



# PICTURES AND STORIES

FROM OUR LIVES 15.2020



**LIQUI MOLY – STEP BY STEP TO THE TOP**



**CHRISTMAS GREETING**

**ERNST PROST**



**MERRY CHRISTMAS**





# DEAR COLLEAGUES

An unusual year lies behind us, unusual in every respect. Lockdown, working from home, social distancing, travel restrictions and so on and so forth. Nevertheless, we've prevailed, we fought right up to the last minute, fired the "advertising bazooka" and, by taking all necessary measures, secured our jobs, those of our customers and those of our customers' customers. Is the top performance achieved by our logistics and sales departments when processing the donation orders not amazing? Do we not have creative salespeople who still managed to stay close to their customers, e.g. via Skype/Zoom calls, despite the physical distance? Didn't our IT Department brilliantly manage to transfer the majority of all office work spaces into home offices? Just to mention a few examples.

Creativity and commitment were required. And we have managed to provide this in an excellent way. Now WE've done it. The end of the year is approaching. This holiday season is a time to pause for a moment and rest. Even the Holy Family didn't have an easy time, but the moment when baby Jesus was laid in the manger symbolises rest, confidence and the most profound peace. My wish is for us all to have this peace.



Peace begins at our doorstep by making sure that in our microcosm we treat our fellow humans with kindness, only speak the truth and thus do not give so-called fake news a foothold, by reflecting on how we can foster peaceful togetherness, show tolerance and then also practice this in our own environment. Foster this peace between cultures, religions and beliefs in our LIQUI MOLY family worldwide.

In the context of my Peace for People, People for Peace Foundation and as a supporter of the Global Ethics Foundation, I fight for peace; for me this is a matter of the heart. I'm convinced that we can achieve much as a community and hope that my thoughts on peace have inspired you to reflect.

And now I wish you and your families a peaceful Christmas Season 2020, the best of health in 2021 & good luck with your annual Aktion Mensch lottery ticket; and to all of us, a successful business year 2021.



Your

A handwritten signature in white ink, appearing to read "Ernst Prost". The signature is stylized and fluid, with a long, sweeping underline that extends to the left.

Ernst Prost  
Ulm / Saarlouis Dezember 2020





# LIQUI MOLY-WINTER SPECTACLE

SPONSORING



The fact that even the winter competitions of the world's sporting elite are being held under different conditions in these times of corona does not dampen the enthusiasm. That's why all eyes of winter sports fans are now also focused on our colors again!!

## IMPRESSUM

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## Dear LIQUI MOLY friends,

with the last issue of our PICTURES AND STORIES this year, we would like to say a big thank you! Thank you for your loyalty as a reader, but also for your thousands of picture submissions and exciting stories about our global brand. In this way, many of you have made an important contribution to our company magazine by giving all co-entrepreneurs, business friends and partners valuable inspiration and moments of joy, time and time again – a contribution that is especially valuable in a turbulent year like this one.

2020 will certainly be remembered as a particularly unusual and challenging year. As a year that had actually begun so promisingly. "The Golden 20s", as radio, television and newspapers rejoiced. We all know what has become of it. But perhaps by the end of next year, we will look back on a time that was special in all respects and so instructive in many. Abracadabra, some fairy dust, and all the problems will vanish? No, it certainly will not be that easy. Mastering this crisis requires much more effective resources and, above all, their unconditional implementation. And we showed that we have what it takes!

Despite the most difficult circumstances, our LIQUI MOLY family worldwide did not put their heads in the sand, but fired again out of all production, sales and communication barrels, especially in the last quarter! Our concentrated autumn campaign evidently had an effect and we let the brand rocket soar again at the end of our TENSation year: whether in the donation marathon, which we supported with € 250,000 for children in need, in our product donations to all corona heroes, or at the LIQUI MOLY

winter sports spectacle where all slopes, hills and cross-country skiing tracks are aglow in our blue-red-white colors. All this we do for our customers and business partners, as well as for the thousands of jobs that depend on them worldwide. Speaking of jobs: In December we welcomed our 101st co-entrepreneur this year. Another demonstration of our strength and optimism. Just like our new filling station sales line, with which we will pump out from further promising revenue sources, starting 1 January 2021.

With all these ideas, concepts and over 4,000 articles to offer, we shall also overcome this crisis. Let us continue to fight side by side in this marathon and, when the time comes, cross the finish line together stronger than ever before – as the unique LIQUI MOLY family worldwide. Because this special connection is our most precious asset and offers us all support and security. And what gift could be more beautiful this year?

With this in mind, we wish you and your loved ones a safe and sound Christmas and a healthy and successful start to 2021!

Your PICTURES AND STORIES Team





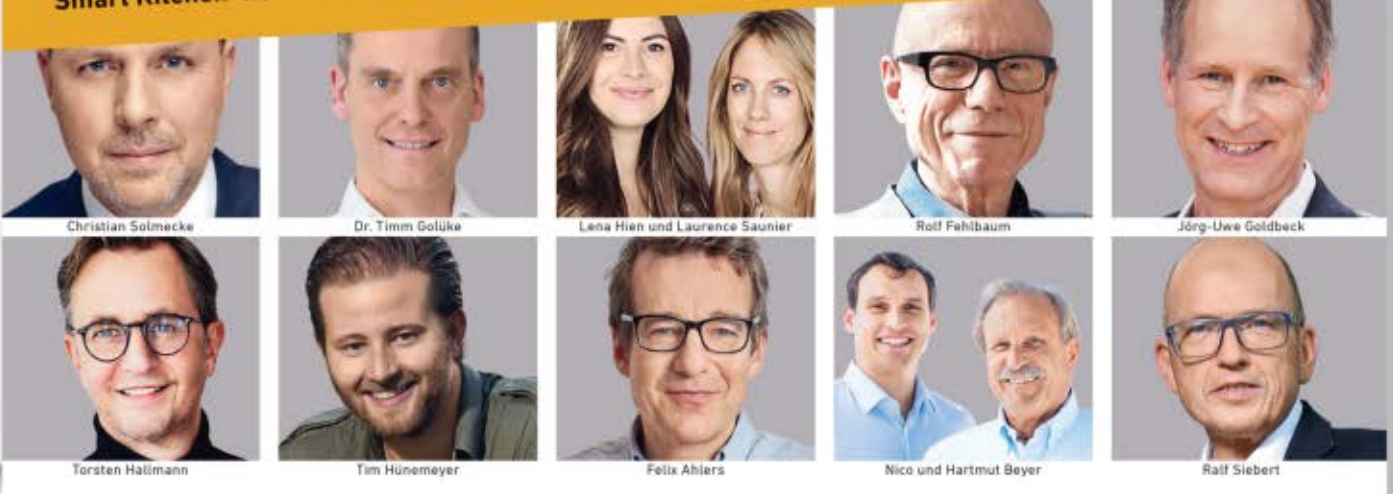
# The World of Made in Germany



DAS WIRTSCHAFTS- & LIFESTYLE-MAGAZIN FÜR DAS MODERNE DEUTSCHLAND



**Visionäre & Firmenchefs und ihre Erfolgsstrategien**  
**Von Unternehmern lernen!**  
+++ Tesla & deutsche Elektroautos +++ Flugtaxis +++ Beauty: Hidden Champions +++ Influencer +++ Smart Kitchen 4.0 +++ Ernährungs-Docs +++ Netflix für Jäger +++ Architektur & Interieur +++ u. v. m.



Ernst Probst polarizes with clear views on profit-hungry entrepreneurs, openly denounces unethical actions, social as well as economic grievances, and shows how things can be done better. So, in the latest issue of the magazine "The World of Made in Germany", our boss Ernst Probst is an absolute must. Because the motto is: Learning from entrepreneurs, visionaries and company leaders!



# „MENSCHEN, DIE AUF GELDSÄCKEN HOCKEN UND NICHTS DAVON ABGEBEN, KANN ICH NICHT VERSTEHEN“

Mit einer ungewöhnlichen Firmenphilosophie machte **Ernst Prost** das Ulmer Familienunternehmen **Liqui Moly** zum deutschen Marktführer für Motorenöl und Schmierstoffe. Hier spricht er über die Freude am Anecken – und am Steuernzahlen

Interview Hans-Hermann Klare

**Herr Prost, Sie sind ein erfolgreicher deutscher Unternehmer. Sind Sie auch ein typischer deutscher Unternehmer?**

Wenn Sie damit deutsche Tugenden meinen wie Pünktlichkeit oder Zuverlässigkeit: ja. Typisch deutsch ist für mich aber noch etwas anderes: sich als Unternehmer für das Ganze verantwortlich fühlen, für seine Mitarbeiter, für die Gesellschaft. Darin unterscheiden wir uns sicher von den Amerikanern, auch wenn es in Deutschland Leute wie Clemens Tönnies gibt, die ihre Mitarbeiter\*innen erbärmlich bezahlen und erbärmlich unterbringen. Ich fühle mich in der Tradition großer deutscher Unternehmer. Von Leuten wie Robert Bosch etwa oder anderer Männer, die eben nicht nur Profit machen wollten.

**Was genau macht Liqui Moly – das Produkt wie die Firma – so erfolgreich?**

Für mich gehören der Respekt im Umgang miteinander und das gesellschaftliche Engagement zusammen. Von den Menschen, die heute bei Liqui Moly arbeiten, sind viele schon Jahre dabei, Jahrzehnte sogar. Wir sind jetzt knapp 1000 Mitarbeiter\*innen. Als ich vor 30 Jahren anfang, waren wir 116. Damals machten wir ein paar kleine Millionen und waren von regionaler Bedeutung. Heute sind wir mit 600 Mio. Euro Umsatz deutscher Marktführer im Motorenölgeschäft.

**Gibt es noch weitere Erfolgsfaktoren?**

Klar: gute Produkte, gutes Marketing, fantastischer Vertrieb. Aber alles das können Sie wiederum auf einen einzigen Punkt >



**PRESS REVIEW**

**MADE IN GERMANY**



Schloss Leipheim in der Nähe des Ulmer Firmensitzes geht in Teilen aufs 11. Jahrhundert zurück. Es ist für Ernst Prost zugleich Inspirationsquelle, Arbeitsort und Kunstmuseum

Motorradfan Prost verunglückte zweimal so schwer, dass er die letzte Ölung bekam



14 | Made in Germany





Ernst Prost mit Sohn Benjamin, der Hotelkaufmann lernt. „Ich habe ihn viel zu lieb. Darum soll er glücklich sein und nicht das Werk des Vaters fortführen müssen.“

## „TÖNNIES LÄSST ARME SCHWEINE VON ANDEREN ARMEN SCHWEINEN SCHLACHTEN, LÄSST SICH AUF SCHALKE FEIERN ...“

zurückführen: die Menschen. Mein Vertriebsleiter zum Beispiel ist seit 30 Jahren bei mir. Er war schon mein Auszubildender. Der Marketingmann genauso. Bei Forschung und Entwicklung das Gleiche. Seit 30 Jahren kämpfen wir Schulter an Schulter für die Sache, für die Firma, für unsere Kund\*innen. Da gibt es keine Egoismen, keine Karrierist\*innen, da gibt es keine geldgeilen Typen. Da gibt es auch niemanden, der Gesetze missachten möchte oder irgendwelche Vorschriften beugt.

### Was unterscheidet Ihr Unternehmen von anderen?

Die Leute wollen nicht nur gut Geld verdienen, sondern auch respektiert werden. Sie wollen Freiräume haben, in denen sie sich entwickeln können. Diese Freiräume entstehen nicht von selber. Ein Chef muss seinen Leuten Kompetenzen zubilligen, ihnen Entscheidungsgewalt geben. Auch die Verantwortung gehört dazu. Und wenn ein Unternehmensführer solche Dinge aktiv betreibt: Warum sollte man woanders hingehen? Deshalb beschäftigen wir manchmal sogar schon die zweite oder dritte Generation bei uns. Das ist eine ganz neue Definition von Familienunternehmen.

### Sie schalten in Deutschland ganzseitige Zeitungsanzeigen, auf denen etwa Ambulanzen vom Roten Kreuz in Mexiko mit dem Liqui-Moly-Schriftzug zu sehen sind. Weshalb?

Mit diesen Anzeigen will ich ein Beispiel geben: Man kann Geld verdienen und gleichzeitig Gutes tun. Wenn ich das so sagen darf: Es kotzt mich manchmal an zu sehen, was Unternehmerkollegen alles treiben. Von Tönnies angefangen. Der lässt arme Schweine von anderen armen Schweinen schlachten, lässt sich auf Schalke feiern, ist der größte Mäzen, aber so ein Geizknochen und so ein unsozialer Mensch, dass er die Arbeiter, die ihn reich gemacht haben, schlecht bezahlt. Dann gibt es Großkonzerne, die Dividenden in Milliardenhöhe ausschütten und zugleich nach Nürnberg zur Bundesagentur für Arbeit rennen und Kurzarbeitergeld abholen. Andere vernichten unsere Lebensgrundlagen, hauen die

Urwälder kurz und klein, fischen die Meere leer, schmeißen Plastik rein. Und solchen Leuten soll man dann noch etwas abkaufen? Deshalb die Werbung. Das ist wie eine Botschaft von mir: „Guck mal, wir sind nicht solche Schweine wie die anderen, sondern wir sind die Guten.“ Mal platt gesagt.

### Sie inszenieren damit Ihr Produkt?

Nein. Es nutzt doch nichts, wenn das Produkt gut ist und dahinter steht ein Sauladen. Die Leute wollen wissen, welches Unternehmen hinter einem Produkt steckt. Was sind das für Menschen? Wie verantwortungsvoll gehen die mit ihrem Nächsten um, mit dem Globus? Das ist keine Inszenierung. Früher hat man Hochglanzbroschüren gedruckt. Da war vorne der Alte drauf und hat einen lockeren Spruch rausgehauen. Das ist langweilig. Zahlst du deine Steuern hier? Wie gehst du mit deinen Mitarbeitern um? Wie mit der Umwelt? Wie nachhaltig wirtschaftest du? Das sind die Fragen, die den Konsumenten interessieren. Jenseits von Preis und Qualität.

### Es geht um das Image und um Information?

Wir haben ja nicht nur Anzeigen geschaltet. Ich habe entschieden, dass wir in Deutschland Feuerwehren, Rettungsdiensten, Krankenhäusern Ware spenden im Wert von mittlerweile vier Mio. Euro. Schmiermittel für Rettungsfahrzeuge, für Essen auf Rädern, für Behindertentransporte oder ambulante Pflege. Na klar, da kann man sagen, das ist die Inszenierung der Marke. Aber es geht um Hilfe, wo sie nötig ist.

### Sie bezeichnen Ihre Mitarbeiter als „Mit-Unternehmer“. Was bedeutet das?

Nehmen wir den französischen Begriff „Co-Entrepreneur“. Das ist es. Auf Deutsch klingt es nicht so sexy: der Mit-Unternehmer. Keine Leibeigene mehr wie zu den Zeiten des Adels. Nicht länger Arbeitgeber und Arbeitnehmer. Wenn Sie mit mir arbeiten, dann beschreibt das irgendeine Tätigkeit. Aber wenn Sie etwas mit >



**MADE IN GERMANY**



Für Liqui Moly-Geschäftsführer Ernst Prost (M.) gibt es keine Mitarbeiter, sondern nur Mit-Unternehmer: „Wenn 1000 Leute etwas gemeinsam unternehmen, kommt 1000-mal Besseres heraus, als wenn einer Unternehmer ist und 999 sind die Arbeitnehmer.“ Die Jahresprämien zahlt er in gleicher Höhe an jeden aus, vom Pförtner bis zum Prokuristen

## „DIE TARIF-ERHÖHUNG DER GEWERKSCHAFT WAR MIR ZU WENIG. WIR HABEN UNSEREN LEUTEN 5 % GEGEBEN“

mir unternehmen, dann ist das ganz ein anderes Level. Deshalb sage ich meinen Leuten: Wir unternehmen etwas gemeinsam, wir sind Mit-Unternehmer. Und wenn 1000 Leute etwas gemeinsam unternehmen, dann kommt 1000-mal Besseres heraus, als wenn einer Unternehmer ist und 999 sind die Arbeitnehmer. Sicherlich spielt auch eine Rolle, wenn ich am Jahresende – sofern wir unsere Ertragsziele erreicht haben – eine fette Prämie verteile. Das waren vor zwei, drei Jahren 11.000 Euro. Und die bekam jeder, vom Pförtner bis zum Prokuristen, alle gleich. Auch die gut 30 Südafrikaner, die in unserer Firma in Johannesburg arbeiten, haben dieselbe Prämie erhalten. Für einen normalen Lagerarbeiter dort war das ein Jahresgehalt. An dem Tag, als ich das entschieden hatte, war ich glücklich, weil es eine gute Tat ist, Leuten, die so wenig Geld haben, fett Kohle rüberzuschieben.

### Gleiche Gewinnbeteiligung für alle – war das für die Manager bei Liqui Moly in Ordnung?

Meine Manager sind meine Weggefährten. Wir teilen seit 30 Jahren das gleiche Gedankengut, die gleiche Philosophie. Wenn jeder genau hinschaut und fair ist, muss er doch sagen: Die Leute, die in der Fabrik die Dosen abfüllen und unsere Wirkstoffe reinpacken, machen einen tollen Job. Im Übrigen differenzieren wir über das Grundgehalt zwischen einem Bandarbeiter und einem ausgebildeten Chemiker. Aber man muss die Arbeit der Menschen, die hart schuften, auch wertschätzen. Wenn im Versand nichts rausgeht, weil die Jungs nicht gut drauf sind, dann können wir Marketing machen, wie wir wollen in unserem Elfenbeintürmchen. Wenn die in der Produktion die falschen Wirkstoffe in den Kanister einfüllen, nützt alles andere nichts. Ich betrachte ein Unternehmen wie einen Organismus, in dem jeder seine Funktion hat, also Magen, Galle, Leber, Bauchspeicheldrüse, Herz,

Hirn. Wie wichtig jedes einzelne Organ ist, merkt man erst dann, wenn eines nicht mehr funktioniert.

### Halten manche Ihrer Unternehmer-Kollegen Sie eigentlich für einen Spinner?

Das haben sie schon lange aufgegeben. Weil die Zahlen mir recht geben. Wir haben Wachstum, wir haben Ertrag, wir haben eine Umsatzrendite von deutlich über zehn Prozent. Wir haben jetzt drei Jahre hintereinander 50 Mio. Euro Gewinn vor Steuern gemacht. Heute muss man sich überlegen, wie man die besten Leute ins Haus bekommt. Es gibt immer noch Unternehmen, die Mindestlöhne von zehn Euro zahlen. Das reicht nicht zum Leben. Für solche Unternehmer bin ich kein Naivling oder Spinner, sondern ein rotes Tuch. Die fahren immer noch ein ganz anderes Geschäftsmodell. Und dann komme ich daher und zahle Prämien. Und das Ganze rechnet sich auch noch. Da sagt mancher schon: „Mensch, Prost, was machst du denn? Du versauert den ganzen Arbeitsmarkt!“

### Finden Sie unter Firmenchefs auch Verständnis für Ihre Art des Unternehmertums?

Früher hat man mich oft angefeindet. Da habe ich bitterbitterböse Briefe bekommen. Ich kann mich an ein Jahr erinnern, da hatte die Gewerkschaft 2,3 Prozent Tariferhöhung ausgehandelt. Das war mir zu wenig. Wir haben unseren Leuten fünf Prozent gegeben. Dafür habe ich von der ganzen Chemie-Bande Dresche bezogen, sowohl von der Arbeitgeberseite wie auch von den Gewerkschaften. Wie kann der Prost fünf Prozent mehr geben, und ihr verhandelt wochenlang und Tag und Nacht und kommt dann mit 2,3 Prozent daher? Aber mittlerweile hat sich einiges geändert. Die jüngere Generation von Unternehmer\*innen sagt schon mal: „Du, Prost, lass mich doch



mal reinschauen, wie machst du das mit der Prämie?“ Die holen sich also eher Anregungen.

**Der Markt ist im Umbruch. Haben Sie Liqui Moly darum vor gut zwei Jahren an Reinhold Würth verkauft?**

Nein. Mit einer Eigenkapitalquote von über 80 Prozent und ohne einen Euro Schulden mussten wir keine Angst haben. Das hatte einen ganz anderen, trivialen Hintergrund. Ich bin jetzt 63, schon zweimal vom Motorrad gefallen, habe als Katholik zweimal die letzte Ölung bekommen. Da muss man für das Unternehmen über seinen letzten Tag hinaus gestalten. Ich hatte immer Angst, mir passiert was, und dann stehen alle blöd am Grab herum, meine Frau, meine Kinder und natürlich meine Leute und meine Kund\*innen, weil sie nicht wissen, wie es weitergeht. Ich kenne genügend Fälle, wo die Nachfolgeregelung ein Riesenproblem wurde. Vor diesem ganzen Hintergrund und weil ich wollte, dass mein Lebenswerk Liqui Moly weiterlebt, musste ich etwas machen. Meinen Sohn habe ich viel zu lieb, als dass ich ihn da reingezwängt hätte. Der hat eine Lehre als Maurer gemacht, gerade macht er noch eine als Hotelkaufmann. Der geht einen ganz anderen Weg. Er soll glücklich sein und nicht das Werk des Vaters fortführen müssen. Darum Würth. Reinhold Würth ist zwar schon 85. Seine Stiftung aber ist für die Ewigkeit konstruiert und sehr klug aufgebaut, mit Familienangehörigen wie mit fremden Managern, damit nicht irgendeine Schwiegertochter oder ein Schwiegersohn kommt und plötzlich die Firma zerstört.

**Sie sind ein klassischer Aufsteiger. Ihre Eltern waren sogenannte einfache Leute, Ihr Vater Maurer, Ihre Mutter arbeitete in einer Fabrik. Sie kommen aus einer Flüchtlingsfamilie. Hat Sie das geprägt?**

Eindeutig ja. Wenn einer von unten kommt und nach oben will – das war bei mir der Fall –, entstehen enorme Kräfte, stärkere als

**„ES NUTZT DOCH NICHTS, WENN DAS PRODUKT GUT IST UND DAHINTER STEHT EIN SAULADEN“**



Helfern helfen: Einsatzkräfte im Kampf gegen Covid-19 auf den Philippinen freuen sich über Produktspenden, die Polizei-, Ambulanz- und Feuerwehr-Fahrzeuge sicher mobil halten sollen

bei einem, der schon im gemachten Nest geboren wird. Meine Mutter ist eine Heimatvertriebene. Da sind die russischen Soldaten gekommen und haben ganze Familien – sofern sie nicht erschlagen und erschossen wurden – vertrieben. So fanden sie sich in Deutschland wieder, von wo ihre Vorfahren 300 Jahre zuvor ausgewandert waren. Das ist die klassische Geschichte der Donauschwaben. Die haben wieder bei null angefangen. Ich kann mich an ein paar Gegebenheiten in der Schule erinnern, die waren traumatisch. Ich trug meistens gebrauchte Klamotten von meinem Cousin, die Hosen hat man immer wieder ausgelassen. Einmal durften wir Kinderspielzeug mitbringen, unsere Weihnachtsgeschenke. Alle hatten ein Riesepaket, ich hatte nur ein kleines Auto dabei. Damals ist bei mir ein gewaltiger Ehrgeiz entstanden, es zu etwas zu bringen.

**Viele Menschen, die aus eigenem Antrieb so erfolgreich wurden wie Sie, sagen: „Was ich selbst geschaffen habe, muss ich auch mit niemandem teilen“...**

Ich habe von unserem Herrgott wohl viel Empathie mitbekommen. Und ich bin so erzogen worden, dass man teilen soll. Und dass man sich seinen Mitmenschen gegenüber anständig verhält. Schon sehr früh musste ich erleben, wie groß das Leid auf der Welt sein kann. Es trifft oft Menschen, die überhaupt nichts dafür können. Wie einfach ist es, mit Geld Menschen aus der Not zu befreien oder ihre Not wenigstens zu lindern. Und wenn man Geld hat, so wie ich, haufenweise sogar, dann kann ich auch was abgeben.

Zumindest kann einer wie ich anständig und fair seine Steuern zahlen, auf dass der Staat dann etwas Gescheites damit macht. Ich kann Sozialversicherungsbeiträge abführen, damit alle Kranken, Alten, Gebrechlichen und Arbeitslosen ein Auskommen haben. Darüber hinaus kann man spenden, das mache ich mit meinen Stiftungen. Mit dem Geld aus meiner Stiftung retten wir Leben. Wir finanzieren Operationen für Kinder, die sonst sterben würden. Wir geben im Kinderhospiz Geld aus, damit die Eltern mit ihren todgeweihten Kindern wenigstens ein paar Monate schön leben können. Es gibt noch viele andere Beispiele. Geld, wenn man es richtig einsetzt, stiftet Sinn. Das befriedigt mich noch mehr, als Liqui Moly zum Marktführer in Motorenöl zu machen. Menschen, die auf Geldsäcken hocken und nichts davon abgeben, kann ich nicht verstehen.

**Können Sie auch in Zukunft noch so großzügig sein, wenn die Menschen sich womöglich kleinere Autos anschaffen, weniger Auto fahren oder Elektromobilität die Nachfrage nach Schmierölen schrumpfen lässt?**

Natürlich ist der Markt eine entscheidende Größe. Aber man kann sogar wachsen, wenn der Gesamtmarkt schrumpft, indem man dem Wettbewerber etwas wegnimmt. Dieses Verdrängen, dieses Kämpfen um Marktanteile, Kunden und Umsätze – damit bin ich groß geworden. Weltweit haben wir einen Marktanteil von vielleicht fünf Prozent. Da ist noch Luft nach oben ohne Ende. Solange Shell, Exxon, BP, Castrol, Valvoline, Sinopec oder Lukoil nur einen Liter Öl verkaufen, haben wir die Möglichkeit zu wachsen. 🇩🇪





MOTOR OILS & ADDITIVES  
**LIQUI MOLY**  
MADE IN GERMANY



# He is doing it again!

Ernst Prost is different from others. Even when it comes to celebrating his own company anniversary.

On the occasion of a company anniversary, the person celebrating is usually remembered - with flowers, warm words and a present. Ernst Prost simply turns the tables on us. To mark his 30 years with the company, he is now donating 30 times 30,000 euro and 33 times 3,333 euro from his private coffers to associations for the benefit of specific social projects - a total of over one million euro!

**ERNST PROST**

**HUGE DONATION**



Associations based in Germany that are both non-profit and charitable are eligible to apply. Further information and the conditions of participation can be found at [www.30jahre-ernst-prost.de](http://www.30jahre-ernst-prost.de) and the closing date for applications is 31.12.2020.





**GERMANY**

**HEROES TOUR**



After our product donation campaign in favor of the “blue light scene”, which has been going on for many years, we did not miss the opportunity at the end of the year to once again say thank you to various institutions, representing all corona frontliners, at different locations along the Heroes Tour. Ernst Prost and Kerstin Thiele presented 250,000 euro for the RTL donation marathon to the RTL foundation for children in need. RTL presenter Wolfram Kons (2nd from right) and child reporter Carlotta accepted the donation at Castle Leipheim.







This year, our friend Joey Kelly (bottom right) was once again our partner and crowd-puller at the great donation marathon moderated by Wolfram Kons. Because, just as with LIQUI MOLY, giving up is never an option for the likeable endurance athlete. This attitude and a big heart for social commitment are what brings people together!

**Joey Kelly also knows:  
Things simply run better  
with LIQUI MOLY ;-)**







GERMANY

RECORD MONTH

# Record month of November – this is what a year-end spurt looks like

Once again, we have proven that we are absolutely on the right track with our aggressive approach during the crisis: With sales of almost 62 million euro, November 2020 was the best November in our company's history and had the second-highest monthly sales in the company's history. Only January was even stronger. February and March were also stronger than ever before. But then came corona. Since then, we have been fighting the crisis with all our energy. This shows that it was right to make provisions and build up reserves in the good years. We are now drawing on this and can continue to invest in the future.



Now November has wowed us with a whopping **26% year-on-year increase** – double-digit sales growth for the 1st time in many months. Considering the investments in our “four core assets” of people, brand, machines and markets, this is only the logical consequence of our hard work. And the order books for December are already full. So let us continue to produce as much as we can and use every second to supply our customers.

**Together we will step on the gas to end off the year with a bang!**





**+26%**





**ERNST PROST**

**EASY RIDE**






A man in a blue polo shirt and sunglasses is sitting on a black BMW motorcycle. The motorcycle has a '1800cc' badge on the engine. He is in a paved courtyard in front of a white building with a red-tiled roof. A large white dog statue is visible in the background. A white van with 'LIQUI MOLY' branding is partially visible on the left. Two text boxes are overlaid on the top right of the image.

**RAINER MAASS**

**COOL COMPANION**

A white arrow points from the bottom left towards the motorcycle.

In this case you can even take a seat on the boss's machine! After all, in his position as LIQUI MOLY HR Manager, Rainer Maass has accompanied Ernst Prost for the past 30 years and achieved a lot for our company. Together with his team, he has moved our personnel development into the fast lane and thereby played a significant role in the growth of the LIQUI MOLY family.



**GERMANY**

**COOPERATION**

**LIQUI  
MOLY**

*Christian Schwer (National Sales Manager, left), Christof Müller (Manager Category Management JET, center) and Sarah Glauner (Key Account Manager Filling Stations) are delighted with the cooperation between LIQUI MOLY and JET Tankstellen Deutschland GmbH.*



On 1 January 2021, a new era will begin for us:

## JET changes zu LIQUI MOLY

From 1 January 2021, LIQUI MOLY will become the new lubricant supplier of JET Tankstellen Deutschland GmbH. For customers, things then run smoothly - thanks to an optimized offering, competent service and excellent brand quality made in Germany at an especially fair price.

"LIQUI MOLY convinced us with its very good price/performance ratio and a well thought-out concept for increasing sales," says Oliver Reichert, Manager Retail Germany at JET Tankstellen Deutschland GmbH, about the change. "In addition, both brands are customer favorites and simply fit together well." In fact, the companies are true serial winners: According to the YouGov brand index, JET has been the most popular petrol station brand in Germany for eleven years, once again sector winner of the German Fairness Prize (n-tv/DISQ) and "Best brand of all classes" of the AutoBild readers' choice (filling stations, Price category). LIQUI MOLY is also at the top of the "Best brands in all classes" (Lubricants category) and has been voted the most popular oil brand for the tenth time in a row by readers of "auto motor und sport" and Auto Zeitung.





# Sports car drivers continue to rely on LIQUI MOLY

For the 4th time in a row, the readers of Sport Auto magazine ranked us the best oil brand. For Peter Baumann (Marketing Director, above), this is a new vote of confidence from the expert voters and therefore a very special honor. Thank you very much for your appreciation and loyalty to our brand!

Do you also have ambitions of driving a real sports car?  
Then don't miss out on our current Best Brand competition:



## Gewinnen Sie einen Hyundai i30 N im LIQUI MOLY-Look!

4,34 Meter geballte Turbo-Power! 275 PS (202 kW), 250 km/h Spitze – dieser exklusive Kompaktrenner im Original-Design des Engstler Hyundai N LIQUI MOLY Racing Teams kann schon bald Ihnen gehören! Einfach QR-Code scannen und online mitmachen! Alle weiteren Details dazu auf der Gewinnspiel-Webseite!



**JETZT ONLINE  
TEILNEHMEN!**





**MOBILE TREASURES**



**TIME FOR YOUR DARLING**

# **BMW R90 S**

## **Winter time = care time for two-wheeled treasures**

It's the same game over and over again: During the motorcycle season, people prefer to turn on the gas tap rather than the water tap, which means that the care of their beloved two-wheeler is usually neglected. But the beauty of the end of the season and the winter months is that there is finally enough time to make up for it with brains, heart and the right products. Using a selection from our MOTORBIKE range, we will show you how best to do this with a truly magnificent ride: a BMW R90.



In the brightly colored seventies, you had to come up with something special if you wanted to stand out. The BMW R 90 S succeeded at this right from the start. Car aficionados also talked about the eye-catching paint finishes in so-called smoke tones such as Silver Smoke and Daytona Orange. Full-color advertisements presented the new Bavarian steam train in front of monochrome black backgrounds. What an entrance.

While many famous brands missed the boat and disappeared forever, BMW managed to hold its ground well with its tried and tested models. Not only police officers around the world liked to ride BMW motorcycles, every child recognized a BMW with its typical black with white lines, with the unmistakable opposed-twin engine and the throaty boxer sound.

But then a new competitor appeared in the Far East. Japan became an unstoppable new export power and its many successful brands blew strong winds of change in a rapidly transforming market. Performance and design became more important than ever.

At BMW, of course, the challenge was accepted. New ideas were in demand, even unconventional ones. For the first time ever, a

real designer drew a new motorcycle model, something the technicians had practically done as a sideline. Hans A. Muth, who was actually responsible for car interiors, quickly created a strong new appearance that pointed the way to the future. A fresh fairing and rear design made the new R 90 S look sporty and modern.

Inventive engineers also coaxed an impressive 67 hp out of the engine, not too much for the excellent frame with its dual disc brake on the front fork. Running at almost 200 km/h, the R 90 S stood out in the street scene, and the heads of passers-by would turn in astonishment. It became a great success and contributed a great deal to the new image of the BMW motorcycle brand.

Source: BMW



**BMW R 90 S 1973-76**  
67 PS at 7.000 U/min  
898 ccm  
76 Nm torque  
Top speed: 198 km/h  
5 gears  
Quantity: 17.465  
Price 1973: 8.510,- DM



**MOBILE TREASURES**

**TIME FOR YOUR DARLING**



**Only the best for your darling: here is a small selection of suitable LIQUI MOLY products!**

Insects, silicone and oily or greasy dirt can be removed quickly and easily from glass surfaces with our **Windshield Cleaner Foam**.

**One for all**, as the name suggests, our universal weapon for the cleaning, care and protection of various surfaces.

**A little tip:**

You can find these and many other useful helpers in our online shop: <https://shop.liqui-moly.de/>







A well-maintained motorcycle also requires well-maintained equipment – our **Visor Cleaner** and our **Visor Clean Cloth Set** ensure a clear view and enhanced safety.



Our **Leather Care** cleans and impregnates motorcycle leathers and seats optimally.



Our **Chrome Gloss Cream** cleans and polishes chrome surfaces in no time.



## MOBILE TREASURES

TIME FOR YOUR DARLING



Remember the care after cleaning: Our **Multispray**, **Chain and Brake Cleaner** and **Door Lock Care** ensure that nothing stands in the way of a smooth spring awakening in a few weeks.



After extensive outdoor maintenance, the insides must of course not be forgotten either: old oil out, new oil in. Whether **engine or transmission oil** – of course, only the best from LIQUI MOLY!



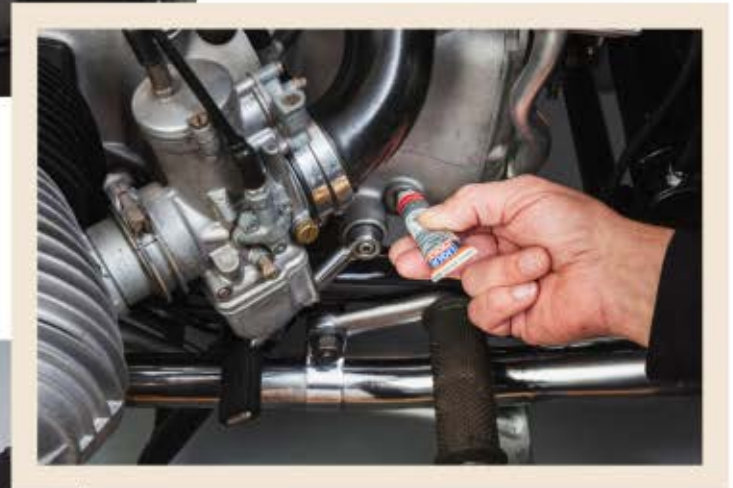




Our **Oil Additive** is the icing on the cake of the motor oil and ensures that the engine runs even smoother at the start of the season.

The same of course also applies to transmissions with our **Gear-Oil Additive**.

After a long shut-down period, our **Gasoline Stabilizer** proves itself to be a reliable aid in preserving the quality and durability of the fuel.



Perfectly groomed down to the smallest detail: our **LM 47 Long-Life Grease** and **Battery Clamp Grease** round off the care of your beloved bike and ensure that you enjoy your ride for a long time to come.





ADVERTISING CAMPAIGN

Alles was  
fährt, läuft  
besser mit  
LIQUI MOLY.

**LIQUI  
MOLY**

**MOTORÖLE  
ADDITIVE  
AUTOPFLEGE**

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







**ADVERTISING CAMPAIGN**

**ITALY**

**Our brand on all channels**

Hardly on the screen, soon all car and motorcycle enthusiasts of Italy will have us on their radar! The reason for this is, among other things, our distinctive TV spot, with which we are flickering over all relevant channels into the living rooms of the entire country for weeks. Hard to believe, but true: Initially, some of the channels did not want to broadcast the spot, because it would be too conspicuous compared to all other adverts. We simply call this typical LIQUI MOLY!

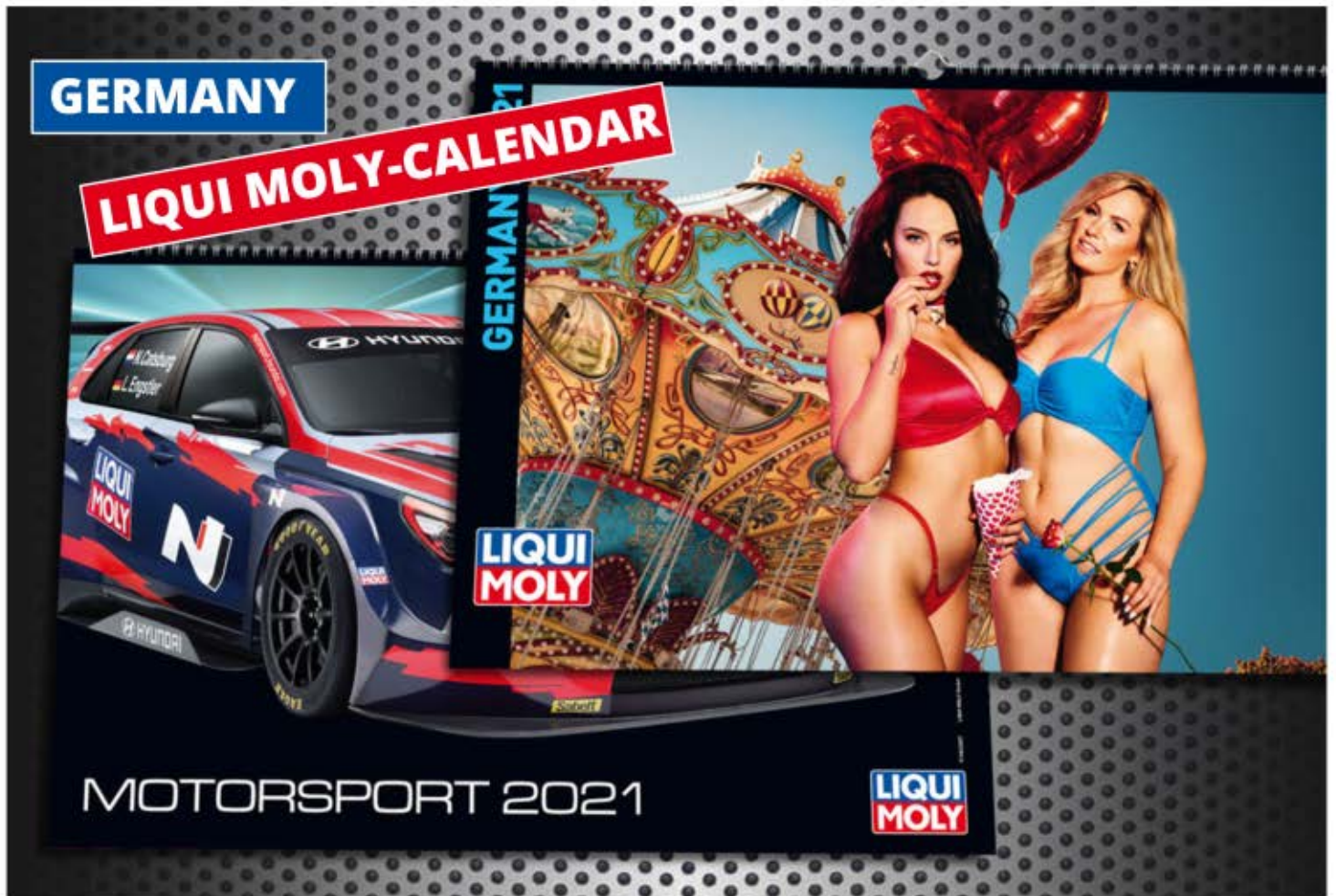
**Sendeplan TV-Spot  
Dezember 2020**

**GERMANY**

In Germany, too, there is no trace of pre-Christmas calmness, as we are also starting the year-end sprint in television advertising here. Not just anywhere and anytime, but on ARD and ZDF at prime time.

	ARD	ZDF
05.12.	18:50   19:25	19:18
08.12.		19:18
09.12.		19:18
11.12.		14:15   15:55
12.12.	18:50   19:25	13:00   15:25   15:55   17:00   17:40   19:18
14.12.		19:50
15.12.	19:53	
16.12.		19:18
17.12.	19:53   19:57	19:18
18.12.	15:00   15:58   19:53   19:59	
19.12.	15:38   15:55   18:50   18:55   19:25   19:59	19:18
21.12.	19:53	19:22
22.12.		19:18
23.12.	19:59	
28.12.		19:18   17:40   18:55   19:13
29.12.		16:30   17:30   17:50   18:35   18:55   19:18
30.12.		19:18
31.12.	19:59	19:13





## Germany's most beautiful prospects with LIQUI MOLY

The LIQUI MOLY 2021 calendar is sure to whet your appetite for travel. And it turns those places into backdrops that were perhaps the destination of travelers more often than usual this year because of corona – if tourist adventures were allowed at all: Cities and landscapes in Germany. But the andemic still has the upper hand – the photo shoot was held, not on site, but at a studio in Munich. With a result no less worth seeing!





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# Dresden

**LIQUI  
MOLY**

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Our photo models take the viewer to 13 of the most famous sights in Germany. And because nobody knows whether and how trips will be possible in 2021, we bring the holiday destinations to the workshop or into our own four walls. From the North Sea to the Black Forest and from the Lorelei to Dresden, the motifs range in all directions.

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# Schwarzwald

**LIQUI  
MOLY**

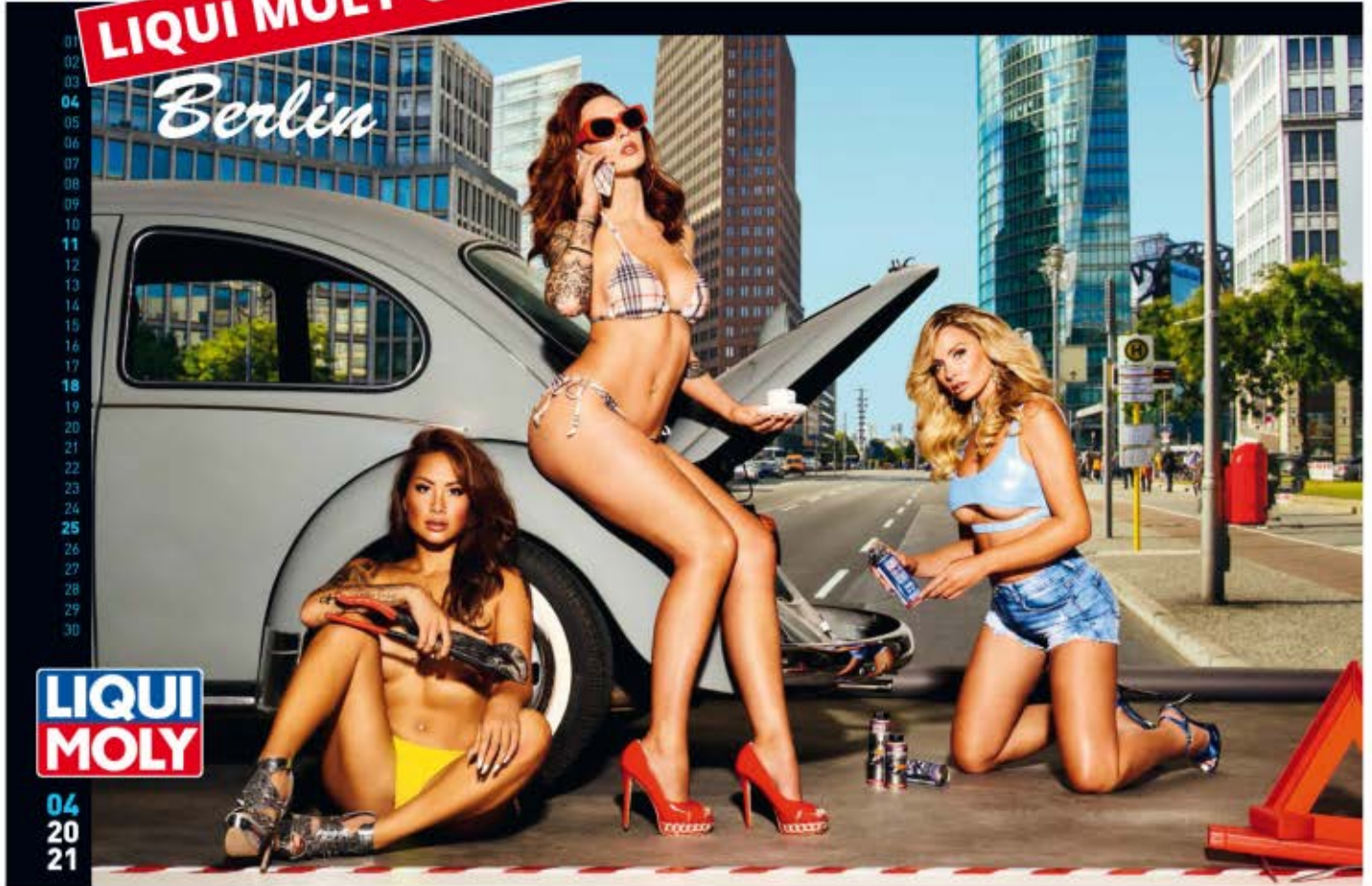
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21





GERMANY

LIQUI MOLY-CALENDAR



If you look closely, you will discover things that don't quite seem to fit into the perfect landscape picture: Light fixtures, rolled turf, adhesive markings on the floor ... everything intentional! Because the utensils are part of the photo studio in which the calendar was produced.





155,000 copies of the calendar have been printed. Most of these go to our business friends. A small part, however, can be purchased in our LIQUI MOLY fan shop. So be quick!







Just as mouth and nose masks still seem unreal, the calendar also plays with the surreal. The models and props are genuine, but the photo backgrounds are not, even if they seem so. The photographs allow the viewer a small escape from everyday life in charming company.





GERMANY

MOTORSPORTS CALENDAR



If you prefer a spectacular racing atmosphere in the shadow of our blue-red-white global brand, ...



... you will be happy with our new Motorsport calendar. .

This too is available in a limited edition in the LIQUI MOLY fan shop!

[LINK LIQUI MOLY online shop](#)



WINTER HELPER

Looking for a  
last-minute-*gift*?  
Give first-class benefits!







**LM 40**  
**Multi-Purpose Spray**  
(Art.-No. 3394)

The all-rounder for cars, houses, hobbies, workshops and industry. For hinges, castors, locks, screws, switches, handles, Bowden cables, car antennas and much more.



**Diesel Flow Fit**  
(Art.-No. 5130)

Diesel Flow Fit increases the flow and filtering capacity of diesel fuel. Makes diesel winter-proof down to -31 °C. Ensures the operational reliability of all diesel engines at low temperatures.



**Windshield De-Icer**  
(Art.-No. 6902)

Everyone who parks outside knows the drill: Early in the morning, the car must first be freed from annoying snow and ice. After all, without a clear view, driving off would be a highly risky undertaking. Fortunately, our Windshield De-Icer provides a quick remedy!

**Winter** is here and Christmas is just around the corner – high time for spontaneous gift ideas. With the LIQUI MOLY winter helpers, you can take the fright out of the cold season and give every driver a special treat – not just at Christmas time, by the way, but on all winter days. Here is a small selection of helpful gift ideas!

**Rubber Care**  
(Art.-No. 1538)

Do you also find it hard to open your car door or trunk every now and then, because they are frozen to the rubber seals? Our Rubber Care helps! It freshens up the rubber, keeps it elastic and thereby increases its service life.



**Door Lock Care**  
(Art.-No. 1528)

In snow and cold weather, unlocking older vehicles often causes difficulties. The reason: Icy door locks that are frozen solid. Our Door Lock Care provides a quick remedy.



**Fix-clear Rain Repellent**  
(Art.-No. 1590)

Reliable rain repellent for car windows and helmet visors. Ensures better visibility and greater safety, as raindrops quickly roll off due to the airstream. Also suitable for easier removal of insects, ice and snow.





# Limorom: PartnerS, friends, guarantors of success – for 30 years!

Founded under the name A.N.I. SRL 1990 and operating on the market under the current company name Limorom SRL since 1994, our Romanian partner can look back on an impressive development that now spans over three decades. While founder and financier Andreas Huber and two other colleagues were still alone in 1990, the team has grown to a proud 54 employees. Some of them have been working for the company for 28 years now, which speaks for the good spirit and harmonious, functioning team.

Initially, the LIQUI MOLY range offered was still very limited and was restricted to just a few motor oils as well as oil and fuel additives for gasoline and diesel. But Limorom quickly recognized the enormous potential of our full range and gradually developed into the sole distributor of our brand in Romania, exploiting our entire product line. After a few years, our products formed the main assortment of imported items and, since 1994, the team has focused on the nationwide distribution of our brand to workshops, specialist shops and major customers in the automotive and industrial sectors. Meanwhile, distribution with central warehouses in Sibiu and 15 local warehouses extends across the country, also thanks to the involvement of renowned distribution partners. Since 2014, our products have also been sold to end users via our own online shop.

With resounding success! Thanks to Limorom, the LIQUI MOLY name has long since become the epitome of lubricants, additives, care and service products of the highest quality in Romania. And this despite the fact that building a successful business in a country like Romania is much more difficult from an economic, legal and financial point of view than in stable markets. Not to mention external factors such as the devaluation of the national currency, the lei, and the economic crises. All the more reason to appreciate the performance of the entire Limorom team.

The key to the success of our long-standing partnership is certainly hard work, perseverance, discipline and fairness. Together, we have embraced all changes, innovations and challenges, making our partnership a friendship characterized by mutual appreciation, respect and trust.

Many thanks for this great cooperation!





Delighted to receive this award on the occasion of our 30-year partnership with Limorom: Benjamin Kopp (Export Area Manager, left) and Saskia Schrade (Assistant Export Manager). We are also looking forward to the next successful years with our Romanian friends!

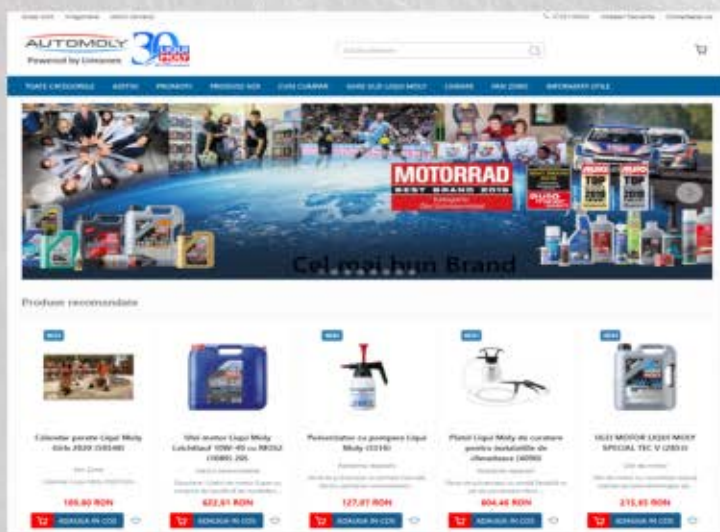




# ROMANIA

## SUCCESS STORY

Key figures of an optimally organized, nationwide distribution: 1 central warehouse in Sibiu, 15 warehouses spread across the country and 42 fleet vehicles.



An important sales component to be able to supply the expanse of the country with our products: the "Automoly" online shop launched in 2014.

Continuing to write the success story of Limorom together: our 54 "family members" from Romania.



The bi-annual bible of the many activities related to our brand: the Limorom magazine, which goes out to all Romanian customers.





As a partner and co-organizer of the renowned Red Bull Romaniacs, one of the toughest enduro races in the world, our brand shines year after year at this globally acclaimed event.

Every year a spectacle for young and old alike: the Cupa de Ski, the skiing event sponsored by Limorom and organized by the Austrian Honorary Consulate..



By sponsoring the Romanian circuit, Limorom is giving our brand and our BIKE range excellent exposure within the cycling world.

Also at the internationally known King of the Hill Hard Enduro, our friends from Limorom regularly provide brand presence at its best along the course.





**RUSSIA**

**DECORATION COMPETITION**



Partner: Serokurov



**BEFORE**

Drum roll - here are the winners of our autumn competition for the most beautiful indoor and outdoor decorations in Russia. Congratulations to the two winners and lots of success with the creative façade design and the impressive presentation of our extensive range of products!

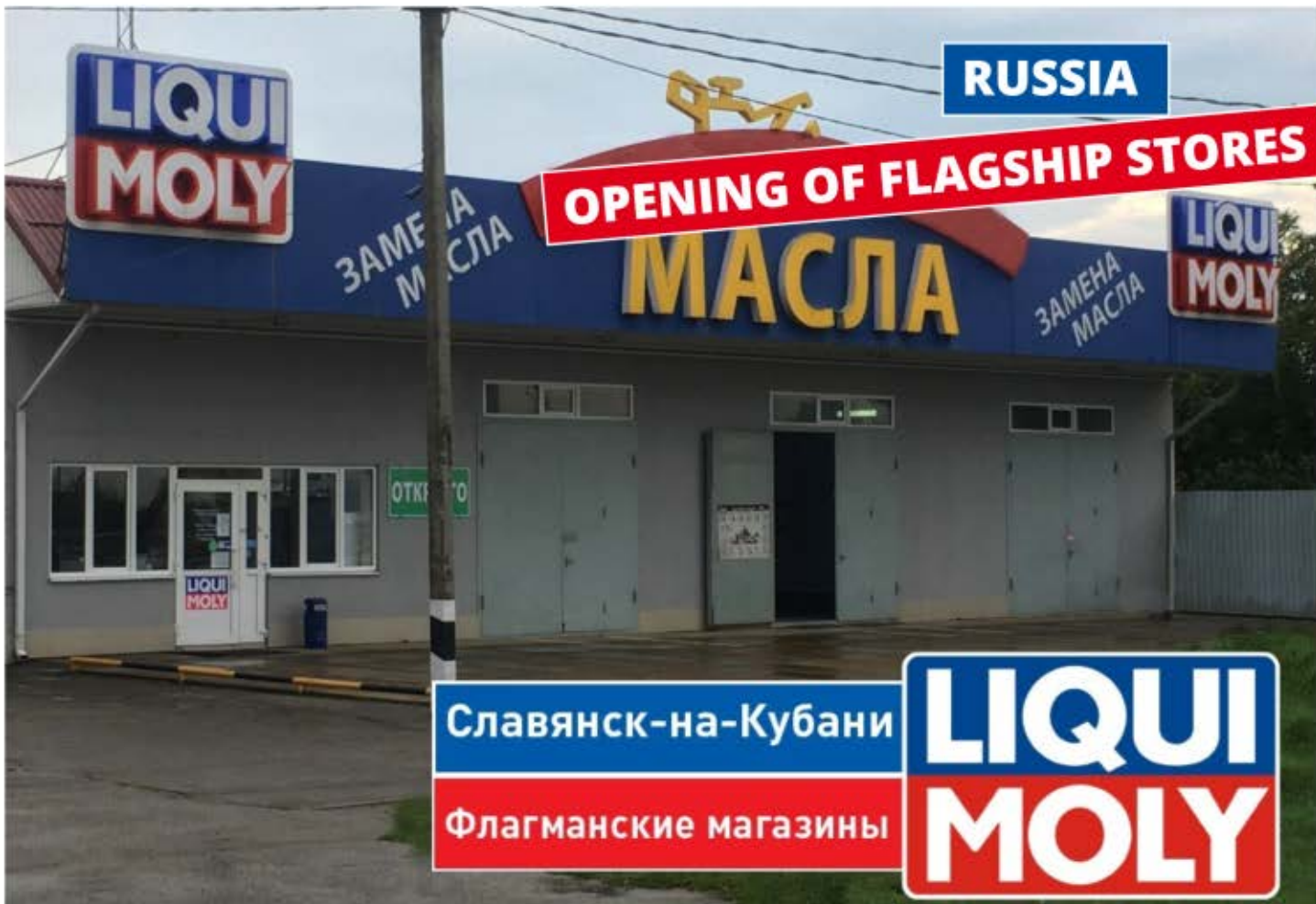


**AFTER**

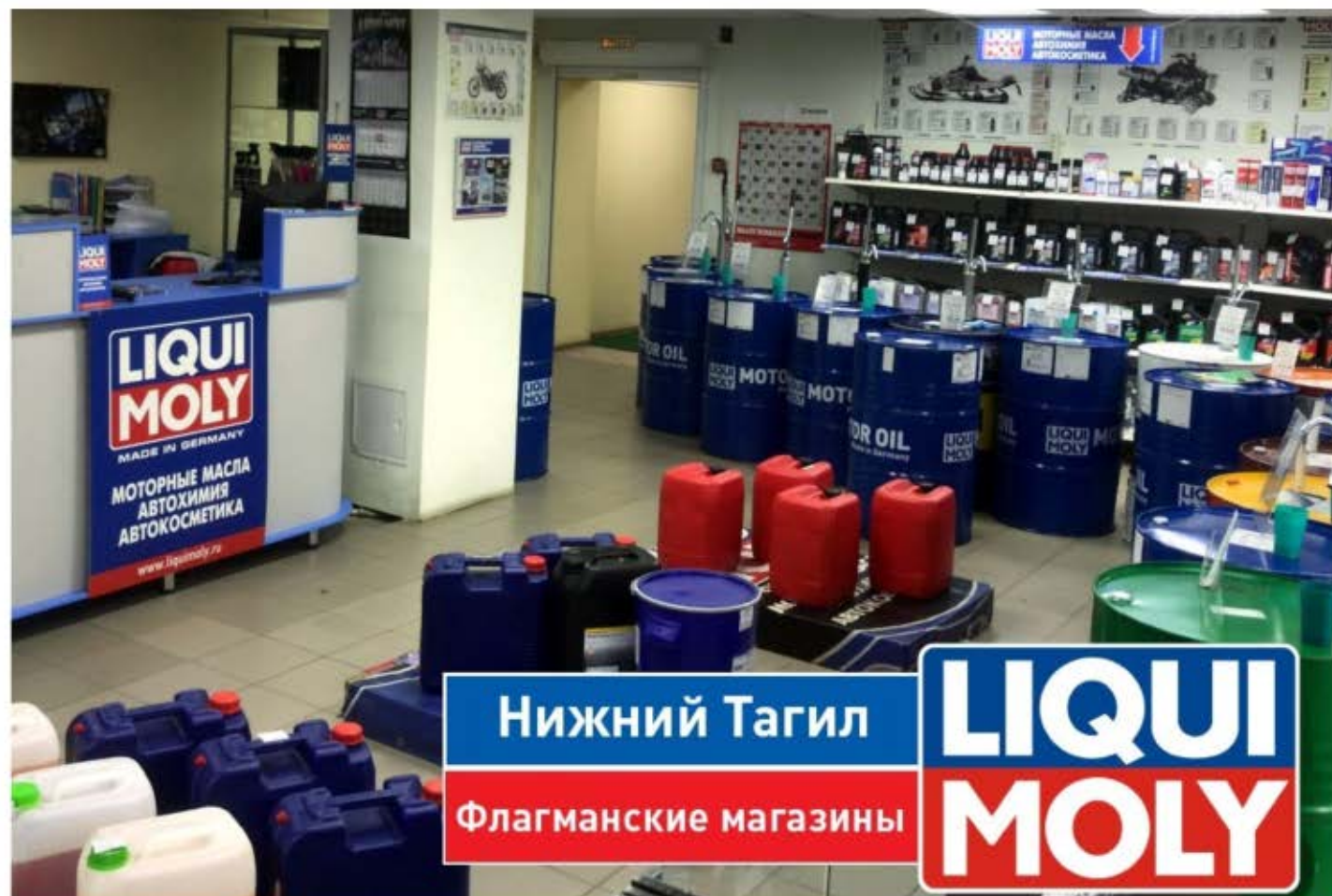
Partner: Pustabaev







Across Russia, more and more customers rely on the radiance of our global brand and use the signal effect of our blue-red-white colors, such as these two new flagship stores in Slavyansk-na-Kubani (Krasnodar region, above) and Nischny Tagil (Sverdlovsk area).







Highly motivated, optimistic and equipped with the best products from our full range – this is how our LIQUI MOLY family worldwide overcomes this crisis! Our two colleagues from LIQUI MOLY South Africa impressively demonstrated this approach at our customer Flying Brick's Demo Day.







Ready and served: the finest motor oils, additives, care and service products await quality-conscious automotive enthusiasts – clearly presented at the Demo Day of our customer Goldwagen! And at the forefront: our brand new Bakkie Additives for all South African pick-ups.







Standing together for successful cooperation in Madagascar (from left to right):  
 Chamine Tahora (CEO and founder, CT Motors), Marco Renz (Export Area Manager),  
 Hasneine Tahora (CEO, CT Motors) and Mounir Bakar (LIQUI MOLY Madagascar).

## Welcome to the LIQUI MOLY family!

Kawasaki, Kymco, Royal Enfield, Piaggio, Great Wall, Polaris, Haval, Bajaj, Ssangyong, Vespa, Aprilia, Tao Motors, Loncin ... as an official representative of globally known manufacturers, our new partner CT Motors is a proven specialist in the sale and maintenance of cars, motorcycles, quads, bicycles and jet skis. With LIQUI MOLY on board, the company now has a lubricant brand for all vehicles at its side.





LIQUI MOLY brings color to life! These pupils from the village of Ambalafenomby in Madagascar displayed their gratitude for and pride in their new school clothing in bright blue and red. We are also filled with gratitude for the opportunity to support this admirable project by the RÖHL VINTANA FOUNDATION of our friend Hartmut P. Röhl and thus enable the children to have a good, sustained school education.





INDIA

CORONA-AID

# Distribution of face masks, hand sanitisers to children for supporting fight against COVID-19

Sponsored by:



HVWA

A pandemic knows no boundaries – nor does our willingness to help! That’s why our global donation campaign is continuing. For India, we have now donated much-needed masks and disinfectants for schools, education and care facilities, which were distributed by the Humane Voluntary Welfare Association.







While Germany has come through the pandemic comparatively well so far, the poorest regions of the world lack even the most basic protective measures and means. The 15 institutions supported thanked us wholeheartedly for our product donations. As a result, awareness of the protection against Covid-19 has once again grown significantly.





**RUSSIA**

**SPONSORING**



The Patriot racing team, sponsored by us, made the most of the corona-related quiet season and used the sponsorship shoot to do some good for the racing cars with our motor oil.







Sometimes the perfect moment doesn't require more than a car, the sunset and our blue-red-white logo: Racing romance at its finest, presented by Team MB Motorsport!





**PORTUGAL**

**IBERIAN JET SKI CUP**



Just one of many examples of LIQUI MOLY Iberia's perfect branding work: the Iberian Jet Ski Cup! In this spectacular racing series, our brand stands out, both on and off the water. Whether the branding on the jet skis, logo on the shirts, blue-red-white bouncy castles, beach flags, tents, T-shirts or caps – our logo was always an eye-catcher.







## Success is always teamwork

At a time when the economy is taking a beating around the world, LIQUI MOLY Iberia has managed an almost impossible feat: Our subsidiary currently has presented the best figures in the company's history! This success is clearly due to two decisive factors: the hard-hitting team that Sadhna Monteiro Bleicher (Director Commercial & Marketing, left) and Matthias Bleicher (Director LIQUI MOLY Iberia) have built up in recent years. And on consistent brand development and active market cultivation. We take our hat off to this fantastic team effort and are looking forward to the further success of our Iberian friends!



**LIQUI MOLY IBERIA**

**INTERVIEW**





SADHNA MONTEIRO  
DIRETORA COMERCIAL E DE MARKETING DA LIQUI MOLY IBERIA

# SOMOS UMA MARCA VIVA!

A LIQUI MOLY FOI DAS EMPRESAS QUE MAIS DEU QUE FALAR NO DECORRER DOS PRIMEIROS MESES DA PANDEMIA. TUDO PORQUE O CEO, ERNST PROST, AO LONGO DOS MESES, FOI MOSTRANDO UMA POSTURA DE CORAGEM E CONFIANÇA, REDIGINDO VÁRIAS CARTAS MOTIVADORAS, NÃO SÓ INTERNA, COMO TAMBÉM EXTERNAMENTE, REPLETAS DE ESPERANÇA NUM FUTURO RISONHO E NUMA RÁPIDA TRAVESSIA DA CRISE

**O** Jornal das Oficinas esteve à conversa com Sadhna Monteiro, diretora comercial e de marketing da Líqui Moly Iberia, sobre este período conturbado das nossas vidas e a forma como a empresa encara o futuro.

Sadhna Monteiro é uma mulher de pulso, que, à semelhança de Ernst Prost, sabe bem a importância de motivar uma equipa em tempos difíceis. Mais do que palavras e ideias fortes, é imprescindível tomar decisões consolidadas e ganhadoras, acautelando a segurança e o sucesso dos mais próximos: clientes e colaboradores. Num período em que a pandemia do novo coronavírus tornou a acelarar, fomos perceber junto da responsável como se pode voltar a estimular uma empresa, mesmo depois de alguns meses já de si complicados nas mais variadas áreas de negócios.

Pode-se dizer que a Líqui Moly foi uma das marcas que reagiu à crise de forma mais inesperada. Rejeitou qualquer tipo de reduções de tempo de trabalho ou «lay-offs» e ainda atribuiu um bónus de 1.500 euros brutos a cada trabalhador. Com esta medida de «consolo contra a Covid-19», o CEO Ernst Prost, agradeceu o empenho de todos os funcionários e explicou que «gastar dinheiro para manter ativa a economia é o que precisamos de fazer agora, para conservar postos de trabalho». A verdade é que, pelo menos até ao momento, tudo correu bem e a Líqui Moly manteve as atividades e o negócio, unicamente com as contingências agora impostas pela pandemia.

Para Sadhna Monteiro, a atitude de Ernst Prost, é simultaneamente ganhadora e inovadora. «Só ouvimos os governos a criarem incentivos, as empresas a fecharem, com despedimentos ou «lay-off» e a Líqui Moly teve a reação contrária, mas é a que estamos habituados a ouvir do Sr. Prost. Há uma filosofia de cuidar do outro, de proteger as pessoas em momentos de crise e nós, os funcionários, protegemos a empresa e o projeto ao longo do ano», afirmou Sadhna. A conversa continuou em torno do tema, com Sadhna a relevar esta genuína forma de gestão. Prost tenta ser justo e beneficiar sempre os colaboradores, quem o ajuda, quem acredita no sonho e quem quer levar o projeto para diante. No discurso do CEO saltaram sempre à vista expressões como «aguentar o barco» ou «compromisso», o que, inevitavelmente, gerou uma resposta positiva em todas as subsidiárias da empresa, assim como um dever de entrega.

#### PENÍNSULA IBÉRICA A CRESCER

Os resultados desta abordagem à crise são palpáveis e surgiram logo nos meses de julho e agosto de 2020, com a Península Ibérica a atingir os seus melhores meses de sempre. «Mesmo num período de pandemia a resposta dos clientes e consumidores na marca é tão grande que conseguimos este resultado. E agradecemos muito essa confiança», sublinha Sadhna Monteiro.

Questionada sobre o ponto de vista dos colaboradores, a diretora considera que todos interiorizaram muito bem a mensagem.

Para além de terem aumentado as vendas, foi possível assinar novas parcerias durante este período, quer

nacionais quer internacionais. Basicamente, a Líqui Moly aproveitou a oportunidade para se reinventar. E como foi possível todo este crescimento num período adverso? Graças ao fator humano e à relação da Líqui Moly com os clientes. O confinamento permitiu explorar o afastamento das pessoas «porque ao mesmo tempo também as aproximou, mesmo que numa plataforma virtual com telefonemas e reuniões online», garante a responsável.

E a marca nunca perdeu o contacto com o cliente, fundamental para este negócio, fosse ele direto ou indireto. Mantiveram-se os contactos, fizeram-se campanhas mais específicas, e, logo que possível, retomaram-se algumas ações em loja, assim como os Líqui Moly Days, de maneira a que o cliente não sentisse em demasia os efeitos da quarentena.

No mesmo sentido, a empresa também procura perceber junto de cada parceiro de que forma particular a pandemia os afetou e como poderia tornar-se uma maior vantagem para a sua atividade, moldando-se às diferentes situações.

#### PROJETOS SOLIDÁRIOS

Durante este período, a marca acentuou o cariz de entregadora e de solidariedade que já a vem a caracterizar. Ajudaram os bombeiros um pouco por toda a Europa e, em Portugal, além dessa ajuda, fizeram um levantamento dos municípios mais afetados de Lisboa e do Porto, onde implementaram algumas ajudas concretas no sentido de apoiar a manutenção de carrinhas e veículos de transporte de doentes, idosos, transporte de crianças às escolas, aos ATL, etc.





SADHNA MONTEIRO



## SADHNA MONTEIRO E MATTHIAS BLEICHER, RESPONSÁVEIS DA LIQUI MOLY IBERIA, ESTÃO CONFIANTE QUE HÁ ESPAÇO PARA CRESCER E PORTUGAL E ESPANHA AINDA SÃO MUNDOS POR DESCOBRIR

E, no fundo, o que mudou na atividade da Liqui Moly com esta pandemia? A diretora comercial e de marketing não tem dúvidas: "Mantivemos tudo praticamente igual. Continuamos a ter ações de formação, sem ser o evento puramente lúdico, que também temos, mais aos fins-de-semana. Muitas vezes temos é de fazer a mesma ação mais do que uma vez, para ter os clientes de forma rotativa e não uma sala cheia de pessoas. Disponibilizamos, como é óbvio, ao nosso staff tudo o que é necessário, desinfetantes, máscaras, criamos uma noção de responsabilidade de levar o negócio para a frente, mas de forma a que o colaborador se sinta bem. Se ele não se sentir seguro na alguma tarefa ou ação, está, obviamente, mais do que à vontade para resolver a questão de outra forma em que não se sinta em risco", rematou.

### ESTRATÉGIA LIQUI MOLY

Com a entrada cada vez mais forte de grupos internacionais no mercado, terá a Liqui Moly sentido necessidade de alterar estratégias? Sadhna garante que não há interferências, apenas o desenvolvimento natural a partir do momento em que uma marca se consegue estabelecer e é líder. Assim, no entender da responsável, "a Liqui Moly tem todas as condições enquanto marca, serviço e produto, para estar dentro de todos os grupos internacionais. Logo, somos reconhecidos por todos os grupos e estamos presentes em todos, em alguns casos até como fornecedores preferenciais de distribuição". Indagamos ainda sobre o funcionamento da rede, hoje já bem consolidada. Sadhna Monteiro não hesita: "a forma como o próprio mercado se desenvolve é que dita como a Liqui Moly se enquadra estrategicamente. Temos uma estratégia, mas temos

que ser flexíveis o suficiente para perceber que se as coisas mudam - e mudam também internacionalmente - nós temos de nos adaptar. Há previsões que não conseguimos dar, porque tudo depende de como esses grandes grupos vão funcionar, como os nossos «main players» vão ou não sobreviver, crescer, decair. É uma mudança permanente", afirmou.

### CONCEITO DE REDE OFICIAL

E o conceito oficial? Algumas marcas de lubrificantes têm desenvolvido o conceito de rede oficial para fidelizar os clientes e aumentar vendas, mas a Liqui Moly tem duas formas de olhar para esta questão. Se, por um lado, em termos técnicos, tem soluções que dificilmente outras marcas terão, porque trabalham avidamente em investigação e no desenvolvimento de soluções que facilitam o dia-a-dia do mecânico; por outro, as soluções que

## /// NOVOS ÓLEOS DE MOTOR, CAIXA E EMBRAIAGEM SEMPRE NA LINHA DA FRENTE!

A LIQUI MOLY LANÇOU RECENTEMENTE DIVERSOS NOVOS PRODUTOS, REFORÇANDO A SUA POSIÇÃO DE LIDERANÇA NA PESQUISA E DESENVOLVIMENTO DE PRODUTO NAS SUAS DUAS FÁBRICAS NA ALEMANHA

Do lado dos lubrificantes, destaque para três novidades:

#### • Top Tec 4110 5W-40

Novo óleo para motores a gasolina e a gasóleo com e sem filtro de partículas, seja nos mais comuns filtros de partículas diesel, mas também para os novos filtros de partículas de veículos a gasolina, abrangidos pela norma de gases de escape Euro 4, Euro 5 e Euro 6. Este óleo cumpre as normas ACEA

C3, API SN, BMW Longlife-04, MB-Freigabe 229.31, MB-Freigabe 229.51, MB-Freigabe 229.52, Porsche C40 e VW 511 00. É recomendado também para as normas GM dexos2, MB 226.5, Renault RN 0700 e Renault RN 0710.

#### • Top Tec 4410 5W-30

Este novo óleo de motor de baixa fricção de alta tecnologia é baseado em tecnologia sintética. Evita depósitos indesejáveis, garante uma lubrificação

segura, proteção máxima e o melhor desempenho. Permite a rápida penetração do óleo no motor e no turbocompressor. Para todos os motores Renault a gasolina (excepto RS e Alpine), motores diesel sem filtro de partículas diesel, assim como motores diesel com filtro de partículas a partir do ano de modelo 2018. Conta com as aprovações ACEA C3 e Renault RN 17.

#### • Top Tec 6600 0W-20

Óleo premium para motores anti-fricção baseado em tecnologia sintética. Mesmo sob cargas extremas, garante uma lubrificação ideal, uma excelente estabilidade da película lubrificante, assim com um desgaste e depósitos mínimos. Excelente para motores com o sistema start/stop. Garante uma performance máxima com um baixo consumo de combustível. Desenvolvido especialmente para as exigências das marcas BMW, Mercedes-Benz e



oferece são ideais para criar novos serviços com uma rentabilidade interessante. "Também temos o nosso conceito oficial, o CPP, Car Performance Plan, que tem vindo a ser desenvolvido e já existem algumas oficinas 100% Liqui Moly. Mas a verdade é que nos fomos apercebendo de que é difícil para a oficina ter uma única marca. Os motivos são variados, como a necessidade de ter mais oferta ou a localização da oficina, entre outros. Para nós é muito mais importante ajudar a oficina na criação de serviços inovadores e provar como a sua rentabilidade pode mudar da noite para o dia só com esta mudança, do que propriamente criar um conceito oficial que depois tem muita imagem, mas

não funciona, não tem proveito", finaliza.

Sendo que julho e agosto foram meses excelentes em termos de resultados, a procura maior do consumidor final obrigou a empresa a aumentar o "backoffice" e a equipa comercial. Resolveu aumentar o stock (mesmo tendo em conta a pandemia) e a interação com a fábrica, mantendo um contacto bi-semanal para não faltarem referências. Aumentaram o número de entregas, o trabalho logístico e alguns pedidos com um volume inferior. Em termos operacionais foram surgindo algumas parcerias, sendo uma delas com a Norauto, que nasceu durante a pandemia mas mostra já uma dinâmica muito interessante. Este crescimento da marca acontece também noutras redes de auto-centros. A implementação da empresa no mercado é contínua, com apostas fortes no desporto motorizado, o que se reflete junto do consumidor final. "A verdade é que estamos em todo o lado, somos uma marca viva e as pessoas conhecem ou sabem quem somos", afirma Sadhna.



Quanto a desafios... a incerteza é um deles. Há condicionantes fora do controlo dos fabricantes e esta situação que se vive é global e ninguém sabe lidar com ela. Tem um efeito económico e financeiro negativo e rápido. Felizmente, diz Sadhna, "a Liqui Moly tem uma capacidade de resposta muito rápida, uma grande flexibilidade e muita criatividade. Agora vive-se o momento... no mês que vem logo se vê", até porque a situação atual pode obrigar a mudar uma ideia e um percurso a meio, assim sendo, o desafio é aumentar a capacidade de resposta para se estar preparado para tudo. Oportunidades de negócio continuam a existir e tendo a Liqui Moly uma capacidade financeira sólida, permite, em plena crise, adaptar e investir. Nem todos podem fazer isto. Há muito espaço para crescer e Portugal e Espanha ainda são mundos por descobrir. ●

### /// PRESENÇA GLOBAL NO DESPORTO

A LIQUI MOLY aposta cada vez mais em chegar a diferentes públicos. Além de patrocinar as categorias rainhas dos desportos motorizados, como a Fórmula 1, o MotoGP (onde todas as motos de Moto2 e Moto3 usam lubrificantes LIQUI MOLY), o WTCR ou as 12h de Bathurst, a presença da marca



é cada vez mais global e diversificada. Desde o basquetebol com os míticos Chicago Bulls, ao europeu e liga dos campeões de Andebol, Atletismo, Ténis, Padel, desportos náuticos ou Futebol. Mas onde a marca tem ganho também uma forte visibilidade é nos desportos de inverno, onde tem uma presença cada vez maior de ano para ano. Seja qual for o desporto, a LIQUI MOLY é presença assídua.

### FUTURO PARA OS LUBRIFICANTES

Haverá futuro no setor automóvel para os lubrificantes, tendo em conta que, por exemplo, a Noruega pretende acabar com a venda de carro a combustão já em 2025? Segundo Sadhna, a Liqui Moly já está a apostar na diversificação do negócio, tendo por exemplo efetuado parcerias com equipas náuticas e de motos (um patrocínio no Moto GP). Os planos não passam por desinvestir no automóvel, mas sim por investir noutras áreas. Além disso, não será assim tão próximo o mundo sem carros a combustão. Para a Liqui Moly, e apesar dos vários estudos que indicam um crescimento das vendas de carros elétricos, o mercado ainda não está assim tão receptivo, a procura é residual e não há infraestruturas para abastecimento. Nos bastidores, a Liqui Moly acompanha, em estreito contacto, as marcas de automóveis, tendo sido, até hoje, a única marca a desenvolver um aditivo exclusivo para carros híbridos.



Opel, cumprindo as normas ACEA C5, API SN PLUS + RC, ILSAC GF-5, BMW Longlife-17 FE+, MB-Freigabe 229.71, Opel OVD401547, Chrysler MS-12145, Fiat 9.55535-GSX e Ford WSS-M2C 947-B1.

Nos óleos de caixa e embraiagem, três novidades também:

● **Top Tec MTF 5300 70W-75W**

Lubrificante 100% sintético, de alto rendimento e

baixa viscosidade. Especialmente desenvolvido para transmissões manuais e semiautomáticas (S-Tronic e DSG). Recomendado particularmente para utilização em veículos das marcas Audi, Seat, Skoda e Volkswagen. Cumpre as normas API GL4, VW G 052 171 e VW G 052 527.

● **Top Tec ATF 1950**

ATF para caixas de velocidades automáticas para uma performance ideal graças à combinação

de substâncias de alto rendimento. Para a nova geração de caixas de velocidades automáticas de veículos da Mercedes-Benz de 9 velocidades do tipo 725.0/1. Cumpre a norma MB 236.17.

● **Óleo para embraiagens multidisco**

Óleo para caixas de velocidades de alto rendimento especialmente desenvolvido para trações às quatro rodas, Quattro e 4motion com um excelente

índice de viscosidade, uma elevada resistência ao cisalhamento e um valor de fricção extraordinário em todas as condições de funcionamento. Protege de forma eficiente contra o desgaste, a formação de espuma e a corrosão. Garante uma transmissão de força ideal em todos os veículos com tração às quatro rodas. Para sistemas de tração às quatro rodas com embraiagens Haldex das marcas Audi, Land Rover, Opel, Seat, Skoda, Volkswagen e Volvo.





## With additional forces against the crisis

Clear mission, clear message: While other companies are closing factories and cutting jobs, we are expanding our team and our clout. All over the world. Matthias Bleicher (Director LIQUI MOLY Iberia) welcomed our 100th and 101st new co-entrepreneur on 1 December! José Cruz (Business Development Executive) and Borja Sanchez-Laulhé (Technical Sales Executive) are now part of the LIQUI MOLY family!







Just three highlights from the sponsorship campaign in Colombia: Here is the TERCERA VÁLIDA NACIONAL MOTOVELOCIDAD at Corona Club Xtreme Park in Ciudad Popayán, where the 60 best drivers of the nation competed for the prize.



At TREPADORES CALI in Ciudad de Cali, 84 amateurs fought for every hundredth of a second on the challenging, winding track.

At the HALLOWEEN ALMACÉN REPUESTOS VOLKSWAGEN in Ciudad de Bogotá, our Colombian friends displayed the best costumes during Halloween with gruesomely spectacular special discounts and prizes.







The last race of the LIQUI MOLY China Touring Car Championship at the WANTRACK in Nanjing, where we owe the title sponsorship to our partner DU-HOPE, was a worthy conclusion but no less exciting racing season.



Thanks to our branding, the workshop façade of our partner Said Al Hashlee presents itself in a new, modern and inviting look.





With our product donation campaign, which has been running since the beginning of the pandemic, we would like to thank all emergency services and corona heroes worldwide for their selfless commitment – and, as here in Romania and Latvia, we receive thousandfold expressions of gratitude. Because only together can we succeed!





**SPONSORING**

**RATIOPHARM ULM**



A long-standing sponsorship partnership that fits perfectly! Because, just like us, ratiopharm ulm's professional basketball players showed real fighting spirit in this difficult year, despite the empty arena. With success: in the easyCredit Bundesliga, the orange dunkers are currently playing right at the top and in the Eurocup they have already caused one or two upsets.





**USA**  
**SPONSORING**



Taylor Hull knows who wears the hat when it comes to high-performance products for his Cadillac: LIQUI MOLY! And as a born Texan, he proudly demonstrated during the race on his "home track" of Texas Motor Speedway that lubricants made in Germany and racing power made in the USA harmonize perfectly.







# Sponsorship campaign: : LIQUI MOLY enters the French handball league

From the 2021/2022 season, we will be the main and name sponsor of the Starligue, France's highest handball league. This will help us to become even more well-known there in order to expand our distribution and significantly increase the demand for our products. Starting next summer, the Starligue will officially be called the "LIQUI MOLY Starligue". Our logo will be visible on the jerseys as well as on the court. "Handball is one of the most popular sports in France," says Ernst Prost. That's why we are proud to be represented with our brand in the future. The decision to go with Starligue is part of the long-term strategy we are pursuing in France with our subsidiary LIQUI MOLY France, which was founded in 2019. The contract with Starligue is our largest sponsorship commitment in France to date and will certainly be a hit in terms of brand awareness.





# LIQUI MOLY also official sponsor of the World Handball Championship in 2021

We are also relying on international handball to further promote our international profile. That is why we will be on the field as official sponsor of the World Men's Championship, which is scheduled to take place in Egypt in January 2021.

Two years ago, our blue-red-white logo could be seen during 96 matches at the tournament in Denmark and Germany. As a result, we not only reached almost one million spectators in the halls, but also brought our brand closer to tens of millions of sports fans sitting in front of the screens. The new edition in North Africa will be held under special conditions. "Because of Covid-19, everything is possible: a World Championship with only a few stadium visitors, one without any spectators, or even a cancellation. Nobody can say for sure. But if the competition takes place, then certainly with LIQUI MOLY." Even in times when sporting events both large and small represent an organizational and financial risk, LIQUI MOLY stands by its commitment to a wide variety of sports.

A special sporting feature is the extended field of participants. For the first time ever, 32 teams instead of 24 will compete in the World Men's Handball Championship. This means more preliminary matches and therefore more advertising time for our brand! The opening game will take place on 14 January. The final will start on 31 January.



**GERMANY**

**VFL GÜNZBURG**



The bus is also used in school and regional transport. So everyone can have a ride on the extraordinary bus and be part of the strong team. We wish you a good trip at all times.



## THE WINNER TAKES IT OIL - On a big tour with LIQUI MOLY

"We are a team - your team". We live this motto together with our partner, VfL Günzburg. The handball club is now touring Germany with a new team bus. In the eye-catching LIQUI MOLY design, of course. We hope that it will bring good luck to the club and that games will be resumed quickly after the pandemic.







Not only sports clubs can cause a stir with buses in the stylish LIQUI MOLY look. We also enable our business partners to advertise on local public transport. Are you interested in using our marketing know-how and differentiating yourself from other workshops? Then just contact us. The following pages show you how to do it.

(So far only available in Germany)



Here could be your advertising







At the Formula 1 DHL Grand Prix 2020 in Turkey, this time Lewis Hamilton demonstrated his exceptional driving skills in a real rain thriller, securing the historic 7th World Championship title. LIQUI MOLY, as official sponsor of Formula 1, was also present at this event, which once again ensured worldwide visibility for our brand.



The F1 logo, FORMULA 1, F1, GRAND PRIX and related marks are trade marks of Formula One Licensing BV, a Formula 1 company. All rights reserved.





At the Emilia-Romagna 2020 Grand Prix in Imola, there was no chance of beating the serial winner Lewis Hamilton – just like our logo, which was visible along the race track to millions of spectators worldwide.





**SPONSORING**

**RALLYE LAUSITZ**



Even though support for the masses of fans along the race track is lacking in corona times – at least the support of over 1 million spectators at home on TV was certain for rally driver Julius Tannert in his chase for the best time on a race course studded with dirt, mud and gravel – powered by LIQUI MOLY!







Three cars, three friends, and one global brand at the rally show in Slovakia! A love of fast cars and LIQUI MOLY is the connecting element (from left to right): Mojmir Cambal (Sales Manager Intercars Slovakia), Marek Rybníček (Managing Director LIQUI MOLY Czech Republic) and Tomas Ondrej.





**NEW CALEDONIA**

**SPONSORING**



This sponsorship is making waves: our logo at the 2020 New Caledonian Freestyle Championships, with visibility on and at the water, on social media and on all posters of the 2020/2021 season.



This sponsorship really hits the mark: Our logo at RED BULL KING OF DRIFT 2020 NOUVELLE CALÉDONIE.



# LIQUI MOLY-WINTER SPECTACLE



Despite heavy snowfalls, the contestants at the men's World Cup giant slalom in Santa Caterina Valfurva, Italy, made sure not to lose track and ensured a spectacular race – accompanied by our blue-red-white logo.





# LIQUI MOLY-WINTER SPECTACLE

## BOB & SKELETON SIGULDA



Once again at last, bobsleigh and skeleton action at its finest! At the IBSF World Cup in Sigulda, Latvia, the world's best athletes bravely plunged into the white ice channel, accompanied by our blue-red-white colors.





# LIQUI MOLY-WINTER SPECTACLE

## SKIS JUMPING RUKA



For the jumpers, it meant full concentration on the next jump, whilst the cameras and viewers at home in front of the screens were able to concentrate fully on our logo – at least our brand was always in the picture during the long-distance chase of the 3rd singles jump of the FIS World Cup ski jumping season on the Rukatunturi ski jump in Ruka/Kuusamo, Northern Finland.





WINTERSPORTS

SKI FLYING WORLD CHAMPIONSHIPS







**With LIQUI MOLY to the world championship title. Great performance by Karl Geiger and a great emotional moment for our LIQUI MOLY family worldwide.**

The Oberstdorfer won his first individual title at the international highlight of the Ski Flying World Championships in Planica. With his jumps of 240.5 and 231.5 meters he sat just ahead of his fellow competitors. LIQUI MOLY was there as a lucky charm. Our logo, which could be seen all over the world, was emblazoned on the ski jumping hill, at the finish line and on his jersey. We congratulate the fresh world champion and thank him and his teammates for wearing our logo with pride!





## High speed on ice with LIQUI MOLY.

From the racetrack to the ice canal. Our complete winter sports package includes our presence at the world championships in bobsleigh and skeleton. Our LIQUI MOLY logo can be seen everywhere along the ice channel, in the finish area, on the trainer boxes and on the Leader back wall. This presence guarantees us a high level of attention from an audience of millions. On top of that we support our positive brand image. Celebrating success with LIQUI MOLY, that is our motto for all sports sponsoring. All athletes and even our partners benefit from this outstanding performance.







**Trouble-free in winter(sport)**

Our products make everyday life with a car easier in the cold season. Discover our full range with more than 4,000 items.





The riders had eagerly awaited the 2nd race of the motocross championship in El Salvador. With all the more heart, soul and commitment, they mastered the race track we had branded as the main sponsor.





ETCR Hungaroring

HUNGARY



At the 2nd race weekend of the FIA European Truck Racing Championship 2020 on the Hungaroring east of Budapest, Jochen Hahn, who is supported by us, achieved a total of three podium places. Given the current Covid-19 constraints and Hungary's classification as a risk area, this was a terrific performance by the minimally staffed team.



**Synthoil Race Tech  
GT1 10W-60  
(Art.-No. 1391)**

*The motor oil of winners!  
Fully synthetic low-viscosity  
motor oil for sporty drivers  
and extreme operating  
conditions. Offers highest  
lubrication reliability,  
optimal oil pressure and  
maximum wear protection.  
Specially developed for  
motorsport.*





Events sponsored by us are not only sporting highlights, but also always a welcome opportunity for a friendly and businesslike exchange with members of our LIQUI MOLY family worldwide – such as our friends from LIQUI MOLY Iberia at the LIQUI MOLY F2 World Championship in Vila Velha de Ródão, Portugal.





**GERMANY**

**SSV LANDSHUT**

**LIQUI  
MOLY**

**MOTORÖLE  
& ADDITIVE**  
Made in Germany

**LIQUI  
MOLY**



We are where our customers are – and so is our sponsorship! We are therefore delighted to also support the SSV 63 Landshut-Schönbrunn club.

**GERMANY**

**CABINET OF RARITIES**

LIQUI MOLY quality keeps its promises. This also applies to our workshop equipment, as can be seen impressively here at our used oil depot at Peter Ortkras Autoteile GmbH in Werdohl, which is at least 25 years old. A real treasure!





**FULL RANGE**

**GUNTEC-CARE SERIES**

Whether sports shooters, hunters, collectors or by profession: With the relaunch and expansion of our GUNTEC care series, we are targeting further sales.



## GUNTEC: Bull's eye for our full range

Our existing products from the GUNTEC series have already been very popular with sports shooters, hunters, collectors and people who have to rely on their weapons by profession in order to maintain precise shooting performance and retain the value of their weapons. We have now expanded the range with a few useful products and at the same time added a new look to the perfectly coordinated weapon care program.



### ***GUNTEC Gun Care Oil Spray*** (Art.-No. 4390)

Special oil spray for optimum preservation and lubrication of weapons and metal parts. Offers excellent corrosion and wear protection, and forms an even, stable and particularly water-repellent oil film.





**GUNTEC Gun Care Oil**  
(Art.-No. 24391)

Special oil for optimum preservation and lubrication of weapons as well as metallic and precision mechanical components. Provides excellent corrosion and wear protection.

**GUNTEC Silencer Cleaner**  
(Art.-No. 24395)

Specially developed for fast, thorough removal and neutralization of stubborn combustion residues in silencers.



**GUNTEC Gun Grease**  
(Art.-No. 24393 20 ml/24392 50 ml)

Synthetic special grease with micro-ceramics for all types of weapons. Ensures safe function over an extremely wide temperature range. Provides optimum wear and corrosion protection.



GERMANY

OBITUARY

## Mario Ohoven (1946-2020)

With Mario Ohoven, a successful entrepreneur, committed fighter for the middle class and an extraordinary person was tragically tragically torn from life on 31 October 2020.

Our sincere condolences go to his family.

erfolgreichen Einsatz pro deutschem Autohandel.  
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**Trauer um Mario Ohoven** Am vergangenen Samstag verstarb der im Jahr 2001 von 'markt intern' zum Kustos (Wächter) des mittelständischen Unternehmertums ernannte Präsident des **Bundesverbands mittelständische Wirtschaft**, **Mario Ohoven** (re. im Bild), bei einem schweren Autounfall nahe Düsseldorf. Erst vergangene Woche hatte er sich wie gewohnt kritisch mit den aktuellen Lockdown-Entscheidungen auseinandergesetzt. In Gedenken seiner Verbundenheit mit unserem Verlag und seines Engagements für den Mittelstand gilt unser Beileid seinen Angehörigen und Freunden.



Ausgezeichnete unter sich: Kustos Mario Ohoven (re.) gratulierte im Jahr 2012 'markt intern'-Mittelstandspreisträger Ernst Prost.





At the WM Workshop Fair 2020 at the Munich Exhibition Center, we took advantage of one of the unfortunately few opportunities this year to present our new products, our full range and our trade fair promotions – of course in compliance with the strictest hygiene and safety precautions.





USA

**AUTOMOTIVE INDUSTRIES**

Ernst Prost (63) and Günter Hiermaier (56) celebrate their **LIQUI MOLY** **thirty year anniversary** with the German oil and additive specialist.



**LIQUI  
MOLY**




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**Intelligent**  
suspension enhances  
customer experience

A successful duo  
at **LIQUI MOLY**  
for 30 years



“As business leaders we have to help the people working for us and supplying us to put the pandemic into perspective, in order to replace fear with informed hope and optimism.”

– Ernst Prost, Managing Director of LIQUI MOLY. Page 42



USA

**AUTOMOTIVE INDUSTRIES**  
Innovation

Securing the future

of **LIQUI MOLY**  
by ensuring that opportunities  
do not slip away

By: James Hilton

LIQUI MOLY products are  
sold and supported in more  
than 120 countries.







**Ernst Prost, Managing Director of LIQUI MOLY with some of the products.**

**A LIQUI MOLY production line. The company has more than 4,000 products.**

**Globally, many companies in the automotive and other sectors have responded to the Covid-19 induced downturn by focusing inward to cut costs.**

This has put thousands out of work or on short pay, further exacerbating the economic effects of the response by governments to the virus. The World Trade Organization predicts that all regions of the world will see trade plummeting by double digit numbers.

For business leaders there is an alternative to cutting back. Within the motor industry one of the leading examples of what can be done is LIQUI MOLY, which specializes in motor oils, lubricants, vehicle care products and additives. Management and staff are hard at work identifying the opportunities presented by the pandemic.

Across the board and around the world, employees have been able to focus on growing the business and meeting production targets because LIQUI MOLY Managing Director Ernst Prost has assured them that no-one in the company would lose their jobs, even it meant waiving his own salary. Since then, he has taken pains to address employees and clients on a regular basis to keep inspiring them to identify opportunities in the current, dark times.

Automotive Industries (AI) asked Prost and other LIQUI MOLY top executives – namely Sebastian Zelger CEO, LIQUI MOLY USA and Peter Baumann, Marketing Director at LIQUI MOLY – to share their thoughts and philosophy about how business leaders should adapt to a Covid-19 world. The objective is to encourage other managers and shareholders in the automotive sector to

power their way out of the many challenges Covid-19 has put their way.

**AI: How has the work/life balance been affected by so many people working remotely?**

**Prost:** I do not like this formula for work/life balance. It's plain wrong. As if life and work were opposites. Work is a part of life – and an important one, at that. I think every person should have a job that fulfils them and that gives them pleasure and satisfaction.



**Ernst Prost, Managing Director of LIQUI MOLY.**

Work gives you satisfaction, recognition, self-affirmation and the good feeling of having achieved something. I would even say that work is an essential part of a fulfilled life. Ask any unemployed person – regardless of the money and social contacts one has through work. If only leisure time is sacred and the opposite is perceived as drudgery or something bad, something is wrong with our society.

Of course, the proportion and the time required must be right. And that's why I have banned overtime. In my wild years, I always waited for our competitors to enjoy a long weekend, close down ▶



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for company vacations or otherwise be absent, leaving their "castle" unguarded and abandoned. We always made good use of these moments. Whenever our competitors were on vacation, we wowed the customers with the best offers.

I still love this tactic of using a surprise to get ahead during the opponent's absence. Even now in the crisis, we are playing our game by these rules. Most companies take cover, cut their budgets and put all kinds of activities on hold, or simply sit at home and wait until it's all over.

We do the opposite: exploit the opportunities that every crisis offers by taking a counter-cyclical approach. We are investing in markets, people and our brand right

were in a rush constantly with their job. They did not have the time to take a breath to figure out if this hectic lifestyle is what they truly want. Now, all of a sudden, they have the time to think about what they really want and care about – and some are about to switch their careers.

Other friends of mine who are furloughed at this point can't wait to get back to work, as they miss not only the work itself, but also the social component of it. Yes, work is very social!

To sum up: COVID19 will change the way work is seen for some. Others won't feel that they need to change anything, and will be happy just to get back to work.

One factor of work life balance though – as the expression already reveals – can be found in the total amount of time you have available to spend outside of your work. Of course, some people love their job so much they actually wouldn't need any time off work. They are fulfilled by it. Their life is their work and their work is their life. I think that this mostly applies to me and part of me wishes that everybody could think like this, but of course this doesn't apply to everyone.

Generally, employees in the United States have less vacation time than my German colleagues.

Furthermore, I do see that many of US employees (Not our LIQUI MOLY employees) do not only have one job they are committed and dedicated to, but two or even three jobs at the same time, for multiple reasons.

In order to have a healthy work life balance from the "time" point of view, it is quite difficult to achieve a healthy work life balance if you don't have time for the "balance part".

Sebastian Zelger CEO,  
LIQUI MOLY USA.



now. Let us make the most of what we are doing right now. We can still enjoy it later – when we have won the game.

**AI: How do you see workers in the USA juggling the work-life balance and how has the COVID-19 disease changed this?**

**Zelger:** There is no stock answer, as the response differs from person to person. I know for a fact that many of my friends are actually re-thinking their way of life. Before COVID19, they



LIQUI MOLY is the supplier of South Racing, one of the biggest cross-country teams in the world.





Alongside the traditional VW Golf TCR, the LIQUI MOLY Team Engstler now also has two Hyundai i30 N TCR in the German touring car championship.

## POST-COVID BUSINESS

**AI:** What do you think working life will look like after the pandemic dies down?

**Baumann:** I'm a positive-thinking guy. So, I guess everybody should and will be more focused on really important topics, on personal relationships, on service beside selling, on avoiding unnecessary costs, business trips, meetings etc. For sure, all kinds of digital support will play a bigger role.

**Prost:** What scares me the most right now is the cacophony of the government and its departments, competence centers and think tanks and talk shows that fill the ears of frightened citizens. Some expert / politician warns against giving the all-clear too early, while another sees the light at the end of the tunnel through her or his ministerial glasses.

There are conflicting messages coming from the same institutions, be they government or so-called expert groups. There is continual fear, warnings, suggestions, demands, admonitions and, of course, endless discussions between experts and politicians. These discussions just illustrate the lack of consensus on what should and needs to be done.

Mask yes or no? Or maybe? An example of what is happening around the world is the political promises here in Germany by economics minister Peter Altmaier that "not a single job" would be lost. In the next breath the same minister tells us that "we must prepare ourselves for serious, deep and lengthy cuts."

The feedback from our operations around the world is that

people everywhere are being subjected to conflicting messages, which make one anxious because it seems it is a case of the blind leading the blind.

Yes, something has to be said to the citizens and the people – we need to be told if we are to be frightened and worried by the disease, but these warnings should be backed up with actual facts.

As business leaders we have to help the people working for us and supplying us to put the pandemic into perspective, in order to replace fear with informed hope and optimism. Angst essen Seele auf (Fear eats the soul) is the title of a film by Rainer Werner



**Peter Baumann, Marketing Director at LIQUI MOLY.**

Fassbinder from 1974. The deliberately grammatically incorrect title in German has taken root in my mind.

We all have fears, fear of loss, relationships, failure and death. There is no end to the things you can be fearful of. The Gauls in the famous comic series, Asterix & Obelix were always afraid that the sky would fall down on their heads. Yes, we may laugh, but aren't many fears irrational, surreal and frightening? Waking up in a sweat, plagued by nightmares and tormented by primal fears. I get that a lot. Sometimes it takes me a few hours to ▶



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push the dark and gloomy thoughts away. Fear sits in your bones, deep down they say, so fear is normal, just like many other things in life that we don't like.

#### **THE POWER OF POSITIVE THINKING**

**AI: What message is the world waiting for from governments, organizations such as the WHO and other partners who are battling the coronavirus and its effects?**

**Prost:** Everybody needs a clear plan and schedule as far as possible. And a common sense in this. People are not stupid. Everybody understands the situation. In total and also from his personal perspective. Nobody needs "doom and gloom messages" and descriptions of all the negative things. People need leaders, and no liars. We have the option to close our eyes and to hope nobody sees us or we keep all together, motivate each other, see the chances and keep on fighting for our business and our jobs. Each crisis delivers chances and business opportunities.

**AI: How has the mixed messaging by various leaders in the developed world impacted on business sentiment?**

**Zelger:** To start off, I think most of our world leaders do want the best for their citizens and try balance protection of health and economic interests. There are mixed messages simply because we have different circumstances in each country, and even within the same country, the same institutions of this country, there are many different opinions about this topic and how to handle it.

You ask an economist – you get one opinion. Ask a virologist – you get another opinion. Ask a politician – he'll take the opinions of both economist and virologist and make his own mind about it. On top of that, you have different ideologies and priorities, which lead to the fact that there are many different ways how countries respond to this crisis.



**Tennis star Roger Federer in front of a LIQUI MOLY advertisement at the MercedesCup. The company has maintained its profile during the global lockdown.**

Of course, this may lead to confusion amongst federal and state governments, companies, as well as their leaders and their employees. Therefore, every company has to make their own decision about what is best for them in the given circumstance. There are companies which are very flexible and willing to adapt (virtual training, e-commerce opportunities, just to name two examples) which – as a matter of fact in certain segments – gives them a tremendous competitive advantage amongst their competitors. While some companies are asleep / on hold/ or shut down completely and furlough their employees during these times, others actually invest in their personal, customers and brand awareness in order to be prepared when business comes back. I do want to acknowledge that this cannot be applied to all companies of course, we at LIQUI MOLY are fortunate that the circumstances allow us to act the way we do.

**AI: What should we be expecting from our governments?**

**Prost:** Everyone knows that epidemics and pandemics visit us from time to time. How come we were caught off guard so brutally and so unprepared? When my son, Benjamin, was in hospital for several weeks in October 2018, I was able to experience our German health system first-hand. Not through glossy brochures, but by a nurse who had to look after 18 rooms with two patients each during the night shift all by herself. So, some people had to wait on the toilet bowl a little longer until someone came to clean their butts. Many nurses and caregivers were in the ward until late in the evening and also the next day early in the morning (with a break for sleep, I hope).

As a born-and-bred Swabian, I'm already firmly in favor of saving money. But certainly not for ruinous cost-cutting that will cut our future. It's shameful how badly we pay people to operate on us or clean our behinds. Surely, we cannot expect this to be done out of pure charity and helpfulness – although this is the case – without paying the people who accomplish such a Herculean task a proper living wage. It's indecent, it's unfair and, as you can see now, it's plain stupid.

This little virus will probably cost us 1, 2 or even 3 trillion euro worldwide. But actually, it is not the virus that is causing this damage, but the short-sightedness of those who are entrusted with taking care that an epidemic or pandemic does not immediately throw the whole world completely off balance. The focus on saving money has resulted in a human and economic catastrophe.

#### **PROSPECTS FOR REVIVAL**

**AI: How do you see business reviving as lockdowns are eased globally?**

**Baumann:** Let me talk about our business. I think everybody understands much better now how important logistics and personal mobility are. Someone who owns a vehicle is not left stranded by the closure of public transport. Our business will be reviving quickly as these vehicles need scheduled servicing and high-quality products to run properly. On the logistics side trucks, rescue vehicles, public transportation, mining and agricultural equipment and more need lubricants to keep operating.

**Prost:** This crisis is uncovering a lot of hidden truths. Three times a day, I am reminded of the following saying: "A person reveals his true worth in adversity". And there are surprises in both directions. But the German poet and philosopher, Friedrich Hölderlin also said, "Where danger is, grows. The saving power also.", and we can see this in action every day. Some of us are rising to the challenge by taking action where needed and making our own personal contribution to overcoming this crisis and helping others.



However, it is not always those of us with the strongest arms and broadest shoulders (and biggest wallets) who are in the frontline where we really should be, but rather those with the biggest hearts who our beloved God filled with empathy and compassion, creativeness and a sense of responsibility. But there are others who cannot help putting themselves first in times of crisis and can only think of themselves. It must have been a similar situation on the Titanic. We are not on a boat, but in a company with a crew of 1,000 people on board and 10,000 passengers – our customers, our business partners.

When was the last time you heard or saw anything from our competition? All of them have run for cover, in home office or short time work. The only thing left working is the answering machine. That's just great! This is typical of a multi-national corporate company and I didn't expect anything else. Anyone who now chooses to sit on their sofa and wait until everything is back to normal hasn't understood what a company actually stands for and what defines us as human beings.

In Germany, we hear talk which separates the economy on one side and the citizens on the other. That isn't how we should see it. We generate two thirds of our business from our exports outside Germany. We can't just take. We have to give too! That is the least what all 1,000 of the LIQUI MOLY employees should, can and must now do. I am counting on them now – as I have done for the last 30 years.

#### **STRONG LEADERSHIP**

**AI:** How important is it to you personally that a company and its leadership should show the way forward during dire straits?

**Prost:** As always in uncertain times people need a leader who takes the responsibility, shows the direction and is leading from the front. This includes the whole management team and is motivation for everybody. These leaders should not only pump up their muscles. It's much more important to show social responsibility, have a clear plan and "do it".

**AI:** How has LIQUI MOLY's decisive stance compared to other big corporations who've started demanding government bailouts while laying off workers?

**Zelger:** I cannot talk for other companies, but we here at LIQUI MOLY USA did not furlough nor layoff any of our employees due to Covid-19. I do not want to be seen to be judging companies which have asked for government help, as in many circumstances this is necessary to keep their businesses alive, and I'm glad this support is available for them. That's what aid is for.

On the other hand, though, one must at least question the acts of a handful of bigger corporations who claim government aid on one hand and on the other hand pay huge bonuses to their top managers, as well as dividends. This is a questionable reallocation of tax payer money. We as the LIQUI MOLY family have not asked for any government aid. We want and will get out of this crisis without any government help. We rely on our amazing employees, partners and customers who will support us to keep our factory busy and production running.

#### **BUILDING THE BRAND**

**AI:** How will LIQUI MOLY be remembered after the pandemic dies down?

**Baumann:** We have always been a very socially responsible corporate citizen. This is part of our philosophy. From the beginning of this crisis we told everybody in the LIQUI MOLY



**LIQUI MOLY is extending its involvement in Formula 1 and has signed a contract with the racing series until the end of 2022.**

family that nobody would be left behind. Nobody would lose his/her job. And we prepared the way for the time after the crisis by communicating and promoting our products and services in ways we have never done before. This supports directly the business of all our distributors, dealers and workshop partners around the globe. Not to forget: We have sent free products to health care services around the globe to the value of several millions of Euro. People will keep this in mind when deciding which brands and companies to support in the future.

**AI:** Honor is a seen a rare quality for businesses and corporations. Many focus on profits at the expense of society and the environment. Why is it important to you personally that this is not LIQUI MOLY's way?

**Prost:** This is quite easy to answer, as it's proven by our success. Honor, respect and reliability are directly related to long-term and sustainable profit. All our global business partners know they can rely on us in person, on our service, product quality and support. Everybody in our world – suppliers and clients – know that they can trust us in each and every situation. We pay our bills in time and we deliver our goods complete, at the highest quality and on time. And they pay back the same way.

#### **BEING VISIBLE DURING BAD TIMES**

**AI:** Why does LIQUI MOLY choose not to run for cover during bad times?

**Baumann:** If you run for cover, you can't see the direction you're running. In all of the so-called crisis times we have experienced, we have found it is much more effective to create than to just to let it happen. An example from "our world": Most of our competitors are invisible in these times. Invisible to their clients and invisible as a brand in public. Being invisible means no technical and sales support, no brand building etc.

But all this is important to create sustainable business for all involved parties. Especially in these times. We prefer the opposite way. This is exactly the time to support all clients. We are doing this by providing online product and sales training, offering sales promotions and promoting the brand to the buying public. If nobody else is doing it, this tactic is much more effective. ▶



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A LIQUI MOLY production line. The company has more than 4,000 products.

**AI:** What can be done to help push the message you are advocating – that slashing costs will cut future prospects?

**Prost:** Public healthcare in many countries unfortunately delivers the best example. The most needed service and the most needed people don't play the role they should play everywhere. Health care is the last field where you should be slashing costs. This has been shown very clear in the last weeks. Not enough staff, breathing machines, hospital capacity, protecting clothing etc. I'm not talking about poor developing countries. I'm talking about countries like the US, Russia and parts of Europe.

Similarly, companies need to ensure that they do not sacrifice their life support when they decide to reduce costs.

**AI:** What price is business paying for the lack of investment in public welfare?

**Baumann:** I would prefer to ask what influence businesses or business leaders have. All state investments are financed more or less by taxes. Taxes are paid by companies and by the people. At least in democratic countries people have the choice to elect the government and this has direct influence on what happens

with tax money. If you elect a party which is not interested in strengthening the health care system or public welfare, you have to live with the consequences.

**Prost:** It is not money that counts. It's jobs. We have a plan, a recipe how to keep 1,000 people motivated and to prefer to be working rather than sitting at home despite the virus! At LIQUI MOLY we have assured our employees that there will be no short-time work, no redundancies, and no losses. We can do this because we are a strong team. Everyone is playing their part, including me.

As promised, I have waived my salary. The result can be seen in our people at work, in the factory, the logistics department and in administration. They are working responsibly and with diligence – just like nurses, carers and doctors who are tending to the sick. So, we have 1,000 proud employee who demonstrate to the outside world how their company treats workers and employees in a crisis, to customers, neighbors, friends and of course to the press.

That's why our company is up and running. Now a number of companies announced short-time work or layed off staff, even though they are sitting on bulging coffers. Who filled those bags of money for them? The very people they abandon now.

Unfortunately, many companies are behaving unethically like this right now, forgetting the millions and billions in profits over the last years. Two months of headwind - just two months and everyone is screaming for the government to help and "man overboard" - not as a cry for help, but as an order!

We are not doing this! We take responsibility for our company, employees, customers, society and for the countries in which we operate. We all still remember the financial crisis of 2008 and 2009 very well. There we set the same example and practiced what we preached. Others cut salaries, dismissed staff and introduced short-time work in order to stabilize profits at great cost to society and their employees. That's stupid!

We came out of the previous crisis much stronger, and we are doing it this time again. We know what we are doing and we know that it is not only right, but also the only decent way to deal with our own this way!

**AI:** Is the strategy any different to your response to the crash of 2008-09?

**Prost:** It's the same strategy. Now it's time to show again what separates LIQUI MOLY from our competitors. This includes personal service, support and promotional activities in a bigger dimension than before. Now it's time to spend money in brand, product and sales promotion. We are not only passengers. We take the steering wheel in our hands. We have always built up reserves to be prepared for such circumstances.

#### EMPLOYEES ON BOARD

**AI:** How has LIQUI MOLY's caring attitude to its employees and partners impacted others?

**Zelger:** We as a company have received tremendous positive feedback for our attitude. People in these times crave positive news, and we can hopefully contribute at least a tiny bit to that. By not consuming government funds (in other words, taxpayer's money), but instead donating millions of euros in product for first medical responders are just two of many examples of what people actually want to learn about these days.

I am certain that this positive attitude will actually benefit our LIQUI MOLY family long-term, as repair shops and end consumers can see that with LIQUI MOLY they have a strong partner whose "heart is in the right place".





Part of the LIQUI MOLY additive range.

### FORMULA FOR SUCCESS

**AI:** Can others follow your success formula?

**Baumann:** Yes, but having a recipe does not necessarily guarantee you an excellent meal. You also need quality ingredients and the right chef. Maybe this sounds a bit arrogant, but we don't look too much on others. We have found our way, which works for us and our partners. This path has brought success in the past and this will lead us into a promising future. We're are working in 140 countries. In some of them we're still in the start-up phase. There's a lot to do in order to develop the potential of the markets.

**Prost:** The main ingredients are taking responsibility, making decisions, following through – as a team. Basically, we have always worked this way. But this situation has drastically increased the speed and decisiveness at which we need to act, and therefore shortened the reaction times considerably. It's not the big guys who eat the little ones, but the fast ones who eat the slow ones.

Don't get me wrong. The economic crisis is bad and the virus is catastrophic. There is nothing I can do about it at a macro level. But, within my company I can do my best to do what needs to be done. Some people call me "Kriebek" – short for "crisis fighter" I like it, I've heard "Optimist Prime", too. Yes, I am optimistic and believe in the good, the positive, the constructive and the beautiful. I don't want to join the ranks of the prophets of doom and I don't want to join in the lamentations that are now being heard everywhere.

I am in my element. We move things. We design. We perform. We are needed. We create value and we create benefits. We are at our best. That is an incredibly good feeling. I am grateful for that. We have to accept the things we cannot change, but the things that we can change we have to tackle with all our strength.

It's a beautiful task in the midst of this health and economic crisis that has hit our entire world.

Overcoming crises means first of all a lot of work and not a lot of whining. incidentally, the same applies to success. I take great pleasure and have a lot of fun in our work together, the thinking and doing the designing and implementing. You can only become a lighthouse through enthusiasm and verve. We are a lighthouse in our industry and perhaps even for the entire German economy. This light will be shining brightly over the next few months, which will be a very intensive time of creativity and time for introducing the new.

**AI:** How do you think a 'boss' should behave – in and out of crises?

**Prost:** Yes, there is one guy at the front end, making final decisions and sometimes taking personal risk, but in the end also the boss is part of the team. The strength of a successful company is not only the boss or the team captain, it's always the team itself. It's helpful to keep this in mind and let the team know that you recognize the company is on as strong as its teamwork.

**AI:** How would you describe the leadership at LIQUI MOLY and how has it inspired you?

**Zelger:** I am very grateful to have experienced this type of leadership. Mr. Prost is giving us the direction from "above", and we are inspired by his attitude. You might even want to call it lifestyle, which extends into the LIQUI MOLY US subsidiary with all its 30+ employees.

I would even go as far to say that for our part here in the United States/ Canada, it isn't necessary for him to be as hands-on any more, because you actually only need to give direction to someone who doesn't know the way. Our "GPS" here is working well after five years of intensive training. My team and I are all heading the right way. **AI**



We exploit the opportunities that every crisis offers by taking a counter-cyclical approach. We are investing in markets, people and our brand right now."



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# „Wir haben den Kopf nie

Die AUTO ZEITUNG sprach mit Ernst Prost, Geschäftsführer von Liqui Moly, über das Corona-Jahr sowie seinen Ausblick in die Zukunft der Branche

**Herr Prost, Liqui Moly schreibt trotz Corona weiter Gewinne, investiert und stellt dieses Jahr 100 neue Mitarbeiter an. Wie haben Sie das geschafft?**

Im Gegensatz zu vielen anderen Unternehmen haben wir den Kopf nicht in den Sand gesteckt oder sind in Kurzarbeit gegangen, sondern in die Offensive. Wir arbeiten härter und noch mehr als sonst. So wachsen wir trotz Krise und wollen weiter wachsen. Natürlich ist die Pandemie auch für uns eine extreme Herausforderung und Belastungsprobe. Auf der anderen Seite wohnt ihr eine große Chance inne: Während viele Wettbewerber ihre Investitionen reduziert oder komplett gestoppt haben, handeln wir antizyklisch und werben für unsere Marke. Das hilft jetzt und gerade dann, wenn sich die allgemeine Lage beruhigt hat. Menschen werden sich nachhaltig an uns erinnern. Dermaßen werblich in die Vollen gehen können wir auch deshalb, weil das Unternehmen in bester Gesundheit ist und wir keinerlei Bankverbindlichkeiten haben, sondern Geld, das wir investieren können.

**Wie hat sich der Ölmarkt in 2020 entwickelt? Haben die Auslandsmärkte in der Krise für Liqui Moly mehr an Bedeutung gewonnen?**

In der Anfangsphase der Pandemie im März und im April stürzten die Rohölpreise ab. Inzwischen haben sie sich erholt, liegen aber noch deutlich unter den Januarwerten. Für Liqui Moly ist entscheidend, dass wir in 150 Ländern rund um den Globus vertreten sind. Denn wenn einzelne Märkte schwächeln, gibt es in der Regel

andere, die dies wieder wettmachen. In diesem Jahr ist unser Heimatmarkt stärker. Das liegt sicher daran, dass wir vergleichsweise gut mit der Pandemie umgegangen sind und das immer noch tun. Außerdem können gesunde Volkswirtschaften die Auswirkungen der Corona-Maßnahmen besser verkraften.

**Haben mittelständische Ölproduzenten wie Liqui Moly in der Corona-Krise gegenüber Weltkonzernen wie Shell und BP Vor- oder Nachteile?**

Beides trifft zu. Dank der finanziellen Substanz – auch aufgrund ihrer Größe – können so große Schiffe bei schwieriger See relativ sicher und stabil navigieren. Für den Mittelstand sind die Herausforderungen größer. Gleichzeitig erwarten die Aktionäre von den „Großen“ auch in schwierigen Zeiten gute Zahlen. Das führt dann dazu, dass der Rotstift angesetzt wird: In der Regel geschieht das beim Personal. Langfristig gesehen schneiden sich die Konzerne ins eigene Fleisch, wenn sie gute und erfahrene Mitarbeiter vor die Tür setzen. Mittelständische Ölproduzenten können diese Mitarbeiter einstellen. Ein weiterer Vorteil für die „Kleinen“ ist die Flexibilität. Wir haben uns etwa rasch auf die durch Corona neu entstandene Situation eingestellt und nicht auf volle Kraft zurück, sondern auf volle Kraft voraus geschaltet. Selbstverständlich geht das nur, wenn das Unternehmen nicht am Tropf der Banken hängt, sondern putzmunter ist.

**In Ihrer Werbung streichen Sie das Label „Made in Germany“ heraus. Wie**

**wichtig ist das in einer globalisierten Welt?**

Für uns ist es enorm wichtig. So wichtig, dass auf der Mehrheit unserer Etiketten auch der deutsche Text steht. Unsere Additive und Öle stammen ausschließlich aus Deutschland. Die Käufer in China, Russland und Japan – um nur drei Beispiele zu nennen – achten auch bei Marken Anbietern darauf, dass die Produkte nicht beispielsweise in Asien hergestellt wurden. Unsere für die Auslandsmärkte verantwortlichen Verkäufer erfahren nahezu täglich, wie wichtig „Made in Germany“ für unser Geschäft ist.

**In der Krise haben Sie für fünf Millionen Euro Hilfspakete für Rettungsdienste und Feuerwehren geschnürt. Was wollen Sie damit erreichen?**

Damit wollen wir Rettungsdiensten und Feuerwehren den Rücken freihalten. Wir würden ja gern mit Desinfektionsmitteln und Gesichtsmasken helfen, aber dafür sind wir in der falschen Branche. Deshalb helfen wir mit dem, was wir am besten können: Ölen, Additiven und andere Autopflegemitteln. Schließlich müssen die Fahrzeuge zuverlässig funktionieren. Man stelle sich vor, ein Rettungswagen bliebe unterwegs mit Motorproblemen liegen. Deswegen sind unsere Produkte, so sehr sie auch im Verborgenen wirken, wichtig für das Funktionieren unseres Gesundheitssystems. Unsere Spende ist nur eine kleine Geste gegenüber all jenen Menschen, die jeden Tag so unermüdlich gegen Corona kämpfen. Und weil wir in keiner Weise profitieren wollen, nehmen wir auch keine Spendenbescheinigungen an.

**Im Tankstellengeschäft wollen Sie im nächsten Jahr verstärkt angreifen. Mit welchen Maßnahmen soll das gelingen?**

In Anbetracht der Größe und der weiter wachsenden Bedeutung dieses Vertriebszweigs für Liqui Moly wird die Zielgruppe Tankstellen aus dem Verantwortungsbereich Fachhandel herausgelöst. Wir stellen es entsprechend seiner Bedeutung neu auf. Während der Wettbewerb den direkten Kontakt durch Fachberater reduziert, stellen wir sechs zusätzliche Verkäufer ein, die deutschlandweit ausschließlich das Geschäft mit Tankstellenkunden betreuen. Es ist ein Rezept, das sich in anderen Sparten wie den Autohäusern in den vergangenen Jahrzehnten bewährt hat. Diese persönliche Betreuung stellt in dieser Qualität und Quantität eine Ausnahme in der Branche dar.

**Bei den Top Marken 2020 der AUTO ZEITUNG Classic Cars war Liqui Moly dreimal erfolgreich. Wie wichtig ist das Oldtimer-Geschäft für Sie?**

Verglichen mit unserer restlichen Automotivsparte oder dem Nutzfahrzeug- und Motorradgeschäft ist das Geschäft mit Young- und Oldtimer-Kunden ein vergleichsweise zartes Pflänzchen. Aber es ist eines, dem wir so viel Bedeutung beimessen, dass es ein kleines, aber feines eigenes Produktsortiment dafür gibt. Da die Zahl der Young- und Oldtimer auf lange Sicht zunehmen wird, wird auch die Bedeutung dieser Fahrzeuge steigen. Und die Produkte für künftige Oldies haben wir ohnehin in unserem aktuellen Sortiment.

**Wie wichtig bleibt für Sie der Motorsport in seiner aktuellen Krise?**

Für unsere Produkte ist der Motorsport die beste und die bedeutendste Plattform. Daran ändert Corona nichts. Zumal wegen der



# ht in den Sand gesteckt“

Pandemie viele Veranstaltungen auch in anderen Sportarten, in denen wir uns ebenfalls engagieren, abgesagt wurden. Im Mai wurde die Eishockey-Weltmeisterschaft abgesagt, dann die Champions Hockey League. Die Spielzeit 2019/2020 wurde in vielen Sportarten gestoppt und vorzeitig beendet. Demgegenüber werden die Meisterschaften in der Formel 1 oder im Motorsport in der Moto-GP noch ausgetragen. Ob und wie die Pandemie den Profisport langfristig beeinflussen wird, kann momentan niemand beantworten.

## **Was bedeutet der Aufstieg der Elektro-Mobilität für Liqui Moly? Werden in 20 Jahren noch Motoröle für Autos benötigt?**

Ob in zehn oder 20 Jahren wirklich weniger Verbrennungsmotoren eingebaut sein werden? In einigen Ländern, speziell in der EU, besteht das Ziel, die Zahl der mit Benzin und Diesel betriebenen Motoren zu reduzieren. Wir haben ein Additiv für Hybrid-Fahrzeuge auf den Markt gebracht, deren Anteil im Vergleich zu Elektro-Fahrzeugen deutlich höher ist und vermutlich auch bleiben wird. Und Hybrid-Fahrzeuge benötigen auch Motoröl. Dagegen boomt in anderen Regionen der Welt die Mobilität mit herkömmlichen Aggregaten. Parallel zu neuen Antriebskonzepten werden die bestehenden sukzessive verfeinert. Mit der Verwendung von synthetischen Kraftstoffen soll es beispielsweise möglich sein, Dieselmotoren CO<sub>2</sub>-neutral zu betreiben. Power-to-Liquid, also die Umwandlung von Ökostrom mittels Elektrolyse in sogenannte E-Fuels, ist bei den Motoren-

herstellern ein großes Thema. Auch diese Motoren benötigen Schmierung. Gleichzeitig sind gerade in Sachen E-Mobilität viele Fragen offen, etwa zur Infrastruktur von Stromtankstellen oder zu den Ladezeiten. Als Vollsorti-

menter sind wir für die Zukunft bestens, weil breit aufgestellt. Unser Portfolio geht über Öle und Additive hinaus: Pflege- und Serviceprodukte, Werkstattkonzepte und vieles mehr sind unabhängig vom Verbrennungsmotor. Gleich-

wohl befassen wir uns mit der Zeit nach dem Öl, denn wer nicht mit der Zeit geht, geht mit der Zeit.

*Das Gespräch führten Markus Bach und Volker Koerdts*

## VITA

**Ernst Prost**, 63, arbeitet seit 30 Jahren bei Liqui Moly. Zu Beginn Marketing- und Vertriebsleiter, übernahm er bis 1998 alle Firmenanteile von der Gründerfamilie. Seitdem hat sich die Firma stark vergrößert. 2018 verkaufte er seine Anteile an die Würth-Gruppe, blieb aber weiterhin Geschäftsführer.





# Wie geschmiert nach OBEN



## Auch die Corona-Krise kann den Aufstieg des Ölspezialisten Liqui Moly nicht stoppen. Was ist das Erfolgsgeheimnis des Mittelständlers?

Zu Beginn der Corona-Krise schrieb Ernst Prost, der Geschäftsführer von Liqui Moly, eine E-Mail an seine Mitarbeiter: „Liebe Kolleginnen im Lohnbüro, bitte ab sofort keinerlei Gehaltsüberweisung mehr an mich ausführen. Mein eingespartes Gehalt verwenden wir lieber dafür, alle unsere Arbeitsplätze zu erhalten – selbstverständlich auch die unserer Leiharbeitskräfte.“ Diese Mail sagt viel über die besondere Unternehmenskultur bei Liqui Moly und die soziale Art, wie Ernst Prost den Ölspezialisten seit 30 Jahren führt. Gerade in Zeiten der Pandemie schaltet der Geschäftsführer nicht in den Sparmodus, sondern geht in die Offensive: Liqui Moly fährt im Corona-Jahr eine antizyklische Strategie, investiert 22 Millionen Euro in Sponsoring und Werbung. Gleichzeitig starten die Ulmer eine Spendenaktion mit Gratisprodukten im Wert von fünf Millionen Euro für Krankenwagen, Feuerwehren und mobile Pflegedienste. Typisch Ernst Prost, dass er dafür keine Spendenbescheinigungen verlangt. Und die offensive Strategie von Liqui Moly im Krisenjahr zahlt sich aus: Stand Anfang Oktober lag der Umsatz stabil auf dem Niveau des

guten Vorjahrs. Zudem schreibt Liqui Moly im Gegensatz zu vielen anderen Firmen der Autobranche weiterhin Gewinne - obwohl sich deren Höhe im Vergleich zu 2019 mehr als halbiert hat. Somit erfüllte sich der Wunsch



Mit speziellen Produkten setzt man auf das kleine, aber wachsende Oldtimer-Segment

von Ernst Prost: Der Ölspezialist musste niemanden entlassen und hat auch keine Kurzarbeit beantragt. Im Gegenteil: Bis zum Jahresende wird Liqui Moly sogar ganze 100 neue Mitarbeiter einstellen.

Damit schließt die Firma aus Ulm beinahe nahtlos an die Erfolge der vergangenen Jahre an: So stieg der Umsatz von 2012 bis 2019 um 42,3 Prozent. Gleichzeitig vergrößerte sich die Anzahl der Mitarbeiter von 590 auf 933. Und Ernst Prost beteiligte seine Angestellten, die er Mitunternehmer nennt, an den Erfolgen: Er zahlte jährliche Prämien von bis zu 11.000 Euro aus. Doch wie konnte Liqui Moly in den letzten Jahren beständig wachsen, obwohl der europäische Markt für Motorenöle gesättigt und der deutsche sogar rückläufig ist? Und wie kann der Mittelständler im Wettbewerb mit Weltkonzernen wie Shell, BP und Co. bestehen?

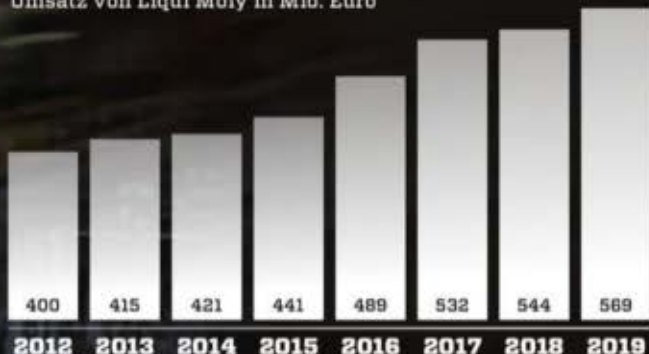
### Eine Produktion in Deutschland als globales Qualitätsversprechen

Liqui Moly legt viel Wert darauf, dass seine Additive und Öle ausschließlich in Deutschland an den Standorten Ulm und Saarlouis produziert werden. Das kommt im Inland, aber auch im Ausland gut an: Dort wird „Made in Germany“ noch immer mit einem Qualitätsversprechen gleichgesetzt – gerade im Automobilbereich. Neben hochwertigen Produkten verspricht Liqui Moly auch einen umfangreichen Service. Und der ist personalintensiv: So werden etwa die Autowerkstätten in Deutschland von über 100 Außendienstlern betreut. „Das unterscheidet uns gerade in der Krise von großen Konzernen, bei denen häufig nur die Mailbox rangeht“, sagt Ernst Prost.

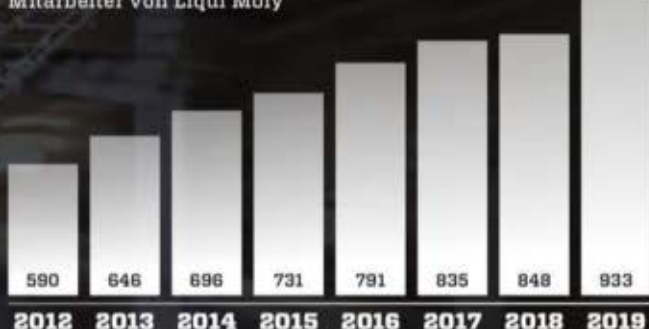


## Seit Jahren auf Wachstumskurs

Umsatz von Liqui Moly in Mio. Euro

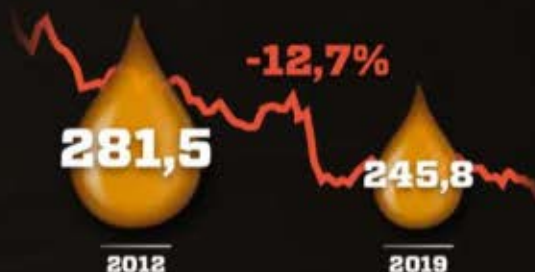


Mitarbeiter von Liqui Moly



## In einem schrumpfenden Markt

Absatz Motorenöle in Deutschland  
in tausend Tonnen



Liqui Moly produziert seine Additive und Öle ausschließlich in Deutschland an den beiden Standorten Ulm und Saarlouis

Zudem bietet Liqui Moly als Spezialist ein umfangreiches Sortiment mit weit über 4000 verschiedenen Artikeln an, darunter Additive und Öle für alle klimatischen Bedingungen. Das breite Angebot offenbart besonders in der Corona-Krise seine Vorteile: So gab es in den Bereichen Motorräder, Boote und Fahrräder bei Liqui Moly sogar ein deutliches Umsatzwachstum. Im Endkundengeschäft hilft der Marke ihre Bekanntheit aus Sponsoring und Werbung. Diese in Deutschland extrem starke Stellung

zeigt sich auch in den Auszeichnungen, die Liqui Moly seit Jahren in den Leserumfragen von AUTO ZEITUNG und dem Schwestermagazin Classic Cars gewinnt. Im Oldtimer-Markt setzt man ebenfalls auf spezielle Produkte. Obwohl dieses Segment noch relativ klein ist, verspricht es solide Wachstumsraten. Generell ist in Deutschland der Gesamtabsatz von Motorenölen zwar rückläufig, aber es besteht weiterhin ein hoher Bedarf an Nachfüllprodukten. Das große Wachstum erzielte Liqui

Moly in den vergangenen Jahren jedoch nicht mehr im Heimatmarkt, sondern im Exportgeschäft. Die wichtigsten internationalen Märkte für die Ulmer sind Russland, China und die USA. Insgesamt ist Liqui Moly in mehr als 150 Ländern vertreten. Das hilft in der Krise, die nicht alle Märkte gleich stark getroffen hat. Ernst Prost ist sich jedenfalls sicher, dass Liqui Moly auch die aktuell schwierigen Zeiten übersteht: „Sind die Aufgaben gewachsen, sind auch wir gewachsen.“ **Markus Bach**

## Vollgas im Motorsport

Bei dem Kampf um den Endkunden sind bekannte Marken klar im Vorteil. Daher investiert Liqui Moly pro Jahr Millionen in Werbung und Sponsoring. Seit Jahren ist der Ölproduzent zusammen mit dem Team Engstler im Tourenwagensport engagiert: zuerst in der Weltmeisterschaft WTCC, dann in der TCR-Serie. Seit 2020 mischt Liqui Moly im Tourenwagen-Weltcup mit; Dort tritt Engstler als Hyundai-Werks-



Trotz der aktuellen Motorsport-Krise hat Liqui Moly sein Engagement in der Formel 1 bis 2022 verlängert

team mit dem i30 N TCR an. Der ganz große Coup gelang Liqui Moly jedoch 2019, als der Mittelständler in die Formel 1 einstieg. Als offizieller Sponsor der Serie sind bei der Hälfte aller Rennen Werbeanzeigen des Ölherstellers zu sehen. „Damit erreichen wir allein vor dem Fernseher über 1,9 Mrd. Menschen in fast 200 Ländern“, sagt Geschäftsführer Ernst Prost. Auch in der Motorrad-Weltmeisterschaft MotoGP ist Liqui Moly vertreten. Und wenn der Motorsport Pause hat, unterstützt man den Wintersport.



In der Ideenschmiede von LIQUI MOLY

## Schmierstoff der Zukunft

Der Motoröl- und Additiv-Spezialist aus Ulm kann nicht nur Marketing. Im Entwicklungslabor von LIQUI MOLY entstehen Kraftstoff- und Ölzusätze für alles, was einen Motor hat – bis hin zum Hybrid-Auto.

© Jens Peter Weyand

**A**lles begann mit einem Patent: 1957 brachte LIQUI MOLY ein Öl-Additiv heraus, das Motoren länger leben lässt. Die US Air Force hatte während des Zweiten Weltkriegs entdeckt, dass  $\text{MoS}_2$  (Molybdändisulfid) die Notlaufeigenschaften von Flugzeugmotoren verbessert, die nach Beschuss ihr Motoröl eingebüßt hatten. „Mit  $\text{MoS}_2$  war dann noch eine Notlandung möglich. Dieses Patent war der Startschuss für LIQUI MOLY“, sagt David Kaiser, Leiter Forschung und Entwicklung und Anwendungstechnik von LIQUI MOLY.  $\text{MoS}_2$ , ein graphitartiger Festschmierstoff, zeigt sich auch in Friedenszeiten als nützlicher Helfer im Motor. Es verbessert die Schmiereigenschaften des Öls, verlängert die Lebensdauer des Motors und verringert den Verbrauch. Es war das erste wirksame Öl-Additiv für Motoren. Mittlerweile verkauft LIQUI MOLY 4000 Produkte, die auf 700 verschiedenen Rezepturen beruhen.

Viele der Schmierstoffe, Additive, Pflege- und Reparaturprodukte hat Diplom-Chemiker David Kaiser mit seinem 33-köpfigen Team selbst kreiert:

„Wir entwickeln hier Produkte für alles, was einen Motor hat – vom Boot bis zum Mährescher, vom Motorroller bis zum Rennmotorrad, vom Mini bis zum Rennwagen.“

Das Unternehmen ist vor allem durch seine omnipräsente Werbung und seinen unorthodoxen Chef Ernst Prost bekannt. Regelmäßig wählen die Leser der großen deutschsprachigen Autozeitschriften LIQUI MOLY zur besten Schmierstoffmarke. Doch ohne Innovationen und permanente Qualitätssicherung wäre das Markenversprechen kaum einzulösen. MOBILITÄT von MORGEN durfte einen Blick in das Labor von LIQUI MOLY werfen.

Eine der jüngeren Entwicklungen ist Cera Tec, ein Öladditiv auf Basis von Mikrokeramik. Es verhindert nicht nur den direkten Kontakt von Metallflächen im Motor und reduziert somit den Verschleiß. Mit einer Teilchengröße von 0,5 Mikrometer geht es auch durch die immer feiner werdenden Ölfilter moderner Motoren. „Additive können nur wirken, wenn sie nicht im Ölfilter gefangen werden“, weiß David Kaiser. Deshalb ist die stete Messung der Teilchen-

größe von Festschmierstoffen eine der täglichen Aufgaben der Qualitätssicherung.

Im Labor am Firmensitz in Ulm wird auch an speziellen Schmierstoffen für elektrifizierte Autoantriebe gearbeitet. An einem Tester simulieren



Rußablagerungen an der Einspritzdüse eines Motors.



die Entwickler, wie Kolben oder Lager unter Druck und Bewegung auf Schmierstoffe und Additive reagieren. Auch für Plug-in-Hybridfahrzeuge werden Additive empfohlen – als Ergänzung im Motoröl und im Kraftstoff, denn: „Der Verbrennungsmotor läuft beim Plug-in-Hybrid, der längere Strecken elektrisch fährt, nur selten. Das ist gut für die Umwelt, aber schlecht für den Motor“, weiß David Kaiser (siehe rechte Spalte).

Weil Hybrid-Fahrzeuge seltener getankt werden, altert der Kraftstoff. David Kaiser: „Auch Kraftstoffe haben eine begrenzte Haltbarkeit. 90 Tage nach der Produktion altern sie wesentlich stärker und sollten deshalb innerhalb von drei Monaten verbraucht werden.“ Durch Sauerstoff oxidiert der Kraftstoff, ob Benzin oder Diesel. Auf einem Regal im Labor steht ein Glas mit gealtertem Diesel, der verkeimt ist. Deutlich sichtbar haben sich Ablagerungen aus abgestorbenen Bakterien und sogar Schimmelpilze gebildet. Auch in den Tanks von Wohnmobilen und anderen selten genutzten Fahrzeugen kann der Diesel verkeimen. Solche Rückstände im Tank verstopfen Kraftstofffilter. In den Injektoren sorgen sie für eine unsauberere Verbrennung; das erhöht den Verbrauch und verringert die Motorleistung. Im Extremfall gelangt unverbrannter Kraftstoff ins Öl und in die Abgasanlage. Das ist schlecht für den Motor und für die Umwelt.

An einem hochauflösenden Mikroskop zeigt David Kaiser in seinem Labor, wie die Düse eines modernen direkteinspritzenden Motors nach kurzer Zeit aussehen kann – selbst wenn der Kraftstoff frisch ist: Harzige, verrußte Ablagerungen verengen die Austrittsöffnungen der Düse, die dünner sind als ein menschliches Haar. „Solche Verunreinigungen verändern den Querschnitt der Düsen und damit den Kraftstofffluss. Ablagerungen an den Düsennadeln behindern das exakte Öffnen und Schließen der Injektoren. Diese können dann nachtropfen. Der Kraftstoff verbrennt unvollständig und verdünnt das Öl. Das kann den Motor beschädigen“, weiß David Kaiser. „Nach 10.000 Kilometern stören solche Ablagerungen bereits.“ Moderne Motoren sind da sehr empfindlich. „Unsere Additive verhindern das. Sie stabilisieren den Kraftstoff oder reinigen die Injek-



Additive halten die Düsen dagegen sauber.

toren und sorgen so für eine saubere Verbrennung.“ Alle 2.000 bis 5.000 Kilometer empfiehlt Kaiser die Beigabe eines Kraftstoffadditivs wie „Super Diesel Additiv“ oder „Injection Reiniger“.

Das Beispiel zeigt, wie sich LIQUI MOLY immer neue Anwendungsfelder erschließt und mit dem technischen Fortschritt im Fahrzeugbau Schritt hält. „Die Haltbarkeit moderner Motoren mit ihren kleinen Hubräumen, Direkteinspritzung und Turbo-Aufladung geht zurück. Hier steuern wir mit unseren Produkten gegen“, sagt Chefentwickler David Kaiser.

- Downsizing-Motoren mit weniger Hubraum und Zylindern bedeutet weniger Ölvolumen, höheren Ölumlaufl und stärkere Druckbelastung.
- Turboaufladung fördert die Bildung von Ablagerungen und erhöht die Temperaturbelastung.
- Direkteinspritzer auch beim Benziner neigen verstärkt dazu, das Motoröl zu verdünnen und produzieren schädliche Rußpartikel.
- Alternative Kraftstoffe (Pflanzenöl, Alkohol) fördern Ölverdünnung, Oxidation und Korrosion.
- Dünneflüssige Motoröle verringern den Verbrauch, verlagern aber die „Schmieraufgabe“ zu den Additiven im Motoröl, die damit an Bedeutung gewinnen.

Um die gesetzlich geforderten Limits bei CO<sub>2</sub>-Verbrauch und Abgas einhalten zu können, müssen diese Komponenten über Jahre fehlerfrei funktionieren. Ohne entsprechende Additive in Motoröl und Kraftstoff ist das kaum zu gewährleisten. „Es gibt bereits Hersteller, die die Zugabe von Additiven bei der Inspektion vorschreiben“, weiß David Kaiser.

Der Experte zeigt ein Motorbauteil mit besonders schlimmen Ablagerungen und Verkrustungen: das Abgas-Rückführventil (AGR) eines modernen Dieselmotors. „Das ist eine der beliebtesten Fehlerquellen“, weiß David Kaiser. Eigentlich soll es die Verbrennungstemperatur im Zylinder senken und damit Stickoxide vermindern – jener Schadstoff, wegen dem einige Kommunen Fahrverbote gegen ältere Diesel verhängt haben. Ist das AGR verkrustet und arbeitet es nicht mehr korrekt und das Abgasverhalten des Autos entspricht nicht mehr den Vorschriften. „Unsere Additive beugen dem vor“, sagt David Kaiser.

Auch abseits der Straße erschließt sich LIQUI MOLY neue Anwendungsfelder. So konnte bei einem Test das Ölwechselintervall eines Mähdeckers durch den Zusatz von Additiven von 200 auf 350 Betriebsstunden fast verdoppelt werden. Baumaschinen, die in Innenstädten mittlerweile einen hohen Anteil an den Luftschadstoffen haben, sind ein weiterer Markt. „LIQUI MOLY macht Produkte für alles, was einen Motor hat“, sagt David Kaiser. So schnell geht seinen Entwicklern in Ulm die Arbeit nicht aus, da ist sich der Diplom-Chemiker sicher.

## Damit der Hybrid auch sauber läuft

Der Plug-in-Hybrid wird bei den Autofahrern immer beliebter. Die Kombination aus Verbrennungsmotor und Elektroantrieb mit aufladbarer Batterie verbindet die Vorteile beider Welten: emissionsfrei und klimafreundlich auf kurzen Strecken, hohe Reichweite und problem-



DAVID KAISER,  
Leiter Forschung und Entwicklung und  
Anwendungstechnik bei LIQUI MOLY

loses Nachtanken auf langen Strecken. „Bei Plug-in-Hybridfahrzeugen ist der Elektromotor der Hauptantrieb; der Verbrennungsmotor fungiert nur als Assistent“, sagt David Kaiser, Leiter Forschung und Entwicklung und Anwendungstechnik bei LIQUI MOLY. Das Problem: „Das Benzin bleibt länger im Tank und altert stärker.“ Deshalb hat LIQUI MOLY ein „Hybrid-Additiv“ entwickelt. Es hält die Benzinqualität stabil, schützt vor Ablagerung der Einspritzanlage und entfernt vorhandene Rückstände.

Für das Motoröl von Hybridfahrzeugen empfiehlt David Kaiser Cera Tec, den Keramikverschleißschutz von LIQUI MOLY: „Der Verbrennungsmotor eines Hybridfahrzeugs kommt meist nur kurzzeitig zum Einsatz.“ Ein permanenter Stresstest. Die Mikrokeramik in Cera Tec bleibt an den neuralgischen Punkten im Motor haften und verhindert, dass Metall auf Metall reibt und erzeugt so einen Leichtlaufeffekt. Folge: reduzierter Verbrauch und weniger Verschleiß.





Werkplaats

## ALL4CAR WORDT DISTRIBUTEUR LIQUI MOLY

3 december 2020 Emil Peeters 579 Views 0 reacties 0 min read

Liqui Moly heeft in gereedschappengroothandel All4Car een nieuwe distributeur gevonden voor zijn oliën, additieven en overige producten.

"Liqui Moly is een gerenommeerd merk", aldus Bart Weber, directeur-eigenaar van All4Car. "De distributie verloopt momenteel via een beperkt aantal kanalen in Nederland, waardoor de bereikbaarheid voor de grossiers en garagisten beperkt is. Met behulp van ons bestaande grossiersnetwerk vertrouwen wij erop dat met deze samenwerking de producten van Liqui Moly eenvoudiger te verkrijgen zijn in Nederland."

### 4000 producten

Motorolie en additieven zijn de belangrijkste producten van het Duitse Liqui Moly. Het bedrijf verkoopt verder serviceproducten, autoverzorgingsproducten, vetten en pasta's, bodemplaatbescherming en ruitenkit. Daar komen nog gereedschap en uitrusting bij om de producten efficiënt te kunnen gebruiken. Het gaat om meer dan 4000 producten in totaal.



LIQUI MOLY

## Ένα ολοκαίνουριο Hyundai i30N σε κλήρωση

Το διαφημιστικό παιχνίδι της γερμανικής εταιρείας παρασκευής λαδιών κινητήρων μπαίνει στην τελική ευθεία.



Για δέκατη συνεχή φορά, η ειδική στην παρασκευή λιπαντικών εταιρεία, ψηφίστηκε από τους αναγνώστες μεγάλου περιοδικού αυτοκινήτων της Γερμανίας ως η καλύτερη μάρκα σε διάφορες κατηγορίες. Η LIQUI MOLY θέλει να γιορτάσει αυτή την επιτυχία με τους πελάτες της. Συνολικά φέτος τρία ήταν τα δώρα έως τώρα. Το πρώτο δώρο - ένα Hyundai i30N κέρδισε ένας τυχερός μηχανικός από την Αυστρία. Τον Οκτώβριο, στον δεύτερο γύρο, κληρώθηκαν δύο αποκλειστικά εισιτήρια για ένα Σαββατοκύριακο στους αγώνες MotoGP. Η LIQUI MOLY είναι επίσης προμηθευτής των Moto2 και Moto3. Όλες οι μηχανές αυτών των κατηγοριών κινούνται με το λάδι της εταιρείας από το Ουλμ. Στον τελευταίο γύρο, οι συμμετέχοντες μπορούν να κερ-

δίσουν ξανά την έκδοση δρόμου του αγωνιστικού αυτοκινήτου του WTCR και TCR της ομάδας LIQUI MOLY Team Engstler, ένα Hyundai i30N. Τελευταία ημέρα συμμετοχής είναι η 31/12/2020. Το μόνο που χρειάζεται να είναι να απαντήσετε στην ερώτηση για το σωστό λάδι κινητήρα του γρήγορου οχήματος με τα 275 άλογα. Η LIQUI MOLY προσφέρει το κατάλληλο λάδι κινητήρα για όλα τα κοινά οχήματα εν σειρά με τις αντίστοιχες άδειες των κατασκευαστών. Το ίδιο ισχύει φυσικά και για τον πρώτο λαχνό, ένα Hyundai i30N.





## LIQUI MOLY Turbocharger Additive

OIL & LUBRICATION | LIQUI MOLY | 03 DECEMBER 2020

CANADA



### Extra protection for the turbo

LIQUI MOLY Turbocharger Additive reduces wear when the turbocharger is run in.

**December 2020** – Due to their extremely high rotational speeds, the right lubrication is particularly important for turbochargers. But this is missing if it has been replaced or reinstalled after a repair. Wear and the risk of damage is then particularly high. But it doesn't have to be so. The Turbocharger Additive from the oil and additive specialist LIQUI MOLY protects the sensitive unit when it is first used.

If a new turbocharger is installed or the old turbocharger is repaired, the plain bearings are dry. When the engine is now started and the turbocharger starts for the first time, the motor oil has not yet lubricated all bearings. "Several 100,000 revolutions per minute without sufficient lubrication – that really takes it out of the material," says Harry Hartkorn, Head of Application Technology at LIQUI MOLY. This not only causes a sudden increase in wear. It can also lead to initial damage that drastically shortens the service life of the turbocharger.

In order to prevent this, LIQUI MOLY has launched the Turbocharger Additive on the market. The active ingredient combination in the tube contains the solid lubricant MoS<sub>2</sub> in a very high dosage. This MoS<sub>2</sub> remains attached to the metal surfaces of the plain bearings and ensures lubrication at the first start-up of the turbocharger. It prevents failures and increases the service life of the turbocharger. Harry Hartkorn says: "A small effort with a big benefit for every turbocharger replacement and repair."

The small tube with Turbocharger Additive belongs to the Pro-Line of LIQUI MOLY. This is the product line that groups together the special chemical tools for professionals.

For more information, visit [www.liqui-moly.us](http://www.liqui-moly.us).



## شركة ليكوي مولي الألمانية للزيوت تحقق 62 مليون يورو إيرادات لشهر نوفمبر المتصرف

الكاتب: وكالات | 09-12-2020 | 09-12-2020 | أخبار متنوعة



كان الشهر الماضي هو أفضل شهر نوفمبر في تاريخ شركة ليكوي مولي LIQUI MOLY، حيث احتتم متخصص النفط والمضافات الألماني شهر الخريف بمبيعات بلغت حوالي 62 مليون يورو.

### تابعونا على تويتر

ويقول المدير الإداري إرنست بروسست عن هذه النتيجة: "الثمار الأولى ظهرت في ظروف كورونا الجافة القاسية".

هذه الـ 62 مليون يورو تقريبا لا تمثل فقط أفضل مبيعات نوفمبر في تاريخ الشركة، ولكن أيضا ثاني أعلى مبيعات شهرية على الإطلاق. فقط إيرادات شهر يناير كان أعلى، وأيضا شهرى فبراير ومارس كنا أقوى من أي وقت مضى.

تم جاءت كورونا. لم يمر الوفاء دون أن يترك أثرا على شركة ليكوي مولي LIQUI MOLY. ومع ذلك، قاومت الشركة بكل قوتها ضد الأزمة.

حيث لم يتم فصل أي موظف أو تقصير أوقات العمل، وإنما رغم ذلك تم تعيين 101 موظف جديد ولم يتم إيقاف الاستثمارات، بل زادت زيادة كبيرة. على سبيل المثال، تضاعفت ميزانية التسويق.

و تابع بروسست: "نحن نستفيد من عائد السنوات جيدة الدخل التي سبقت الأزمة. لحسن الحظ، قمنا بتكوين احتياطات. وهذا سيمكننا الآن من الاستثمار في المستقبل".

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ومع هذه الاستراتيجية المعاكسة للدورات النمطية بشكل قاطع، شئت شركة ليكوي مولي طريقها للخروج من الأزمة خطوة بخطوة. ثم جاء شهر نوفمبر بزيادة 26 في المائة مقارنة بنفس الشهر من العام الماضي.

ويكمل بروسست: "وللمرة الأولى منذ عدة أشهر، استطعنا مرة أخرى تسجيل نمو في المبيعات برقم عشري. في ضوء استثمارنا في "4M" الأربع أشياء: الناس والعلامة التجارية والآلات والأسواق، فإن هذا هي النتيجة المنطقية لمجهودنا".

ومع تحقيق زيادة يقدر 26 في المائة في شهر نوفمبر بالنسبة لنفس الشهر من العام الماضي، استطعنا أن نتعد عن وادي الدنوع والدموع.

حتى الآن، حققت الشركة معدل نمو بنسبة 4.5 في المئة، وأيضا فإن دفاتر الطليبات لشهر ديسمبر كانون الأول ممتلئة إلى حافتها.

ولهذا السبب سيتعين علينا استقلال كل ساعة سواء في الإنتاج أو الشحن لتلفيذ طلبات عملائنا".

وفي العام المقبل، تريد شركة ليكوي مولي LIQUI MOLY التواصل في التزايد والإستمرار للحاق بالسنوات القياسية الماضية.





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