



PICTURES AND STORIES

FROM OUR LIVES 06.2021



UNIQUE LIQUI MOLY FAMILY WORLDWIDE

READERS' CHOICE

BEST BRAND 2021



It's a recipe for success!

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.

That's probably why readers of the leading car magazines once again voted us Germany's best lubricant brand in 2021. It's the 11th time in a row that we have been honored by 'Auto Zeitung' and 'Auto, Motor & Sport'. We also once again took 2nd place in the Care Products category with 'Auto Zeitung'. It's a special honor that we would particularly like to thank you for!

IMPRINT

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Dear LIQUI MOLY friends,

the number of vaccinations is increasing while the incidence rate is decreasing. Our sales figures are encouraging and we have received the next top-class award with the Motor Klassik readers' vote for Best Brand 2021 - it seems that our future is once again booming. And that's a good thing. After all, there is nothing that motivates us more than tomorrow. We do not look back, but forwards full of optimism and ambition. This fosters new ideas, innovations and a fighting, determined spirit. And ultimately the growth of our company and everything that goes with it... the well-being of our entire LIQUI MOLY family worldwide!

That willingness to go the extra mile over these many difficult and challenging months during the pandemic is now paying off. With creative sales campaigns, millions of euros invested in advertising campaigns and international top sponsorship deals. But also with the personal commitment and even more dedicated work shown by each and every one of us. Every employee has played a fundamentally important role in maintaining the unique LIQUI MOLY spirit - producing barrel by barrel, canister by canister and can by can of all our products - despite the most adverse circumstances and bottlenecks with suppliers - and in the end, continuously delivering our diversity and top quality to markets worldwide. This has left a lasting impression and has created more demand among both old and new customers alike!

But let's be careful: It cannot be taken for granted and it's not a sure-fire thing that the remaining months of the year will continue in a similar or more positive way than the last strong sales months. Because just as the virus has not yet been fully defeated, our success is never certain. And although we're doing everything right now - it makes more sense now than ever before to be careful (not anxious!) and stay vigilant.

This year will only be a good year (or even very good ;-)) if we continue to work with all our hearts and mind. So in this sense: Stay healthy, committed and motivated!

Your PICTURES AND STORIES Team

READERS' CHOICE

ADVERT



Everything that drives
works better with
LIQUI MOLY.



LIQUI MOLY



The readers of Germany's most popular car magazines also think the same and again voted us their no. 1 lubricant brand. Both 'Auto Zeitung' and 'auto motor und sport' for the 11th time in a row.



VALUE RETENTION

CLASSIC MOTOR AWARD



Ausgabe 6/2021

Why LIQUI MOLY came out best in the coveted 'Motor Klassik' reader survey for the 10th time in succession in 2021.

CLASSIC CAR CARE:

Fountain of youth for treasured possessions



For the 10th time in a row, LIQUI MOLY won the 'Motor Klassik' award in the lubricants category this year. Our lubricants for classic and vintage cars once again won the most votes in the annual 'Motor Klassik' readers' survey. This time taking a sensational 76.3% of the votes.



Those who own classic cars know just how valuable the fascination of cars is and want their vehicle to remain in outstanding condition for as long as possible. The best is just about good enough here. Be it inside or outside: Neglectfulness in maintenance and care can lead to tears in the upholstery covers, rust and brittle plastic, for example. This reduces the driving pleasure and value of your precious machine. Our following products can provide the assistance you need ...

Oil



Oil is the lifeblood of the motor. The wrong oil can, particularly in older motors, lead to motor failure in the worst case. Modern oils have cleaning properties, among other things. It is generally advisable to use the oil approval recommended by the manufacturer. LIQUI MOLY's classic motor oils are specially attuned to the requirements of classic cars with and without oil filters. Therefore, the SAE 30 and the SAE 50 are suitable for vehicles without oil filters. For vehicles with oil filters the SAE 20W-50 HD is recommended. Selected, mineral base oils and additives ensure optimum lubrication and very good wear protection.

The icing on the cake in terms of care for the inner vehicle values: A motor flush (e.g. with Motor Clean or Oil Sludge Flush) including additional wear protection with the LIQUI MOLY Oil Additive . The molybdenum disulphide (MoS₂) in it forms a highly resilient lubricant film on all surfaces subject to friction and movement. It minimizes friction and ensures the components run more smoothly. This makes the motor purr like a kitten again.



VALUE RETENTION

CLASSIC MOTOR AWARD



Additives

and other lubricants

It is recommended to replace the gear oil from time to time, especially in automatic transmissions, e.g. with our automatic gear servicing unit Gear Tronic II and ATF Top Tec 1100 or 1300 gear oils suitable for classic cars. The Gear Oil Additive is highly recommended for those who would like a quieter and softer shifting gearbox. Just as in the Oil Additive, MoS2 is also found in the version developed for gearboxes. The result: Quieter running and smoother gearshifts.

Our Lead Substitute lubricates and protects the valve seat rings of vehicles that originally required leaded fuel. It reduces wear on the cylinder head and ensures optimum compression. It increases operating safety and prevents motor damage.

Particularly older vehicles still have carburetors. For such cars, our Carburettor and Valve Cleaner is a recommended companion. It removes deposits in the carburetor, on valves and spark plugs, and in the combustion chamber, as well as prevents new deposits from forming. It also protects the entire fuel system against corrosion and prevents icing up of the carburetor.

Ideal for diesel: our Super Diesel Additive. It removes deposits in the diesel injection system and combustion chamber, as well as preventing their return. It also maintains all components of the diesel injection system, and it prevents baking and resin-bonding of the jet needles.





The washing and subsequent polishing of classic cars requires particular care and, of course, particularly high-quality products. Here, our car care range offers a wide range of suitable aids, such as polishes. This ensures the vehicle not only shines, but the paintwork is conserved for the long term. An important contribution to maintaining the value of the vehicle.

With our Convertible Soft Top Cleaner, convertibles with a textile soft top can first be gently cleaned and then impregnated with our fabric impregnation.

If plastic and rubber are becoming brittle, it is painful for the owner to see and also reduces the value of the vehicle. Our Rubber Care cleans door, window and trunk seals as well as tires and gives them a perfect finish. It prevents freezing in winter, keeps rubber parts elastic and therefore extends the service life. Plus, it's also ideally suited to the care and deep cleaning of car tires and rubber mats.

Care



Ausgabe 4/2021



GERMANY

FANPOST



A red, blue and white splendor of power and glory: the KTM X-Bow from our customer Auto Altschäfl from the Bavarian town of Künzing.



INDIA

FANPOST



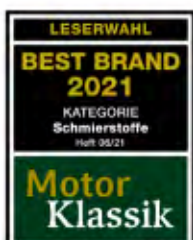
Large canisters for big cars, small canisters for little racers! Our customer Pranjal Jeswani (distributor in Nagpur in the state of Maharashtra) swears, like his son Darsh, by the top quality of our Top Tec 4100 5W-40. Like father, like son ;-)

GERMANY

FANPOST



"Stuck on you" was once a classic ballad by the king of soul Lionel Richie. And this is precisely how our fan Luca Trimboli feels about LIQUI MOLY which is why he has decorated his Opel Corsa B with countless LIQUI MOLY stickers. And we have exactly the right oil for his car: our MoS2 Leichtlauf 10W-40, which you can find quickly and easily with our online oil guide at www.liqui-moly.com



Tina Sehling-Souvignie not only shows her passion for beautiful cars, but also adorned her Mercedes Benz 300 SL with our logo. And with our Classic SAE 20W-50 HD, we also offer the optimum motor oil for her four-wheel pride and glory.



Four wheels - one love! Employee of our LIQUI MOLY/Meguin family, Gianni Mansion is a true fan of our brand, through and through. This loyalty to our brand goes so far that he recently gave his private car a makeover in a LIQUI MOLY/Meguin design and has since been on the road in the name of Germany's best lubricant brand. He's now guaranteed a safe trip every time!



PORTUGAL

PARTNERSHIP



A partnership on water, now also on shore: The pick-up trucks at the Castelo do Bode marina featuring fantastic LIQUI MOLY MARINE branding!





VEHICLE DESIGN

LIBYA



Our growth in Libya is picking up even more speed with our Meguin importer's newly branded delivery vehicle.



OUTDOOR ADVERTISING

IRAQ

Our partner in Iraq has won a new customer with this car wash and care salon with adjacent oil change station in the city of Erbil. In order to make the wide range of LIQUI MOLY services visible to customers, our partner designed a new exterior for the car wash and care salon.



Builders Cape Gate

Despite difficult conditions, our friends from LIQUI MOLY South Africa organized demo days and grand openings with our sales partners, such as Goldwagen or Builders to bring our global brand directly to customers.



Goldwagen Belville



Keith Barclay from our wholesaler "Oil Smart" at the Goldwagen store in Johannesburg.

U.A.E.

NEW CUSTOMER



The team of our new customer "Al Munther Auto Spare Parts" in Sharjah is in a great mood and highly motivated to sell our products.



The team of our New East customer also sends their regards and proudly wears the new LIQUI MOLY polo shirts! After all, the number one rule of selling is: it's all about appearance ;-)



Training certificate in times of corona! In order to prepare for the upcoming sales campaigns once corona restrictions are eased, the Soulma sales team at the headquarters in Lisbon took part in intensive training sessions on our products and innovations.



OUTDOOR ADVERTISING

CHILE



We are setting a highly visible global sign with blue, red and white facades, shop and car design for top quality made in Germany. Our customers, partners and friends benefit from the powerful signaling effect and the expertise our brand radiates the world over!

RUSSIA



OUTDOOR ADVERTISING

RUSSIA



When LIQUI MOLY Russia and Russia's biggest advertising agency join forces, we can expect something special. The nationwide campaign with the slogan 'Better fill with the best' appeared on digital outdoor advertising boards in 26 of Russia's largest cities, reaching out to a total of 100,000,000 people!





LIQUI MOLY?
Far more than just a facade!



OUTDOOR ADVERTISING

MALI



All eyes are now on our blue, red and white global brand in Mali's capital city of Bamako! Our partner has placed four highly visible billboards along the city's busy roads.



OUTDOOR ADVERTISING

THE SEYCHELLES



Lubricant paradise on paradise island: Just like our products are a treat for vehicles and engines, the exterior design of our partner CSA Trading store is a treat for the eyes. And everywhere you look inside the store, you see LIQUI MOLY. Samantha Albert (center) and her team are visibly proud to be part of our LIQUI MOLY family worldwide.



OUTDOOR ADVERTISING

RUSSIA



The newly branded store of our customer 'AvtoMashStrojArsenal' is located on the eastern banks of the Volga, in the industrial metropolis of Samara.



SERBIA



RUSSIA

FLAGSHIP-STORE

Full shelves, full assortment, full visibility ...



... full of LIQUI MOLY sales force in the flagship store in Saint Petersburg!

GERMAN MASTER

EISBÄREN BERLIN

Play off, party on

A bear of a performance on ice: As a long-standing premium partner, we would like to congratulate the Eisbären Berlin hockey team on its record-breaking championship and celebrate together with the team and all its fans!





**LIQUI
MOLY**



LATVIA

WORLD CHAMPIONSHIPS



LIQUI
MOLY

Official Sponsor



A celebration for international ice hockey - with LIQUI MOLY

Ice hockey is an intensive combination of combat, dynamics and top performance - and that's why our global brand has to be a part of the event! This made us all the more proud to be a sponsor of the 2021 Ice Hockey World Championships in Latvia. And, of course, we would like to congratulate the 'ice cracks' from Canada, who won 3:2 in overtime against the defending titleholders Finland in a nail-biting final to secure their 27th World Cup title.



SLOVENIA

SPONSORING



True beauty comes from within - thanks to our lubricants, this also applies to these racing cars at the Slovakia Ostra Luka mountain race.





Racing is not just a hobby or a profession, it's a way of life. And those who pursue this passion to its limits will only use the best lubricants, additives and service products. Just like our American friends with the COTA TCA GENRACER Hyundai Veloster N.



RUSSIA

SPONSORING



Our new friends from the 'Full Gazz' team from Saint Petersburg recorded a triumphant start to the 2021 season on asphalt in the Russian superbike series RSBK. At the first race on the track in Groznaya, Egor Ratnikov and Sergey Timofeev won in the respective classes SSP 300 and Road Cup 600. Vladimir Bolkunov also fought for a spot on the podium in the Superstock class, as did Grigoriy Dyadechkhin in the Superstock 600 class.



RUSSIA

SPONSORING



Whether in sun or rain, in small or large racing cars: Our products guarantee optimum performance under all conditions - including here at the national go-karting competition in the region of Moscow.





A young motocross rider fights his way to 1st place in the VENETO SELETTIVA TEAM TOP FACTORY in Italy: Liam Pichtler from Austria is a rider to watch out for in the future and we are only too happy to be his sponsor!





The perfect platform for ambitious young drivers: the KTM X-BOW GT4. The plan for the 2021 season: Gain experience and respect in the ADAC GT4 Germany. The goal: Gain a foothold on the national and international motorsport scene. The lubricant partner at the side of KTM Motorsport: LIQUI MOLY!



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PORTUGAL

SPONSORING



Pure adrenaline for the world's best enduro riders in the Extreme XL Lagares! The first round of the FIM Hard Enduro World Championship took place in Serra do Pilar - without any live spectators due to the coronavirus, but thanks to the television coverage and press, it was still a real treat for all enduro fans out there. LIQUI MOLY was there in body, soul and with its blue-red-white branding!



© All pictures are from João da Franca



WOW!

RUSSIA

SPONSORING



At the 'Russian Open Championship of the Altai Region' held in the city of Abakan, 1,000 spectators were impressed not only by the off-road riding and jumping skills of the 150 young and older motocross riders - but by our sponsorship too.





With Russian and LIQUI MOLY flags flying high, the 2021 motorcycle season was inaugurated in style in Barnaul (Altai region).



SPONSORING

TEAM ENGSTLER



This is the all-too-familiar view that other competitors get to see of the Engstler Hyundai Team. The team's drivers are usually one nose length (and often more;-)) ahead of the racing pack, not least thanks to our high-performance products.

The Engstler Team which we sponsor has been successfully competing in the ADAC TCR Germany touring car series and other international TCR racing series for many years.

Since 2020, LIQUI MOLY has also been actively involved in the FIA World Touring Car Cup WTCR with the Hyundai works team.





LIQUI MOLY

Verantwortung made in Germany

Starke achten auf Schwache. Wir nehmen Rücksicht aufeinander und befolgen die Regeln des Miteinanders. Genau das haben wir alle schon als Kinder in der Schule gelernt. Im Straßenverkehr sind diese Verhaltensweisen lebenswichtig.

Aber nicht nur dort kommt es auf das Miteinander an, sondern überall dort, wo Menschen zusammenkommen. Werte wie Vertrauen, Respekt, Verantwortung und Menschlichkeit werden beim Ulmer Schmierstoffspezialisten groß geschrieben. Was auf der Straße funktioniert, klappt auch in einer sozial verantwortlichen Wirtschaft. Nicht nur aufgrund seiner Haltung ist die Marke, dessen Logo die Rennstrecken dieser Welt schmückt, populär. Der Mittelständler mit gut 1.000 Mitunternehmerinnen und Mitunternehmern (so wird die Belegschaft hier genannt) hat sich in den vergangenen Jahrzehnten zum Liebling der Kunden entwickelt. Das zeigen nicht nur zahlreiche Auszeichnungen großer Leserwahlen der auflagen-starken Motomagazine Deutschlands, sondern auch das enorme Wachstum und das positive Markenimage LIQUI MOLYs.

"Jedes Unternehmen steht und fällt mit den Menschen. Wir 1.000 arbeiten jeden Tag daran, besser zu werden. Für Menschen, die darauf vertrauen, mit uns sicher ans Ziel zu kommen. Das funktioniert nur mit Hingabe, Respekt, Lösungsorientierung und einer großen Portion Verantwortungsbewusstsein. Wir tragen damit zur sicheren Mobilität weltweit bei. Gleichzeitig tun wir Gutes und investieren in Produkte und Menschen, um unserer sozialen und unternehmerischen Verantwortung gerecht zu werden. Deshalb unterstützen wir auch die großartige Sicherheitskampagne. Nur mit gemeinsamer Verantwortung machen wir unsere Straßen und die Welt sicherer. Dafür steht unsere Marke LIQUI MOLY," schließt Ernst Prost ab.



Liqui Moly

Ernst Prost, Geschäftsführer LIQUI MOLY.

Als Manufaktur für Öladditive startete das Unternehmen in den 1950er Jahren. Heute bietet das Unternehmen 4.000 chemische Artikel für sämtliche Fahrzeuge an. Egal ob PKW, Nutzfahrzeug oder Zweirad. "Uns liegt am Herzen, dass unsere Kunden immer sicher an ihr Ziel kommen", beschreibt Ernst Prost, Geschäftsführer von LIQUI MOLY. Ernst Prost kam vor 30 Jahren ins Unternehmen, hat es mit seiner unvergleichlichen Art geprägt und groß gemacht. Alleine in den letzten zehn Jahren haben sich Belegschaft und Umsatz nahezu verdoppelt. Er zahlt faire Löhne, stellt den Erhalt sowie Ausbau von Arbeitsplätzen über den Profit, engagiert sich mit drei privaten Stiftungen für die Schwachen in der Gesellschaft und spendete im letzten Jahr für Einsatzfahrzeuge von Feuerwehren, Rettungskräften und Erste-Hilfe-Organisationen Produkte im Wert von 5,5 Mio. Euro. Damit unterstützte das Unternehmen diejenigen, die im Kampf gegen Corona an der Front stehen. Zum anderen half es den Rettungskräften sicher ans Ziel zu kommen. "Ohne Motoröl kommt kein Notarzt zur Einsatzstelle. Und niemand will in einem dreckigen Krankenwagen liegen. Für uns war es klar, dass wir gerade in Coronazeiten unseren Beitrag für die Gesellschaft leisten müssen", beschreibt der Geschäftsführer. Deshalb habe LIQUI MOLY mit dem geholfen, was es am besten kann: Öle, Additive und Pflegemittel.



Modernes Leichtlauföl der Spitzenklasse.

Nicht nur damit trägt der Ölspezialist zur Sicherheit bei. Seine Produkte machen und halten Fahrzeuge verkehrstüchtig. "Unsere Partnerwerkstätten bieten einen Komplettservice mit unseren Produkten an. Regelmäßiger Service eines jeden Fahrzeuges ist wichtig", versichert Ernst Prost. So müssen etwa Bremsen jederzeit funktionieren und auch andere Bauteile sollten für die Verkehrssicherheit gepflegt und gewartet werden. Ein Horrorszenario für jeden ist eine Panne auf der Autobahn, die im schlimmsten Fall tragische Unfälle zur Folge haben kann. Aber nicht nur der Service oder die perfekte Schmierung beweglicher Teile tragen zur Verkehrssicherheit bei, auch die umfangreiche Pflegeserie des Anbieters für Fahrzeugchemie. Zum Beispiel ist die Sauberkeit der Scheiben im Auto, der Lichter, Reflektoren oder von Visieren ebenso wichtig, wie die Pflege der Lederkombi von Motorradfahrern. Für alle diese Einsatzbereiche bietet LIQUI MOLY passende Produkte.

HYUNDAI MOTORSPORTS

SPONSORING



We are the official supplier of Hyundai Motorsport Customer Racing and supply over 80 motor oils, service and care products for the Hyundai workshop

Hyundai Motorsport Customer Racing Manager Andrew Johns on the new partnership: 'LIQUI MOLY has an unbelievably good reputation for its high-quality product range throughout motorsport, which is why I am very pleased to welcome it as the official supplier for our racing and rally projects. The wide range of products they will deliver to our workshop will ensure that we can maintain the excellent quality and performance of the cars we build and provide to our customers. This is especially important as we continue to increase the number of different vehicles we offer our customers. Both the Hyundai Elantra N TCR and the Hyundai i20 N Rally2 are competing in their first races in 2021. With LIQUI MOLY as the official supplier for our projects, I am confident that we can build on the successes that the Hyundai customers have already celebrated and further sharpen the profile of both the Customer Racing department and our new supplier.'

GERMANY

ADAC TCR GERMANY



Second race, second victory: Luca Engstler (on the right next to his father Franz) also won the second ADAC TCR Germany race in Oschersleben and managed to confidently set himself apart from the competition. Powered by LIQUI MOLY, Luca came out on top in his Hyundai i30 N TCR, beating the competition by around 4 seconds. Congratulations!





#GermanGP

LIQUI MOLY MOTORRAD GRAND PRIX DEUTSCHLAND

18-20-JUNE-2021

All eyes on Marcel Schrötter and LIQUI MOLY: The official MotoGP poster at the Sachsenring racing circuit!

OFFICIAL MotoGP POSTER



SO GEHT
SÄCHSISCH.



SPONSORING

MOTOGP BARCELONA



EXCLUSIVE LUBRICANT

moto2™
+
moto3™

MotoGP™ WORLD CHAMPIONSHIP



He gave his best, but it wasn't enough for first place. Nevertheless, LIQUI MOLY Intact GP motorbike riders Marcel Schrötter and Tony Arbolino finished an exciting weekend of racing in front of 20,000 spectators at the Catalonia GP in Barcelona, taking respectable 8th and 13th places. Ranked 7th and 13th in the World Cup individual rider rankings as well as 4th in the team rankings, the LIQUI MOLY Intact GP team now travels to its home race at the Sachsenring racing circuit in Saxony, where we will be cheering on both our team and our brand as the name sponsor of the LIQUI MOLY Motorbike Grand Prix Germany.

JAPAN

SPONSORING



Formula D to see the best in drifting! Our sponsored team managed a pole position in qualifying, followed by a respectable 5th place in the final!





At the Red Bull King of Drift Challenge in New Caledonia, the best drifters in the world once again came head-to-head with Germany's best lubricant brand!



RUSSIA

SPONSORING



After 4 days and a strenuous 1,200 km for both man and machine, Alexander Gimelov from Team LION Racing took an outstanding 2nd in the 2nd stage of the 'Kagans Gold' rally - sponsored by LIQUI MOLY Russia as technical partner.





Mud, mud and more mud? Familiar ground for the artistic motorcross riders in the Moto Espinha BETA Portugal team and our MOTORBIKE products. With more than 50 motocross riders at the start, the team managed to secure several podium spots at the Enduro Sprint in Penacova.



ITALY

CIVM CAMPIONATO



Partnered with the best lubricant and brand, Alessandro Gabrielli from GABRIELLI MOTORSPORT took his first win of the season in his magnificent Alfa Romeo Picchio at the CIVM Campionato italiano velocita' montagna!

LOTUS CUP



Attractive cars from PB Racing and charming brand ambassadors at the LOTUS CUP ITALIA in Imola.



Women don't make good riders? You must be joking! These two young female riders from the Trasimeno Race Team gave it their all for their team and our brand at the European Women Cup!



CZECH REPUBLIC

SPONSORING



With lubricants from LIQUI MOLY and a blessing from above, Marek Rybníček (Managing Director LIQUI MOLY Czech Republic, on the right) takes on the most challenging hill climbs, such as here at ECCE HOMO.





SLOVAKIA

SPONSORING

Even after many years of rallying, our brand ambassador Igor Drotar is still hungry for success at the Tatra Rally.





GREAT BRITAIN

SPONSORING



Sponsors of the BIKE IT MTX Kawasaki team, our MOTORBIKE partner BIKE IT attracts attention and brand awareness on the national motocross scene at the Revoacu British Motocross Championship.





ITALY

SPONSORING



Beta
motorcycles

We are achieving new heights in terms of brand awareness in Italy thanks to our partnership with BETA MOTOR - their motocross team puts pedal to the metal, as here at the Italian Enduro Championship in Castelli Calepio.





SPONSORING

RATIOPHARM ULM

Winning together, losing together ... and standing up together as a team time and again! Ratiopharm Ulm Bundesliga basketball players have been able to rely on our support as an exclusive partner for years - and will continue to do so in the future. We are extending our sponsorship contract with the team until 2027 and continue to pledge our support for the Ulm basketball heroes in orange!



From left to right: Nikolas Rupp (Director Sales ratiopharm ulm), Peter Baumann (Marketing Manager LIQUI MOLY), Andreas Oettel (Managing Director ratiopharm ulm), Dr Thomas Stoll (Managing Director ratiopharm ulm)



The MercedesCup 2021 in Stuttgart once again promises great tennis with LIQUI MOLY as its premium partner. Since tennis fans could not enjoy this special ATP tournament last year due to the pandemic, the anticipation for this year's event is particularly high. Nine ATP winners are on the preliminary registration list for this year's MercedesCup, including superstars such as Alexander Zverev and Stan Wawrinka.



World-class player Roger Federer at a previous appearance in Stuttgart.

ERNST PROST FOUNDATION

PRIME DAY

Make a note in your calendar: 21 & 22 June

Shop and do good!

Amazon Prime Day - two days with lots of offers where lots of people will be buying on Amazon. And this year, up to 5% of the sales takings from AmazonSmile supporters could go to the ERNST PROST FOUNDATION! A pair of shoes purchased on AmazonSmile for €80 would mean a donation of €4 to the charity foundation or a TV set for €600 would give €30 to a good cause.

So if you are a Prime member on Prime Day (21 & 22 June), you can do more than just hunt down bargains: Simply shop at smile.amazon.de or on the Amazon app with the AmazonSmile function enabled. AmazonSmile will then **donate up to 5%** of the amount you buy (at least twice the normal amount) to the **ERNST PROST FOUNDATION** at no extra cost to you this year's Prime Day!

Experience feel-good shopping

Shop at smile.amazon.com and we'll donate to your favorite charitable organization, at no cost to you.

Get started

Same products, same prices, same service.

Amazon donates 0.5% of the price of eligible purchases.

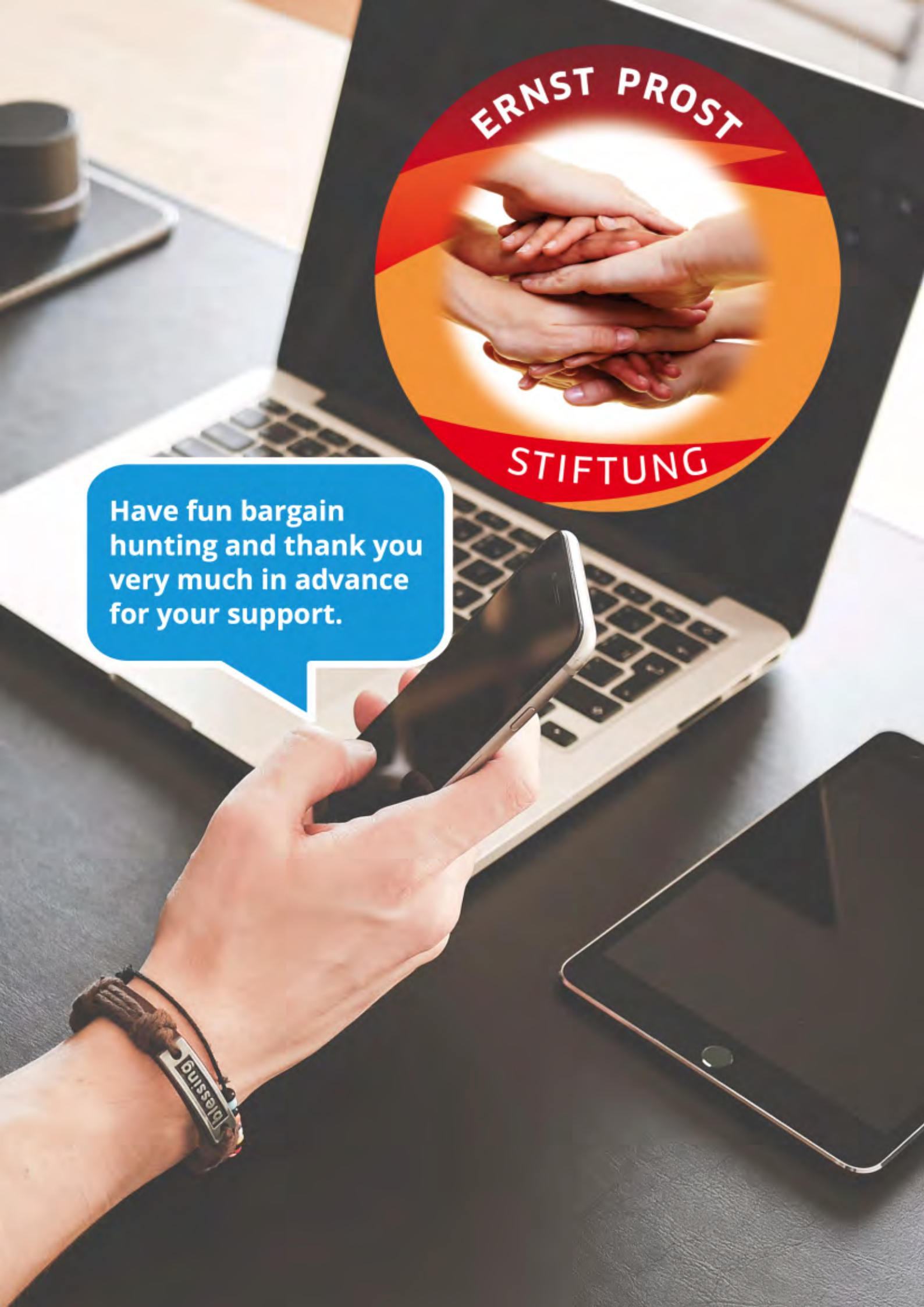


ERNST PROST



STIFTUNG

Have fun bargain hunting and thank you very much in advance for your support.



SALES SUPPORT

PRODUCT VIDEOS



Set your communication in motion with the new LIQUI MOLY product videos

It's not always easy communicating the advantages and features of our products quickly and concisely. But we regularly help you in this challenge by providing appealing and informative product videos that look good on various communication channels! Whether it's on social media, websites, a TV in the sales room or a screen in the workshop: with our latest product videos, you can always show that your company relies on LIQUI MOLY expertise and thus set yourself apart from your competitors.

LINK to download all videos:

<https://liqui-moly.pixxio.media/share/?token=prhxcJHea5SQ155P>



Diesel Engine System Cleaner

<https://liqui-moly.to/QB4XZc>



Gasoline Engine System Cleaner

<https://www.youtube.com/watch?v=LkdgVS3-cVs>



SpeedTec Diesel

<https://www.youtube.com/watch?v=lregd5FNfNE>



Hybrid Additive

<https://www.youtube.com/watch?v=QrpfmK9b3C4>



Gear-Oil Additive

<https://www.youtube.com/watch?v=EfZieC1O8AI>



A/C System Cleaner (Spray)

<https://www.youtube.com/watch?v=QDj889vxrL0>

SALES SUPPORT

PRODUCT VIDEOS



Professional automatic transmission fluid service with Gear Tronic II
<https://www.youtube.com/watch?v=ySGkDla9-pw>



Clean fuel and intake system with JetClean Tronic II
<https://www.youtube.com/watch?v=bzkPlhfY9OU>



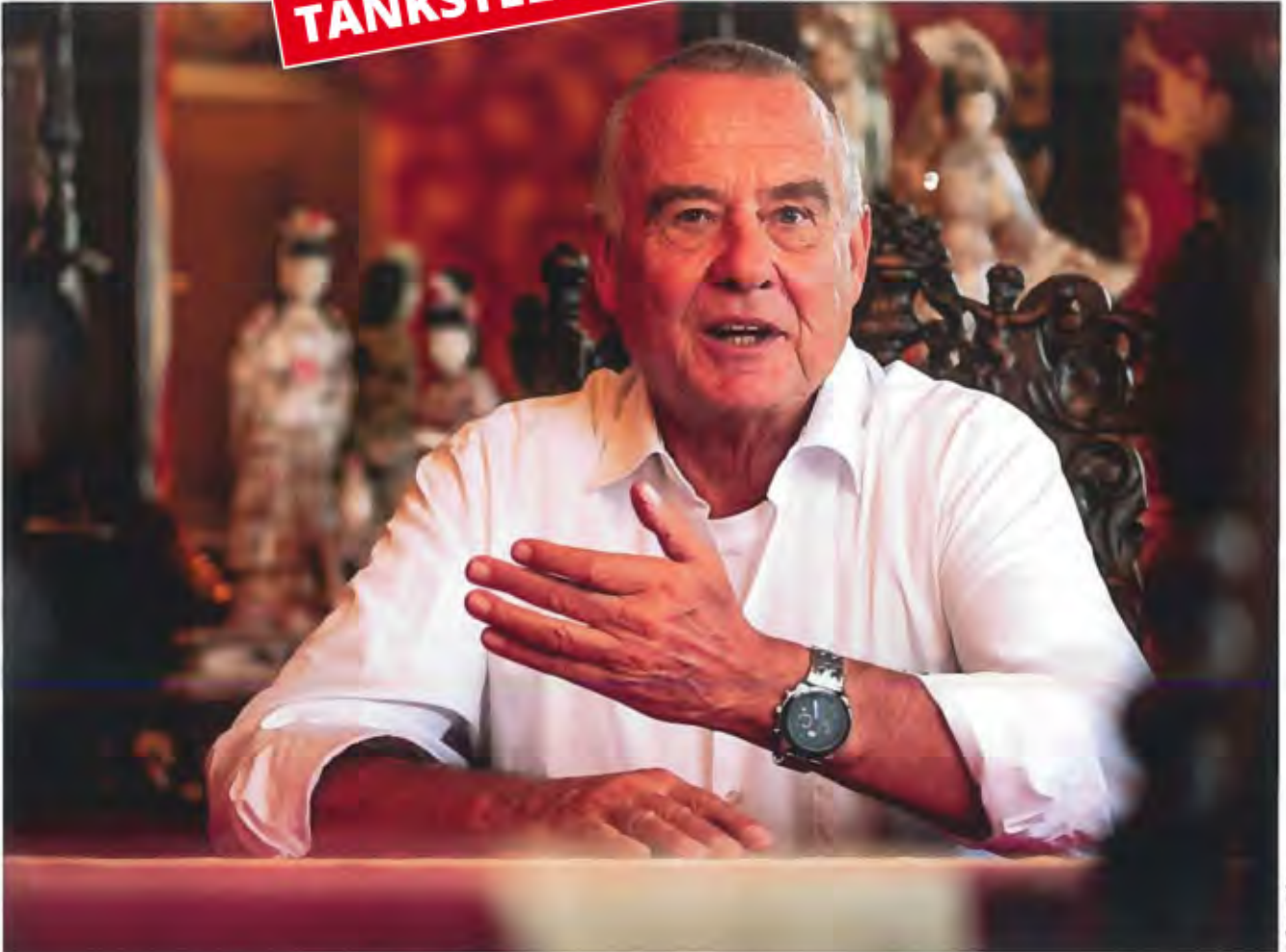
Motor Clean

<https://www.youtube.com/watch?v=nrUcvNCM9Pw>



Ceratec

<https://www.youtube.com/watch?v=vpzRSUsaqZU>



Prosts Schelte

Wer den Liqui Moly-Chef fragt, bekommt Antworten – immer, sofort, klar. Die guten Zahlen zu Jahresbeginn seien Resultat harten, vorausschauenden Handelns, sagt er. Und es könnte viel besser laufen, würden alle – vor allem die Vorlieferer – ihre Hausaufgaben machen. Ein „offener Brief“ von Ernst Prost an die Journalisten.

Zunächst klingt alles gut. Die Geschäfte im ersten Quartal? Liefen bei Liqui Moly wie geschmiert. 168 Millionen Euro Umsatz und damit etwa genauso viel wie im weitgehend Corona-freien Q1-2020 erwirtschaftete der Öl-, Schmierstoff- und Additivspezialist zu Beginn dieses Jahres. Dazu ein März, der mit 68 Millionen Euro umsatzmäßig sogar um 19 Prozent besser war als vor Jahresfrist.

„Wir ernten jetzt, was wir im vergangenen Jahr gesät haben“, kommentierte Liqui Moly-Geschäftsführer Ernst Prost entsprechend selbstbewusst seine Strategie, die trotz (oder gerade wegen) der Pandemie und gegen den Markttrend offensiv auf Investieren gerichtet ist. So habe man sich seine „eigene Konjunktur“ gemacht, während im Wettbewerb Budgets gekürzt und Services reduziert wurden. Eine „sehr gute Startposition“ also für die wieder anziehende Weltwirtschaft, bilanzierte Prost in einem schriftlichen Statement. Die Journalistenschaft regte das zu reichlichem Nachfragen an.

Prost reagierte wie gewohnt prompt – und deutlich in der Sprache: „Diese Fragen möchte ich hiermit sofort und aus dem Stegreif beantworten, ohne auch nur ein einziges Mal die Worte Corona, Pandemie-Versager, föderale Krisen-Murks-Manager oder Laschetsöder zu verwenden.“

Und so geht es weiter. Die jüngsten Erfolge? Ein Resultat harter Arbeit unter teils schwierigsten Bedingungen. Der erste „Mühlstein“, der Liqui Moly „um den Hals“ hängt: die Rohstoffknappheit „landauf, landab. Unsere Vorrattanks sind leer. Wir leben von der Hand in den Mund und wringen jeden Tropfen Öl aus unseren Leitungen, um überhaupt lieferfähig zu bleiben“, beschreibt Prost die Lage. Die Zulieferer? Von denen hört er jeden Tag „Ausreden genug. Force Majeur – höhere Gewalt –, so schallt es unserem Einkauf entgegen, wenn wir nach Lieferterminen fragen.“

Wo ansonsten 5.000 Tonnen-Schiffsladungen von der Nordsee bis zur Fabrik im Saarhafen Dillingen kämen, „tuckern“ sie heute mit 30 Tonnen-Lkw über Landstraßen und Autobahnen. Unrentabel, teuer und gar nicht umweltfreundlich sei das. Rohstoffe, Verpackungsmaterialien, Kanister, Verschlüsse, Folien – es fehle an allem. Prost: „Für manchen war der Lockdown offensichtlich ein Knockdown.“ Und die Folgen für sein Unternehmen wirken unmittelbar. Werkserweiterungen und Reparaturen würden verschoben, weil Handwerker und Montagefirmen auch nur noch über Ersatzteil- und Materialmangel klagten.

Dieser „Knick im Versorgungsschlauch“, fragt sich Prost, könne doch nicht nur am kurzen Stau

im Suezkanal liegen. „Ich glaube eher“, so Prost scharf, „dass die eine oder andere Firma immer noch lieber auf dem Sofa rumhängt, dem Home-Office frönt und Kurzarbeitergeld bezieht, um Kosten zu sparen, anstatt die Ärmel hochzukrempeln“. Für ihn ist das eine „Beschaffungstragödie“ mit ertragsaufzehrenden Preis-Konsequenzen. Preiserhöhungen durch die Vorlieferanten von 10 bis 20 Prozent, und zwar „ab morgen“, seien keine Seltenheit: „Wir rechnen mit satten 20 Millionen Euro Mehrkosten, aufs laufende Jahr gesehen, allein für unsere Materialbezüge in der Fabrik.“ Diese Kostenerhöhungen seien aber nicht einfach an die Kunden weiterzuwälzen: „Machen Sie das mal in Ländern, deren Volkswirtschaft am Boden liegt und wo die Inflation an die Decke strebt.“ Ein Dilemma, denn zwei Drittel des Geschäftes macht Liqui Moly im Ausland.

Und auf das Vorlieferer-Desaster folgt das in der Verkaufslogistik. Ob Seecontainer oder Transportlots – „alles ausgebucht“. Oft dauere es wochen- und monatelang, bis man wieder Frachtmöglichkeiten für die Exporte – „egal in welche Himmelsrichtung“ – zugeteilt bekomme: „Auch nicht lustig“, sagt Prost.

Der Liqui Moly-Chef bleibt auch in seinem Fazit deutlich: „Vorne kommt nur spärlich was rein, und hinten geht es nur zögerlich raus. In der Mitte schaffen wir im Drei-Schicht-Betrieb, um trotz widriger Umstände unsere Ziele zu erreichen, auf der Erfolgsspur zu bleiben und um uns nicht unterkriegen zu lassen.“

Trotzdem „doof, wenn man zum Angriff bläst und der Nachschub stockt – hätte ich auch nicht gedacht, dass so etwas noch einmal passieren könnte.“ Gleichwohl lautet Prosts Devise Standhaft bleiben: „Solange wir in Ulm oder Saarlouis (dort produziert die Schmierstofftochter Meguin) keine Ölquellen entdecken, müssen wir uns mit den Gegebenheiten herumschlagen und damit fertig werden.“ Diese Mischung aus Ärger, Ernüchterung und nach vorne gewandtem Realismus nennt er „Inkompetenzkompensationskompetenz. Schönes Wort. Habe ich neulich mal irgendwo gelesen. In der Baubranche soll es übrigens ähnlich zu gehen – habe ich gehört.“

Dem Tankstellensektor misst Liqui Moly inzwischen große Bedeutung bei. Die Tatsache, dass man seit Jahresbeginn der neue Schmierstofflieferant der JET Tankstellen Deutschland (betreibt bundesweit gut 670 Stationen unter der Marke JET) sei, habe dem nun in einer eigenen Vertriebslinie organisierten Tankstellengeschäft nochmals einen Schub verliehen, sagte ein Liqui Moly-Sprecher auf Nachfrage gegenüber der tankstellenWelt.

Rainer Wiek



picture alliance / Felix Kästle

Ernst Prost: Der Geschäftsführer des Schmierstoffherstellers Liqui Moly hat seinen Mitarbeitern in der Krise einen Bonus gezahlt und selbst auf sein Gehalt verzichtet.

GASTBEITRAG

Ernst Prost: "Das ist wie Weihnachten"

Krise ausbaden und Dividenden zahlen passt nicht zusammen. Der Liqui-Moly-Chef fordert: Die Gesellschaft muss aufhören, ihre Fehler ständig zu wiederholen.

Sie wissen vermutlich schon, was Weihnachten und Dividendenzahlungen gemeinsam haben? Wenn nicht, sage ich es Ihnen hier: Sie kommen regelmäßig jedes Jahr – ganz gleich, ob sich die Firmen das leisten können oder nicht. Nichts anderes fällt mir dazu ein, wenn ich die gerade laufende Saison der Hauptversammlungen beobachte. Da werden mitten in der größten Wirtschaftskrise aller Zeiten Geschenke an Aktionäre weitergegeben, egal, ob es gerade etwas zu verteilen gibt oder nicht.

Was soll ich dazu noch sagen? Ich stelle fest: Vor einem Jahr war es doch die gleiche Gaudi, obwohl schon damals Krise herrschte und es angebracht gewesen wäre, sein Geld in Wege zu stecken, die aus der Krise hinausführen. Die Zahlung von Dividenden hilft da nur sehr begrenzt. In der Finanzkrise 2008/09 war es genauso. Ich habe mich schon damals dagegen gewandt und muss heute feststellen: Das ganze Schwätzen darüber bringt am Ende doch nichts. Eigentlich könnte ich feststellen: Solange der Gesetzgeber es zulässt, dass die Kassen der Bundesagentur für Arbeit geplündert werden und das Geld schnurstracks als Dividende an Anleger und Investoren ausbezahlt wird, kann ich mir künftig jede Aufregung ersparen. Aber ich muss zugeben: Das gelingt mir nicht.

Denn was für ein Skandal ist es, wenn sich ein Vorstandsvorsitzender hinstellt und den Griff in die Beitragskasse der Bundesagentur für Arbeit als richtig darstellt, weil man doch dort einbezahlt habe. Weil man sich jetzt quasi nur seine Kohle zurückholen wolle. Im nächsten Kapitel seiner Rede geht der große Vorstandsvorsitzende dann auf die Wünsche der Aktionäre ein und kündigt eine 50-prozentige Erhöhung der Dividende an. Ich könnte vor Wut kochen. Aber herrscht wenigstens große Aufregung in der Gesellschaft? Nein, auch da: Fehlannonce! Da ist es doch nicht verwunderlich, wenn wieder das Wort von der „herrschenden Klasse“ umgeht, die Arbeiter und Gesellschaft ausbeutet.

Wir sind offenbar keine lernende Gesellschaft. Wir wiederholen ständig die Fehler, die wir schon gemacht haben. Wir handeln in jeder Krise gleich: Mit Kurzarbeitergeld drücken große Konzerne ihre Personalkosten und frisieren damit die Bilanz. Das kann man, wie ich, bedauern. Das kann man, wie ich, in jede Feder diktieren oder in jede Kamera und jedes Mikrofon sprechen, das sich einem bietet. Es ändert sich leider nichts. Der Gesetzgeber will entweder nicht, oder er kann nicht.

Deswegen stelle ich fest: Deutschland mit seiner sozialen Marktwirtschaft ist noch immer ein Land, in dem Gewinne privatisiert und Verluste sozialisiert werden. So lautet hierzulande leider die unanständige Formel eines unkontrollierten Kapitalismus-Auswuchses. Ich finde das nicht in Ordnung. Von daher reichen mir für den Gastbeitrag zu diesem Thema eigentlich sieben Buchstaben: Sauerei.

HOME » Personal » Ernst Prost: "Das ist wie Weihnachten"

GERMANY

MEGUIN



Construction of our Meguin central warehouse in Saarhafen stopped

The city council of Saarlouis expresses concerns about our planned new construction and prevents the creation of 50 jobs in the region. In addition to the existing fuel depot on the 71,300 m² site in Saarhafen, we had planned to build a modern central warehouse with an area of 35,000 m². The new warehouse would save us a distance of almost 670,000 km per year. This would be the equivalent of almost 17 times around the world. In addition, we would save 2,000 tons of CO₂ emissions a year.

The city council offered us an alternative location, which is why we are now still in discussions with the council and the Ministry of Economic Affairs.

Read the full report here:

<https://www.meguin.de/de/de/unternehmen/aktuelles/detail/news/neubau-von-meguins-zentrallager-im-saarhafen-gestoppt-7342.html>



Making the most of oil change opportunities



Monday, May 24, 2021

Liqui Moly has highlighted the importance of correct oil choice for garages and how oil changes can be a major revenue driver for them.

Oliver Kuhn, Deputy Head of the LIQUI MOLY Oil Laboratory says, "Motor oil has long ceased to be a universal lubricant. It has developed into a highly specialised liquid spare part. Viscosity is no longer the central criterion for differentiation. The specifications that an oil meets are much more important as are the specifications that each car needs."

Oliver adds, "The wide variety of specifications for motor oils is the price we pay for modern, highly efficient engines. Many oils are tailor-made for a particular engine type, that's why we are now seeing more and more situations where the same oil is absolutely necessary for one engine and can cause serious damage in another."

Oliver points out that a look at the oil guide at www.liqui-moly.com will help a technician keep track of the situation and avoid embarrassing complaints. Simply entering the number plate of the customer's vehicle will produce a list of suitable engine oils, as well as suitable gearbox oils and other liquids.

Adding value to an oil change and making it a unique service is something that many Liqui Moly customers now do. This can enable a garage not just to generate attractive margins but also set itself apart from the competition.

A special service package can be created that includes LIQUI MOLY Pro-Line Engine Flush, which is added to the old oil, allowing the engine to idle for a few minutes. During this time, the active ingredients remove any deposits and sludge, which is then all simply drained out together with the used oil. The new oil can then be added to a clean engine where it can develop its full performance. In addition to the fresh oil, LIQUI MOLY Cera Tec, a wear protection additive that reduces friction in the engine and protects it even under extreme loads, can also be added. This type of "performance oil change" not only makes sense technically, it also turns a regular oil change into a special service.



German manufacturer of oils, additives and car care products

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Servis Doktor

LIQUI MOLY Diesel-Systempflege, aditiv za gorivo, melem za dizelski motor

14/10/2021 100 1400 0



LIQUI MOLY Diesel-Systempflege povećava etanski broj, poboljšava performanse motora, štiti od korozije, čisti i podmazuje gorivni sustav te smanjuje trošenje vitalnih dijelova, poboljšava pražnjenje **DPF**-a...

Dizelski automobili, bez obzira na priče i najave o masovnom dolasku električni automobila, bit će glavni izbor većine naših kupaca. Kupnja dobrog dizelskog automobila i dalje je najisplativija opcija te je njegovanje postojećeg, važan zadatak svakog vlasnika. Za ispravnost, dugovječnost i pouzdanost dizelskog automobila posebno su važni **podmazivanje** i napajanje gorivom.

Napajanje gorivom ima posebnu važnost jer dizelski motori, za razliku od benzinskih, ne koriste vanjski izvor topline za paljenje goriva, nego se ono samo pali, nakon ubrizgavanja u visokozagrijani zrak. Dizelski motor usisava zrak, koji se tijekom kompresije u drugom taktu zagrijava na više od 650°C te se gorivo nakon ubrizgavanja samo pali. Pritom je potrebno određeno vrijeme, a kašnjenje u paljenju mjeri se u milisekundama. Što je kašnjenje u paljenju manje, motor bolje i učinkovitije t se smanjuje rizik nekontroliranih detonacija. Što je kašnjenje u paljenju manje, gorivo ima veći **cetanski broj** (CB), kao najvažniji pokazatelj kvalitete goriva.

Aditiv za dizelsko gorivo LIQUI MOLY Diesel-Systempflege povećava cetanski broj i tim poboljšava rad motora, povećava mu performanse i smanjuje potrošnju goriva. Kako se sustav dizelskog ubrizgavanja, a riječ je o visokopreciznom i opterećenom klipno-pumpnom mehanizmu, koji gorivo ubrizgava pri tlakovima većim od 2000 bara, podmazuje istim tim gorivom, važna je njegova mazivost.

Mazivost goriva je bitna kako bi se smanjilo habanje cilindara i klipova visokotlačne pumpe, u kojoj se obavlja primarno tlačenje, i brizgaljki, koje gorivo završno tlače i u spreju (raspršenim česticama) ubrizgavaju u cilindre. LIQUI MOLY Diesel-Systempflege (Systempflege – njem. njega sustava) smanjuje koeficijent trenja u kliznim kontaktima te povećava trajnost sustava za ubrizgavanje i klipnog mehanizma motora. Istodobno čisti sustav i sprječava nakupljanje naslaga te sprječava koroziju vitalnih dijelova sustava za ubrizgavanje i unutrašnjosti motora.

Važna uloga ovog aditiva za gorivo LIQUI MOLY Diesel-Systempflege je u poboljšanju i ubrzanju procesa čišćenja **filtra krutih čestica** (DPF), kroz proces regeneracije, kojim se ubrizgava dodatna količina goriva u kratkotrajnom i kontroliranom procesu spaljivanja nakupljenih čestica čađe u uređaju **DPF**. Svaki proces regeneracije povećava potrošnju goriva i razgrađuje ulje za podmazivanje (dio goriva dodatno ubrizganog tijekom regeneracije završava u ulju) te skraćuj vijek **DPF**-a.

Stoga ovaj aditiv, kroz poboljšanje i ubrzanje regeneracije DPF-a ostvaruje dodatnu i višestruku korist za vitalne dijelove dizelskog motora. Aditiv za dizelsko gorivo LIQUI MOLY Diesel-Systempflege se prodaje u dozi od 250 ml, koja je dovoljna za 75 litara goriva, a korisno ga je upotrijebiti svakih 2000 km. Dostupan j u prodavaonicama autodijelova, po cijeni od 60,38 kn



ООО «Ликви Мол» Русланд
 Адрес: Т05062, г.Москва,
 Лялин переулок, дом 16, этаж 1,
 помещение 1



С полным ассортиментом про-
 дукции LIQUI MOLY вы можете
 ознакомиться на нашем сайте
www.liquimoly.ru




О БРЕНДЕ

Продукция LIQUI MOLY — это современный, отлич-
 но сбалансированный комплекс моторных и транс-
 миссионных масел, смазочных материалов, авто-
 химии и средств ухода за автомобилем, имеющий
 в своем составе большое количество уникаль-
 ных компонентов. Вся продукция производится
 исключительно в Германии, она сертифицирована
 и защищена от подделок. Собственное современ-
 ное производство, расположенное в Западной Гер-

мании, производит продукцию для всего мира, что
 является важным преимуществом, так как позволя-
 ет с немецкой педантичностью поддерживать ста-
 бильно высокий уровень качества, не только самой
 продукции, но и всех процессов. Для сферы детей-
 линга в нашем ассортименте есть широкий выбор
 средств для оказания услуг по мойке, подготовке
 автомобиля к полировке, очистке и уходу за под-
 капотным пространством и комплексной уборки
 интерьера.



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 позволяет быстро и каче-
 ственно удалить загрязне-
 ния с различных по соста-
 ву деталей автомобиля. При-
 дает обработанным деталям
 свежий и новый вид.

ДЕТЕЙЛИНГ ИНТЕРЬЕРА

ТЕХНИЧЕСКИЙ ДЕТЕЙЛИНГ



СПРЕЙ-ОЧИСТИТЕЛЬ ДВИГАТЕЛЯ MOTOR-REINIGER 0,4Л

Специальное средство
 для очистки поверхности
 двигателя и других дета-
 лей моторного отсека.
 Удаляет масляные и жиро-
 вые отложения, справля-
 ясь даже с самыми стой-
 кими загрязнениями в
 течение небольшого про-
 межутка времени. Не
 имеет в составе хлорсо-
 держащих соединений.



СПРЕЙ ДЛЯ ВНЕШНЕЙ ВОИ- СЕРВАЦИИ ДВИГАТЕЛЯ MOTOR-VERSIEGELUNG

Придает поверхно-
 стям двигателя и мотор-
 ного отсека вид новых
 на длительное время.
 Эффективно отталкива-
 ет воду, предупреждая
 её попадание в элек-
 трические компо-
 ненты автомобиля. Оттал-
 кивает пыль, сохраня-
 ет чистоту моторного
 отсека.

АНТИВОР ДЛЯ ПУСТОТ КУЗОВА ВОСК

Для первичной или эксплуатационной защиты скрытых поло-
 стей автомобилей. Хорошо защищает как поверхности, так и
 сварные швы любого вида. После высыхания средства остается
 тонкая эластичная восковая пленка с эффектом «самозале-
 чивания», то есть мелкие повреждения состав заполняет само-
 стоятельно.



ДЕТЕЙЛИНГ ЭКСТЕРЬЕРА

КОЛЕСА И ШИНЫ



СРЕДСТВО ДЛЯ УХОДА ЗА РЕЗИНОЙ GUMMI-PFLEGE 0,5Л
Высокоэффективное тонизирующее средство резиновых деталей автомобиля (уплотнители дверей, люка, багажника и сопутствующим им).

ОЧИСТИТЕЛЬ КОЛЕСНЫХ ДИСКОВ FELGEN-REINIGER 1Л
Эффективный удалитель металлических вкраплений на ЛКП колесных дисков и кузове с индикацией



КУЗОВ

АВТОМОБИЛЬНЫЙ ШАМПУНЬ AUTO-WASCH-SHAMPOO 0,5Л
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СРЕДСТВО ДЛЯ УДАЛЕНИЯ БИТУМНЫХ ПЯТЕН TEER-ENTFERNER 0,4Л

Очиститель для удаления смол и битумных пятен с поверхности кузова автомобиля, мотоциклов, велосипедов, инструментов и др. с высокой эффективностью, нейтральный к лаковым поверхностям.



СРЕДСТВО ДЛЯ УХОДА ЗА ПЛАСТИКОМ KUNSTSTOFF-TIEFEN-PFLEGER 0,5Л
Применение Kunststoff-Tiefen-Pflegem, позволяет обеспечить качественный уход и эффективную защиту различных пластиковых и резиновых деталей авто-мототехники. Придает обработанным деталям свежий и новый вид.

ОЧИСТКА И ЗАЩИТА ЛКП



ОЧИСТИТЕЛЬ ОКРАШЕННЫХ ПОВЕРХНОСТЕЙ LACK-REINIGER 0,5Л
Удаляет смолу, грязь, жирные пятна, а также ржавый налет. Чистит, ухаживает и полирует одновременно. Возвращает первоначальную глубину цвета. Надолго устраняет мелкие царапины. Удаляет загрязнения и верхний обветренный слой лака. Вытапливает поверхность, благодаря использованию абразива.

ЛЮСОИ ДЛЯ КОЖАНЫХ ИЗДЕЛИЙ LEDER-PFLEGE 0,25Л (7631)
Применение Leder-Pflege, позволяет быстро и качественно очистить кожаные детали от загрязнений. Защищает обработанные поверхности от дальнейшего загрязнения и износа в процессе эксплуатации.



ПОЛНРОЛЬ ДЛЯ ГЛАЗЦЕВЫХ ПОВЕРХНОСТЕЙ LACK-GLANZ-CREME 0,3Л
Натуральный воск карнаубы с добавлением полирующих компонентов. При тщательном растирании формирует стойкий слой, обеспечивающий защиту на срок до 6 месяцев.



LIQUI MOLY : LA CRISE? QUELLE CRISE?

Equipementiers

mer, 05/05/2021 - 16:48



La forte croissance des ventes de LIQUI MOLY s'est poursuivie en avril. Avec 60 millions d'euros, le chiffre d'affaires est supérieur de 60 pour cent au mois d'avril de l'année précédente, qui avait certainement déjà été marqué par la baisse de la demande liée à la pandémie. Mais même par rapport à avril 2019, l'augmentation reste de 26 %. « Cette année, nous avons démarré l'année avec beaucoup d'entrain et nous allons garder cet élan », déclare Ernst Prost, directeur général.

Avec un chiffre d'affaires de 65 millions d'euros, le mois de mars a été un mois record dans l'histoire de l'entreprise. « Nous n'avons pas réussi à faire mieux en avril, mais il s'agit tout de même d'une performance remarquable pour toute l'équipe », souligne Ernst Prost. Traditionnellement, la croissance était plus forte à l'international qu'en Allemagne, où LIQUI MOLY détient déjà une part de marché importante qu'il est difficile d'augmenter.

Si l'on regarde les quatre premiers mois de cette année, LIQUI MOLY a surtout progressé dans les régions stratégiques où elle est active par le biais de ses propres filiales : En Italie, en Australie et en Afrique du Sud, le chiffre d'affaires a doublé par rapport à la même période l'année dernière, et le chiffre d'affaires a même augmenté de plus de 40 % aux États-Unis et au Canada, le plus grand marché après l'Allemagne.

Cette croissance est le résultat de la stratégie d'investissement anticyclique de ces douze derniers mois. « De plus, certains concurrents semblent toujours en hibernation », ajoute Ernst Prost. Mais toute médaille a son revers : « Nous devons faire preuve d'ingéniosité pour obtenir suffisamment de matières premières. Et nous cherchons désespérément des conteneurs pour expédier nos huiles et additifs à nos clients », explique Ernst Prost. « C'est un combat de tous les jours, mais nous y arriverons aussi. »

Bien entendu, LIQUI MOLY subit également des restrictions liées à la pandémie dans de nombreux pays. Mais grâce à sa diversification internationale, l'entreprise peut compenser la faiblesse des activités dans un pays par des activités plus importantes dans d'autres. « Mais dans l'ensemble, nous constatons que la vie économique reprend des couleurs dans le monde entier », conclut Ernst Prost. « Nous espérons pouvoir revenir à la normale au cours de l'année. »

À propos de LIQUI MOLY

Avec près de 4 000 produits, LIQUI MOLY propose un assortiment de chimie automobile unique au monde : huiles moteur et additifs, graisses et pâtes, sprays et entretien automobile, colles et produits d'étanchéité. Fondée en 1957, LIQUI MOLY développe et produit ses articles exclusivement en Allemagne. Elle y est régulièrement élue meilleure marque d'huile. L'entreprise vend ses produits dans 150 pays et a réalisé un chiffre d'affaires de 611 millions d'euros en 2020.



60 milioni di euro: il fatturato di Liqui Moly ad aprile 2021



Liqui Moly chiude aprile 2021 con un fatturato di 60 milioni di euro (+60% sul 2020).

60 milioni di euro: è questo il fatturato raggiunto dallo specialista tedesco di oli e additivi, **Liqui Moly**, ad aprile 2021 (+60% rispetto al 2020 e +26% sul 2019).

"Quest'anno siamo partiti con molta slancio e non abbiamo intenzione di fermarci", ha dichiarato **Ernst Prost**, amministratore delegato dell'azienda.

Liqui Moly, infatti, segnala che il mese di **marzo 2021** è stato il migliore della storia aziendale: turnover pari a 65 milioni di euro.

"Non siamo riusciti a batterlo in aprile, ma rappresenta comunque

una performance impressionante di tutta la squadra", spiega Ernst Prost. Tradizionalmente la crescita è stata più forte a livello internazionale che in Germania, dove Liqui Moly detiene già una quota di mercato considerevole ed è quindi difficile proseguire la crescita.

"Analizzando i primi quattro mesi di quest'anno, Liqui Moly è cresciuta soprattutto nelle regioni strategiche in cui è attiva attraverso le proprie affiliate: In Italia, Australia e Sudafrica, le vendite sono raddoppiate rispetto allo stesso periodo dell'anno precedente, e persino negli Stati Uniti e in Canada, il più grande mercato di vendita dopo quello della Germania, le vendite sono aumentate di **oltre il 40%**", dichiara l'azienda.

Ma al successo c'è anche il rovescio della medaglia: "Dobbiamo compiere molti sforzi per procurarci le materie prime in quantità sufficienti. E poi stiamo cercando disperatamente dei container navali per spedire i nostri oli e additivi ai nostri clienti", continua Ernst Prost. "È una lotta quotidiana, ma riusciremo a risolvere anche questo problema".

"Anche Liqui Moly sta risentendo degli effetti delle **restrizioni** messe in atto in molti paesi a causa della pandemia. Tuttavia, grazie alla sua diversificazione internazionale, siamo in grado di compensare il calo del business in alcuni paesi, intensificando gli affari in altri. Nel complesso, però, vediamo come la vita economica globale prenda sempre più velocità", afferma Ernst Prost. "Ci auguriamo comunque che nel corso dell'anno si possa tornare sempre di più alla normalità".

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