let us continue to fight the good fight. For every liter of oil, for every care product, for every can of additives – for every order and for every customer, day and night!

Best regards,

Yours,
Ernst Prost

LIQUI MOLY ACHIEVES THE TENSATION



LIQUI MOLY

MOTOR OILS
ADDITIVES
VEHICLE CARE



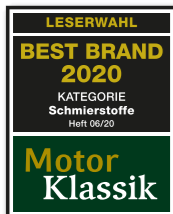
10 years in a row the No. 1 for the readers of auto motor und sport. (edition 7/2020)



10 years in a row the No. 1 for the readers of Auto Zeitung. (edition 5/2020)



2 years in a row the No. 2 in the care products category. (edition 5/2020)



9 years in a row the No. 1 for the readers of Motor Klassik. (edition 6/2020)



9 years in a row the No. 1 for the readers of Auto Bild. (edition 13/2020)



3 years in a row the No. 1 for the readers of Motorsport Aktuell in the automotive category (edition 16/2020).



2 years in a row the No. 1 for the readers of Motorsport Aktuell in the motorbike category (edition 16/2020).



2 years in a row the No. 1 for the readers of Motorrad. (edition 9/2020)

For a decade now the No. 1 in the motor oils category!*

Dear customers,

for years now, the readers of leading car magazines have voted us Germany's best lubricant brand – in fact, for the **10th times in succession*** at the magazines 'Auto Zeitung' and 'auto motor und sport'. A particular success in a particularly difficult situation. Because in view of the worldwide Corona catastrophe, now is not the time for rejoicing, but rather for acting responsibly. With and for each other. Human and full of altruism. With heart, brains and endurance. In the light of this challenge, my 1,000 colleagues are united in giving their best more than ever. For our partners, for our customers, for you! Because only together can we succeed!

Stay healthy.

Yours truly,
Ernst Prost

One brand, everything from a single source: Over 4,000 products, such as motor oils, additives, vehicle care, vehicle care, chemical problem-solvers and service products.



* For 10 years now, BEST BRAND in the lubricants category at auto motor und sport as well as TOP BRAND at Auto Zeitung.

www.my-liqui-moly.com

CORONA CRISIS

DONATIONS

We help as long as necessary

Even after many weeks, the battle against the corona pandemic is still far from being won. Within the scope of our EUR 4 million product donation campaign, we continue to receive daily inquiries from emergency medical services, fire brigades, technical relief organizations, mobile care services and many other aid organizations! And it is still our concern to help all those who, since the outbreak of the corona pandemic, have been helping other people in a self-sacrificing way. If we can only make a modest contribution with our motor oils, additives, care products and service sprays, it is good to know that we are keeping the corona heroes safely mobile and thus also keeping them financially on their toes. We can't say it often enough: Our heartfelt thanks to all the relief workers who are personally involved in the fight against the virus!

Product inquiries can still be submitted via our special campaign page:


https://liqui-moly.to/millions_donation

Our products help to ensure that the emergency vehicles which have been especially stressed since corona continue to run smoothly!



DONATIONS




 Vielen Dank
 der Liqui Moly GmbH
 für die tolle
 Aktion!
 Ich habe mich
 wirklich sehr plu-
 rüber gefreut
 Ingrid Meun



DONATIONS



[Freiwillige Feuerwehr Gemeinde Schiffdorf](#)

FFW Schiffdorf: Gemeindefeuerwehr erhält Spende von Liqui Moly



[Bild-Infos](#) [Download](#)

[Schiffdorf \(ots\)](#)

Bereits im April 2020 begann Liqui Moly aufgrund der Corona-Krise Öle, Additive und andere Autopflegemittel im Wert von einer Millionen Euro an Hilfsorganisationen zu spenden. Der Grund: Liqui Moly wollte schaffen, dass die Hilfs- und Einsatzkräfte in ihrer Arbeit unterstützt werden und das Geld für andere wichtige Anschaffungen nutzen zu können. Bereits nach kurzer Zeit stockte das Unternehmen auf drei Millionen auf, da die Nachfrage so groß war - sogar aus dem Ausland. Jetzt kam eine weitere Aufstockung auf vier Millionen Euro. Und auch die Freiwillige Feuerwehr der Gemeinde Schiffdorf hat bei Liqui Moly angefragt. Anfang dieser Woche kam dann die Palette mit Pflege- & Reinigungsprodukten für die Einsatzfahrzeuge. Die Produkte wurden umgehend an die Ortsbrandmeister aller Ortsfeuerwehren verteilt, um alle Fahrzeuge weiterhin einsatzbereit zu halten.





DONATIONS

PHILIPPINES



Love and gratitude – two essential cornerstones for the worldwide corona helpers to keep drawing energy for the exhausting fight against Covid-19! All the more reason for the Philippine frontliners to be pleased about our free product donations, to keep police, ambulance and firefighting vehicles safely mobile.





RUSSIA

ADVERTISING CAMPAIGN

“Now more than ever,” say our friends from LIQUI MOLY Russia in the corona crisis and demonstrate full advertising power throughout Russia! A striking example of the current brand campaign are the mega billboards, which millions of Russians in all the country’s metropolises are currently unable to ignore.



Clean sales idea: With good reason, LIQUI MOLY Russia launched this on-pack campaign, in which 40,000 oil containers were sold with 200 ml disinfectant bottles.



RUSSIA



HYGIENE TIP

EVERYDAY HEROES

LIQUID HAND CLEANING PASTE

Part no.: 3355

Particularly mild and skin-friendly hand cleansing agent for occupational use.

Super strong also for:

- Cleaning heavily soiled hands after hobby and household activities

HAND CARE CREAM

Part no.: 3358

Protects and cares for dry, brittle and chapped skin, especially when exposed to occupational demands.

Super strong also for:

- Regular application every day





PHOTO SHOOT

GHANA

Despite corona, our friends in Ghana are working with a lot of enthusiasm and fun on continuous expansion of our brand awareness – this was also proven by the staff of this shop in Accra during the photo shoot for the in-house calendar.



DONATIONS

ROMANIA

The LIQUI MOLY family worldwide helps the helpers! Our Romanian friends have also joined our worldwide donation campaign and still carry out free oil changes on the corona heroes' emergency vehicles almost daily through their partner workshops.



ETHIOPIA

Creative idea of our friends from Ethiopia: the self-constructed hand washing station made out of a LIQUI MOLY barrel.



Key experience for this little LIQUI MOLY fan!



JAPAN

Thumbs up for the expansion of our distribution in Japan! Our team successfully used the opportunity to finally get back on the road. For example, Lucas Höpfner (Business Developer Japan, center) and Carezza Hachioji were able to equip another shop in Tokyo with LIQUI MOLY.



IRAQ



Whether LIQUI MOLY face masks or LIQUI MOLY disinfectant stations: True to the motto “Stay safe!”, our Iraqi partner Autoland is implementing targeted measures to take away customers’ fear of visiting the workshop and thus to promote sales.



KAZAKHSTAN

To demonstrate the unique LIQUI MOLY quality and effectiveness of our products on site, Rostam Kazarinov (Technician LIQUI MOLY Eurasia) and Anton Durov (Regional Sales Manager LIQUI MOLY Eurasia) supported our sales partner in North Kazakhstan to demonstrate all the new products in our range to employees and customers.





CHINA



SRI LANKA

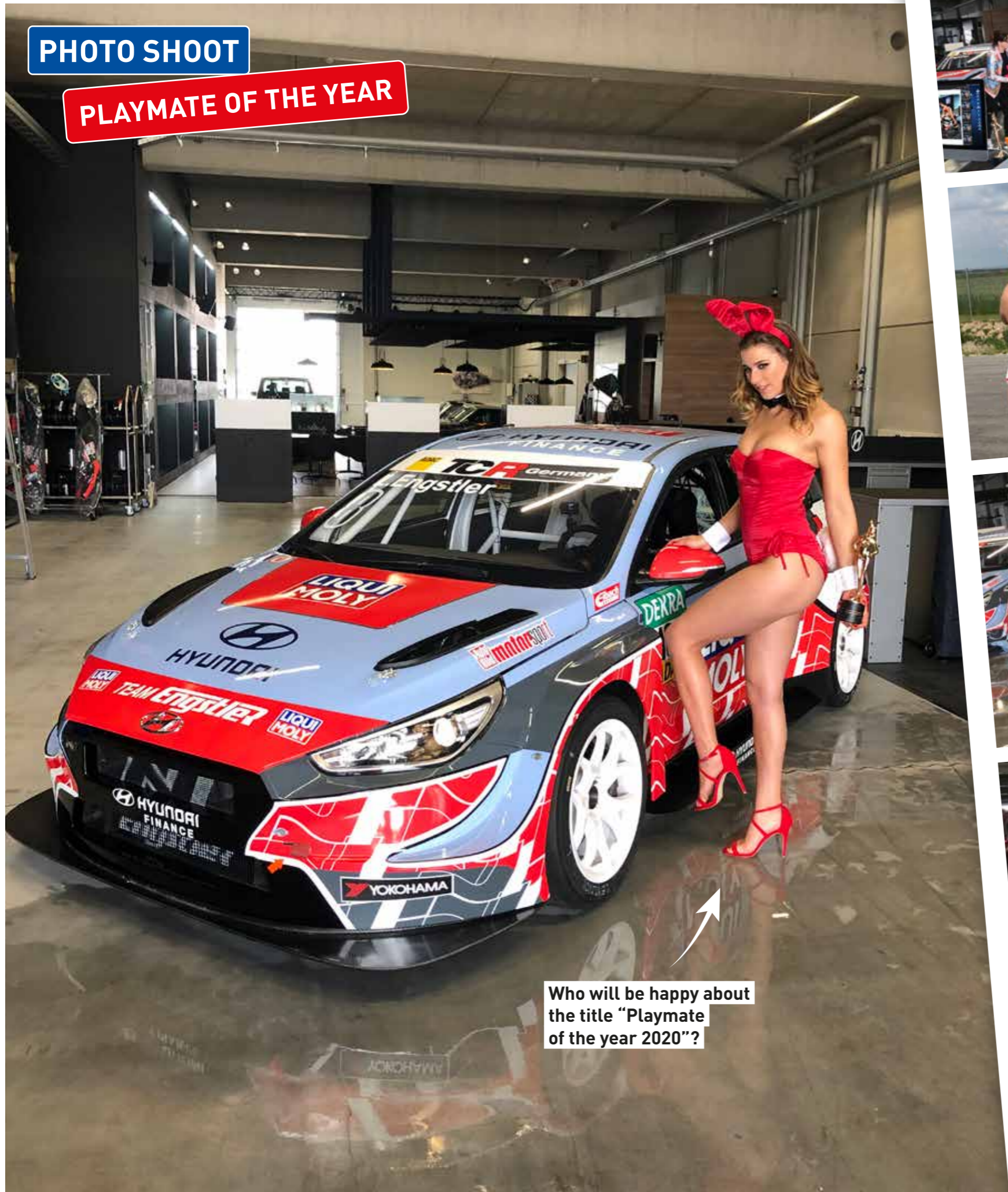
The provisional approval is that we will get an oil import license together with 4 other companies! The envelope is on its way to Germany and will arrive early next week. We are already in a rush with the processing. Even though the past has taught me to tame my optimism on the subject time and again, I see light at the end of this tunnel.

Further training in Yunnan: Our technician Ms. Zhan was also this week still on the road in the southwest of China and carried out training courses in 5 other cities. Thank you very much for your commitment!

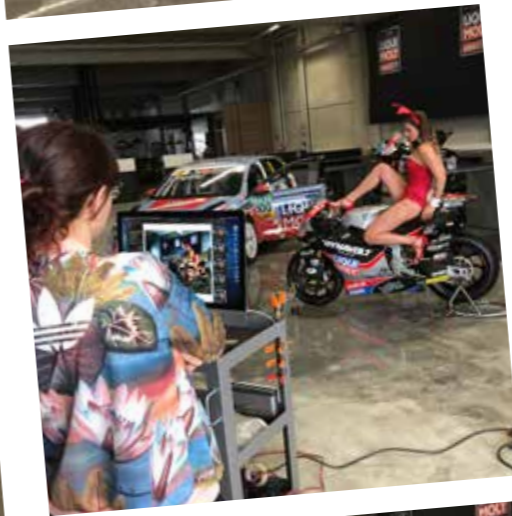
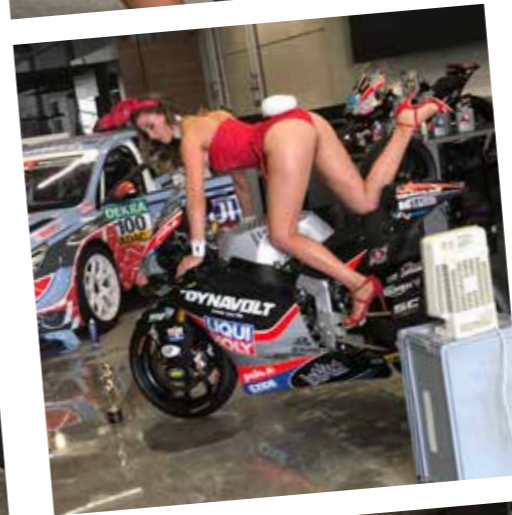


PHOTO SHOOT

PLAYMATE OF THE YEAR



Who will be happy about the title "Playmate of the year 2020"?



From 0 to Playmate in record time

Ideal curves are our specialty: A fast car by Engstler Motorsport from the World Touring Car Championship WTCR, a racy motorcycle by the LIQUI MOLY IntactGP team from the Moto2 World Championship and a svelte model from one of the most famous magazines in the world – a combination out of which (male) dreams are made! What an energetic atmosphere this connection generated was shown once again by the photo shoot for our Playboy ad, with which we are pleased to congratulate the lucky lady in the current issue. You can see the result on the following page and of course in issue 08/2020 of the German edition of Playboy!

**LIQUI
MOLY**

**GRATULIERT
STELLA STEGMANN
ZUM TITEL
„PLAYMATE DES
JAHRES 2020“**

CONGRATULATORY ADVERT

PLAYMATE OF THE YEAR



www.liqui-moly.de

HOLIDAY PERIOD

TRAVELING BY CAR



With additives safely on vacation

Due to corona and the worldwide travel restrictions, people will be prompted to go on holiday with a car, motor home or caravan more than ever before. This is our chance to show that our additives are not magic, but are real helpers on the road!



Our additives provide for a pleasant trip and relaxed arrival!

Summer is here, despite corona! Due to the difficult situation, the majority of those seeking relaxation will be heading for this year's holiday destination on their own four wheels, often covering long distances. It is precisely then that a reliable engine is a must. This is where our additives help preventively or as problem solvers on the road!

When driving on holiday, over the mountains or with a fully laden vehicle, the engine is subjected to intensive stress. Especially if, for example, you also have a caravan in tow. It is vital for an engine that the supply of fuel and motor oil also functions under constant load. However, this supply can be affected by contamination in the engine or deposits in the injection system. Moreover, modern engines are designed for high-quality fuel and react very sensitively to poor fuel quality. Depending on where the journey is going, the quality of fuel can vary considerably. The worse it is, the faster problematic deposits build up. These lead not only to uneven engine running, increased fuel consumption, reduced engine performance and the failure of the injection system, but also to expensive engine damage in the worst case. All this makes it necessary for us to specifically point out to our customers and end users the benefits of our diverse problem solvers and their effects! Because the right additives are an essential part of planning a car trip!



Injection Cleaner

For gasoline engines, our Injection Cleaner removes deposits in the injection system. This improves combustion, throttle response and power, while fuel consumption and emissions are reduced. In addition, our fuel additive reliably protects against corrosion.



Super Diesel Additive

Our Super Diesel Additive protects diesel engines. It removes deposits in the injection system and combustion chamber, as well as preventing their return. Also, it increases the cetane number, improves the combustibility of the diesel fuel and lets the engine run more smoothly.

HOLIDAY PERIOD

SAVING TIP



**This is no way to save money!
We show how it's done right!**



This helps in addition to our additives

Good preparation is everything. According to the VCD (German Traffic Club), 100 kg of extra weight costs 0.5 l more fuel per 100 km. For example, anyone who additionally mounts a roof rack on his vehicle draws more fuel from the tank. Roof superstructures undo all the efforts of car manufacturers to optimize vehicle aerodynamics. To provide specific figures: three bikes on the roof at a speed of 100 km/h means an additional consumption of 4 l per 100 km. And even an unloaded ski rack increases the consumption of a mid-range car by about 1 l per 100 km.

Conclusion: Rather store your roof rack in the cellar than on the car roof, and only use it when it is really needed.

JOIN US & SAVE
You have a fuel-saving tip too? Simply send it to bug@liqui-moly.de
Subject: "Saving tip"



With our additives, motorists save money for the really beautiful things on vacation!



Additives from LIQUI MOLY protect the engine, reduce fuel consumption and really save money. Our oil additives clean the engine from the inside, minimize friction and wear, reduce oil consumption and protect against corrosion. They are suitable for both gasoline and diesel engines and help to restore the original performance of the vehicle engine. Our fuel additives for gasoline and diesel keep the entire fuel system clean and guarantee optimum combustion and compression.





What are additives?

Definition: Additives (derived from the Latin word “additivum” = to add) aids or admixtures that are added to products in minimal quantities to achieve or improve certain properties.

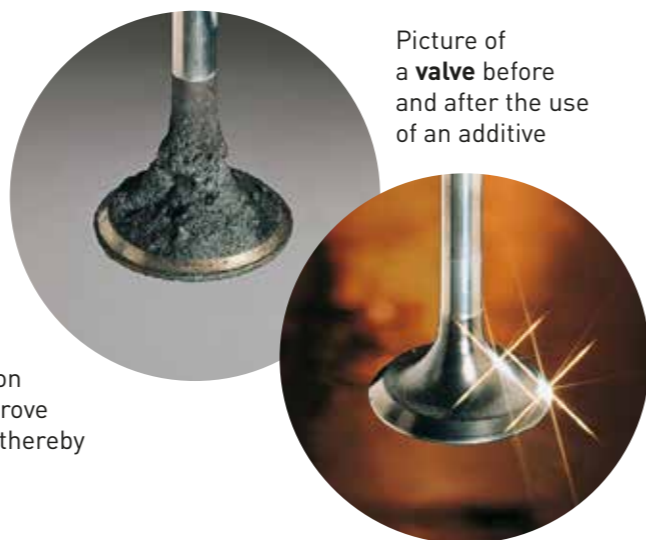


Coolant additives

They are added directly to the cooling system. Radiator Cleaner dissolves calcareous and oily contamination, incrustation and sludge in the cooling system. Radiator Sealant reliably seals small leaks such as hairline cracks and porous joints in the cooling system. Radiator Sealant can be used in a preventive or remedial capacity.

Fuel additives

They are added directly to the diesel or gasoline. Fuel additives remove deposits in the entire fuel system, on injection valves/nozzles, intake valves, spark plugs and in the combustion chamber and prevent new deposits from forming. They protect all components of gasoline injection systems, protect the entire fuel system from corrosion, optimize the emission test values and the performance of the engine and improve the throttle response. Clean engines use less fuel and thereby reduce the pollutant emissions.



Picture of a **valve** before and after the use of an additive



Oil additives

They are added directly to the oil and are suitable for all commercially available motor and transmission oils. They improve the characteristics of the oil and thereby reduce wear and oil consumption. Thanks to additional friction-reducing properties, the internal friction is reduced and the fuel consumption reduced. The service life of the engine and transmission is increased and the operational reliability is guaranteed.

How to use additives



Instructions for use

You can add LIQUI MOLY additives directly into the engine or to the fuel tank before refueling. A workshop visit is not necessary when adding these (application notes can be found on the back of the product).

Can the use of an additive help save money?

LIQUI MOLY additives have some obvious advantages, like when the fuel consumption is reduced or the engine running is optimized. The indirect advantages carry even more weight. If the engine, the oil system and the fuel system are cleaned, cared for and preserved with LIQUI MOLY additives, this increases the reliability of your vehicle and increases its service life. Our additives thereby easily help you save money for expensive repairs.

Added value through the use of additives:



Environmental protection

Additives protect the environment. Clean assemblies burn fuel more efficiently and make optimum use of the energy contained within. They consume less fuel than an engine soiled with deposits. This means lower CO₂ emissions and a benefit for the environment.



Safety

Additives do not directly contribute to driving safety like brakes or seat belts, for example. They do, however, make a significant contribution to the operational reliability of a vehicle.



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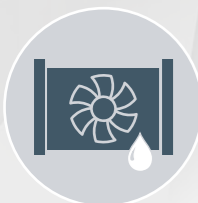
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Phone: +49 731 1420-871
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Additives – vitamins for your engine



Soiled engine

Every combustion process leaves behind tiny particles inside an engine. These are deposits that build up in the combustion chambers, on injection nozzles, valves or nozzle needles. The result: Impairments of the engine performance, increased fuel consumption, more soot emissions and more pollutant emissions. LIQUI MOLY additives eliminate existing deposits and prevent new deposits from forming. The combustion process is optimized.



Leaky radiator

In the event of leaks in the cooler system, the problem can be solved with additives. The additives seal small leaks immediately and completely. Constantly refilling the coolant and the complex search for leaks are thus rendered unnecessary.



Low temperatures

At temperatures below 0 °C, the paraffin in diesel can crystallize and clog the fuel filter. This can be prevented with Diesel Flow Fit from LIQUI MOLY. Depending on the quality of the fuel, it keeps the diesel liquid up to temperatures of negative 31 °C.



Poor fuel quality

Modern engines require high fuel quality. This may differ from country to country, and sometimes even from filling station to filling station. With low-quality fuel, the engine does not achieve its full performance and does not run smoothly. The fuel does not burn cleanly, residues are deposited in the inside of the engine and can lead to damage. LIQUI MOLY additives can considerably improve the fuel quality.



Seasonal vehicles/decommissioned vehicles

Gasoline does not have an unlimited shelf life. It ages. With the right additive from LIQUI MOLY, this aging process can be slowed down while at the same time the fuel system can be protected against corrosion. This is important on vehicles that are not going to be driven for several months. This is also logical for other gasoline engines such as on lawnmowers and chainsaws that are not used for longer periods. Otherwise, there is a risk of engine problems due to gasoline that has passed its shelf life and engine damage due to corrosion. It can also be dangerous for diesel vehicles with longer downtimes, such as agricultural and construction machinery, boats and camping vehicles. Under favorable conditions, molds, bacteria and yeasts can propagate in diesel fuels. The water required for growth collects as condensation water on the floor of the tank due to the constant breathing of the tank and is distributed in the fuel in small quantities. Furthermore, chemically bonded elements such as sulfur, phosphorous and trace elements in the diesel are decisive for growth. These molds, bacteria and yeasts consequently clog up filters and fuel lines. To prevent microbes in the tank, the Anti-Bacterial Diesel Additive from LIQUI MOLY should be used regularly to prevent bacteria from developing.



Oil loss

If a vehicle loses or consumes oil, this may be caused by older seals. LIQUI MOLY also offers additives for this area of use. They regenerate rubber and plastic seals, making them soft and supple. This eliminates the oil loss. These ingredients take effect after driving a distance of 600 to 800 kilometers.



GRAB IT NOW

Additives –

sales
guarantees
even in
difficult
times

Do you want to make our customers even happier? Our oil, fuel and radiator additives will help you! You want more turnover? Grab it! Maximize profits? Grab it! Utilization of our additive range means utilization of the full scope of sales opportunities. With every reach into our brim-full "treasure trove" of products, you have additional sales generators at your disposal! So please inform our customers about all the possibilities and effects of our additives! Explain and convince! Show benefits and uses!

Sell everything that we have!

SMALL CANS,
BIG EFFECT!



then as now

Plenty of fresh air and little comfort

While in those days grass, hay and water were the fuel for the stagecoach horses and the lubrication of their joints could not be influenced, today our high-performance lubricants with the corresponding specifications make for optimum lubrication, less wear and greater operational reliability for diesel and gasoline engines as well as transmissions.



Plenty of fresh air and much comfort

While the horses just needed a simple sneeze to clear the airways every now and then, our Pro-Line Intake System Cleaner Diesel or our Pro-Line Throttle Valve Cleaner ensure a healthy "respiratory tract" for the recreational vehicles.

Back then, the carriage drawbar, swivel joints, wheel hubs and leaf springs only needed a simple cart ointment, but today's vehicles receive, depending on the intended use, perfectly coordinated central lubrication system greases such as our Viscous Grease ZS K00K-40 or our special LM 47 Long-Life Grease + MoS₂.



Whereas air-conditioned travel was unthinkable in those days, modern air conditioning systems today ensure optimal temperatures. For their maintenance we offer, matched to the refrigerant and viscosity, our PAG air conditioning oils. Our Climate Refresh and A/C System Cleaner ensure a pleasant scent and the neutralization of bacteria, yeast and mold formation in the heating and ventilation system.

Back then, oats got the horsepower going, but today our Super Diesel Additive and especially Speed Tec Diesel provide the extra portion of power for diesel engines. Gasoline engines stand to benefit from our Injection Cleaner and our Speed Tec Gasoline. They ensure that the engines can handle the load more powerfully and cruise over mountain ranges and passes with reduced fuel consumption and emissions.

At that time, a lot of water with a little soap was enough to clean the carriages, but nowadays our cleaning and care range offers perfectly coordinated products for all surfaces. Starting with car wash shampoo, paint polishes and plastic cleaners, upholstery cleaners, leather balm, cockpit care, windshield cleaner and much more.

HOLIDAY AT HOME

BUT WITH PLEASURE



Our product variety helps to make sure that the holiday itself does not take a dive!

Holiday at home: This is how leisure time becomes pleasure time!

Whether surfing, biking, hiking or simply relaxing: Holiday in your home country can be varied and interesting. Our products help to ensure that everything runs smoothly!



MARINE Universal Cleaner

Effortlessly removes dirt, oil and grease residues, black rain streaks, moss and algae. Does not attack paint or plastics. Biodegradable.

BIKE Tyre Fix

First aid for flat tyres! For repairing normal and tubeless bicycle tyres. Applicable for all common bicycle valves. Also suitable for e-bikes.



Convertible Soft Top Cleaner

Not only suitable for convertibles, but also for sunshades! Cleans even stubborn dirt quickly and thoroughly. Refreshes colors and prevents premature weathering.

HOLIDAY AT HOME

BUT WITH PLEASURE

Now new: Spray head with practical folding mechanism!



LM 40 Multi-Purpose Spray

Our all-rounder for workshop, household and hobby. Keeps moving metal parts operating smoothly. Reaches even inaccessible places and penetrates dirt and rust, thanks to its optimal flow properties. Loosens rusted screws, dirt, oil, tar, glue and grease residues.



Fabric Impregnation

Optimum protection against moisture and stains for all outdoor textile items such as hammocks, backpacks, awnings, tents and sportswear. Also suitable for suede leather and products with climate membranes. Keeps fabric supple and breathable.



Windshield Cleaner Foam

Highly effective foam cleaner for indoors and outdoors. Dissolves and removes even major oily and greasy residues. Improved adhesion thanks to special foam formula. Does not attack rubber, paints or plastics.

Carburetor and Valve Cleaner

For trouble-free operation of the mower and for optimum protection against carburettor contamination by deposits, resinous fuel, corrosion etc. Simply add 30 ml to the fuel in the 5 l canister.



Cutting Oil

For all handymen and DIY enthusiasts: Whenever metal is drilled, our Cutting Oil is essential. It prolongs the service life of the drill, protects the drilling machine and makes machining much easier and faster.



With solutions such as our Fuel Stabilizer, Saw Chain Oil, Hydraulic Oil and various care sprays, we transport our know-how from the automotive sector to the world of gardening tools.



Summer at home!

A blossoming idea for relaxed summer days in the corona period: your own garden!
It's high time to get it in shape.

Farewell dreariness, welcome blooming garden! So why dream of faraway places – especially in the uncertain pandemic period – when goodness grows so close to you? And our “green” product line helps to ensure that lawns, shrubs, trees and flowers start off the summer in the best possible condition. This allows all garden tools and equipment to be optimally lubricated and maintained. So, with LIQUI MOLY, summer in the garden is even more fun!

By the way: There are gardens all over the world! And so is the need of people for peace and quiet and relaxation in green spaces! Sell our GARTEN product range on all continents. Because somewhere it is always summer and garden season!

We recommend our GARTEN image film for inspiration and to get you in the mood for a green sales campaign: www.youtube.com/watch?v=l6mdKb1VW2I

VENEZUELA

CUSTOMER EVENT



Traveling through the jungle of Venezuela is “mud-ch better” with LIQUI MOLY lubricants and care products on board – the team of our customer Falcon4WD was able to impressively convince themselves of this during the off-road tour to Las Cuevas de Zumbador in the Falcón region.



Ausgabe 5/2020

SPONSORSHIP



Not only geographically due to his place of residence, Blaustein near Ulm, but also with regard to the high quality and performance standards, downhill biker Tim Haug and we are on the same wavelength. That's why he trusts in the top products of our BIKE range for his daring trail descents. By the way: Our product range is of course also equally well suited for riding up mountains, in flat terrain or when pushing :-)



TSV BLAUSTEIN

SPONSORSHIP



Another promising home game in terms of sponsorship: As new sponsor of the third-league handball players of TSV Blaustein, we give the team long-term planning security through the "corona season". From left to right: Markus Taubert (Deputy Head of Department), Steffen Spiss (Team Captain), Peter Baumann (Marketing Director LIQUI MOLY) and Jan Behr (Trainer).



With this social media post, motocross junior rider Luca Schad from Racing Team Schad thanked us for our support with products from our MOTORBIKE range. We are happy to help this young high-flyer on his way to the top!

LATVIA

DRIFT CHAMPIONSHIP



In Latvia, the racing scene is gradually taking off again! And although, at the start of the season of the drift championship, the number of people was limited to 300 including the 80 racing drivers, the event ensured plenty of excitement and attention in the social media, on television and on the internet for our brand. Many thanks to our friends from SIA "LT AUTOMOTIVE", which as general sponsor ensured the visibility of our colors and took good care of the invited customers on site.



SPONSORSHIP

CZECH REPUBLIC

“Tire killer” is the name of the blue beast belonging to racing driver Michal Reichert. So that the engine and transmission do not also fall victim to extreme loads, our high-performance products guarantee safe lubrication at maximum power.



Fully Synthetic Hypoid Gear Oil (GL4/5) 75W-90
1 liter | part no.: 1024
Universally applicable transmission fluid for manual, auxiliary and differential transmissions without locking differential. Observe the vehicle or unit manufacturer’s instructions!



FORMULA 1

SPIELBERG/AUSTRIA



Our logo is always at the heart of the action: whenever the world's motorsports elite convene for a race, our global brand always enjoys prime placement!



Official Sponsor

Back on track: Formula 1 and LIQUI MOLY

While it was weird to see the empty stands along the racetrack, the first event of the season gave millions of motorsports fans sitting in front of their home TV or tablet all of the excitement that makes Formula 1 so special. We were an official sponsor for the contest at Austria's RedBull Ring, where the world's finest drivers showed nerves of steel as they engaged in breathtakingly tight jostling for position and spectacular overtakes. But no one could catch up to the radiance of our blue/white/red colors along the track!



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FORMULA 1

SPIELBERG/AUSTRIA



Official Sponsor

USA

TURNER MOTORSPORT

Together on the fast lane: Turner Motorsport and LIQUI MOLY

Proven in extreme endurance races and therefore also ideal for daily use on the road: Our partnership with the US racing team shows what LIQUI MOLY products can do!



USA

TURNER MOTORSPORT

A real shining light: the Turner BMW in the blue-red-white LIQUI MOLY design!



Since January 2018, LIQUI MOLY has been the official lubricant supplier of Turner Motorsport. At the IMSA WEATHERTECH 240 in Daytona, for example, it was once again clear that this partnership harmonizes wonderfully. Signal effect for car drivers: LIQUI MOLY motor oil is race-tested and therefore quality of the highest level! Thanks to the team of Turner Motorsport for these spectacular pictures and our friends from LIQUI MOLY USA for this successful sponsorship in top motorsports!

Without the perfect oil, you may as well not even enter long-distance races. Here short-term peak power is not enough, because the oil must be able to withstand extreme continuous loads. Our Leichtlauf High Tech 5W-40 is therefore the first choice for all races.



SPONSORSHIP

PORTUGAL



Welcome on board our blue-red-white global brand! Effective immediately, LIQUI MOLY Iberia is the official sponsor of the likeable jet ski world champion Gonçalo Rodrigues and supports the champion in his mission to defend the title, with top products from our MARINE range. The “Azores Hurricane” presented himself and his projectile in loco, already well prepared for the start of the season, which is hoped to be soon!



LIQUI MOLY MEDIA CENTER

mediacenter.liqui-moly.com

The central element of our media platform is the search function! Here you can quickly and simply find the desired data.

You too can benefit from our new media center – it's that easy for you to use!

Register in 4 steps:

1. Register
2. Confirm Email
3. Wait for user name and password
4. Log-in

Video tutorial:

liqui-moly.pixxio.media/workspace/pixxio/tt.php?src=/fileOrigs/nc/NCjsKeCjHB-PN5s1Wk7_1593685305_3054100.mp4

One of the many advantages of our new media center: from now on, it can also be used "on the go" via smartphone and tablet!



Faster, more intuitive, more powerful: the new LIQUI MOLY media center

ONLINE COMPETITION

Who will bag the prize?

Our grand prize:
Hyundai i30 N



Phase 1 of our big competition is just approaching the finish line! Who will be the lucky one and soon be able to enjoy the Hyundai i30 N? And with which main prize will we start phase 2 after that? It remains exciting and our brand continues to be highly visible on all online channels!

Your click for luck!
This way to the campaign site:



www.my-liqui-moly.de

Strong reach, strong ideas, strong fans!

With the worldwide background sound of our campaign on all relevant online platforms and thousands of entries from all continents, one winner is already clear today: our brand!

Here you can see a small extract of the creative LIQUI MOLY Moments of our unique fans. You will find many more on our campaign page:

bestbrand.liqui-moly.com/de_de/gallery/



GLOBAL BRAND



CHILE



MALTA



PORTUGAL

Worldwide trademark for top quality

In all countries of the world, business was or still is idling – even in workshops and retail outlets. This makes it all the more important to prepare now for the increasing demand that will follow the corona crisis. Such preparation also includes showing customers where they can obtain first-class lubricants to get their mobile treasures, which are moved not at all or only very seldom, back on track. Whether on the workshop façade, in front of and in the sales shop or mobile as vehicle wrapping: Profit from the recognition of our global brand!



MOZAMBIQUE



SPAIN



CHINA

Sponsoring : Liqui Moly devient à partir de 2020 sponsor officiel de la Formule 1

Publié le 3 juillet 2020 par new pub marketing

La société **Liqui Moly** devient à partir de 2020 sponsor officiel de la Formule 1 pour une période de trois années. Avec la reprise des grands prix de formule 1, les affaires reprennent ce week-end !

Le parrainage officiel débutera au Grand Prix de Styrie 2020 [seconde manche du championnat 2020 de F1] et permettra à Liqui Moly d'accroître sa notoriété auprès du public en Formule 1.



Liqui Moly faisait déjà partie de la liste des sponsors de la F1, mais cette fois-ci, la société allemande spécialisée dans les lubrifiants et additifs deviendra sponsor officiel, ce qui lui offrira une bien plus grande visibilité sur les circuits du calendrier.

LIQUI MOLY AUGMENTE SON SOUTIEN AUX SERVICES D'INTERVENTION

Equipementiers

jeu, 25/06/2020 - 18:01



Le spécialiste des huiles et additifs LIQUI MOLY augmente une fois de plus son soutien aux services de secours et d'intervention avec des produits d'une valeur de quatre millions d'euros. " Avec la distribution gratuite de nos produits, nous apportons une aide financière à de nombreuses organisations humanitaires pour leur permettre de se procurer d'autres équipements tout aussi nécessaires ", déclare le directeur général Ernst Prost.

Pour soutenir les services de secours, les pompiers et autres services d'intervention en première ligne de la lutte contre le coronavirus, LIQUI MOLY a annoncé début avril le don de produits d'une valeur d'un million d'euros. « Nous aidons avec ce que nous faisons le mieux : des huiles, des additifs et d'autres produits d'entretien automobile », avait alors déclaré Ernst Prost.

Des services d'intervention d'Allemagne et du monde entier se sont manifestés. La demande était si importante que l'entreprise a rapidement porté son aide à trois millions d'euros. « Nous avons donc ajouté ces trois millions d'euros. Jusqu'au dernier centime », souligne Ernst Prost. « Chaque jour, nous recevons encore de nombreuses demandes de produits gratuits pour les camions de pompiers ou ambulances, les véhicules d'intervention, les soins mobiles, les repas à domicile... Devons-nous arrêter maintenant ? Devrions-nous refuser nos dons aux 'retardataires et aux traînants' ? », demande Ernst Prost.

Non, décide-t-il. La responsabilité sociale est plus importante qu'un rendement maximal lors du bilan de fin d'année. Ernst Prost : « La bonne cause vaut bien un million d'euros en plus. C'est pourquoi nous augmentons notre don de produits de 3 à 4 millions d'euros. Pour aider les aidants ! »

À propos de LIQUI MOLY

Avec environ 4 000 produits, LIQUI MOLY propose une gamme de chimie automobile unique au monde : huiles moteur et additifs, graisses et pâtes, sprays et produits d'entretien automobile, colles et produits d'étanchéité. Fondée en 1957, LIQUI MOLY développe et produit ses articles exclusivement en Allemagne. La société y est le leader incontesté du marché des additifs et continuellement élue meilleure marque d'huile. L'entreprise vend ses produits dans plus de 150 pays et a réalisé un chiffre d'affaires de 569 millions d'euros en 2019.



LIQUI MOLY aumenta il supporto ai servizi di emergenza

Di Redazione Centrale -

ITALY 97



Ernst Prost, amministratore delegato

(I-TALICOM)

MILANO – Lo specialista di oli e additivi LIQUI MOLY sta ampliando nuovamente il proprio sostegno ai servizi di soccorso e di emergenza regalando prodotti per un ammontare di ormai quattro milioni di euro. "Con i nostri prodotti forniti gratuitamente, consentiamo un scarico finanziario a numerose organizzazioni umanitarie affinché possano procurarsi altre attrezzature altrettanto necessarie", ha aggiunto Ernst Prost, amministratore delegato.

Al fine di sostenere i servizi di soccorso, i vigili del fuoco e altre forze d'intervento in prima linea nella lotta contro il Coronavirus, LIQUI MOLY ha annunciato, all'inizio di aprile, che avrebbe messo a disposizione prodotti per un valore di un milione di euro. "Stiamo aiutando con ciò che ci riesce meglio: oli, additivi e altri prodotti per la cura delle auto", ha affermato Ernst Prost allora.

Si sono fatti avanti molti servizi di soccorso non solo dalla Germania, ma da tutto il mondo. La domanda è stata così elevata che il pacchetto di aiuto dell'azienda ha presto raggiunto i tre milioni di euro. "Questi tre milioni di euro sono stati ora erogati. Fino all'ultimo centesimo", afferma Ernst Prost. "Ogni giorno riceviamo ancora numerose richieste di merce gratuita per auto dei vigili del fuoco o ambulanze, veicoli di emergenza, assistenza mobile, pasti a domicilio e così via. Dobbiamo smettere adesso? Non dobbiamo più inviare nulla ai 'tardivi e ritardatari'?" chiede Ernst Prost.

Ha deciso di no. La responsabilità sociale è più importante dell'aver un rendimento massimo nel bilancio di fine anno. Ernst Prost: "La cosa buona ci vale un altro milione di euro e con questo aumentiamo la nostra donazione da 3 milioni di euro a 4 milioni di euro. Per aiutare i soccorritori!"

LIQUI MOLY partner with MB Motorsport for debut BTCC campaign

GREAT BRITAIN



Published: 29 June, 2020

LIQUI MOLY has partnered with the new MB Motorsport accelerated by Blue Square team ahead of their first season in the British Touring Car Championship.

LIQUI MOLY will support the team's two Honda Civic Type Rs, driven by Jake Hill and Sam Osborne, throughout the domestic calendar.

Team Principal Shaun Hollamby said he is delighted to be working alongside the LIQUI MOLY team once more: "It's great to have the support from all at LIQUI MOLY, both on and off the track, and we hope we can enjoy plenty of success together both on and off the track this year. After a strong spell of pre-season testing, we're all looking forward to getting things going once it is safe for everyone to do so."

Tim Keller of LIQUI MOLY also shared in the excitement: "LIQUI MOLY looks back to a long history in motorsport, especially in touring car racing. In the past in the WTCC, today in the TCR and WTCR. We look forward to the cooperation with MB Motorsport and are happy that the BTCC will start soon. If our products prove themselves on the racetrack, they are also a good choice for everyday life."

OUR SOURCE OF INSPIRATION.

OUR MONTHLY MAGAZINE.

PICTURES AND STORIES is for all of us. By all of us. An exceptional reflection of an exceptional brand. Share your experiences, successes and emotions about the LIQUI MOLY family worldwide – with your contribution to the next edition of our company magazine.



Inform.
Spread the
word. Share.

Next
closing date:
24. 07. 2020

www.liqui-moly.com/en/company/monthly-magazine

This is how your contribution can also be included in PICTURES AND STORIES:

Send your pictures including the associated information as well as the declarations of consent for all persons pictured to bug@liqui-moly.de.



Select and name photos.
Send the completed
declarations of consent.



Write an e-mail with all
important information and
send it to bug@liqui-moly.de.



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have been met, you will
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monthly magazine.

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