



PICTURES AND STORIES

FROM OUR LIVES 02.2021



ON THE ROAD TO SUCCESS THROUGH WINTER

READERS' CHOICE

TOP BRAND 2021



** The products shown are representative of the respective product group.

2nd place category
care products **
LIQUI MOLY

1st place category
Lubricants **
LIQUI MOLY

Auto
ZEITUNG

**TOP
MARKE
2021
SILBER**
Pflegemittel

Ausgabe 4/2021

For years there has been only one direction for us, and that's upwards! This applies to the top quality of our products as well as to the popularity of our brand. This is why the readers of the AUTO ZEITUNG magazine again voted us Germany's best lubricant brand in 2021, making it the 11th time in a row. We also shone in the care products category with another 2nd place. A special honour that we would like to thank you for!

Auto
ZEITUNG

**TOP
MARKE
2021
GOLD**
Schmierstoffe

Ausgabe 4/2021

IMPRESSUM

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Dear LIQUI MOLY-friends,

A polished finish: While winter has a firm grip on our domestic market in Germany, our brand is once again on the top step of the podium, for the 11th time in a row! The readers of AUTO ZEITUNG magazine once again placed their trust in LIQUI MOLY and voted us the winner of the lubricants category and awarded us a second place in the care products category. Anyone who thinks we can now sit back and relax are wrong. Quite the opposite in fact: For us, this award is an additional incentive to continue to be as customer- and service-oriented as ever before - and even to give that little bit extra where necessary and possible. Just as you'd expect from a firm customer favorite.

Last year was a successful year for LIQUI MOLY despite the coronavirus as our annual balance sheet shows: a 7.1% increase in sales in 2020 is an impressive result to be proud of! Although additional expenses caused by the crisis, such as our marketing campaign, have cut our profits by half, this investment will pay off as soon as we can reap the rewards of our hard work. We would like to take this opportunity to thank all our customers, business acquaintances and partners who were so loyal and highly committed during this challenging time. The enormous teamwork and solidarity of our LIQUI MOLY family worldwide are now more evident than ever before!

By the way: A big thank you goes to our colleagues in production and logistics in this issue who, thanks to their tireless work at our sites in Ulm and Saarlouis, ensured uninterrupted production and delivery of our products despite difficult coronavirus conditions.

Our boss also expresses his thanks in his typically unorthodox manner for his recently celebrated 30-year anniversary at LIQUI MOLY. Ernst Prost announces the 63 beneficiaries of his private one million donations. Hats off to you Mr Prost!

You can also expect a special feature on the future topic of electrofuels, several product presentations such as our new all-rounder Orange Terpene Cleaner and, of course, fascinating impressions from the current LIQUI MOLY winter sports events.

A look down south to our Italian colleagues, the presentation of several new partners as well as a colorful mix of other exciting reports help to shake off the winter blues! So enjoy our blue, red and white global brand once again and stay healthy, motivated and inspired!

Your PICTURES AND STORIES Team

READERS' CHOICE

YEAR ON YEAR WINNERS

Keine halben Sachen!

In puncto Qualität und Leistung gehen wir immer aufs Ganze! Das wissen die Leser der AUTO ZEITUNG seit Jahren zu schätzen. 2021 wählten sie uns das **11. Mal in Folge** zur Nr. 1 in der Kategorie Schmierstoffe und erneut auf Platz 2 in der Kategorie Pflegemittel. Herzlichen Dank!

LIQUI MOLY

MOTORÖLE ADDITIVE AUTOPFLEGE

Auto
ZEITUNG
**TOP
MARKE
2021**
GOLD
Schmierstoffe

Auto
ZEITUNG
**TOP
MARKE
2021**
SILBER
Pflegemittel

Ausgabe 4/2021

www.liqui-moly.com



READERS' CHOICE

TOP BRAND 2021

It's a recipe for success: The readers of the **AUTO ZEITUNG** magazine voted us the best lubricants brand for the 11th year in succession

Going into the competition as last year's most popular oil brand, we again stayed well ahead of the other competitors this year in the AUTO ZEITUNG readers' vote. The art of starting and finishing a race in pole position is known in racing as a start-to-finish victory. This requires strong nerves, discipline, skills and a lot of fighting spirit. We prove we have what it takes year in, year out, even under the most difficult conditions, as the past months have shown. In top-class racing, a consistently high level of performance distinguishes world-class stars from average drivers. The same applies to lubricant manufacturers. For decades, we have been offering the highest quality made in Germany. And there is another parallel between our company and motor sports: Racing drivers can be as talented and as eager to win as they like but if the team around them only delivers mediocre results, the chances of winning are drastically reduced. Success is never a one-man show. We are only so successful because our LIQUI MOLY family pulls together worldwide!

Contrary to the trend, we've managed to increase our publicity even further. A clear sign for our partners and for our customers: You can rely on us - anytime and anywhere. This has certainly persuaded one or more readers of the AUTO ZEITUNG magazine to tick the box next to LIQUI MOLY.

Another success: In the race to become the most popular care product brand, we crossed the finish line in second place again. This shows that we have long established ourselves at a high level in this product category as well!



Exceptionally successful in an exceptional year

To get things straight from the start: We have also not been spared from the pandemic. Although sales increased by 7.1% to a new record level, earnings fell significantly due to our multi-million investment program. Thanks to our energetic measures, we are continuing to grow and are still operating in the black. Our solid economic performance in recent years, with no bank debt, is helping us cope with the consequences of the crisis.

Our sales increased by 7.1% in 2020 to EUR 611 million. Given the devastating effects of the pandemic on the global economy and the decline in global consumption of oil and fuel, this is a great achievement. Revenues were cut by half to EUR 25 million. After all, we invested almost EUR 45 million in marketing measures during the crisis. In addition, we hired more than 100 new partners. This brings the total number of employees to 989 at the end of 2020.

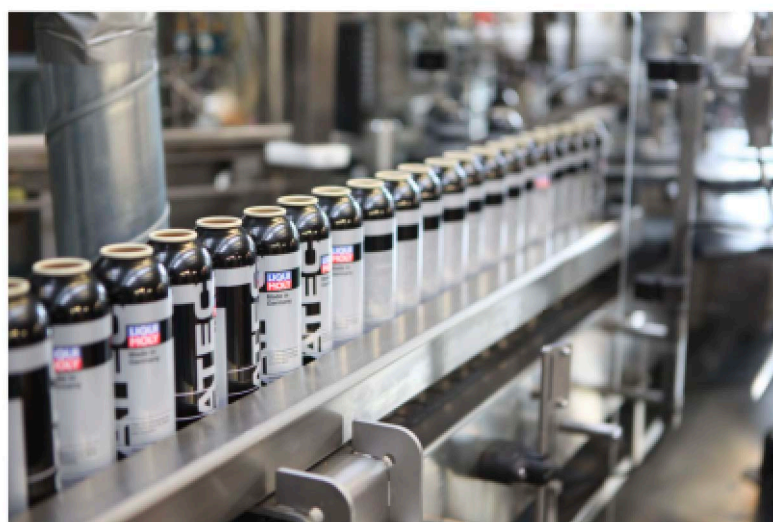
We fought to set ourselves apart from our competitors. Despite a vigorous implementation of hygiene measures, protection concepts and working from home, we were there for our customers around the clock and increased our presence in all media enormously. Growth is the logical consequence of our actions. Thanks to our solid initial situation with an equity ratio of over 80%, we had sufficient strength to shoulder the necessary investments without debt and credit burdens. Thanks to the course we took, we were able to make good gains by the end of the year. Although we could have achieved a much higher sales increase, we felt the 'shortage economy' in all areas, due to coronavirus, lockdown, furlough and working from home at our upstream suppliers. As a result, we experienced a noticeable decline in raw materials, packaging materials, labels, closures and also in the logistics and freight capacities.



Unlike in previous years, LIQUI MOLY's turnover in Germany increased more strongly this time than in export. Nevertheless, exports are also showing stable growth, such as business in the USA and Canada.

All divisions were able to record success. In the core business, motor oils, our sales increase is 6.4%. The fact that people are, of necessity, traveling less and spending more leisure time at home is also reflected in the increase in sales of products for motorcycles, bicycles and boats.

Outlook: Sales in November and December 2020 were among the best in the company's history. We therefore have an excellent starting position for this year and the chance to achieve or even exceed our record sales again. Let's get back to full speed in 2021 and reap the fruits of our 2020 advertising campaign!





LIQUI MOLY-FAMILY

PRODUCTION ULM

The heart of LIQUI MOLY: around 120 employees in production and warehouse

At our site in Ulm, we mainly produce our additives. Over 14 million cans leave our headquarters every year. Remarkable really when we look at the production that has grown from a small factory and, in some areas, still has certain similarities to these humble beginnings. Four production lines are located in the production hall on Jerg-Wieland-Straße. Everything goes hand in hand here, from the mixing to the packaging of most products. The relatively compact space available here requires intelligent logistics and planning of all work steps. Consideration and precise agreements between colleagues are essential here. The slightest error would cause production to stop.

We would like to thank all colleagues in production and, of course, in the warehouse, who do their best every day - even in the difficult conditions that have been in effect for almost a year now with masks and social distancing. Without them, LIQUI MOLY wouldn't exist!

Our workers have all had to cope with increasingly strict measures such as masks, disinfection, shift separation for infection control, continuously late shifts, early shift starts and much more and have done so without complaining. They also ensure that production continues without compromising quality. They do not have the option of working from home. And they cannot take care of their kids at home because schools and nurseries are closed. This deserves respect and recognition. Many thanks to all colleagues. We really appreciate your efforts!





As an additional recognition for their outstanding performance, our employees have received a hardship allowance amounting to EUR 500. This is a way for LIQUI MOLY to express its special appreciation. "The men and women in production and our warehouse do not have the privilege of working from home. They have to defy the conditions and continue to come to work", says Ernst Prost.

Of course, we have implemented protective measures and hygiene concepts in all departments, but people in production and the warehouses are probably the most affected by these measures because of the extreme physical nature of their work. A good enough reason to take a closer look at where and how we work: From Injection Cleaners and Bike Shooters to Ceratec, all additives are produced at the site in Ulm. And everything started with an additive at LIQUI MOLY: Molybdenum disulphide MoS₂ - a solid that gives motor oil more lubrication. The US Air Forces relied on the emergency running properties of this additive until the middle of the 20th century. Even with a complete oil loss from the engine, the machine was usually able to land safely. MoS₂ is still being produced today. Added to this are state-of-the-art additives, which increase the lubricating properties and clean the engine system or fuel system. LIQUI MOLY even offers suitable and useful additives for state-of-the-art hybrid engines. So bring on the future!





Manuel Pietschmann (LIQUI MOLY Production Manager) explains that all additives are manufactured on site from different components. This is a computer-aided process that ensures consistently high quality. Our own laboratory checks the quality of every batch. No products leave the site without a thorough inspection.

Even today, many of the work steps are still carried out by hand at LIQUI MOLY – in keeping with the tradition of this former cottage industry manufacturer. Due to the rapidly growing production volumes, we are adapting our production to make it fit for the future in order to meet strong growth with state-of-the-art technology and relieve the worker from more strenuous physical work. In terms of social and corporate responsibility, however, we pay particular attention to sustaining and creating new jobs, which is why we are consciously maintaining manual production steps in some places. In keeping with the motto "Genuine generosity instead of artificial intelligence".



Editor's note: All photos of people without face masks were taken before the pandemic. All rules and regulations for containing the coronavirus are complied with at all times.

LIQUI MOLY-FAMILY

PRODUCTION ULM



Most of the small cans must be fed into machines manually. To do this, colleagues place the cans on a kind of large, rotating plate. The filling machine pulls the cans from the plate and fills them. The empty containers are supplied by a supplier who delivers several times a week. "Thanks to the small production area, we can get around the site quickly," says Manuel Pietzschmann. At our site in Ulm, there are no conveyor belts for material provision, everything is moved from A to B on trolleys. Some of the cans are already printed on delivery while others are labeled directly in Ulm. Just as lids and covers are often fed in by hand, the finished products are also packed manually and prepared for shipment.

From there, all products go to order picking and are shipped to 150 countries around the world.



ERNST PROST

ANNIVERSARY DONATION



Ernst Prost announces 63 beneficiaries of his donations campaign - a total of EUR 1,009,989. will be donated.

To celebrate 30 years with the company, Ernst Prost is donating EUR 30,000 thirty times over and EUR 3,333 thirty three times to organisations for the benefit of specific social projects.

After announcing his donation campaign, an incredible **711 applications** were submitted to Ernst Prost. All applications have now been processed and the beneficiaries have been announced. Rather than organizing a big anniversary party, this generous donor prefers to give something back to the community:

"Together with my wife and son, I was overwhelmed by this number. We were presented with an enormous variety of projects from a wide range of associations, institutions and foundations. We then had to spend days reading, studying, questioning and ultimately deciding on which projects to support. It was an intense experience, and it brought us enormous insights into the work of the institutions, which rely on not only full-time employees but a very, very large number of volunteers - without whom this work would not be possible. More and more citizens are donating their spare time to take part in voluntary work and assume more social responsibility. Many people have an inherent need to help other people and do so by working for a charity. The look of joy and gratitude is often all the payment they need. We can feel that everyone is passionate about what they do. It is an opportunity to do something for the common good and to help the community at least on a small scale. It also gives you a chance to broaden your own horizon and learn new skills that make you happy and satisfied.

Some of us teach children to swim, extinguish fires, distribute food to old and sick people, settle disputes as well as protect animals and the environment whereby supporting our society enormously. Our society would be in a far worse state without this commitment, this human warmth. Volunteering helps us to integrate and unites us, this social commitment is of paramount importance. All of these like-minded people work in the volunteer fire brigade and rescue services, as trainers, in honorary political positions, as church wardens, in youth work, in voluntary animal welfare and environmental groups, in refugee aid, provide care and assistance to the elderly and sick, in hospices, in saving lives and helping homeless people ...

We cannot thank enough all those who donate their time to social and community work. The idea of giving people in need a helping hand has been guiding me throughout my foundation work for the last 10 years. After reviewing and classifying all the projects, I decided to choose institutions that strive to achieve this goal through their activities."

You can find out who will receive the donations here: www.30jahre-ernst-prost.de

All recipients of the donations will be notified.



One click. A little luck. And Vrooom.

It's finally here! The winner of last year's Best Brand competition has been presented his main prize. Once we had clarified all the travel entry requirements and completed the necessary formalities with the Polish authorities, our main prize went on a long journey - but first on a tow truck across the border: The brand-new Hyundai i30 N went to Warsaw where it was received by the overwhelmed winner Maciek K. The racing car was presented to the lucky winner by Przemyslaw Bryla (Managing Director of LIQUI MOLY Poland). The die-hard LIQUI MOLY fan Maciek has been using our products for years and follows us on Facebook where he did not hesitate for a second when he saw the invitation to enter the competition. "Of course, I immediately answered the winning question," he says, not being able to take his eyes off his new car. He quickly answered the competition question about the right motor oil for the Hyundai using the online LIQUI MOLY oil guide. Almost 230,000 people took part in our international competition with everyone hoping to win this coveted car, the racing version of which was driven by Luca Engstler, LIQUI MOLY Engstler team driver in the WTCR 2020 season.

Maciek, who has been looking for a suitable vehicle for a long time to try out on the race track, drives a VW Westfalia Edition T3 in real life. But he wishes for more power under the bonnet and will soon be replacing his small 1.6 diesel for a 1.9 TDI. For every oil change, he uses our Engine Flush, our Super Diesel Additive on a regular basis and, of course, the original product, which LIQUI MOLY owes its name to: MoS2, molybdenum disulphide, our Oil Additive. Like his VW T3 modern classic, the 275 PS Hyundai is now also maintained with LIQUI MOLY products and additives so that it retains its performance for as long as possible and keeps its perfect shine.

Don't want to miss out on the next competition? Then sign up quickly to our newsletter and also receive useful tips and tricks about your vehicle and the colorful LIQUI MOLY world.

<https://bestbrand.liqui-moly.com/>

GLOBAL BRAND

LIQUI MOLY ITALY

Not an old boot, but a success story that leaves its mark: LIQUI MOLY conquers Italy!

LIQUI MOLY Italia Srl
founded in 2019

Approx. 43%
Sales increase from 2019 to
2020

Expansion of the team
from 7 to 11 colleagues
today

New office at the
Adria Raceway since
November 2020

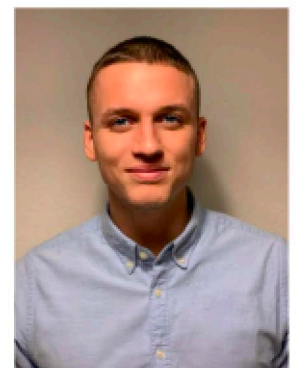




Despite the coronavirus and the difficult framework conditions, LIQUI MOLY has been getting off to a good start throughout Italy since 2019. Consistent sales work, successive expansion of the product range, local trade fair presence, technical training programs as well as continual brand development with nationwide sponsorships and advertising campaigns have injected LIQUI MOLY into the minds and hearts of the entire country. Our logo and colours are rapidly gaining popularity and our 'made in Germany' top quality is finding more and more fans.

The most important driving force behind this rapidly growing market share is our LIQUI MOLY Italia Srl team of highly professional and extremely committed colleagues. Whenever lubricant expertise is needed throughout the country - our 11 friends are always on hand to provide advice and support (from left to right above): Marco Primiani (sales force), Angelo Taormina (sales force), Elena Barbirati (back office), Giuliano Visani (sales force), Susy Nicolasi (back office), Michele Barbirati (sales manager Italy), Fabio Galli (sales force), Tina Martella (marketing), Fabio Marucci (sales force) and Daniel Tibaldo (sales force).

Our colleagues Lukas Sonntag and Salvatore Coniglio, who managed to get LIQUI MOLY Italia on the road to success in a short time, are responsible for coordinating our Italian subsidiary. All that can be said is: Molto bene!



Lukas Sonntag
(Export Area Manager)



Salvatore Coniglio
(CEO LIQUI MOLY Italia Srl)

DECORATION COMPETITION

WINNER 2020



Great decoration outside, top service inside

We created almost exactly 1,000 (!) outdoor decoration designs last year. The lion's share of these, 624, is attributed to the domestic market (Germany & Austria). In 2020, a total of 379 outdoor adverts were created for export, 227 of which were for the USA and Canada. You see: Particularly outside Germany, this outstanding, sustainable advertising opportunity still has plenty of room for improvement. So we look forward to your submissions for the new year. Congratulations again to all 2020 winners!



Sales representative: Joachim Dietl
Customer: KFZ-Meisterbetrieb Faroß (Germany)



Sales representative: Christian Seget
Customer: Fahrzeugtechnik Vogeley (Germany)



Export Area Manager: Lukas Sonntag
Customer: LUBRICANTES SERVICIOS Y ADITIVOS SA de CV (El Salvador)



Sales representative: Tim Ludwig
Customer: Heye Bus und Kuhn-Zweirad (Germany)



Flags flying high for our global brand! It is unlikely that our new customer MCV Motos will be overlooked in future. This is ensured by the blue-red-white store design on a busy street in Lisbon. MCV Motos offers all services related to motorcycles with a focus on maintenance and repair as well as electric scooter hire. That's where our extensive MOTORBIKE range comes in!



BEFORE



AFTER

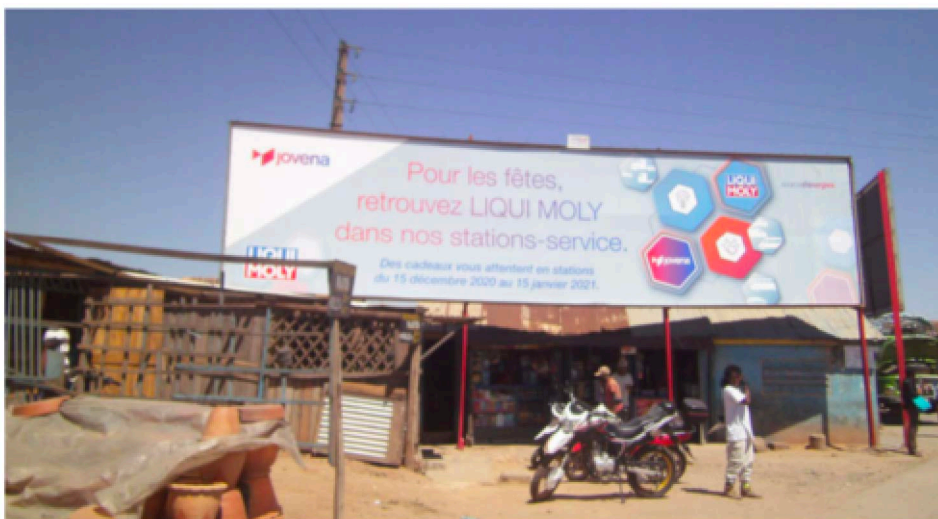


The Asociación Entre Amigos was delighted with LIQUI MOLY Iberia's product donation. The Asociación Entre Amigos in Seville is a non-profit organisation that has been committed to improving living conditions in one of Spain's poorest areas for over 35 years. Thousands of people benefit from the various education and social projects for children, young people and families. This makes it all the more special that our products can keep this organisation mobile, even during this difficult time.



MADAGASCAR

ADVERTISING CAMPAIGN

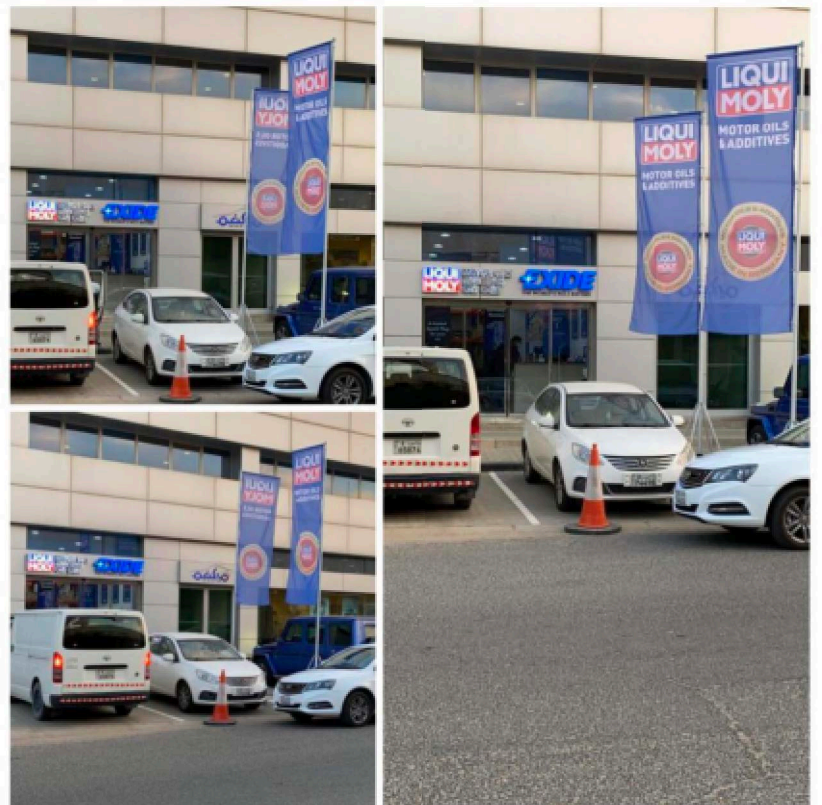


Over the Christmas season and New Year, our partner in Madagascar sent out the happy lubricant message. Together with the Jovena chain of petrol stations, the partner promoted our global brand for a total of 4 weeks with a highly visible marketing campaign. For the campaign, three billboards were installed in Antananarivo and our LIQUI MOLY flags and posters were placed at all petrol stations - accompanied by a radio commercial and an incentive campaign when purchasing our products.



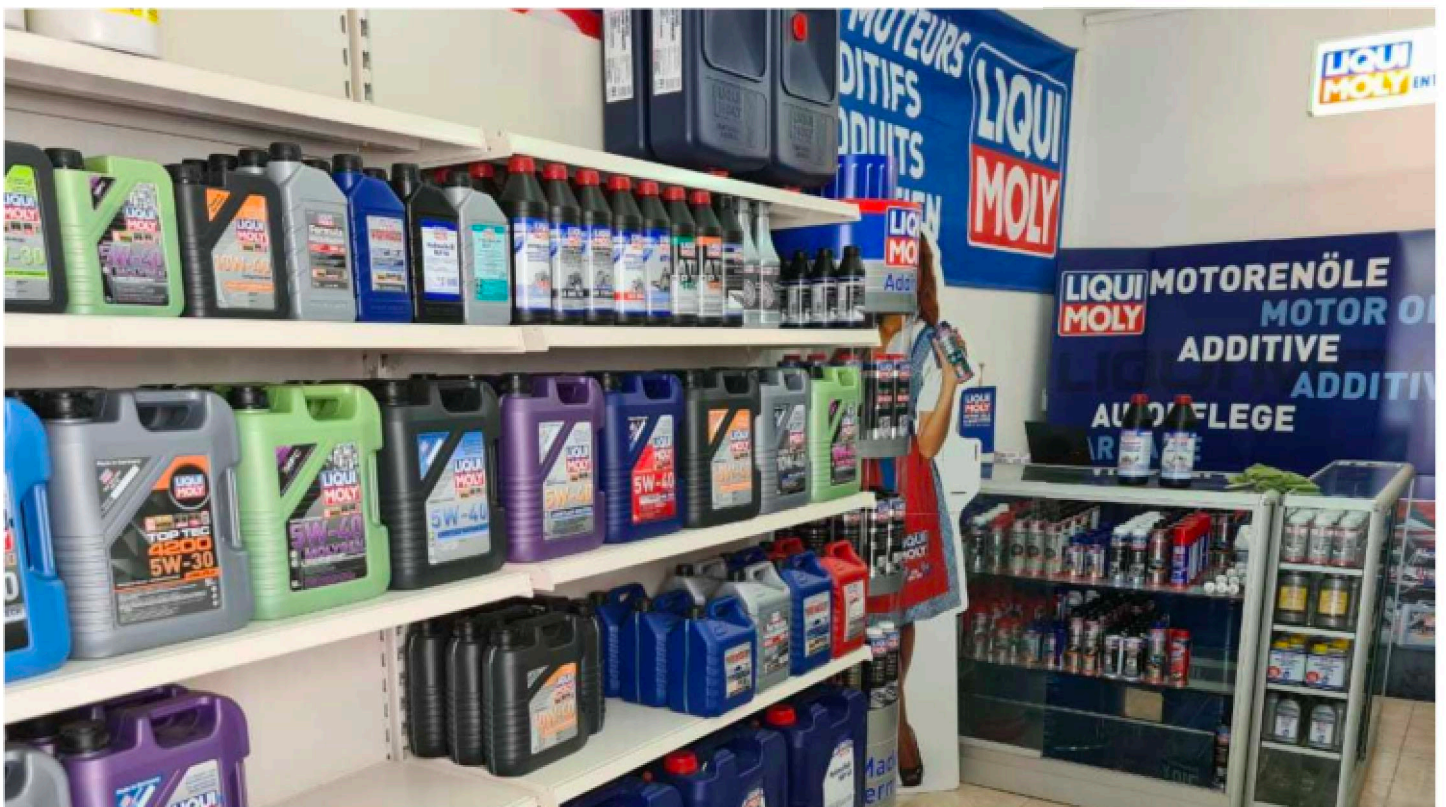


A new look to generate new sales records? The chances are certainly there especially in Kuwait where our partner Alghanim has a newly refurbished store in a great modern design. Our attractive blue-red-white colors on the outside of the store do not disappoint customers when they step inside with a clear presentation of our entire product range.





A new LIQUI MOLY delivery vehicle with blue-red-white branding and newly equipped shelving in the sales area – our new partner AUTO PIECES KARIM on the island of Mayotte in the Indian Ocean is ideally prepared to accelerate with LIQUI MOLY.





Welcome to the blue-red-white lubricant paradise: LIQUI MOLY everywhere you look and an exclusive flagship store in Bratsk, 4,865 km east of Moscow.

RUSSIA
BRAND CAMPAIGN



COOL!

Who says that you can't put your foot down in winter - even in terms of sponsorship deals? This fact was clearly on display for young and old racing fans alike at the traditional Christmas races which are held in Russia in January.



WINTERSPORTS

BOB & SKELETON



Source: Infront

Without spectators due to the current COVID-19 regulations, but nevertheless exciting world-class competitions in the bobsleigh course at St. Moritz (Switzerland): a host of top-class drivers guaranteed great entertainment at the BMW IBSF World Cup Women and Men Skeleton, Women's Monobob World Series, BMW IBSF World Cup 2-men Bobsleigh and BMW IBSF World Cup 2-women Bobsleigh and 4-men Bobsleigh.



Source: Infront



Source: Infront

Fighting spirit and endurance are in the end what decides the outcome on cross-country skis. But before that, the athletes have to show courage and dexterity when flying off the ski jump: The fascination and true splendor of the Nordic combined winter sport was on show at the World Cup held in Val di Fiemme, Italy. Exactly the right surroundings to promote the splendor of our brand!



Source: Infront

WINTERSPORTS

ALPINE SKIING



Source: Infront

We are told that we have what it takes for winter sports - and if we are to judge our success by the sight of our brand's colors lining the ski slopes at the Women's FIS Ski Alpine World Cup in Kranjska Gora, Slovenia, we cannot contradict ;-)



Source: Infront



When the world elite of bobsleigh and skeleton athletes meet up to compete, our global brand has to be part of the action! Just like here at the BMW IBSF Bob & Skeleton World Cup at the Olympic course in Innsbruck-Igls, Austria.





The 10th meeting of the popular Sibiu LIQUI MOLY Skicup, an event organized by the Austrian Consulate in Hermanstadt, was a successful competition for both young and old skiing heroes despite the coronavirus restrictions. These competed in the Arena Platos skiing region in Paltinis Sibiu under the auspices of the Embassy of the Republic of Austria in Bucharest, the Mayor's Office and the Hermannstadt/Sibiu District Council.



GERMANY

BOB & SKELETON WM



The BMW IBSF Bobsleigh and Skeleton World Championships 2021, held from 1 to 14 February, were originally to take place in Lake Placid (USA). Due to travel restrictions, however, the organizers decided to relocate the event to Altenberg (Germany) to ensure the health and safety of all athletes. Like in last year's season, the Altenberg bobsleigh course was once again the venue for the 2021 World Championships. Powered by LIQUI MOLY!



Source: Infront

WINTERSPORTS

HAHNENKAMM RACE



Source: WWP

Start to finish victory for our brand! The Mausefalle (mouse trap), carousel, Steilhang (steep slope), Alte Schneise (old corridor), Seidlalm jump, Lärchenschuss (gliding through the larch trees), Hausberg (local mountain) are just as synonymous with the Streif race in Kitzbühel as LIQUI MOLY... when ski fans all over the world hold their breath, we are there too! What a breathtaking spectacle when the world's best ski racers compete at our prize sponsorship in Kitzbühel, Austria!





World-class athletes and global brands come together – our logo was not only on full public display on the starting hut of the Streif downhill course.

The fascination of Hahnenkamm race cannot be explained, it can only be experienced. This is confirmed by the record viewing figures year after year for this ski race, a highlight in the skiing calendar.



"Flying jumps" of up to 80 m are not uncommon on this course – and Kitzbühel was a big leap for both skiers and for our premier sponsorship in 2021.

A fabulous weekend for a Swiss skier: Beat Feuz secured two downhill victories with two amazing runs in a row.



WINTERSPORTS

BOB & SKELETON



Quelle: Infront

When the world elite of bobsleigh athletes met at the Königssee bob course in Bavaria for the World Cup, our blue-red-white colors were perfectly in the picture during the live TV broadcasts of all exciting races!



WINTERSPORTS

ALPINE SKIING



Source: Infront

While our global brand placed a blue-red-white crown on white winter landscape at the Audi FIS Ski World Cup at the Kronplatz in Italy, winner Tessa Worley was crowned the 2021 skiing princess.



Source: Infront

SAUDI-ARABIA

RALLYE DAKAR



Our high-performance lubricants can withstand the most extreme conditions - a fact underlined by these images from the 12th stage of the 2021 Dakar Rally from Yanbu to Jeddah. When driving through desert sand and mountains, the Instaforex Loprais Praga Team we sponsor was able to fully rely on LIQUI MOLY in the highly competitive truck category.



Source: Vinicius Juan Branca

POLAND



The next major sporting event staged by LIQUI MOLY: as official partner of the European Indoor Athletics Championship in Poland.

The 36th European Indoor Athletics Championship will take place in the Polish city of Toruń from 5 to 7 March. As at the Euro 2019 in Minsk, the DNA (Dynamics New Athletics) will have a special competing procedure for the European Indoor Championships. Six countries - including Germany - will be competing against each other in ten disciplines in a two-hour competition. The athletes, who win the most disciplines, win the overall competition. As an official partner of the European Championships, our logo will be in the camera's focus on the track side, at the finish line and in the official warm-up area of the athletes. The video wall in the main stadium will also be broadcasting our current commercial. The sponsorship package is rounded off with LIQUI MOLY included in all of the organizer's communication measures.



pictures: European Athletics Championship 2016

PRODUCT RANGE EXPANSION

PRODUCT INNOVATION



A powerful weapon against heavy soiling: our new Orange Terpene Cleaner

Residues of vignettes, tax stickers, trim strips or glue and adhesives on rims - a breeze for our new Orange Terpene Cleaner. Silicone residue in the bathroom and toilet or on windows is removed with ease by the new universal power cleaner. Also residues of oil, grease or wax are no problem for this wonder cleaner. This makes it ideal for every garage and every household. The new orange-based cleaner has other tricks up its sleeve: A windscreen smeared with a waterproof marker or a painted surface on the vehicle - both are clean in no time. Spray on, wipe over with a microfiber cloth, and that's it, done. The Orange Terpene Cleaner is powerful against dirt and, unlike other agents with similar cleaning properties, it is acetone-free. Acetone is highly aggressive and can damage or destroy plastics. And to make things worse, acetone can be absorbed by the skin even if you are wearing disposable gloves. Orange terpenes are a natural solvent sourced 100% from renewable raw materials. After oil has been extracted from orange peel, it is distilled using steam to produce terpenes, a highly concentrated form of orange oil.

There are a number of orange oil-based products on the market. Depending on the surface to be cleaned, you need to either dilute the agent with water before use or immediately rinse the area with water and a cloth after application to prevent the orange oil causing any damage. On the other hand, our cleaner is easy to use: We have made sure that the formulation is easy to handle and offers the best cleaning power. This makes it much easier and quicker to use and therefore also more cost-effective for workshops and garages. Another positive side effect: When cleaning surfaces, the cleaner leaves a pleasantly fresh fragrance.



Orangenterpen-Reiniger

Universell einsetzbarer Kraftreiniger, der u. a. Orangenterpene aus 100 % nachwachsenden Rohstoffen enthält. Entfernt durch seine biologisch abbaubaren, aus Orangenöl hergestellten Lösemittel schnell und einfach selbst hartnäckige Verschmutzungen wie Kleberreste, Öle, Fette, Silikon, Gummiabrieb, Wachse, Baumharz, Teer, Bitumen, wasserfeste Filzschreiber oder Graffiti, ohne einen öligen Film zu hinterlassen. **Zurück bleibt ein angenehmer Orangenduft.**

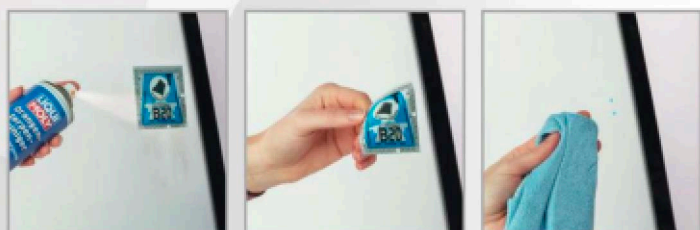
Vorteile des Orangenterpen-Reinigers:

- hochwirksam
- hervorragende Lackverträglichkeit
- sehr guter Fettlöser
- löst harz- und teerartige Rückstände
- entfernt optimal Öle, Fette, Wachse, Spuren wasserfester Filzschreiber oder Graffiti
- Entfettung von Metallteilen wie z.B. Fahrradkette
- geeignet zur Entfernung von Klebefolien und Fahrzeugbeschriftung
- Orangenterpene aus 100 % nachwachsenden Rohstoffen
- für das Reifengeschäft ideal zur Entfernung von Klebstoffresten und Klebegewichten
- angenehme Verarbeitung durch Orangenduft

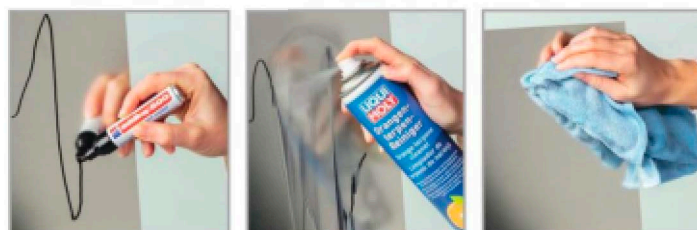
Ein Alltagshelfer in Industrie, Werkstatt und Haushalt.

Einsatzgebiet

Zur Reinigung verschiedener Oberflächen und Materialien wie Lack, Metall und Chrom sowie mit Klarlack überzogene Alufelgen. Auch hervorragend zur Entfettung und Entzehrung von Maschinen und Werkzeugen sowie zum Ablösen von Folien und Aufklebern geeignet.



Entfernt mühelos auch hartnäckige Kleberückstände zum Beispiel von Vignetten, Emblemen und Zierleisten.



Auch wasserfeste Filzstifte haben gegen den neuen LIQUI MOLY Orangenterpen-Reiniger keine Chance.



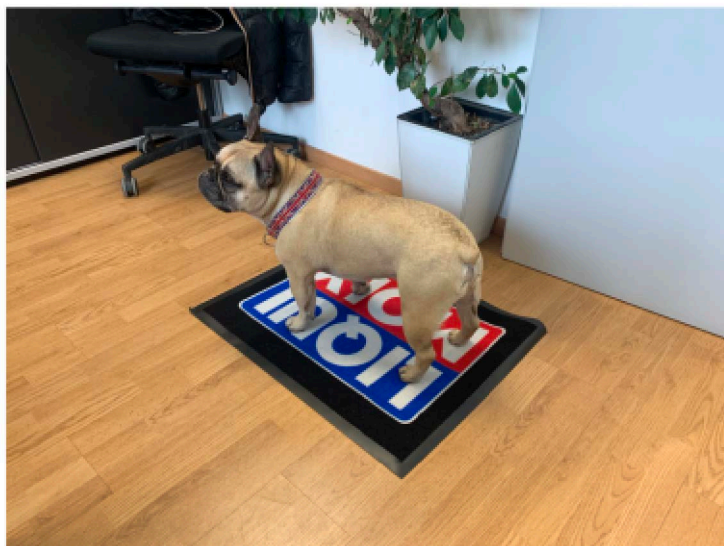
Einkomponentenlacke, Teerflecken und Sprühnebel von Unterbodenschutz entfernt das Produkt rückstandsfrei.

Art.-Nr.	Produktbezeichnung	Inhalt	Sprache	VPE
21467	Orangenterpen-Reiniger	400 ml	D-GB-E	12

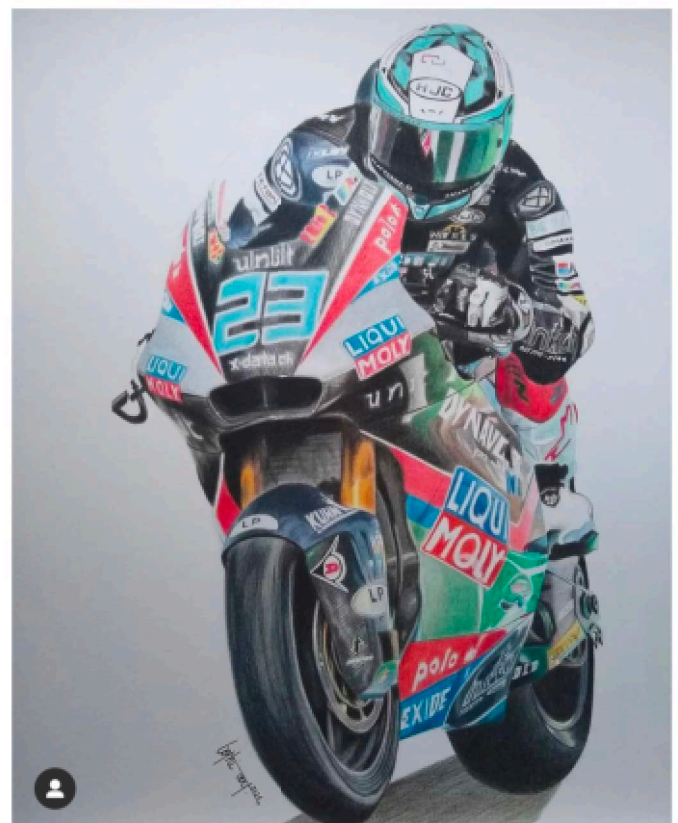
FANPOST

LOVE FOR THE BRAND

A high-five for LIQUI MOLY!
We have managed to add another brand ambassador in Ukraine with the well-known drift driver Max Miller. As a participant in the Drift Masters European Championship also sponsored by LIQUI MOLY, more than 107,000 fans follow his drifting talents on his Instagram channel.



Dogs also love LIQUI MOLY! Nini, the dog of our customer Stahlgruber in Wörgl, Austria, proved his excellent taste when looking for a cozy spot to lie down.



No, this is not a photo, but a self-portrait painted by a Polish fan whose passion for motor sports and LIQUI MOLY knows no limits!



To prevent engine cooling capsizing you: Marine Anti-Limescale and Marine Antifreeze

Engine cooling is one of those areas that you often don't notice until it causes problems. To make sure this doesn't happen, we have two new products in our range: Marine Anti-Limescale and Marine Antifreeze.

An external cooling circuit can also suffer from limescale deposits. The cooling capacity is gradually reduced and the engine temperature rises. This happens so slowly that it often goes unnoticed. At the same time, the risk of the cooling system suddenly causing problems or failing completely increases. This is where our Marine Anti-Limescale can help. It was specially developed for the external cooling circuit of boat engines. Its inorganic acid gently but reliably removes limescale deposits throughout the entire circuit. For this purpose, it is added via the intake area of the external cooling circuit. Thanks to the red color, it is easy to see when it comes out of the outlet and the entire circuit is filled. Marine Anti-Limescale is allowed to take effect for 30 to 60 minutes. It is then drained together with the dissolved deposits and the system is flushed out with water. In case of severe calcification, Marine Anti-Limescale can be used undiluted; for preventive application, one liter of Marine

Anti-Limescale to ten liters of water is sufficient.

If the boat spends the winter on land, the external cooling circuit is at risk of frost damage due to freezing residual water. This can be avoided with our Marine Antifreeze. In the same way as Marine Anti-Limescale, it is added via the intake area of the external cooling circuit. Because of the blue color, it can be seen immediately when it runs out at the outlet, indicating that the entire system is filled. Undiluted, it protects against temperatures down to -32 °C. The alternative would be to drain all the lines laboriously by hand. The use of Marine Antifreeze is not only easier, but also protects the system against corrosion, which can occur when the system comes into contact with air. Marine Antifreeze offers high material compatibility and is biodegradable.

A cooling system without limescale, without hidden frost damage and without corrosion ensures high operational reliability and more efficient, environment-friendly engine operation. Taken care of in this way, the engine cooling system can once again be consigned to a shadowy existence – without the need for a guilty conscience ;-)

USA

SPONSORING



Together with the motor sports team of our sales partner FCP Euro, we are expanding our commitment to motor sports and are competing in the IMSA Michelin Pilot Challenge for the first time this year. The vehicle parts specialist FCP Euro is not only a successful racing team, but also a customer of ours. This combination only works if you are 100% convinced of what you're doing. We have been the team's main sponsor for three years, starting in touring car sports class. The class has now changed: With a Mercedes-AMG GT4, the team will compete in the IMSA Michelin Pilot Challenge. The Mercedes AMG not only looks great, but also underlines the fact that we have the special engine oils that most vehicles of the European manufacturers need. And what has been proven on the race track also delivers top performance in everyday life.





A special racing weekend for our friends from Turner Motorsport! Because in the GTD class, the team completed a special milestone: For the team led by team manager Will Turner, the legendary 24 Hours of Daytona was the 400th race with BMW. Congratulations!





Ice and snow are no obstacles for exciting motor sports - especially not in Russia! This was proven by over 100 professionals and amateurs at the annual snow mobile cup race of the Russian motorcycle federation in the ski resort of Scheregesch (in the Kemerovo region). Sponsored by LIQUI MOLY Russia. The winners not only received monetary prizes, medals and trophies, but also LIQUI MOLY products and gifts.



Product tip!

This product keeps snow mobile engines cool at all times: Our special 2T SNOWMOBILE PRO engine oil ensures optimal lubrication even in extreme cold conditions.

Part no. 22050
(currently only available in USA/Canada!)



8 categories, 1 global brand – at the ICE BATTLE races in the Tscheljabinsk region, eyes were not only on the quad, ATV and motorbike racers, but also on our blue-red-white colors.



LIQUI MOLY-FAMILY

SIMON KORSITZKY (BA-STUDENT)



Our new employees, and above all our trainees and students, are struggling to launch their professional careers at the moment. Empty offices, zoom meetings, masks, distance. A chat with colleagues in the company restaurant is missing just as a catch-up over coffee during breaks. The PICTURES AND STORIES editorial team therefore want to know how our young employees feel and take the opportunity to introduce them to you. We start with Simon Korsitzky, who worked in the Marketing Department from January to February (he was therefore unable to escape an interview with the best company magazine in the world). It goes without saying that we conducted the interview via zoom in line with coronavirus regulations.

Fact sheet:

Simon Korsitzky

19 years old and BA student

From Ichenhausen in the Günzburg district

Favorite food: Schnitzel (the youth need strength)

Hobbies: Football, skiing, motorcycles, boats

Joined LIQUI MOLY directly after his A' levels in business at Friedrich List School in 2020

How was your start at LIQUI MOLY?

I immediately felt very comfortable in the company. Of course, it is a completely different world than school, but all the colleagues are really friendly and helpful.

Did you imagine working life and LIQUI MOLY to be like this?

I didn't have any concrete ideas of what to expect. I just took it as it came. So far, I haven't yet seen all of the company. I was in production, work preparation, quality

management and now marketing. And in every department it's a little different, which adds variety to the whole thing.

Can you describe this in more detail?

In production, for example: There is a lot of coming and going there - there are people everywhere. Someone comes in the door, another gate opens and a pallet with boxes is brought in as well as containers from the warehouse next door. It's like a bee hive. It was really fun, but also strenuous. I think it's an admirable achievement that everything goes so smoothly with the sheer amount of products handled here. Marketing, on the other hand, is about convincing customers about the products. This is also exciting and I can incorporate my creative style. For example, I am currently helping to design and develop campaigns to attract new customers.

You sound really optimistic in all your answers. Do you feel in any way restricted by the coronavirus situation?

Quite the opposite. Although I think it's far more busy in the offices under normal conditions, I'm not really missing anything. Someone is there to help me every day and I always have something to do. I'm never bored. And I feel like I'm learning a lot - every day.

Is there anything that you particularly associate with LIQUI MOLY? Or more specifically: How did you become aware of LIQUI MOLY as an employer?

How could I miss LIQUI MOLY? You can't go anywhere without seeing the name LIQUI MOLY somewhere. The logo can be seen on television, in all magazines, online and when watching sport. And of course I'm familiar with some products because of my hobby of motorcycling.

As a result, I researched LIQUI MOLY intensely and was impressed by the social responsibility that LIQUI MOLY shows. For example, the donation campaign for emergency rescue services, dealing with employees who are our partners here. This was something that impressed me as a team sports athlete and footballer myself. Working together to achieve a goal, playing together and winning. My father also encouraged me to apply. I am very happy to be able to work and learn here. I feel the spirit of LIQUI MOLY every day. I can hardly wait until everyone can come back into the office.

That sounds very much like a LIQUI MOLY convert! I am very pleased that you feel so at home in the company. Is there already a department where you can see yourself working after you complete your studies?

I'm completely open in that respect. I first have to pass my exams and take a look at all departments. I still have quite a bit of time until then. There is still so much for me to learn.

Finally, I would like to ask you to complete a few sentences so that our employees can get to know you better:

When I'm not at work ...

I like to pursue my hobbies, such as playing football, skiing, motorcycling or boating (I got my boat license two years ago)

My role model ...

... are my parents

When I saw the LIQUI MOLY logo for the first time, I thought ...

Motor sports, in particular car and motorbike racing as well as motor oils, but also winter sports

When I'm older ...

I would like to travel a lot by motorcycle, especially to unknown countries and regions

My motto for life ...

Nothing comes from nothing

Interviewed by
Marco Esser

LIQUI MOLY-FAMILY

SINEM HAKI (HR-DEPARTMENT)

Our data protection officer!



Where do you come from? "From Ulm" - yes, but where do you originally come from? "From Ulm". Sinem Haki often hears such questions. She doesn't really get annoyed about it anymore. But in conversation with PICTURES AND STORIES, she says with a touch of irony "My parents were born in Turkey. And they don't sell doner kebabs- well not anymore." She feels secure at LIQUI MOLY. "This is where respect and human relations are put into practice. I feel a part of the company and that satisfies me." Talking to this commercial lawyer inevitably puts you in a good mood. She is self-deprecating, witty and simply pleasant to be around. "I'm really happy. I have a great job, my family and friends. I don't need anything else to be satisfied." She only misses her long-term boyfriend. Since the coronavirus crisis, they have rarely seen one another because he lives in Turkey. "Ahmet - yes, I know, a totally cliché name - is a fireman." The two now speak to each other every day over zoom. Luckily, the Ulm-born employee who wears extra-large and ultra-cool glasses has her cat Simba to keep her company. She lives in Ulm with her younger sister and mum.

Sinem Haki has been working in the HR department at LIQUI MOLY since July 2020 and is responsible for our employees abroad. "My job covers everything from bills and invoices to legal affairs and contracts. In other words, anything related to human resources. When I started, it was a great deal of work because all the documents that we receive are in many different languages. Chinese, for example. Although the figures are in Arabic, I always compare the characters with the previous months to know which employee they refer to." In the HR department, she and her colleagues have

clearly arranged processes and structures; this is different when it comes to data protection. "Data protection is simply an incredibly extensive field. Especially in a company which is internationally active. The work entails a lot of responding to and answering queries. You get an email or a phone call and if it concerns personal data, I'm responsible for making the contact with the external data protection officer." It's never boring, assures our employee which is no surprise considering the amount of data involved. Customer data, employees, service contracts and much more are on the daily agenda. "I find it so exciting to get in touch with all my colleagues. My department alone is great and we are a well-coordinated team with a cool boss. What's more, my job brings me into contact with an incredible number of other people. That's really enjoyable. I deliberately chose the HR field because I feel like I am there for others. That suits me." In fact, everyone has had at least e-mail contact with our colleague, who previously worked in support and consultancy for four years. The best thing about this magazine story line is that we get to know the people behind the jobs. I find out that Sinem Haki is a snackaholic. "I'm constantly eating. Chocolate, crisps, biscuits - my colleagues have already banned me from eating chocolate. The office is a sugar-free zone, because otherwise we'd spend the whole time eating." This is what I call amazing willpower and discipline in the HR department - and that is what Sinem Haki needs, because in addition to her job, she is currently studying for her master's degree.



Fact sheet:

Sinem Haki

26 years
from Ulm

Favorite food: Cig köfte

Hobbies: Cat Simba

Job title: Bachelor of Law, commercial
lawyer (currently studying for a Masters
in Law)

When I'm not at work ...

... I'm always on tour..

My role model ...

.. clearly my dear mother (a superwoman)

**When I saw the LIQUI MOLY logo for the first time,
I thought ...**

*..music music music... LIQUI MOLY
motor oils made in Germany*

My motto for life ...

... we'll do it somehow.

LIQUI MOLY-FAMILY

JOCHEN BEITLBERGER (BUILDING SERVICES)

Our man for all occasions!



At LIQUI MOLY, there are people who carry out their work almost in secret. Without moaning or complaining, but always reliably, efficiently and quickly.

Most of us meet one such employee once a year at the site in Ulm when he comes to inspect the electrical equipment. Jochen Beitzberger also held the Office of Corporate Communications. You often encounter this large, stately and authentic figure and father of seven in a patchwork family with a small device under his arm. Although he currently has to check hundreds of devices and is therefore on the road practically around the clock, he takes time for a brief chat with PICTURES AND STORIES.

He has been working for LIQUI MOLY since 2018 and, as he says, does not regret a single day. Of course, the new regulations and restrictions are difficult for even him: "Wearing the FFP2 mask all day is strenuous, but we just have to get through it. After all, our health is the most important thing!" His calm composure is remarkable. Organized and so fast that I hardly had time to take a photo before he was finished with checking my equipment - monitor, charging cable and everything else. That's what I call efficiency. The inspection is important to prevent hazards such as cable fires.

But these inspections are not the only thing which the industrial electrician takes care of. "We take care of everything relating to technology and electrics." And that's a lot of work at our site. Lamps, cables, devices, doors, gates, electrical systems. The list is long, as is his working day. The building services team always has to be there. From the first shift of the day to the last one who leaves the company at night. Because technology services ensure that everything keeps running smoothly. "I love the variety and challenges in my job. Every day is different. That's great."

Jochen Beitzberger, who also plans to take his master craftsman exams, is particularly proud when he tells me that he is always delighted when he sees a LIQUI MOLY logo somewhere and his children say: "That's where Dad works!" The next generation of the LIQUI MOLY family is in the making!

Fact sheet:

Jochen Beitzberger

31 years

Living in Ulm

Favorite food: Everything that tastes good ("I can't deny it" he says with a big smile)

Hobbies: Cycling, swimming, "racing sports in general are great - that's the association with LIQUI MOLY"

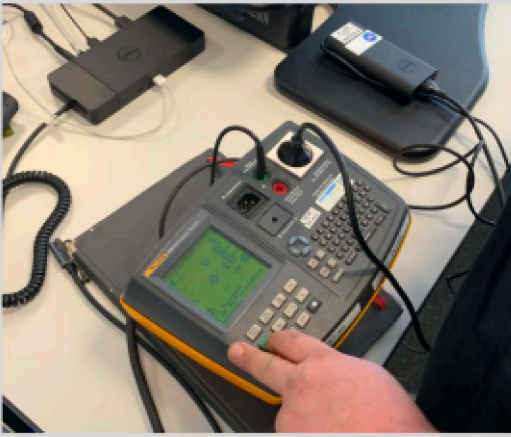
Job title: Industrial electrician

"Do not talk to the driver while driving!" ;-)
Jochen Beitzberger is very concentrated at work.



LIQUI MOLY-FAMILY

JOCHEN BEITLBERGER



In the end, there was even the coveted sticker... passed!



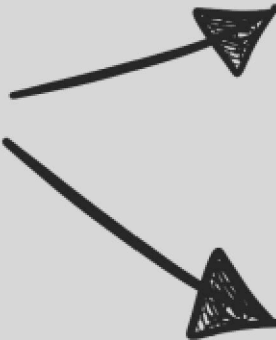
I'm glad that we have people like Jochen Beitzberger with us who make LIQUI MOLY what it is with their nature and approach to work: a human, cooperating community.

I would like to take this opportunity to say thank you and wish you lots of success in your master craftsmanship training.

Finally, Jochen Beitzberger completed a few sentences:

When I'm not at work ...

...I'm there for my family...



My role model ...

...Michael Schumacher



When I saw the LIQUI MOLY logo for the first time, I thought ...

.....looks much cooler than Castrol or Mobil

My motto for life ...

.....enjoy life...

Interviewed by
Marco Esser

TO DO's

- Zoom meeting with Oli
- Telco with company XY
- E-mail to Joe Bloggs
- Ventilate!
- Coordination with colleagues
- Empty waste
- Shopping
(IMPORTANT: toilet paper)
- Call mum
(2 weeks have passed already)
- Maybe a bit of sport?
Would do me good ; -)

Are you doing the same Working from home is slowly becoming tedious. You're missing colleagues, the chats as well as well as the creative brainstorming sessions. Video conferencing is not an ideal substitute. These facts demonstrate that we are social beings. Most of us will be feeling the same. But in the fight against this pandemic, only social distancing helps. To help you get through this period, we've put together a few tips and tricks that could make your everyday life a little easier. Not all of the tips should be taken too seriously 😊

1. Create a routine

Don't let the couch potato in you take over. Plan your own routine, fixed working and break times. Your body and mind needs order and routine. Always set your alarm at the same time and do not press snooze 4 times. Otherwise you've again wasted 36 minutes of your day again. Leave private matters until your break and try to separate work and private life as much as possible.

2. Workplace

It's called home office and not home couching. So try to set up a permanent workplace. Wherever possible, in a separate room where you can work in peace and are not distracted. Ensure sufficient light and a comfortable sitting position. Your body should notice that it should work.

3. Clothing

"Those who wear sweatpants have lost control of their lives" (Karl Lagerfeld). Sweatpants are currently back in fashion. But however much you like to follow fashionable trends, sweatpants should not be worn at work. Dress as if you're going to the office. Working from home is not an excuse to neglect yourself. Remember: Clothing is a mirror of your soul. Make an effort to look good ;-)
You'll see: You'll feel better for doing so!

4. Communication

Pick up the phone instead of constantly writing e-mails to your colleagues. It is often quicker, prevents misunderstandings and you'll even have social contact. Another item on the list ticked off.

5. Movement

Studies show that we burn an average of 300 calories less per day when working from home than on a working day in the office. This means that you'd weigh about 1 kilo more after 6 weeks working from home. This brings us back to point 3 in combination with point 1: Couch potato and self-neglect... so try to integrate as much movement as possible in your day (walking to the fridge does not count). Take a walk, do some exercises or maybe even a workout during your lunch break. There are millions of free training courses online. Regular exercise also increases mental health and performance.

6. Lunch break

Take a proper lunch break. Switch off the PC and stop work for one hour. Your body and brain need this regeneration. So treat yourself to some relaxation in your routine lunch break.

7. Balanced diet

Take the time to have a balanced and healthy lunch. Avoid fast food or ready meals wherever possible. Working on a full stomach is not very productive. Maybe you'll discover the joy of cooking. At the back of the booklet you will find a few quick lunch ideas.

In all honesty...

Of course, not all of the tips and tricks we give you can be transferred to your individual circumstances. For example, if your partner or other housemates are also working from home. Not to mention your own children, who are also trapped inside due to the closure of schools and nurseries. Often, one partner has to go to work while the other stays at home to look after the children while trying to do their own work at the same time. Others have completely different circumstances to deal with. Let's think, for example, of family members in need of care. All these situations are not easy for anyone and sometimes create tension. Giving advice here would simply be inappropriate. Everyone finds their own way of coping. Perhaps neighbors, relatives or friends can look after the little ones - provided that the coronavirus regulations in force at the time allow it - or you alternate with your partner who stays at home or have fixed arrangements.

What's important for you to know: Your colleagues understand this exceptional situation. Talk to them and explain if you get stuck. You currently have the option of flexible working hours. Take advantage of this opportunity when you need it. And those of us without children and with comparatively easier living situations also understand ;-). We are a company that sticks together. Because special circumstances require special measures. We are confident that we will cope well with the remaining months. At some point, all this will be over and we will look back saying: "Do you remember 2020/2021...?".

With this in mind, Stay healthy! For yourself, your loved ones and for LIQUI MOLY. We need you!

Your PICTURES AND STORIES editors

Delicious lunch in just 15 minutes

For those who don't want to miss out on delicious and healthy food at home, we have two quick dishes which you can prepare yourselves.



Fotos und Texte : © Matthias Haupt,
essen-trinken.de

Pan-fried chicken noodles

Ingredients for one portion: Bring a large saucepan of salted water to the boil. Cook the noodles in it. Cut the chicken breasts into thick slices and fry in a pan with oil for around 5 minutes. Season with salt and paprika powder. In the meantime, leave the noodles soaking in boiling water. Clean the peppers, cut into pieces and add to the chicken. Clean the spring onions and cut into rings. Add half of these onions to the chicken, fry for 2 minutes. Add single cream and 50 ml water, bring to the boil and salt. Drain the noodles and mix into the chicken ragout. Serve sprinkled with the remaining spring onions.

1 chicken breast fillet
Hot paprika powder
200 g noodles
½ red pepper
2 spring onions
75 ml single cream
Oil
Salt

Goat's cheese crostini with avocado salad

Ingredients for one portion: Place baguette slices on a tray, rub with the cut surfaces of a halved garlic clove and drizzle with 1 tbsp olive oil. Place the goat's cheese (approx. 30 g each) on the bread slices. Bake in the middle of the oven for 10-12 minutes at 220 degrees (fan-assisted 190 degrees). Press the remaining garlic clove, whisk together with the lemon juice and the liquid honey, a little salt, pepper, a dash of Tabasco, 2 tbsp water and 2 tbsp olive oil. Peel and halve the avocado and remove the stone. Coarsely dice the flesh and immediately mix with the sauce. Clean the tomatoes, dice coarsely, and also mix into the sauce. Arrange with the crostini and serve drizzled with 1 tbsp olive oil.

3 slices of baguette
1 clove of garlic
4 tbsp olive oil
3 rounds of goat's cheese
3 tsp lemon juice
1 tsp honey (liquid)
1 splash of Tabasco
Half an avocado
100 g tomatoes



Do you also have some
great recipes? Then
please write to us:
bug@liqui-moly.de

INNOVATION

ELECTROFUELS



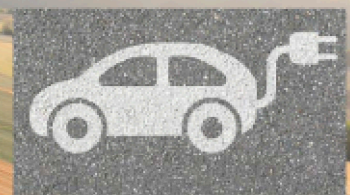
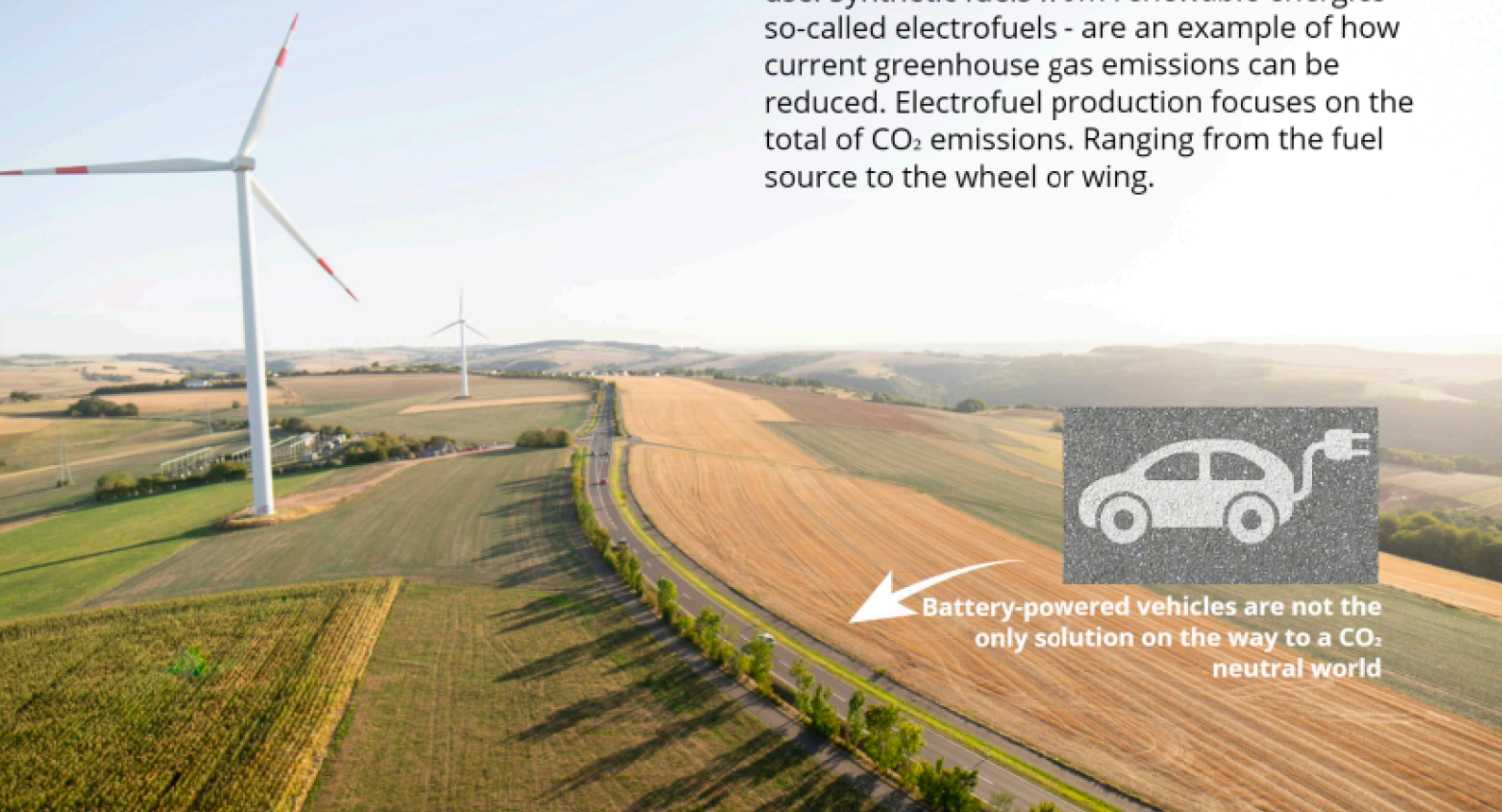
Electrofuels store renewable energy and are made from air and water

Electrofuels - what are they exactly?

Editor Marco Esser, BuG-editorial staff

Global climate change poses all of us with enormous challenges and slowing down this change affects all areas of life. The most obvious changes towards a climate-friendly world are visible in our mobility. Electric cars are on everyone's lips and the homologation figures are rising rapidly, especially in Europe and the USA. Nevertheless, the majority of registered vehicles will continue to be fitted with conventional combustion engines and will therefore be responsible for a significant percentage of CO₂ emissions. There are currently around 1.3 billion vehicles worldwide. Of these, almost 9 million are electric cars. But electric cars are only as environmentally friendly as the electricity they consume.

We ignore the carbon footprint required for battery production. This is not the subject of this article. Rather, it is a question of showing what alternatives there are for reducing carbon dioxide emissions. There will probably be more than one way to resolve the problem. There are many different solutions which need to be put together like a jigsaw puzzle. Bans on combustion engines seem to be the most obvious option first and foremost. However, a ban does not adequately address the complexity of our networked world. What about aircraft, for example? With ships? Heavy-duty traffic? And above all: What about the existing cars? A way must therefore be found to allow different drive concepts operate side-by-side in an innovative way for the future which is suitable for everyday use. Synthetic fuels from renewable energies - so-called electrofuels - are an example of how current greenhouse gas emissions can be reduced. Electrofuel production focuses on the total of CO₂ emissions. Ranging from the fuel source to the wheel or wing.



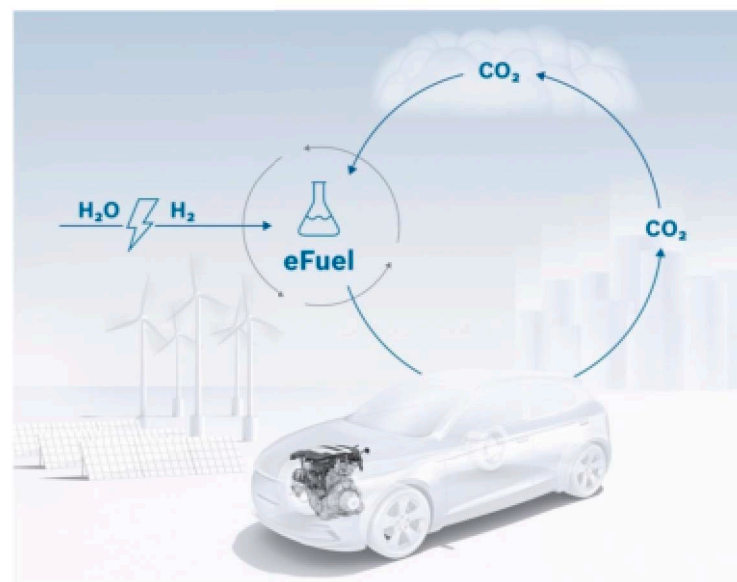
← Battery-powered vehicles are not the only solution on the way to a CO₂ neutral world

Explained simply, electrofuels are made from water and CO₂ from the air. Water is separated into hydrogen and oxygen by electricity. This process is called electrolysis. This principle is also used for the fuel cell. CO₂ from the air can also be divided into its two elements by a special process. This gives you carbon and in turn oxygen. Long hydrocarbon chains can be produced (synthesized) from the generated carbon and hydrogen, which serve as a preliminary stage to the fuel. A large number of fuels can be produced from this raw material. What is special about this is that existing combustion engines can also be operated with these fuels. What is the benefit of this technology now? On the one hand, fossil energy is completely dispensed with. The components of electrofuel are extracted from normal air or water. Regenerative energies are used to produce the electrofuels. Wind, water and solar energy. Especially when the power from these sources cannot be used because more power is being produced than is being consumed.

Electrofuels then become a kind of storage medium into which the excess energy is converted. The process is therefore largely CO₂ neutral. The efficiency of the current production of electrofuels is approx. 60%. This means that 60% of the energy from renewable energies is stored in the electrofuel. Without production, 100% of the energy would have been lost. Electrofuels can supplement or completely replace fossil fuels and by being synthetically produced they can be adapted to any requirement. Therefore, no engine conversions are necessary. Many fleets are already driving on electrofuels. The technical challenges therefore seem to have been resolved. They are cleaner than fossil fuels and burn more cleanly. CO₂ savings are considerable and can be up to 100% compared to fossil fuel, depending on production. Electrofuels also have a considerable advantage over biofuels: There is no need to use agricultural land for plant cultivation for the production of bioethanol. Electrofuels can therefore be regarded as a real alternative to electric vehicles and "bio fuels". Unfortunately, CO₂ savings are not deducted from taxes so there are currently no price benefits over fossil fuels.



picture: © Matthias Marx
www.unsplash.com



Electrofuels: Air and water become fuel with the help of green electricity. Fig.: Source: Bosch AG

INNOVATION

ELECTROFUELS



Approximately **22,000 airplanes** worldwide can be operated with electrofuels.

The advantages of electrofuels at a glance:

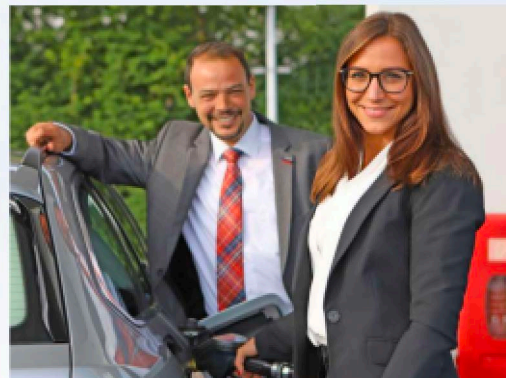
- No engine conversions possible.
- All types of internal combustion engines can be operated with electrofuels (including aircraft and ships).
- Drop-in capable, i.e. fossil fuel can be added.
- Existing petrol station infrastructure can be used.
- Excess energy from renewable sources can be stored and used in a climate-friendly manner.
- Combustion of electrofuels produces fewer nitrogen oxides and particulate matter than conventional fuels.
- Electrofuels do not pose any disposal and recycling problems.
- Immediate CO₂ reduction of the existing vehicle fleet possible.



More than **50,000 ships** worldwide still rely on diesel and heavy fuel oil.



1.3 billion vehicles could be converted to electrofuels.



Existing infrastructure can be used.



INNOVATION

ELECTROFUELS

UNITI Bundesverband
mittelständischer
Mineralölunternehmen e. V.

Berlin, 14. Januar 2021

Pressemitteilung

Mittelständische Mineralölwirtschaft wird zum Pionier klimaneutraler E-Fuels!

UNITI Bundesverband mittelständischer Mineralölunternehmen e.V. hat gemeinsam mit mehr als zwei Dutzend seiner Mitgliedsunternehmen einen Vertrag mit dem Unternehmen INERATEC abgeschlossen, welcher weltweit erstmals die Produktion von klimaneutralen E-Fuels in industriellem Maßstab und den Vertrieb dieser synthetischen Kraftstoffe an Endverbraucher vorsieht. Voraussichtlich ab Ende 2021 bzw. Anfang 2022 werden Autofahrer damit an ausgewählten Tankstellen in Deutschland die Möglichkeit erhalten, anteilig synthetischen klimaneutralen Dieselmotorkraftstoff zu tanken und so die CO₂-Bilanz bei der Nutzung ihrer Fahrzeuge zu verbessern.

Pilotprojekt möchte nachweisen, dass E-Fuels in der Praxis funktionieren

„Wir möchten zeigen, dass E-Fuels im industriellen Maßstab produziert werden können und marktreif für den Vertrieb an die Endverbraucher sind“, beschreibt UNITI-Hauptgeschäftsführer Elmar Kühn die wichtigsten Ziele des Projekts. Und weiter: „E-Fuels stellen einen praxistauglichen Weg dar, um die CO₂-Bilanz des bestehenden Kfz-Fuhrparks aus über 50 Millionen Fahrzeugen allein in Deutschland schnell und kostengünstig deutlich zu verbessern sowie langfristig Verbrennungsmotoren sogar vollständig klimaneutral anzutreiben.“ Die Projektpartner aus der mittelständischen Mineralölwirtschaft haben sich verpflichtet, über einen Zeitraum von fünf Jahren per annum 200.000 Liter E-Fuels abzunehmen, die von dem Unternehmen INERATEC in Frankfurt-Höchst produziert werden. „Die im Rahmen des Pilotprojekts gewonnenen Mengen e-Diesel und e-Heizöl werden voraussichtlich über 2.500 Tonnen CO₂-Emissionen einsparen“, sagt Dirk Arne Kuhrt, Geschäftsführer Wärmemarkt von UNITI. E-Fuels werden aus Wasserstoff und Kohlenstoffdioxid unter der Verwendung von grünem Strom synthetisiert – sie sind klimaneutral, da bei ihrer Nutzung nur so viel CO₂ freigesetzt wird, wie zuvor für ihre Produktion der Atmosphäre entnommen wurde. Die Anlage von INERATEC setzt auf zertifizierten Grünstrom und biogenes CO₂.

Langfristig können E-Fuels fossile Kraft- und Brennstoffe vollständig ersetzen

Den e-Diesel von INERATEC wird das UNITI-Mitgliedsunternehmen Q1 Energie GmbH weiterverarbeiten und in einem Anteil von zehn Prozent fossilem Diesel beimischen. Studien zeigen, dass bis zum Jahr 2030 die Kapazitäten für die Produktion von E-Fuels so weit hochgefahren werden können, dass ausreichend synthetischer Kraftstoff verfügbar ist, um diesen generell in einer Quote von zehn Prozent den fossilen Kraftstoffen beizugeben. Im gleichen Szenario wird dargelegt, dass strombasierte E-Fuels und biogene Kraftstoffe fossile Energieträger im Verkehrs- und Wärmesektor bis zum Jahr 2050 sogar vollständig ersetzen können. Technisch sind E-Fuels bereits für heutige Verbrenner kein Problem: Sie sind in ihren chemischen Eigenschaften identisch zu ihren fossilen Pendanten. Der auf Basis des INERATEC/UNITI-Gemeinschaftsprojekts vertriebene Blend erfüllt als e-Diesel die DIN EN 590 sowie als e-Heizöl die DIN 51603-1, d.h. die aktuell geltenden Normen für Diesel und Heizöl.

Produktionskosten für E-Fuels werden weiter sinken

Im Pilotstadium liegen die Produktionskosten des synthetischen Kraftstoffs auf einem Preisniveau, das durch den Ausbau von Produktionskapazitäten und wirtschaftliche Skaleneffekte deutlich gesenkt werden kann. Elmar Kühn von UNITI: „Bis zum Jahr 2050 werden sie auf unter einen Euro je Liter sinken.“ Aber E-Fuels wären auch in den Jahren des Markthochlaufs für den Autofahrer bezahlbar, denn ihr Beimischungsanteil würde allmählich steigen, während auf der anderen Seite die Produktionskosten stetig sinken. „Es ist daher davon auszugehen, dass Kraftstoffe mit E-Fuels Beimischung von Beginn an für den Autofahrer nur einige Cent je Liter teurer als rein fossile wären“, so der UNITI-Hauptgeschäftsführer.

Politische und rechtliche Rahmenbedingungen für Markthochlauf der E-Fuels müssen stimmen

„Unser Projekt wird zeigen, dass E-Fuels in der Praxis funktionieren“, sagt UNITI-Hauptgeschäftsführer Elmar Kühn. Er weist aber darauf hin, dass das allein nicht reichen wird, um den Ausbau weiter voranzubringen, denn vor allem die politischen und rechtlichen Rahmenbedingungen müssen dafür stimmen: „Derzeit erleben wir in Deutschland, dass Alternativen zur Defossilisierung des Verkehrssektors zugunsten der Elektromobilität systematisch blockiert oder benachteiligt werden. Die Politik muss die Energiewende aber technologieoffen und ideologiefrei angehen, nur so werden wir unsere ambitionierten nationalen und europäischen Klimaziele erreichen. Synthetische Kraft- und Brennstoffe sind dafür ein unverzichtbares Instrument. Unser Projekt wird zeigen, dass sie in der Praxis funktionieren und vom Verbraucher angenommen werden. Wir sind stolz darauf, dass die mittelständische Mineralölwirtschaft damit zu einem Vorreiter der Energiewende im Verkehrssektor und im Wärmemarkt wird.“

Folgende UNITI-Mitgliedsunternehmen sind Partner des Projekts:

A. Riemeier GmbH & Co. KG; A.F. Bauer GmbH; A. Wankmüller GmbH & Co. KG; Bavaria Petrol; BayWa AG; CLASSIC Tankstellen GmbH & Co. KG; SCHARR WÄRME GmbH & Co. KG; Fritz Wahr Energie GmbH & Co. KG; Hans Engelke Energie OHG; Hermann Lothar & Co. Mineralölhandelsgesellschaft mbH; Jantzon & Hocke KG; J. Knittel Söhne GmbH; Knies + Lagotka GmbH & Co. Mineralölvertriebs KG; Leu Energie GmbH & Co. KG; NUSSER Mineralöl GmbH; Maier Korduletsch Energie GmbH; Pickelmann GmbH; Q1 Energie GmbH; Raiffeisen Handels- und Verwaltungsgesellschaft; Raiffeisen Hunsrück Handelsgesellschaft mbH; Rödl GmbH; SWE Südwestenergie GmbH; TESSOL Kraftstoffe, Mineralöle und Tankanlagen GmbH; Westfalen AG; Wirtz Energie + Mineralöl GmbH; team energie GmbH & Co. KG

Über UNITI:

Der UNITI Bundesverband mittelständischer Mineralölunternehmen e. V. repräsentiert rund 90 Prozent des Mineralölmittelstandes in Deutschland und bündelt die Kompetenzen bei Kraftstoffen, im Wärmemarkt und bei Schmierstoffen. Täglich kommen über 4,5 Millionen Kunden an die rund 6.250 Straßentankstellen der UNITI-Mitgliedsunternehmen. Rund 70 Prozent der freien Tankstellen und rund 40 Prozent der Straßentankstellen sind bei UNITI organisiert. Überdies versorgen die UNITI-Mitglieder etwa 20 Millionen Menschen mit Heizöl, einem der wichtigsten Energieträger im Wärmemarkt. Rund 80 Prozent des Gesamtmarktes beim leichten Heizöl und bei den festen Brennstoffen bedienen die Verbandsmitglieder. Mittlerweile gehören auch regenerative Energieträger sowie Gas und Strom zu ihrem Sortiment. Ebenso zum Verband zählen die meisten unabhängigen mittelständischen Schmierstoffhersteller und Schmierstoffhändler in Deutschland. Ihr Marktanteil liegt bei etwa 50 Prozent. Die rund 1.000 Mitgliedsfirmen von UNITI erzielen einen jährlichen Gesamtumsatz von etwa 35 Milliarden Euro und beschäftigen rund 80.000 Arbeitnehmer in Deutschland.

Product presentation



Hybrid Additive



Additive specially developed for the latest hybrid engines. With outstanding cleaning effect adapted to the engine technology. Removes deposits and protects against corrosion. Stabilizes the fuel and protects against aging and oxidation.

Hybrid drives are used to improve the efficiency of common drives, reduce the consumption of fossil fuels or increase the performance in the low engine speed range. Different levels of hybridization of hybrid vehicles are distinguished here:

- Micro hybrid:** Only has a start-stop system and brake energy recovery for charging the starter battery.
- Mild hybrid:** The electric drive supports the combustion engine as a second energy source.
- Full hybrid:** It is possible to drive exclusively with the electric motor.
- Plug-in hybrid:** Energy source optionally fuel or electricity.
- Range extender:** Driving mode with electrical energy supply. If necessary, the combustion engine can be put into operation to extend the range.

Problems

On mild and full hybrid vehicles, the fuel is stored in the tank for an extended period. This fosters aging, oxidation and the formation of corrosion. Sticky residues and rust lead to damage to expensive components such as fuel pumps and injectors.

Properties

- prevents the build-up of deposits
- optimum stability to aging
- good corrosion protection
- fuel economy
- stabilizes the fuel over extended service time
- suitable for engines with intake-manifold injection and direct injection
- cleans the injection system and the combustion chamber
- reduces pollutant emissions

Areas of application

Suitable for all hybrid vehicles with gasoline engine.

Note: Comply with the vehicle or aggregate manufacturer's instructions.

Application and dosage

Add the additive directly to the tank. One can is sufficient for 75 l of gasoline.



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508481804

Part no.	Product	Content	Language	PU
1001	Hybrid Additive	250 ml	D-GB-I-E-P	6

GERMANY

PRESS REVIEW

SECRETS OF SUCCESS UNTERNEHMEN

LÄUFT

WIE GESCHMIERT

Autos und Deutschland gehören zusammen wie Brot und Butter. Das Ulmer Unternehmen **Liqui Moly** sorgt dafür, dass die schicken Kisten auch perfekt schnurren.



Liqui Moly beschäftigt weltweit rund 950 Mitarbeiter.



Fotos: © Liqui Moly GmbH

4.000 Produkte – so groß ist das Sortiment des Automotiv-Chemieherstellers. Es gibt nahezu alles, von Motorölen über Autopflege bis hin zu Klebe- und Dichtstoffen. In Deutschland ist Liqui Moly unangefochtener Marktführer bei Additiven und wird seit zehn Jahren regelmäßig zur beliebtesten Ölmarke gewählt. Aber was ist das Erfolgsgeheimnis der Firma, die zu den Sponsoren der Formel 1 gehört und in 150 Länder exportiert?

Geschäftsführer Ernst Prost bezeichnet seine Mitarbeiter als Mitunternehmer.

„Unser Erfolgsfaktor ist ganz klar jeder einzelne Mensch der Liqui-Moly-Familie.“

Sie geben tagtäglich ihr Bestes. Und es sind althergebrachte Tugenden, die immer noch Gültigkeit besitzen, obwohl andere, scheinbar hipper Moden kursieren. Aber

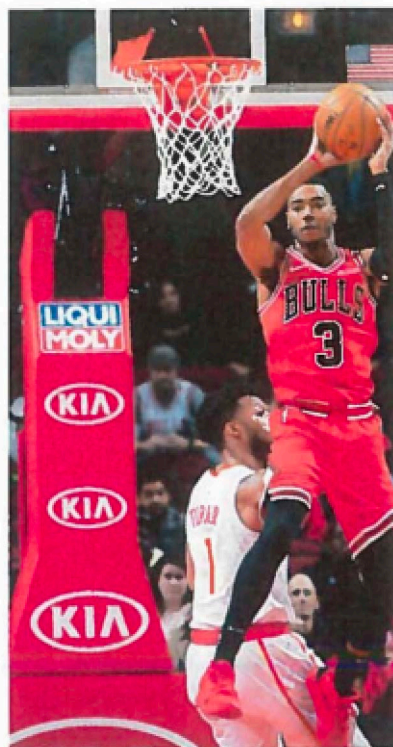
Fleiß, Pünktlichkeit, Ehrlichkeit, Respekt, Anstand, Zuverlässigkeit und Berechenbarkeit kommen nicht aus der Mode,

zumindest nicht bei uns“, sagt Geschäftsführer Ernst Prost (63). Das mache sein Unternehmen, das weltweit knapp 1.000 Mitarbeiter beschäftigt, zu einem begehrten Geschäftspartner – und Arbeitgeber. Während andere Unternehmen in schwierigen Zeiten die Kosten senken und Personal reduzieren, macht Prost genau das Gegenteil: „Ich bin der Überzeugung, dass Entlassungen kein probates Mittel bei Krisen sind. Wenn Probleme da sind, benötigt man noch mehr Menschen, um die Probleme zu lösen, also stellen wir ein.“ Seine Angestellten nennt er „Mitunternehmer“ – weil jeder einen unverzichtbaren Beitrag zum Erfolg leistet. „Ich handle aus einer tiefen inneren Überzeugung. Liqui Moly ist mein Baby und meine Mitunternehmer kümmern sich mit mir darum, dass es wächst und gedeiht. Das bedeutet für mich, in guten Zeiten haben alle Anteil am Erfolg und jeder bekommt etwas von der ‚fetten Beute‘ ab. Und wenn die See rauer wird, betrachte ich es als meine Pflicht, dafür zu sorgen, dass keiner über Bord geht. Die Menschen der Liqui-Moly-Familie haben mich reich gemacht.“

Es wäre schäbig, jemanden zu entlassen oder in Kurzarbeit zu schicken und der Allgemeinheit die Lohnkosten aufs Auge zu drücken.

Das kommt für mich nicht infrage“, sagt der gebürtige Altöttinger, der 1990 bei Liqui Moly als Leiter Marketing und Vertrieb begann. Als Signal an sein Team verzichtete der Geschäftsführer deshalb in der Coronakrise auf sein Gehalt.

Keine Frage, Prost ist anders als andere Chefs: „Führung verstehe ich so, dass ich meinen Mitunternehmern ihren Verantwortungsbereich gebe, den sie frei gestalten können, und sie ihren Talenten entsprechend einsetze und fördere. Freiräume zu



geben, ist enorm wichtig, damit die Menschen Freude an ihrem Tun haben. Dazu muss man auch Vertrauen in die Menschen haben. Das geht nicht immer gut, aber in der Summe lohnt es sich, nicht permanent zu kontrollieren.“ Auch, wenn der CEO großzügig Boni verteilt – als das Unternehmen 2017 einen Umsatzrekord einfuhr, erhielt jeder Mitarbeiter 11.000 Euro Prämie – sagt er trotzdem:

„Was helfen Sonderzahlungen, wenn man nicht gerne zur Arbeit geht?“

Das Betriebsklima ist das A und O. Das fängt beim Grüßen an. Wir helfen uns gegenseitig, ziehen an einem Strang und nicht in entgegengesetzte Richtungen.“

Gerade im Bereich Automotive trägt ein Unternehmen aber nicht nur die Verantwortung für das Personal, sondern auch für die Umwelt. „An unseren Standorten tragen wir dem Rechnung, indem wir alle gesetzlichen Stan-

dards erfüllen, wenn nicht übererfüllen. Dafür haben wir in den vergangenen Jahren mehrere Millionen Euro investiert. Außerdem sorgen wir mit unseren Additiven, Zusätze für Kraftstoff- und Ölkreislauf, auch für eine bessere Leistungsausbeute und wir reduzieren damit den Kraftstoffverbrauch bei den Fahrzeugen unserer Kunden“, sagt Prost. Was der Trend zu Elektroautos für Liqui Moly bedeutet? „Grundsätzlich bereitet die Elektromobilität den Boden für ein Umdenken. Die Frage ist doch: Wollen wir nur die eine oder andere Antriebsart oder ist eine aufeinander abgestimmte Mischung nicht die bessere Lösung? Weltweit ist kein schnelles Ende des Diesel- und Benzinmotors zu erwarten. Und unsere Produkte werden auch benötigt, wenn es keinen Verbrenner mehr gibt. Selbstverständlich ist dann für das Motoröl Feierabend. Aber wenn irgendwann in der fernen Zukunft alle Fahrzeuge der Welt elektrisch fahren sollten, na ja, vielleicht wird Liqui Moly dann für die besten Fahrzeugpflegeprodukte ‚Made in Germany‘ stehen“, erklärt der Unternehmer voller Tatendrang. Der große Vorteil von Liqui Moly aus seiner Sicht: Als Mittelständler ist das 1957 gegründete Unternehmen, das 2019 einen Umsatz von 569 Millionen Euro erwirtschaftete, „wendig wie ein Schnellboot. Unsere Konkurrenten in der Ölbranche, darunter einige der größten Konzerne der Welt, wirken neben uns wie schwerfällige Tanker.“ Entscheidungen können bei Liqui Moly so zügig getroffen, der Kurs kurzfristig geändert werden. Das Ziel ist klar: Ernst Prost will auf der Siegerstraße bleiben und sich auch die nächste Poleposition sichern. Zusammen mit einem zufriedenen Team.

■/R



Ob Motor- oder Wintersport, Handball oder Basketball; Liqui Moly ist bei vielen Topveranstaltungen und -vereinen Sponsor.

101 neue Liqui-Moly-Kollegen im Krisenjahr

Die Pandemie geht zwar auch am deutschen Motorölhersteller Liqui Moly nicht vorbei, aber das Ulmer Unternehmen geht nicht in Deckung, sondern investiert weiter in Personal. Zum 1. Dezember begrüßte Liqui Moly seinen 101. neuen Mitunternehmer, so nennt das Unternehmen Beschäftigte, im Jahr 2020.

Deutschlands traditionsreiche Marke für Motoröle und Additive beweist dieses Jahr Stärke und Durchhaltevermögen. „Als Exporteur in 150 Länder leiden auch wir unter der weltweiten Pandemie. Aber das ist kein Grund aufzugeben“, sagt Ernst Prost, Geschäftsführer von Liqui Moly. Ganz im Gegenteil: „Wir nutzen diese Krise und ziehen gemeinsam mit voller Kraft an einem Strang. Die Krise ist zu gewaltig, um sie ungenutzt vorbeiziehen zu lassen“, so Ernst Prost weiter. In diesem Jahr hat der Schmierstoffspezialist wegen seines antizyklischen Vorgehens große Aufmerksamkeit erlangt. Mit Fernseh- und Radiospots sowie flächendeckend angelegten Print- und Onlinekampagnen kämpft der schwäbische Mittel-

ständler gegen die Krise. Dafür wurde das Marketingbudget nahezu verdoppelt. Obendrein helfen die Ulmer allen Rettungs- und Hilfskräften mit nun fast 6 Millionen Euro an Produktpenden aus. „Jetzt ist unsere Zeit, anderen Ölkonzernen das Wasser abzugraben. Die verstecken sich und entlassen Leute. Wir aber kommen groß raus“, erklärt der Geschäftsführer. „Um all das stemmen zu können, brauchen wir eine starke Mannschaft. Deshalb freuen wir uns, neue Mitunternehmer einzustellen. Sie müssen sich vorstellen, dass wir trotz Krise noch ein Umsatzplus verzeichnen, obwohl der weltweite Öl- und Kraftstoffverbrauch massiv zurückgegangen ist. Das ist doch eine unglaubliche Leistung“, berichtet Ernst Prost begeistert.

Den 100. und 101. Mitunternehmer, so nennt Liqui Moly seine Beschäftigten, hieß das Unternehmen am 1. Dezember 2020 willkommen.

Der 100. in diesem Jahr, José Cruz, Business Development Executive, sowie der 101. Neu-Mitunternehmer, Borja Sanchez-Laulhé, Technical Sales Executive, unterstützen das Team bei Liqui Moly Iberia in Spanien, die Niederlassung für die Länder Spanien und Portugal. Matthias Bleicher, Geschäftsführer von Liqui Moly Iberia, ist zuversichtlich: „Ich bin sicher, dass wir mit beiden Mitunternehmern ausgezeichnete Menschen gewinnen konnten, die mit ihrer Erfahrung und ihrem Engagement perfekt

Der 100. neue Mitunternehmer José Cruz und der 101. bei Liqui Moly im Jahr 2020, Borja Sanchez-Laulhé, unterstützen Liqui Moly Iberia seit dem 1. Dezember. Matthias Bleicher, Geschäftsführer von Liqui Moly Iberia in der Mitte, freut sich über die Unterstützung

FOTO: LIQUI MOLY

Über Liqui Moly

Mit rund 4.000 Artikeln bietet Liqui Moly ein weltweit einzigartig breites Sortiment an Automotiv-Chemie: Motorenöle und Additive, Fette und Pasten, Sprays und Autopflege, Klebe- und Dichtstoffe. Ge-gründet 1957 entwickelt und produziert Liqui Moly ausschließlich in Deutschland. Dort ist man unangefochtener Marktführer bei Additiven und wird immer wieder zur besten Ölmarke gewählt. Das Unternehmen verkauft seine Produkte in 150 Ländern und erwirtschaftete 2019 einen Umsatz von 569 Mio. Euro.

zu uns passen. Wir geben nun gemeinsam unser Bestes für das gesamte Unternehmen und unsere Kunden.“

Die 1.000er-Marke in Reichweite

Damit zählt Liqui Moly nun insgesamt 990 Mitunternehmer und Mitunternehmerinnen. „Die 1.000 sind in Reichweite“, bemerkt Ernst Prost. Das Konzept des Geschäftsführers, sich gegen Kurzarbeit auszusprechen, jedem Mitunternehmer einen Coronabonus von 1.500 Euro zu zahlen, die konsequente Marketingoffensive, der exzellente, persönliche Service sowie die enge Kundenbindung gehen auf. „Wir sind es jedem einzelnen Mitunternehmer und jedem einzelnen Partner schuldig, weiterhin alles zu geben und uns nicht auf den Erfolgen der letzten Jahre auszurufen. Wir kämpfen seit März rund um die Uhr für den Erhalt und den Ausbau von Arbeitsplätzen. Davon hängen viele Einzelschicksale ab“, so der Geschäftsführer. „Nun freuen wir uns über die Verstärkung und wünschen den Herren Cruz und Sanchez-Laulhé stellvertretend für alle neuen Mitunternehmer in diesem Jahr einen guten Start, viel Freude, Kraft und Ausdauer“, verkündet Ernst Prost. Zwar sei die Freude über den Zuwachs riesig, aber gefeiert werde erst nach der Krise: „Vorher wird noch ordentlich rangeklotzt“, so Ernst Prost mit einem kollegialen Augenzwinkern. **au** ◆



SCHMIERSTOFFE

JET arbeitet jetzt mit Liqui Moly zusammen

Seit dem Jahreswechsel erhalten die Autofahrer an den rund 670 unter JET geflaggen Tankstellen Motoröle von Liqui Moly. Damit löst der Ulmer Automotiv-Chemie-Spezialist, der seit diesem Jahr mit einem eigens für den Tankstellenmarkt aufgestellten Vertriebs-Team unterwegs ist, die zur BP-Gruppe gehörende Castrol als Schmierstofflieferant der JET Tankstellen Deutschland GmbH ab.

„Liqui Moly hat uns mit seinem sehr guten Preis-Leistungs-Verhältnis und einem durchdachten Konzept zur Abverkaufs-Steigerung überzeugt“, erklärt Oliver Reichert, Manager Retail Germany bei der zur US-amerikanischen Phillips66 gehörenden JET Tankstellen Deutschland GmbH, zu dem Wechsel. „Außerdem sind beide Marken

Kundenlieblinge und passen einfach gut zusammen“, so Reichert weiter unter Verweis auf die vielen Top-Bewertungen, die sein Unternehmen wie auch Liqui Moly in den verschiedenen Kundenbefragungen (JET im YouGov Brandindex seit elf Jahren beliebteste Tankstellenmarke Deutschlands, Liqui Moly beliebteste Öl-Marke laut der Leser der auto motor und sport und der Auto Zeitung) regelmäßig erhalten.

Liqui Moly bietet den JET-Kunden ein „umfangreiches Sortiment“, angefangen beim praktischen Universal-Nachfüll-Öl, das sich für alle gängigen Fahrzeugtypen mit Benzin- oder Dieselmotor eigne, bis hin zu verschiedenen Top Tech-Spezialölen. Ein breites Sortiment gibt es zudem unter der JET-Eigenmarke. Dieses wurde jetzt erweitert

durch zusätzliche Herstellerfreigaben und durch neue Öle wie das Longlife III.

Allen Produkten gleich seien faire Preise und praktische Kanister mit gut lesbaren Herstellerangaben, betont man bei JET und verweist auf weitere Möglichkeiten zur schnellen Orientierung, wie den digitalen Ölwegweiser von Liqui Moly sowie eine Ölschnellübersicht vor Ort, durch die der Kunde an der Tankstelle mit Hilfe eines QR-Codes sofort alle nötigen Informationen erhält.

Und wer noch mehr Beratung haben möchte, welches Öl am besten zu ihm passt, könne natürlich auch die Mitarbeiter auf den JET-Stationen fragen, betont Christof Müller, Manager Category Management bei der JET Tankstellen Deutschland GmbH: „Die Betreuung der Tankstellen durch den deutschlandweiten Liqui Moly-Außendienst wird die Qualität der Kundenberatung zum Thema Öl vor Ort noch weiter verbessern.“ Und das verspricht auch Liqui Moly-Geschäftsführer



Daumen hoch zur neuen Partnerschaft (v. l.): Christian Schwer (Liqui Moly), Christof Müller (JET Tankstellen Deutschland) und Sarah Glauner (Liqui Moly).



Günter Hiermaier: „In Sachen Beratung sind wir mit unseren mehr als 120 Beratern in allen Marktsegmenten mit Abstand am besten aufgestellt. JET ist für uns ein wichtiger Partner und kann auf unsere Kreativität, Zuverlässigkeit und Serviceorientierung zählen.“



© Liqui Moly

© JET

„Wir glauben an Marcel, er ist ein unheimlich talentierter Fahrer“

Ein Gespräch mit Stefan Keckeisen / Teamteilhaber LIQUI MOLY Intact GP Team

Text / Interview: Hendrik Nöbel | Fotos: Team

2013 begann die Story des Teams LIQUI MOLY Intact GP in der Moto2-Weltmeisterschaft. Doch die Jungs aus dem Allgäu waren und sind in dieser spannenden Serie nicht nur dabei, sie sind zweifellos eine Bereicherung. Gemeinsam mit seinen Partnern Wolfgang Kuhn und Jürgen Lingg leitet Stefan Keckeisen das Engagement des Teams. Zusätzlich, aber nicht nur nebenbei, ist der Memminger Inhaber und Geschäftsführer der Firma ‚Keckeisen Akkumulatoren e.K.'. Nach der Saison 2020 bzw. vor der WM 2021 unterhielten wir uns mit dem stets freundlichen Unternehmer aus dem bayerischen Regierungsbezirk Schwaben.

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Stefan, aufgrund der Corona-Situation war der Jahreswechsel anders als sonst. Hattest du, gemeinsam mit deiner Familie, dennoch ein schönes Weihnachtsfest?

Ich habe die Weihnachtszeit mit meiner Familie sehr genossen, auch wenn die aktuelle Situation/Pandemie für alle von uns sehr beklemmend ist. Aber ich schaue positiv in die Zukunft und freue mich auf das Jahr 2021.

Infolge der Pandemie musste die Anzahl der Motorrad Grand Prix im Vorjahr reduziert werden. Ein komprimierter Terminkalender

bestätigte die spezielle Austragung. Eine Wettbewerbsverzerrung gab es allerdings nicht. Wie siehst du – allgemein betrachtet – die Saison 2020?

Rückwirkend muss ich sagen, dass die DORNA und die IRTA gemeinsam einen super Job gemacht haben. Es war ein unglaublicher Kraftakt, die Saison mit 15 Rennen durchzuziehen. Das Konzept ist aufgegangen und wir kön-

nen gemeinsam stolz sein, dass trotz der Schwierigkeiten alles perfekt geklappt hat. Für uns als Team war es unglaublich anstrengend in dieser kurzen Zeit ab Juli die ganzen Rennen zu absolvieren. Die Planungen waren unglaublich aufwendig, denn die Situation hat sich ja von einem Tag auf den anderen verändert. Da wir ja auch personell international aufgestellt sind, war es auch nicht immer einfach, alles zu koordinieren. Zudem war es wichtig, dass sich alle Teammitglieder an die Regeln gehalten haben, so sind wir ohne Ausfälle und ohne Ansteckungen durch diese Saison 2020 gekommen.

Nach der allgemeinen Betrachtung bleibt die spezielle Sicht auf das Abschneiden des LIQUI MOLY Intact GP Team nicht aus. Nach Gesamtplatz drei 2019 rutschte Thomas Lüthi 2020 auf Rang elf in der finalen Tabelle. Welche Ursachen gab es dafür? Sportlich war das Jahr 2020 für uns leider nicht so wie wir uns das vorgestellt hatten. Natürlich waren die Gesamtumstände alles andere als ideal, aber das Problem hatten alle, nicht nur wir. Wir hatten sicherlich einige Schwierigkeiten mit der Performance und der Stabilität. Die Moto2-Klasse ist halt schon knallhart, du kannst dir keine Fehler erlauben, das Feld ist unglaublich eng zusammen und



Stefan Keckeisen

die Leistungsdichte und das Level sind extrem hoch.

Das ganze Team hat aber unglaublich hart daran gearbeitet und niemals aufgegeben. Natürlich hatten wir uns von Tom Lüthi nach seinem hervorragendem Vorsaison-Test in Jerez einiges mehr erwartet. Schlussendlich haben wir aber gemeinsam über die Saison hinweg nicht in die Erfolgsspur gefunden. So haben wir auch schon im September entschieden, dass wir uns für 2021 neu aufstellen werden und eine Veränderung brauchen.

Bei Marcel Schrötter war der Unterschied etwas weniger gravierend, trotzdem blieb der Bayer wohl unter den eigenen Erwartungen. Wie lautet deine Meinung zu den Ergebnissen des inzwischen 28-Jährigen?

Marcel Schrötter ist für uns für dieses Jahr fix gesetzt. Wir glauben an Marcel, er ist ein unheimlich talentierter Fahrer. Leider konnte er in der Saison 2020 sein komplettes Potenzial, zusammen mit seiner Crew, nicht immer abrufen. Das war sehr schade, die Schwankungen waren einfach zu groß. Aber Marcel ist ein Kämpfer und er wird sicherlich auch in diesem Jahr viel gelernt haben. Immer wieder hat er uns in 2020 auch mit sehr guten Leistungen in den Rennen überrascht. Ich möchte an das Rennen in Valencia erinnern, hier hat er sehr gut gekämpft und um ein Haar wäre es für ihn auch mit einem Podestplatz aufgegangen. Gemeinsam werden wir in 2021 an seiner Stabilität arbeiten. Wir haben auch intern ein paar Dinge umgestellt.

Was fehlt Marcel am ersten Grand-Prix-Sieg? Könnte dieser Erfolg für ihn ein Türöffner sein?

Ich denke, da fehlt nicht viel. Er hat einen super unspektakulären Fahrstil und körperlich ist er so und so eine Nummer für sich. Er braucht einfach ein Erfolgserlebnis, das macht sicherlich die Birne frei und dann ist auch alles möglich. Aber die Konkurrenz schläft nicht, wir werden sicherlich auch 2021 ein ausgewogenes Feld auf einem hohen Niveau haben. Marcel und seine Crew sowie das ganze Team werden alles geben.

Mit Tony Arbolino (* 3. August) bekommt Marcel 2021 einen neuen und wesentlich jüngeren Teamkollegen. Der Italiener stand in der Moto3 nach zwölf Läufen auf dem Podium, dreimal davon auf der höchsten Stufe. Mit welchen Erwartungen ist die Verpflichtung von Arbolino verbunden?

Wir sind unglaublich happy, dass sich Tony für unser Team entschieden hat. Den Kontakt zu Tony und seinem Management haben wir schon seit einigen Monaten aktiviert. Zudem haben wir ihn in den letzten 1,5 Jahren immer wieder genau beobachtet. Er ist wirklich ein sehr guter Rennfahrer und er ist ein richtiger Kämpfer. Die harte Schule Moto3 und seine Zweikampfstärke werden ihm sicherlich helfen, sich relativ schnell in der Moto2 zu etablieren. Aber wir werden ihm die nötige Zeit geben und haben deshalb auch einen 2-Jahres-Vertrag vereinbart. Er ist wirklich ein super Typ und unheimlich motiviert,

er wird sicherlich auch neuen Schwung in unser Team bringen. Wir freuen uns alle unheimlich und können es nicht erwarten, die Saison 2021 gemeinsam zu starten.

Stefan, die Qualifyings und die Rennen der Moto2 sind von einer enorm hohen Ausgeglichenheit geprägt, die Zeitdifferenzen sind sehr gering. Was ist das Besondere an der mittleren Kategorie?

Die Moto2-Klasse ist, meiner Meinung nach, die härteste Klasse in der Motorrad-Weltmeisterschaft. Natürlich ist die Moto2 auch das Sprungbrett für die MotoGP und daher sind alle Fahrer auf einem sehr hohen Niveau und schenken sich nichts. Auch die Teams sind alle sehr gut aufgestellt und haben unglaublich viel Erfahrung. Daher werden wir auch in der neuen Saison sehr enge Zeitdifferenzen sehen. Gerade auch das seit zwei Jahren neu eingeführte Qualifikations-System macht das ganze Wochenende spannender. Du kannst dir keine Auszeit bzw. keine Schwächen erlauben, jedes Training und jede Runde zählt. Auch der internationale Mix an Fahrern und Teams ist wirklich was Besonderes. Ich bin davon überzeugt, dass sich alle Top Ten Moto2-Fahrer auch in der MotoGP extrem gut schlagen würden.

Am 28. März beginnt in Katar die Weltmeisterschaft 2021. Gibt es weitere Veränderungen im LIQUI MOLY Intact GP Team? Wie lauten eure Hoffnungen und Ziele? Wir sind hoch motiviert und kön-

nen es kaum noch erwarten, die neue Saison zu starten. Sicherlich werden wir auch weiterhin mit den Einschränkungen durch die Pandemie beeinträchtigt sein. Aber wir nehmen die Herausforderung an, denn wir glauben hier an das Protokoll, das die DORNA und die IRTA aufgesetzt haben. Das ist genial ausgearbeitet und hilft uns, die Saison 2021 auch durchzuziehen.

Wir werden die Ziele aber für 2021 nicht zu hoch hängen, wir möchten uns vorne stabilisieren und das eine oder andere Podium einfahren.

Natürlich haben wir die Hoffnung, vorne mit zu fahren, deshalb treten wir hier an und dafür arbeiten wir jeden Tag sehr intensiv.

Intern haben wir im Team ein paar kleinere Veränderungen vorgenommen. Marcel bekommt mit Michael Thier einen neuen Crew Chief und eine neue Mannschaft. Aber alles Kollegen, die schon immer in unserem Team waren, daher ist das kein großer Akt, eher ein frischer Wind und neue Motivation für Marcel und seine Crew. Marcel hat die Erfahrung um ganz vorne ein Wörtchen mit zu sprechen, das ist sein und auch unser gemeinsames Ziel für 2021.

Tony wird sich sicherlich erstmal an die Moto2 gewöhnen müssen. Mit Patrick Mellauner hat er einen erfahrenen Crew Chief und ein erfahrenes Mechaniker-Team an seiner Seite. Tony's Potenzial ist sehr groß und wir werden ihn Schritt für Schritt aufbauen.

Stefan, vielen Dank für deine informativen Antworten. Alles Gute, bleibt gesund und viel Erfolg!



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LIQUI MOLY spendet Waren im Wert von 5,6 Millionen Euro

■ Die Spendenaktion von LIQUI MOLY mit Gratisprodukten für Rettungsdienste, Feuerwehren und allen Helfern in der ersten Reihe war ein voller Erfolg. Seit ihrem Start im April war das Interesse riesig. Acht Monate und deutlich mehr als 20.000 Pakete später ist das Budget von insgesamt 5,6 Millionen Euro aufgebraucht. „Der Ansturm und die Dankbarkeit waren überwältigend“, resümiert Geschäftsführer Ernst Prost. Mit einem Volumen von einer Million Euro hatte die Spendenaktion Anfang April begonnen. Das Ziel: Einsatzkräften auf der ganzen Welt im Kampf gegen das Coronavirus den Rücken freihalten. Mit den kostenlos abgegebenen Produkten wollte LIQUI MOLY Feuerwehren, Krankenhäuser, Rettungsdienste, „Essen auf Rädern“, Tafelläden, mobile Pflegedienste sowie Erste-Hilfe-Organisationen und viele weitere gemeinnützige Vereine finanziell entlasten, damit sie andere, notwendige Ausrüstungsgegenstände beschaffen können. Nicht nur Desinfektionsmittel und Gesichtsmasken sind in dieser Zeit wichtig. „Wir haben das eingebracht, was wir am besten können: Öle, Additive und andere Autopflegemittel“, so LIQUI MOLY-Geschäftsführer Ernst Prost.

Schließlich habe die Funktionstüchtigkeit der Einsatzfahrzeuge hohe Priorität. „Rettungsdienste und Feuerwehren kommen ohne Motoröl erst gar nicht zum Einsatzort. Deswegen sind unsere Produkte, so sehr sie auch im Verborgenen wirken, wichtig für das Funktionieren unseres Gesundheitssystems“, betont der Geschäftsführer.

Feuerwehren, Rettungsdienste und Hilfsorganisationen aus der ganzen Welt meldeten Interesse an. Sodass die Spendenaktion nicht auf Deutschland beschränkt blieb. Das Unternehmen hatte ein Programm in ähnlichem Umfang für den internationalen Markt ins Leben gerufen. Dafür reichte die Ursprungssumme nicht aus, weshalb das Hilfsprogramm zweimal auf insgesamt fünf Millionen Euro in Deutschland erhöht wurde. Auch diese Summe wurde bis auf den letzten Cent aufgebraucht und sogar deutlich überschritten. Am Ende liegt die Summe bei unglaublichen 5,6 Millionen Euro allein in Deutschland. Jegliche Hilfe in der Krise war gefordert. Bei LIQUI MOLY hatte man sich gefragt, was man für das Wohlergehen der Gesellschaft leisten könne. „Daraus ist diese tolle Aktion gewachsen“, schließt Ernst Prost ab.

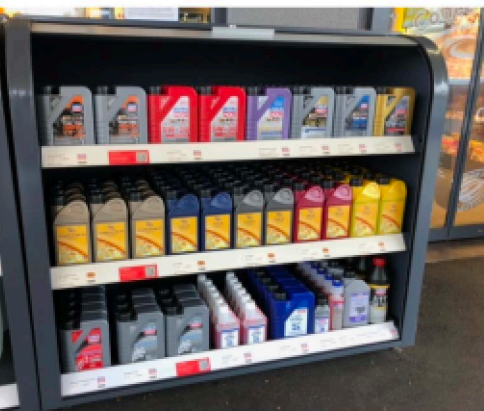
www.liqui-moly.com





FOTO: LIQUI MOLY GMBH

Christian Schwer, nationaler Verkaufsleiter LIQUI MOLY, sowie Christof Müller, Manager Category Management JET, und Sarah Glauner, Key Account Managerin Tankstelle LIQUI MOLY, freuen sich über die Zusammenarbeit (von links).



LIQUI MOLY GmbH, Ulm

JET wechselt zu LIQUI MOLY

Seit Januar ist LIQUI MOLY der neue Schmierstofflieferant der JET Tankstellen Deutschland GmbH. „LIQUI MOLY hat uns mit seinem sehr guten Preis-Leistungs-Verhältnis und einem durchdachten Konzept zur Abverkaufs-Steigerung überzeugt“, sagt Oliver Reichert, Manager Retail Germany bei der JET Tankstellen Deutschland GmbH, zu dem Wechsel.

Das LIQUI-MOLY-Sortiment ergänzt nun das JET-Angebot. Gleichzeitig wurde das Sortiment der JET-Eigenmarke durch zusätzliche Herstellerfreigaben erweitert und durch neue Öle vergrößert.

Für die Kunden soll es an den Tankstellen einen verbesserten Service geben: Orientierung, welches Öl für das Fahrzeug das richtige ist, bieten der digitale Ölwegweiser von LIQUI MOLY und eine Ölschnellübersicht vor Ort, durch die der Kunde an der Tankstelle mithilfe eines QR-Codes alle nötigen Informationen erhält. Christof Müller, Manager Category Management bei der JET Tankstellen Deutschland GmbH, ergänzt: „Die Betreuung der Tankstellen durch den deutschlandweiten LIQUI-MOLY-Außendienst wird die Qualität der Kundenberatung zum Thema Öl vor Ort noch weiter verbessern.“ WAB

www.liqui-moly.de



LIQUI MOLY MOTORBIKE BENZIN-STABILISATOR, L'ADDITIVO PER L'INVERNO

È un additivo studiato per proteggere il carburante dall'invecchiamento e dall'ossidazione, impedendo così la corrosione dell'intero impianto carburante. Liqui Moly Motorbike Benzin-stabilisator va versato nel serbatoio prima di mettere la moto in letargo



1/2

Nemmeno durante il freddo dell'inverno alcuni motociclisti smettono di usare la propria moto. Altri, invece, la spengono ai primi rigori e la parcheggiano in fondo al garage in attesa di indossare di nuovo il casco con i tepori primaverili. Tra le altre cose da fare prima di mettere la moto in letargo ([qui tutti i consigli](#)) è bene fare una sosta ad un distributore di benzina: il serbatoio deve essere riempito fino all'orlo. Così si evita la formazione di condensa all'interno (l'acqua nel motore è causa di guai importanti) e i depositi che l'evaporazione naturale della benzina può formare nel serbatoio o nelle tubazioni. Ma si sa, alle volte questo non basta e il carburante può andare incontro a invecchiamento e ossidazione, che potrebbe portare dei problemi all'intero impianto carburante. Per questo motivo **Liqui Moly ha creato Motorbike Benzin-stabilisator, un additivo da versare nel carburante della moto prima di metterla in letargo.**

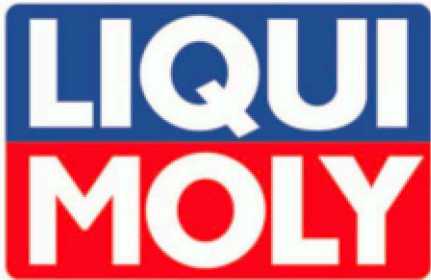
Motorbike Benzin-stabilisator è studiato per proteggere il carburante dall'invecchiamento e dall'ossidazione, impedendo così la corrosione nell'intero impianto carburante. L'additivo è pensato per garantire un letargo senza problemi e aumentare la sicurezza delle prestazioni con effetto prolungato. È adatto a tutti i motori a benzina a 4 e 2 tempi e testato per turbo e catalizzatore. Il dosatore da 25 ml dà la quantità sufficiente per 5 l di carburante. In caso di rimessaggio prolungato, dopo aver aggiunto l'additivo, si consiglia di lasciare funzionare il motore circa 10 minuti.

Le guide des huiles LIQUI MOLY – Trouvez l’huile adaptée à votre véhicule.

Par JC-GIROUD Publié le 30 janvier 2021

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Le guide des huiles LIQUI MOLY – Trouvez l’huile adaptée à votre véhicule

Le guide des huiles LIQUI MOLY permet de déterminer l’huile moteur ou l’huile de transmission à utiliser. Parce que les homologations, les spécifications et les taux de viscosité comme 0W-30, 5W-30, 10W-40 etc. ne sont pas forcément clairs pour tout le monde. Mais pas de problème ! Grâce à notre guide des huiles, vous trouverez l’huile moteur appropriée en quelques étapes sans connaissances préalables requises, mais aussi d’autres produits appropriés de notre gamme complète. Essayez par vous-même !

Cliquez ici: GUIDE DES HUILES

Servis: S dizelom na zimovanje samo uz Liqui Moly Diesel fließ-fit

M.R. // 03. 02. 2021. // Savjeti i servis



Jednu dozu dovoljno je uliti u tank prilikom nadopune goriva i – sigurni ste od stvaranja parafinskih kristala

S popuštanjem mjera donesenih oko koronavirusa mnogi će se uputiti na zimovanje automobilom, a ako vozite dizelaša obratite pozornost na gorivo koje se uslijed niskih temperatura može „smrznuti“

Bez obzira vozili dizelaša starijeg datuma ili one najnovijeg, svaki će od njih zimi pokazati svoju slabost koja je gotovo neminovna zbog niskih temperatura i tendencije formiranja kristala parafina u dizelskom gorivu. Spomenuto stvaranje parafina u gorivu često laički nazivamo i „smrzavanjem goriva“. Iako benzinske crpke u svoja goriva zimi već stavljaju aditive, na debelim minusima kakvi su svakodnevica na zimovanju teško se bori i posebno za zimu pripremljen dizel. Posebno je ovaj problem izražen ako ste se uputili negdje na skijanje u planine gdje su niske temperature izraženije.

Spas od traumatičnog ostavljanja negdje na cesti i neugodnosti u pokretanju vozila, stiže nam iz Liqui Moly. Ovaj njemački proizvođač aditiva na tržištu je već preko 50 godina, a zahvaljujući poznatoj njemačkoj kvaliteti Liqui Moly je omiljeni proizvođač kod brojnih vozača. Diesel fließ-fit aditiv je koji će doći kao spas za brojne dizelaše. Jednu dozu dovoljno je uliti u tank prilikom nadopune goriva i – sigurni ste od stvaranja parafinskih kristala. Parafinski kristali mogu izazvati formiranje soli u dizel gorivu u zimskom periodu te blokirati filter i cijevi za dovod goriva. Diesel fließ-fit održava dizel gorivo u tekućem stanju zimi sve do temperature – 31°C, a time povećava ekonomičnost i ono najvažnije - pouzdanost motora.

Važan savjet, Liqui Moly Diesel fließ-fit potrebno je uliti u gorivo prije putovanja i izraženih minusa, kako bi sam aditiv počeo adekvatno djelovati.

Cleaning the DPF

Diesel Particulate Filter Cleaner Kit from Liqui Moly

GREAT BRITAIN



Published: 18 February, 2014

With its Diesel Particulate Filter Cleaner Kit the motor oil and additive expert Liqui Moly has developed a new product for garages and has already earned an award as '2013 Best New Product for Import Cars', in the United States. Instead of spending a great deal of money to replace the filter, Liqui Moly offers a Diesel Particulate Filter Cleaner Kit as an economical and effective alternative for garages. Using this, the filter can be cleaned without even having to remove it from the vehicle. The entire procedure takes just 30 to 60 minutes. After

cleaning, the driver immediately feels a dramatic improvement in the car's performance.

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



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