



PICTURES AND STORIES

FROM OUR LIVES 11.2020



LIQUI MOLY helps the helpers!



Relaxed vacation in your own car – LIQUI MOLY makes it possible!



Dear LIQUI MOLY friends,

Lightheartedness off, uncertainty on – the world still seems as if someone had pressed the pause button! And every day we become more aware that everything is changing. Nothing new, really, since the Greek philosopher Heraclitus coined the much-cited phrase “Nothing is as constant as change” more than 2,500 years ago. An insight that seems more relevant today than ever before. Seldom has global change taken place as profoundly and lastingly as with the corona pandemic that has been raging for months.

We cannot change the situation. But we can change the way we as the LIQUI MOLY family deal with it. Fortunately, we have four indisputable cornerstones that serve as a stable foundation, even in difficult times like these, allowing us to look to the future with optimism:

1. OUR GLOBAL BRAND
We have been Germany's No. 1 lubricant brand for years—and recently also Russia's best oil brand, by the way—and reach millions of customers with our sponsorships, our advertising campaigns and our media commitment now in 150 countries all over the world. The radiance of our brand shines everywhere – more than ever before!

2. OUR COMPLETE RANGE OF PRODUCTS!
We are one of the few full-range suppliers and, with over 4,000 products, offer the world's widest and deepest range of motor oils and transmission fluids, fuel and oil additives, care products, chemical problem solvers and service products. This means we have the right solution for all problems – more than ever before!

3. OUR VALUES
We have a unique team spirit and always act in line with our set of values to justify the trust in our brand each and every day. We ensure optimum working conditions and thereby create a climate for creativity, innovation and social fairness.

4. OUR LIQUI MOLY FAMILY WORLDWIDE
We truly live cross-border friendship and mutual care among all customers, business friends, suppliers, colleagues and relatives, regardless of nationality, culture or religion. We act according to our guiding principle “Humanity connects” – more than ever before!

So let us take to heart Heraclitus' words, and our four pillars listed here, to continue to actively shape change. Then we can look into the future with light hearts and optimism!

Jörg Witopil
(Copywriter)

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(Graphic Artist)

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LIQUI MOLY in the black during the corona crisis

Aggressive strategy for crisis management of the Swabian motor oil and additive producer pays off.

July 2020 – The German lubricant company LIQUI MOLY also is not being spared by the global pandemic. Thanks to an aggressive strategy to overcome the crisis, sales had nevertheless grown by the halfway point of the year – almost three percent compared to the previous year. Earnings declined, however. For Managing Director Ernst Prost, this is no cause for concern: “Through our determined actions and our excellent products, we have asserted ourselves on the market and continue to be in the black.”

LIQUI MOLY's sales at mid-year rose by 2.9% compared to the same period last year. Considering the global economic crisis and the massive decline in fuel consumption worldwide due to the lockdown, this is a remarkable success in the highly competitive oil business. “Our products are systemically relevant. Logistics, agriculture, workshops, emergency services and industry are dependent upon lubricants,” Managing Director Ernst Prost emphasizes. The greatest effect for the extraordinary success of the company was provided by LIQUI MOLY's proactive strategy. For example, 18 million euro were invested in classic advertising measures, print, TV and radio, over and above the estimated annual budget. In addition, over 4 million euro were donated in the form of products for rescue and mobile care services.

No state aid measures and 36 new hires during the crisis

“I won't save on the backs of my people!” Ernst Prost stands by this pithy statement. The company did not apply for state assistance, such as short-time work compensation – on the contrary. Each co-entrepreneur, as the employees at LIQUI MOLY are called, received a corona bonus of € 1500. In addition, internal processes were restructured at short notice and production ramped up. A total of 36 new co-entrepreneurs were hired in order to cope with the growth. The company continued to work in several shifts during the crisis. LIQUI MOLY was fully staffed while other companies sent their employees home. “Customers and partners can count on us. We are always there for them. If need be, right around the clock. This of course distinguishes us from competitors and large corporations, where often only the mailbox answers,” Prost asserts, praising his team, who stand united behind his course. Sales partners and workshops in particular benefit enormously from the company's effective publicity measures.

High domestic growth rates

In Germany, LIQUI MOLY's sales increased by over 5%. In the international market (approx. 150 countries), the overall growth was more than one percent. Some countries, including China and Russia, have been hit particularly hard by the crisis, and the lubricant specialist is also feeling



Optimistic outlook for the second half of the year: LIQUI MOLY Managing Director Günter Hiermaier, Marketing Director Peter Baumann, Managing Director Ernst Prost (from left) and Alexandra Holzwarth (Assistant to Management).

the effects. But LIQUI MOLY is broadly positioned both with its product range – around 4000 different articles (B2B and B2C) – and in the international consumer market. “We thus achieve a wide spreading of risk, which makes us a resilient company,” explains Günter Hiermaier, the second Managing Director of LIQUI MOLY.

Strong growth in the oil, motorcycle and bicycle segments

LIQUI MOLY was able to achieve high growth rates in the motor oil sector. In Germany, the increase in sales here was 17.8%. Transmission fluids increased by 16%. “Oils are our core competence. Our customers and partners appreciate the premium quality and our excellent service. Made in Germany and our social commitment are very well received. This confirms the correctness of our approach,” explains Prost. However, other segments, such as Motorbike, Marine and Bike, also displayed a significant increase in sales in the first half of 2020. Ernst Prost says that in this regard the lockdown is showing the other side of the coin: “People now have time to pursue their hobbies. With all the hardships caused by the pandemic, this is a positive aspect. When people combine their hobbies such as motorcycling with LIQUI MOLY, I am particularly pleased. They don't want just any oil – they want quality, and they choose LIQUI MOLY.” LIQUI MOLY also has a unique selling point with its specialized oils and additives.

“We have the right product for every conceivable climatic condition and for the most extreme requirements. More and more customers, from Afghanistan to Cyprus, are relying on this,” affirms Prost.

Conclusion:

Thanks to extreme efforts, social commitment and sound business management, LIQUI MOLY has come through the crisis in good shape. The increase in sales of around 3% in a generally weakening global and oil market proves that LIQUI MOLY and Ernst Prost are on the right track: “Especially in times of crisis, we have to invest. I am certain that we will emerge from the crisis stronger than ever before and continue our growth course of recent years.”

Outlook:

In 2019, July and August were record months with sales of almost 60 million euro each. Ernst Prost is certain that the company will be able to regain or even surpass these highs in the coming years. As in the 2008 financial crisis, the helmsman places his full trust in his team. Diligence, commitment and the willingness to go the extra mile are the prime ingredients for his company's success. “The tasks have grown, and so have we.” For Ernst Prost, the second half of the year will be marked by a catch-up process: “We are well positioned to continue undermining our competition.”



Self-absorption

LIQUI MOLY CEO Ernst Prost warns of focussing too little on what the customers want

Ladies and gentlemen.

Apart from arrogance, I see self-absorption (when the customer is bothering...) as the biggest danger for successful companies. Some people believe they are the greatest and others only deal with themselves because they believe success comes automatically and will stay forever. "Sorry, Mr. Müller is in a meeting". It might or could even be necessary, but if this is the standard answer, and if a customer needs to talk, then the business is positioned incorrectly. According to relevant studies: meetings, conferences, business trips, coordination meetings and the like determine up to 90 % of the time of executives, oh dear. The word executive should actually mean to run the business and doing business with customers, this applies not only to executives but to everyone...

In bureaucracy and administration, we Germans are top of the class. Can't hurt - but you don't have to exaggerate. If you waste your energy on bureaucracy, you lack it when working with customers and when dealing with the competition... I see a great deal of self-absorption in many companies - in part, also in our own. A large and lengthy back and forth - similar to that of a cumbersome corporation or even a government agency - it doesn't get us anything. Dealing with ourselves does not represent a service, it does not bring any benefit to the customer and certainly does not lead to success. Success is only achieved by focusing on our business partners, customers and markets. Internal meetings, pages of organizational instructions and process descriptions, cumbersome procedures, conferences lasting for hours or miserable e-mail Ping-Pong with accusations and attempts at justification, bore, steal time and generate frustration. Then it may happen that a customer disturbs and the company takes far too long to fulfill his ask, if there is anyone left to listen?

After all, it's no coincidence that a company fails or is successful. It is hard and concentrated work, it's the outward appearance,

instead of the absorption, the speed instead of the inertia, and the willingness of everyone in the company to do really good work, instead of pointlessly arguing around and playing the dogmatic game. Organization, structure, systems and order are required - no question, but also flexibility, adaptability, the desire to sell and above all an unrestricted customer orientation instead of increased absorption and internal company gimmicks. If someone has to wait days for an answer, only the answering machine is left on and the responsible persons jump from one meeting to another, then the best degree of organization is of no use. There has to be time for business and for 100% loving customer service, including personal relationship management and active sales work. In companies it is important to maintain the culture of entrepreneurship within the entire team and not that of regulators.

If all colleagues in a company - in our case 1,000 co-entrepreneurs - do something to move forward, to reduce costs, to increase sales and profits, to improve quality and performance in order to inspire customers - then the company will remain healthy and successful, but only then...

In one sentence: The customer is king, we have to take care of him, because he is where we get our money from.

Best regards,

yours **Ernst Prost**

TURNOVER TURBOCHARGERS

SALES CAMPAIGN

NOW the race to catch up begins!

Countering corona: Many of our over 4,000 products are systemically relevant and therefore also true sales guarantees and turnover turbochargers, even during the month-long crisis. This illustrates just how important our full-range strategy is. No one offers a wider and deeper range of motor oils, additives, care products, chemical problem solvers and service products than we do – and all of this in consistently top quality world-wide. Our full range of products is not only our guarantee for sales, but also our guarantee for the 1,000 jobs in our company. That is why it is so important, especially now in the summer months with their traditionally high turnover, to fight with full commitment and passion for every liter of oil and for every additive can that is sold.

**Sell everything that we have!
In all countries of the world!
With all the energy you have!**



Umsatzwachstum

Ernst Prost: „Unsere Produkte sind systemrelevant“



Optimistischer Blick auf die zweite Jahreshälfte: LIQUI MOLY-Geschäftsführer Günter Hiermaier, Marketingleiter Peter Baumann, Geschäftsführer Ernst Prost, sowie Alexandra Holzwarth, Assistentin der Geschäftsführung. Foto: LIQUI MOLY

Von der weltweiten Corona-Pandemie bleibt auch LIQUI MOLY aus Ulm nicht verschont. Trotzdem hat es einen Umsatzwachstum verzeichnet. Wie das erreicht wurde.

Die Corona-Krise trifft auch LIQUI MOLY aus Ulm. Mit einer offensiven Strategie zur Krisenbewältigung ist der Umsatz des Unternehmens zur Jahreshälfte trotzdem gewachsen – knapp drei Prozent gegenüber dem Vorjahr. Der Ertrag ging zurück. Für Geschäftsführer Ernst Prost sei das jedoch kein Grund zur Sorge: „Wir haben uns durch unser entschlossenes Handeln und unsere hervorragenden Produkte am Markt behauptet und schreiben weiterhin schwarze Zahlen.“

Offensive Unternehmensstrategie

Der Umsatz von LIQUI MOLY stieg zur Jahresmitte um 2,9 Prozent im Vergleich zum Vorjahreszeitraum. „Unsere Produkte sind systemrelevant. Logistik, Landwirtschaft, Werkstätten, Rettungsdienste und Industrie sind auf Schmierstoffe angewiesen“, betont Geschäftsführer Ernst Prost. Den größten Effekt auf den außerordentlichen Erfolg LIQUI MOLYs hätte die offensive Strategie des Unternehmens. So wurden zum Beispiel 18 Millionen Euro zusätzlich zum veranschlagten Jahresbudget in klassische Werbemaßnahmen, Print, TV und Radio, investiert. Zusätzlich wurden über 4 Millionen Euro für Rettungs- und mobile Pflegedienste in Form von Produkten gespendet. „Gerade in der Krise müssen wir investieren. Ich bin mir sicher, dass wir so gestärkt aus der Krise hervorgehen und unseren Wachstumskurs der letzten Jahre fortsetzen können“, verdeutlicht der Geschäftsführer.

36 Neueinstellungen während der Krise

„An meinen Leuten spare ich nicht“, betont Ernst Prost. Staatliche Maßnahmen, wie Kurzarbeitergeld hat das Unternehmen nicht beantragt – im Gegenteil. Jeder Mitunternehmer, so werden die Mitarbeiter bei LIQUI MOLY genannt, erhielt eine Corona-Zulage von 1.500 Euro. Zusätzlich wurden kurzfristig interne Abläufe umstrukturiert und die Produktion hochgefahren. Insgesamt wurden 36 neue Mitunternehmer eingestellt, um das Wachstum stemmen zu können. Wo andere Firmen ihre Mitarbeiter freistellten, war LIQUI MOLY voll besetzt. „Kunden und Partner können auf uns bauen. Wir sind für sie da. Wenn es sein muss, rund um die Uhr.“ bekräftigt Prost.

Ausblick: Zweite Jahreshälfte im Zeichen der Aufholjagd

Im Jahr 2019 waren Juli und August Rekordmonate mit jeweils knapp 60 Millionen Euro Umsatz. Ernst Prost sei sich sicher, diese Marken in den nächsten Jahren wiedererreichen oder gar übertreffen zu können. Wie in der Finanzkrise 2008 vertraue der Geschäftsführer auf seine Mannschaft. Fleiß, Einsatz und die Bereitschaft, die Extrameile zu gehen, seien für ihn die Zutaten für den Unternehmenserfolg. „Sind die Aufgaben gewachsen, sind auch wir gewachsen.“ Die zweite Jahreshälfte steht für Ernst Prost im Zeichen der Aufholjagd: „Wir sind gut aufgestellt, um unserer Konkurrenz weiter das Wasser abzugraben.“

<https://www.b4bschwaben.de/b4b-nachrichten/ulm-neu- ulm-artikel,-ernst-prost-unsere-produkte-sind-systemrele- vant-arid,261676.html>

PODCAST: SABRINA MEETS



PODCAST • PODCAST • Sa, 25.07.2020, 12:00 Uhr

SABRINA TRIFFT... LIQUI MOLY-CHEF ERNST PROST



PODCAST
SABRINA TRIFFT

Ernst Prost ist der Geschäftsführer von Liquimoly und hat es vom Maurersohn zum Multi-Millionär geschafft

Ernst Prost ist ein Selfmade-Millionär. Dabei ist ihm Demut und Dankbarkeit nach wie vor wichtig. Er war einer der wenigen Unternehmer der auch im Frühjahr 2020 noch Gewinne an seine Mitarbeiter ausgeschüttet hat und findet auch klare Worte für die Politik oder andere Unternehmer wie Tönnies. Ein Mann voller Energie und weit mehr als nur ein Schlossbesitzer und Unternehmer. Er lebt seine Leidenschaft jeden Tag und weiß, warum ihm die Ahnen aus den Ulmer Schächeln bis heute die Bodenhaftung bringen.

Sabrina trifft...LIQUI MOLY-Chef Ernst Prost
LIQUI MOLY Geschäftsführer Ernst Prost spricht bei DONAU 3 FM über sein Leben
00:00 1x



Sabrina meets ... LIQUI MOLY boss Ernst Prost

Ernst Prost is the Managing Director of LIQUI MOLY and went from being a bricklayer's son to a multi-millionaire

<https://www.donau3fm.de/sabrina-trifft-liqui-moly-chef-ernst-prost-77373/>

Ernst Prost is a self-made millionaire. Humility and gratitude are still important values to him. He was one of the few entrepreneurs who still distributed profits to his employees in the spring of 2020 and also finds clear words for misguided politics or exploitative entrepreneurs. A man full of energy, and far more than just a castle owner and entrepreneur. He lives his passion every day and knows why his ancestors from the Ulm barges still keep him grounded today.

Apple Podcasts Preview

Sabrina trifft...LIQUI MOLY-Chef Ernst Prost
Sabrina trifft...
Society & Culture
[Listen on Apple Podcasts](#)

Ernst Prost ist der Geschäftsführer von LIQUI MOLY und hat es vom Maurersohn zum Multi-Millionär geschafft. Dabei ist ihm Demut und Dankbarkeit nach wie vor wichtig. Er war einer der wenigen Unternehmer der auch im Frühjahr 2020 noch Gewinne an seine Mitarbeiter ausgeschüttet hat und findet auch klare Worte für die Politik oder andere Unternehmer wie Tönnies. Ein Mann voller Energie und weit mehr als nur ein Schlossbesitzer und Unternehmer. Er lebt seine Leidenschaft jeden Tag und weiß, warum ihm die Ahnen aus den Ulmer Schächeln bis heute die Bodenhaftung bringen.

Hört euch hier das ganze Gespräch mit einem der bekanntesten Unternehmer Deutschlands an. Sabrina trifft... Ein Podcast von DONAU 3 FM.

40 min [PLAY](#)

JOURNEY THROUGH HISTORY

OUR PROBLEM SOLVERS FOR THE HEROES

then

laborious ambulance ride to hospital

Back then, oats could possibly hasten the ambulance service a little, but today, depending on the fuel, our Speed Tec Gasoline or Speed Tec Diesel ensure that little bit of extra speed.

In the past, it was sometimes quite drafty when transporting patients. Today, on the other hand, modern ambulances are draft-free – our rubber care products help them to achieve optimum closure and protection against the seals freezing on the bodywork.

Our Electronic Spray is ideally suited to guarantee the function of electrical light and warning systems. Our Multi-Spray Plus 7 ensures that sliding doors, locks, hinges, etc. move freely and reliably.



as

now

With flashing blue light, siren and our “helpers”

In earlier times, injured or seriously ill people were brought to hospital by a horse and cart. But, since then, the rescue service has changed considerably. One thing is clear: Nobody really wants to get into an ambulance. But the worse you feel, the faster the help you hope for. Then every second counts and, with it, the full function of the emergency vehicle. This is where our lubricants, additives and care products come into play. Because they help to ensure optimal function and safe patient transport.

modern rescue service with initial treatment on site



How fast the patient arrived at the hospital was usually decided by how much feed the horse was given and how skilfully the coachman steered the team. Today, our high-quality motor and transmission oils ensure a smooth journey to the emergency room. Our steering gear oils or, depending on requirements, ATF oils guarantee easy and precise steering.

Not only the patients, but also the expensive high-tech ambulances need a lot of care. Here, for example, we have just the right items in our range with our windshield and vehicle interior cleaning products as well as our paint and plastic care products.

Whereas the bumpy roads in those days were transferred directly to the patient virtually without suspension, today our central hydraulic system oils help to smooth out the road conditions as far as possible. The rest is neutralized today by the air-suspended stretcher. The old canvas-covered stretcher could not keep up.



JOURNEY THROUGH HISTORY

OUR PROBLEM SOLVERS FOR THE HEROES

then

with bell ringing and simple equipment to the rescue

When flames are raging, fire engines must be on site as quickly as possible. It is therefore essential that the engine starts immediately. A prerequisite for this: The energy of the battery must reach the starter without losses or stray currents. Here our Battery Clamp Grease, which is also available as a spray, helps.

After starting, it is important that the motor oil lubricates the engine within the shortest possible time, so that the fire truck is immediately ready for action at full power. What counts here is very good flow behavior during cold starts, such as that offered by our Top Tec Truck 4350 5W-30 high-performance motor oil for commercial vehicles.

In the past, firefighters used to have to work hard while driving to the scene of an incident. Today, thanks to our air conditioning cleaning products, they can take a deep breath and concentrate fully on their duties in comfort.



as now

with siren and high-tech vehicles to the scene



In the past, the steering of the old fire engines required a great deal of effort, but today this is almost playful with the power steering systems supported by our Top Tec ATF oil.

In order for the diesel fuel to offer optimum combustibility and to prevent ageing and the formation of bacteria because the rescue vehicles are sometimes left to stand for lengthy periods, the use of our Super Diesel Additive and Anti-Bacterial Diesel Additive is advisable.

Fire engines are generally lovingly maintained. Our comprehensive range of vehicle care products includes all the helpers for inside and outside – for example, biodegradable cleaning agents that protect the environment.

Always on the spot when it's urgent

The fire department is the most important institution for our daily safety. Without it, we would be constantly threatened by disasters that are difficult to control. Since the fire brigades in the modern sense of the word have existed, there have been enormous changes in their technology.

In the beginning, the flames were often tackled with primitive means, but today ultra-modern fire engines ensure effective firefighting – and our products ensure that the fire appliances function smoothly.



Der Landesverband Bayern des Technischen Hilfswerk bedankt sich für die Unterstützung des ehrenamtlichen Engagements im THW während des Corona-Einsatzes in Bayern bei:

Liqui Moly GmbH

Das Unternehmen hat eigene Belange zurückgestellt und hierdurch einen wertvollen Beitrag zugunsten des ehrenamtlich getragenen Bevölkerungsschutzes geleistet.

Hierfür gilt Ihnen Dank und Anerkennung!


Dr. Fritz Helge Voß
Landesbeauftragter für Bayern

In Bayern ist das THW flächendeckend mit 111 Ortsverbänden, in denen über 15.000 ehrenamtliche Helferinnen und Helfer Dienst leisten, seit 1952 präsent. Im Corona-Einsatz 2020 haben von März bis Juli über 3.100 Ehrenamtliche mehr als 190.000 Stunden Dienst zum Wohle der Allgemeinheit geleistet.



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SEHR
DATUM **Vielen Dank für Ihre Unterstützung!**
München, Juli 2020

Sehr geehrte Damen und Herren,

seit Anfang März leistet das THW umfangreich einen wichtigen Beitrag im Kampf gegen die Ausbreitung des Coronavirus. Bayernweit waren bislang mehr als 3.000 THW-Helferinnen und -Helfer im Einsatz, um die Ausbreitung des Coronavirus einzudämmen.

Der Corona-Einsatz war auch für das THW neu, nicht zuletzt aufgrund seiner anhaltenden Dauer. THW-Helferinnen und Helfer unterstützen beim Aufbau von Teststellen, Quarantänestationen und Behelfskrankenhäusern, bei der Montage von Beatmungsgeräten und bei der Ausleuchtung von Kontrollstellen an den Grenzen. Täglich beraten über 100 THW-Fachberaterinnen und Fachberater die Krisenstäbe der bayerischen Städte, Gemeinden, Landkreise und des Landes.

Die Kernaufgabe des THW in Bayern ist die notfallmäßige-zentrale Verteilung der Schutzausstattung im Auftrag des Freistaats. Tonnenweise transportieren wir täglich Paletten mit Schutzmaterial und Desinfektionsmittel. Zu unser aller Schutz! In 99 flächendeckend betriebenen Logistikstützpunkten werden durch das THW Schutzmaterialien sowie Desinfektionsmittel zwischengelagert und für den Weitertransport an die Empfänger zusammengestellt. Zusätzlich sorgt eine zentrale Koordinierungsinstanz des THW für die Verteilung von Schutzausstattung an Bundesbehörden.
Wir tun dies, weil es in der Hochphase der Pandemie notwendig war und noch ist.

SEITE 1 VON 2


Für den Erfolg des Gesamteinsatzes ist Ausdauer gefragt. Eine Qualität, die unsere Einsatzkräfte jeden Tag unter Beweis stellen. Auch aus Ihrem Unternehmen waren bzw. sind THW-Einsatzkräfte aktiv. Folglich unterstützen auch Sie durch die Freistellung unserer ehrenamtlichen Helferinnen und Helfer den THW-Einsatz. Dafür gilt Ihnen im Namen aller Beteiligten Anerkennung und Dankbarkeit. Ich erlaube mir, Ihnen für Ihren Beitrag eine Dankurkunde zukommen zu lassen.

Eine Prognose über die Entwicklung der Pandemie und der Einsatzlage ist im Moment noch schwierig. Seien Sie aber versichert, dass wir unsere Einsätze so ressourcenschonend wie möglich gestalten. Ihre wie unsere.

Für Rückfragen stehen Ihnen in ganz Bayern meine Mitarbeiterinnen und Mitarbeiter in den elf Regionalstellen zur Verfügung. Zögern Sie nicht, anzurufen.

Bleiben Sie gesund und zuversichtlich.

Mit besten Grüßen,


Dr. Fritz-Helge Voß
Landesbeauftragter

DONATIONS



Freiwillige Feuerwehr Grävenwiesbach dankbar – hier: Freiwillige Feuerwehr Grävenwiesbach.



Ulm, 14.07.2020

Den wahren Freund erkennt man in der Not. Marcus Tullius Cicero (106-43 v. Chr.)

Sehr geehrter Herr Baumann,

aus bekannten Gründen und schweren Herzens mussten wir in diesem Jahr, nach über 40 Jahren Kontinuität für die gute Sache, unsere Benefizveranstaltung Fischerplätzefest „11bis11“ leider absagen. Um unseren Verpflichtungen gegenüber Bedürftigen und Institutionen dennoch aufrecht zu erhalten, sind wir auf Spenden unserer Freunde und Förderer angewiesen.

Mit Ihrem Beitrag und Spende haben Sie dazu beigetragen, dass gerade in diesen besonderen Zeiten die Empfänger unserer Activities weiter unterstützt und gefördert werden können.

Wir vom Lions Hilfswerk Ulm/Neu-Ulm Schwaben e.V. bedanken uns auch im Namen aller Mitglieder unseres Lions Clubs Ulm/Neu-Ulm Schwaben ganz herzlich für Ihr Engagement.

Mit freundlichen Grüßen

Martin Roschmann

Martin Roschmann



DONATIONS



KITZINGEN

Die gute Tat: Hilfe für die Helfer



Bearbeitet von Michaela Stumpf

27. Juli 2020 15:17 Uhr

Aktualisiert am: 27. Juli 2020 15:17 Uhr



23.07.2020 Foto: Hanns Strecker Große Freude herrschte bei den Männern der Kitzinger Motorradstreife, als sie die Pakete von Liqui Moly auspackten. Von links: Oliver Henkel, Roland Vicedom, Thomas Ringelmann, Streifenführer Hanns Strecker, Karl Patzelt, Walter Günther und Alfons Glöggler.

1 von 1

Zur Unterstützung von Rettungsdiensten, Feuerwehren und anderen Einsatzkräften, die im Kampf gegen das Corona-Virus in vorderster Front stehen, hat der Schmierstoffspezialist Liqui Moly Produkte im Wert von vier Millionen Euro den "Blaulichtorganisationen" in ganz Deutschland zur Verfügung gestellt. So kam auch die Motorradstreife des Roten Kreuzes Kitzingen in den Genuss einer großzügigen Spende von Ölen, Additiven und Pflegeprodukten im Wert von über 800 Euro, wie es in einer Pressemitteilung heißt. "Wir helfen mit dem, was wir am Besten können", so der Geschäftsführer Ernst Prost.

<https://www.mainpost.de/regional/kitzingen/die-gute-tat-hilfe-fuer-die-helfer;art773,10476775>



DONATIONS

PORTUGAL



They risk their own lives almost daily and generally voluntarily to save the lives of others: the volunteer fire brigades! That's why it is a matter of course and a matter of honor for our friends at LIQUI MOLY Iberia to continue to provide the heroes, as seen here in Trafaria, with free oils, additives, and care and service products, so that the emergency vehicles are always well equipped, especially in the difficult times of corona that the area has been going through for weeks now.





DONATIONS

KENYA

In Kenya, too, the corona pandemic is constantly pushing the many self-sacrificing emergency forces to their limits. They were all the more pleased about the small relief in the form of our free product donation, which met with great gratitude from the official representatives and a warm media response from the national press.



Germany vehicle accessories firm supports war against Covid-19 in Kenya

By Gerard Mutunga
@nyele@standardmedia.co.ke

Global oil brand LIQUI MOLY has donated fuel and engine additives worth Ksh500,000 to help cut maintenance costs for the fleet of the Nairobi County fire brigade in their emergency responses and disinfecting streets of Nairobi against the corona virus.

The renowned manufacturer of premium quality lubricants, motor oils, additives, vehicle care products, chemical repair tools, service products, glues and sealants has been supporting the fight against corona virus globally. It offers a variety of products for cars, bikes, commercial vehicles, construction equipment, boats and garden appliances.

"The donation is part of LIQUI MOLY's worldwide relief for fire brigades globally. We have done this since the beginning of Covid-19, and there is a budget of 4 million euros worldwide. We continue to support many fire brigades in fumigating streets all over the world," said the CEO and Director of Bubanks-Liqui Moly, Local Distributor in Kenya Mr. Hithen Nathwani.

"With LIQUI MOLY additives you protect your vehicle, reduce your fuel consumption and save cash. Our oil additives clean the motor from the inside, minimize friction and wear, reduce oil consumption and protect against corrosion. They are suitable for both petrol and diesel motors and help to recreate the original performance of your vehicle motor. Our fuel additives for petrol and diesel keep the entire fuel system clean and guarantee optimum combustion and compression. Our donation is to ensure the county benefits from this, cut down costs and work efficiently with the fire engines," Hithen added.

The donations were handed over at the Industrial Area- Firefighting Workshop in Nairobi. They include break fluids, gear oils, additives for flushing engines, diesel cleaning engines, and the diesel itself.

Speaking when received the donations, Keninvest chairman Former MP Dennis Waweru thanked the oil firm for investing in Kenya and donating to the fight against Corona virus.

"We need a lot of help to save the country and the country at large from corona virus, we urge more investors to support us in different sectors of their speciality, and also invest more in Kenya," said Waweru.

Besides motor oils and additives, LIQUI MOLY, provides other service products such as car care, greases and pastes, underbody protection and windscreen adhesives.

Nairobi City County Deputy Director Fire Rescue & Disaster Management Brian Kisali (left) CEO and Director of Bubanks, local distributors of Liqui Moly products Hithen Nathwani (second left) hand over oil additives to Kenvest chairman Denis Waweru (right) flanked by Kenvest General Manager Plus Rotich (centre). (Edward Njirima/Standard)

EXIST.UA АКЦІЇ ОБРАТИ ОФІС ПРОДАЖУ **UKRAINE**

PROVODIMO
СПЕКОТНІ РОЗІГРАШІ
СЕРЕД ПОКУПЦІВ

LIQUI MOLY

Період акції
16.07.2020 – 16.08.2020

10 АВТО-ХОЛОДИЛЬНИКІВ MYSTERY

3 СТИЛЬЦІ

30 КЕПОК

In keeping with this year's holiday season, in which most people are going camping or taking excursions into nature, our Ukrainian friends together with the wholesaler "Exist.ua" are delighting all LIQUI MOLY customers with a competition and attractive prizes.

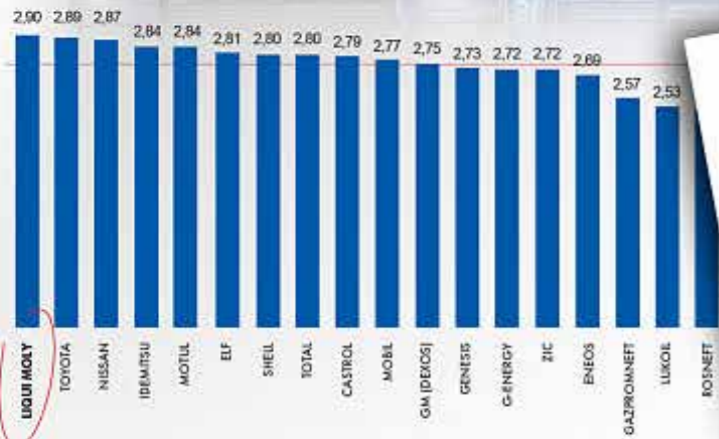
Picture below: Pressing the pedal to the metal at long last! The DENSO X-TEAM was highly successful at the national rally competition with the colors of our brand.



RUSSIA

BEST OIL BRAND

САМОЕ КАЧЕСТВЕННОЕ МАСЛО В РОССИИ



*Исследование «АВТОСТАТ ОМНИБУС – 2019. Моторные масла: предпочтения автовладельцев. Третья волна» (дата выхода 20.11.19) Бренд LIQUI MOLY стал лучшим по оценке качества моторного масла согласно данным опроса российских автовладельцев.



The years of hard work by LIQUI MOLY Russia, our top quality made in Germany and our continuous brand development are paying off: According to a survey by the market research institute AUTOSTAT, LIQUI MOLY was voted the No. 1 oil brand in Russia!

Our Russian friends are currently using this momentum for a massive advertising and media campaign to further anchor our blue-red-white colors and our product diversity in the consciousness of dealers, workshops and end users. Congratulations to LIQUI MOLY Russia!

Вязкость
 Казалось бы, наполненные аббревиатуры типа 5W30, 10W40 и прочие могут вызвать у заблужденно обязательных, но на самом деле здесь нет ничего сложного. Первый цифра указывает на минимальную температуру за бортом, при котором масло не загустеет. Расшифровывается данная цифра довольно просто. Достаточно отнять от нее 35, и мы получим температуру в °C, при достижении которой жидкость потеряет свое свойства. Второе число, указанное после буквы W, обозначает верхний предел температуры на улице, при которой не будет нарушаться целостность масляной пленки. Здесь ничего прибавлять и отнимать не нужно – цифра прямо указывает на температуру в °C, до которой вещество не потеряет свои основные свойства. Из переписанного выше следует, что у масла 5W30 рабочий диапазон от -30°C и до +30°C, а масло 10W40 будет работать от -25°C и до +40°C.



Основными задачами масла в двигателе является смазывание трущихся поверхностей и отвод тепла от металлических элементов. Когда вещество приходит в негодность, оно теряет свою вязкость, параллельно лишаясь своих основных свойств. Оно не в состоянии сгладить трение должным образом, из-за чего подвижные детали начинают изнашиваться. Помимо этого, масло уже не в состоянии отводить тепло, в результате чего двигатель начинает попросту перегреваться, тем самым подвергаясь еще большему износу. Самым опасным в этом всем является закупорка каналов старым маслом с осадком, сажкой и прочими отходами, накопившимися в нем за весь срок своей эксплуатации. В результате в двигателе нарушается, и

CONVERTIBLE TOP

PRICE-PERFORMANCE TIP

Well-groomed appearance, thanks to a well-kept

Open for summer, sun, sunshine: with our care package for convertible tops



Feeling the wind in your face and letting the sun in, just in time for summer – now that we are allowed to move a little more freely again after months of restrictions, driving a convertible has its very special charm. Whether new vehicles, vintage or modern classics: A fabric soft top radiates its very own charm and turns the car into a real fun mobile in fine weather. To keep it that way for as long as possible, we have put together a practical convertible top package which, with our Fabric Impregnation, includes our current price-performance tip!

- 1. CONVERTIBLE SOFT TOP CLEANER** (part no. 1593) For all convertible tops. Cleans thoroughly and gently. Just spray Convertible Soft Top Cleaner on the prewetted top. Quickly and thoroughly cleans off even stubborn soiling. Does not attack paintwork. **[BEST BUY]**
- 2. FABRIC IMPREGNATION** (part no. 1594) Universal use for textile convertible tops, backpacks, awnings, tents, sportswear and sunshades. Also suitable for products with climate membrane and suede.



Ausgabe 5/2020



Sommerfeeling im Auto

Imprägnierschutz für Cabrios im Test

20. Juli 2020, 11:59 Uhr / Quelle: dpa



Losheim am See (dpa/tmn) - Schmutz, Regen, Sonne, Frost - das Stoffverdeck eines Cabrios ist vielen Einflüssen ausgesetzt. Dadurch altert die Haube schneller. Um das Verdeck zu pflegen, gibt es spezielle Imprägnierer - in Flaschen, Dosen, Sprühflaschen.

Nur die Hälfte ist empfehlenswert

Sie versprechen langanhaltenden Schutz. Doch was taugen die Produkte wirklich? Das wollten die Zeitschrift «Auto Bild» und die Sachverständigenorganisation KÜS in einem Test (7/20) herausfinden.

Das Ergebnis zeigt: Fünf von zehn getesteten Imprägnierern sind nicht oder nur bedingt empfehlenswert - sie bieten kaum Schutz. Nur ein Produkt sei «sehr empfehlenswert» und laut Test ein Alleskönner - sei es Wasser und...

Die Preisspanne der Testprodukte reichte von 1,62 bis 11,18 Euro jeweils für 100 ml. Gute Produkte müssen nicht teuer sein: Der preisgünstigste Imprägnierschutz liegt auf Platz 2 - Liqui Moly, und der Testsieger kostet 3,95 Euro pro 100 ml.

[OUR BEST BUY]

Produkte: Liqui Moly (Gesamtnote: 206), Meguiars (Gesamtnote: 199) und...
Die Preisspanne der Testprodukte reichte von 1,62 bis 11,18 Euro jeweils für 100 ml. Gute Produkte müssen nicht teuer sein: Der preisgünstigste Imprägnierschutz liegt auf Platz 2 - Liqui Moly, und der Testsieger kostet 3,95 Euro pro 100 ml.

ANNIVERSARY



Finally: After many weeks of abstinence from contact, we are once again allowed, in compliance with hygiene regulations, to thank deserving employees personally – as seen here, Andreas Hohage (Regional Sales Manager, left) warmly congratulated Marcus Storb (Area Manager Retail) on his 15th anniversary with the company.

ANNIVERSARY



Corona fist bump instead of handshake! Our colleague Dejan Schade (Regional Sales Manager, right) also took the opportunity to present our co-entrepreneur Frank Kippnich (Regional Manager Workshop) with a bouquet of flowers to celebrate his 15th anniversary of service.



LIQUI MOLY

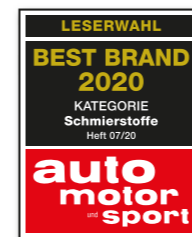
**MOTORÖLE
ADDITIVE
FAHRZEUGPFLEGE**

LIQUI MOLY SCHAFFT DIE ZEHNSATION

Liebe Kunden, seit Jahren wählen uns die Leser der führenden Autozeitschriften zu Deutschlands bester Schmierstoffmarke. Bei Auto Zeitung sowie auto motor und sport bereits zum **10. Mal in Folge***. Ein besonderer Erfolg in einer besonders schweren Situation. Denn angesichts der weltweiten Corona-Katastrophe ist jetzt nicht die Zeit für Freudentänze, sondern für verantwortungsvolles Handeln. Miteinander und füreinander. Menschlich und voller Nächstenliebe. Mit Herz, Hirn und Ausdauer. Bei dieser Herausforderung stehen meine 1.000 Kolleginnen und Kollegen geschlossen zusammen, um mehr denn je ihr Bestes zu geben. Für unsere Partner, für unsere Kunden, für Sie! Denn nur gemeinsam schaffen wir das!

Bleiben Sie gesund!
Ihr Ernst Probst

Seit einem Jahrzehnt die Nr. 1 in der Kategorie Motorenöle!*



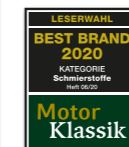
10 Jahre in Folge die Nr. 1 bei den Lesern von auto motor und sport. (Ausgabe 7/2020)



10 Jahre in Folge die Nr. 1 bei den Lesern der Auto Zeitung. (Ausgabe 5/2020)



2 Jahre in Folge Platz 2 in der Kategorie Pflegemittel. (Ausgabe 5/2020)



9 Jahre in Folge die Nr. 1 bei den Lesern von Motor Klassik. (Ausgabe 6/2020)



9 Jahre in Folge die Nr. 1 bei den Lesern der Auto Bild. (Ausgabe 13/2020)



3 Jahre in Folge die Nr. 1 bei Motorsport Aktuell in der Kategorie Automobil. (Ausgabe 14/2020)



2 Jahre in Folge die Nr. 1 bei Motorsport Aktuell in der Kategorie Motorrad. (Ausgabe 16/2020)



2 Jahre in Folge die Nr. 1 bei den Lesern von Motorrad. (Ausgabe 9/2020)



*Seit 10 Jahren BEST BRAND in der Kategorie Schmierstoffe bei auto motor und sport sowie TOP MARKE bei Auto Zeitung.

www.my-liqui-moly.de

ITALY



An Italian dream on two wheels with high-performance lubricants from our company! Our cooperation partner Style Car, who is supported by 3F-Competition from Arma di Taggia (customer of LIQUI MOLY Italia) with our BIKE products, was able to achieve podium places straightaway in the Moto Guzzi Fast Endurance Championship with its team at the first race in Vallelunga as well as at the second race.



MOTO GUZZI FAST ENDURANCE CHAMPIONSHIP

JAPAN



Our colleagues Lucas Höpfner (Business Developer Japan, above with mask) and Nicolas Rumo (Technical Business Manager Japan, below right) are fighting non-stop during their training trips on the 'customer front' to demonstrate the great benefits of our products on site and thus gradually strengthen the positive perception of our global brand throughout the country.





Sales professional Nicolas Rumo visited various Harley-Davidson workshops and customizers in the Tokyo area.

On the right the current ad in Primary magazine, a medium especially for custom Harleys in Japan.

LIQUI MOLY
BIG IN JAPAN!



Products for all Bikes from Milwaukee

LIQUI MOLYはあなたとあなたの愛車の為に「本物」をご用意しました。エンジンオイル、添加剤、ギアオイル、エアフィルターオイル、フォークオイル、ケアクリーナー、リペアケミカル、チェーンクリーナー、チェーンオイル…。そしてあなた自身が身に付けるヘルメットやレザーウェアのクリーナーまでも…愛車と共に生きるあなたの為に。

製品・お求め先についてはLIQUI MOLY正規輸入元までお問合せください。



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<https://www.customworld.jp/>



As part of our worldwide donation campaign, our colleague Wim Declercq (Account Manager Belgium) personally delivered free products to the members of the Belgian emergency medical service. This ensures that the rescue vehicles that are subject to heavy use during the corona pandemic are optimally maintained and lubricated.



Knowledge is power! Therefore, the regional sales team of our Kazakh friends uses the somewhat quieter corona weeks to train intensively on our product range and the effectiveness of our problem solvers – here are pictures from workshop branches in Petropavlovsk and Kostanay.



CZECHIA

CZECH DRIFT SERIES



Crazy atmosphere, crazy fans, crazy drifts! On his favorite track in Náměšť and Oslavou, both the driver Michal Reichert, who was glad to finish third, and the drift fans got their money's worth at the first race after a long corona break – powered by LIQUI MOLY!



FORMULA 1

HUNGARORING/HUNGARY



At the 2nd race of the season with LIQUI MOLY as Official Sponsor, our logo was also highly visible to millions of motorsport fans at home in front of the TV, on the internet and in the entire post-race coverage! At the Hungarian Grand Prix, the Briton Lewis Hamilton in a Mercedes once again displayed his driving skills and took the 86th Formula 1 victory of his career.



Official Sponsor



FORMULA 1

SILVERSTONE / UK




Official Sponsor

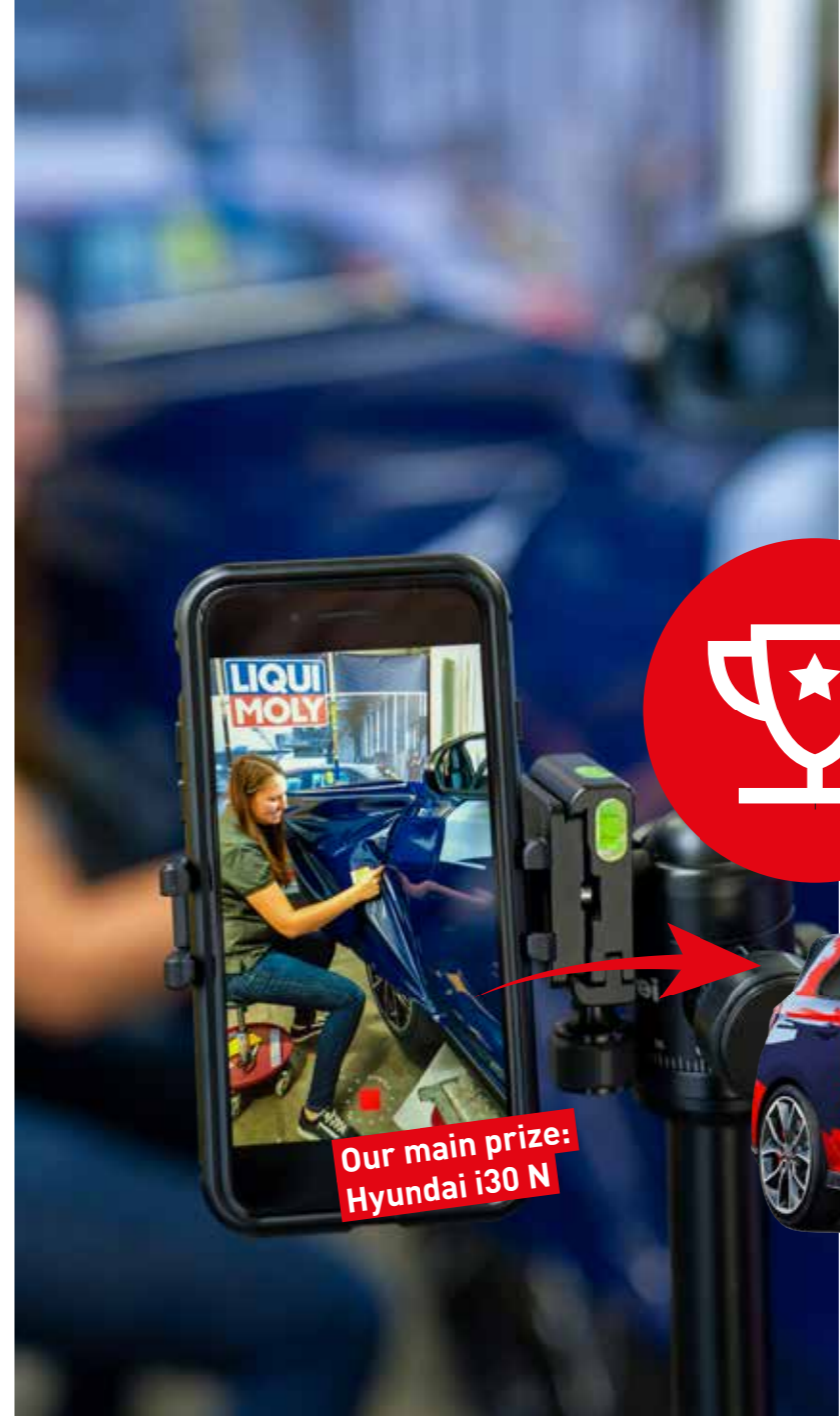


What a Formula 1 race weekend that was with LIQUI MOLY! Whether Nico Hülkenberg's surprising comeback, Lewis Hamilton's record qualifying lap or the absolutely crazy tire drama to close the race: It really was a historic motor sport happening at the British Grand Prix in Silverstone and our world brand was in the thick of it once again! "Running on empty" was the order of the day: Fever pitch on the last laps of the race due to tyre defects of various drivers on THE traditional Formula 1 circuit. In the end it was Lewis Hamilton who saved his skin to get atop the podium after running on three functioning tires... unforgettable pictures and emotions! Once again it showed up here: Where great motor sport happens at world-class level, Germany's most popular lubricant brand is just right.

The tremendous media response to the race weekend in Britain shows: This sponsoring is simply TOPS! The best news: This coming weekend we are continuing with the second part of the British Grand Prix with us as official sponsor, so switch on and enjoy!

ONLINE COMPETITION

MAIN PRIZE



**Our main prize:
Hyundai i30 N**

**Keep your foot
flat down: The
Grand Prix
of LIQUI MOLY is
running at
high revs!**



Anything but ordinary! These pictures document how a model in the exclusive LIQUI MOLY design of Hyundai Team Engstler from the WTCR (FIA World Touring Car Cup) is painstakingly handcrafted from an ordinary Hyundai i30 N. This is the first of two Hyundai cars that we are giving away in our year-round international Best Brand competition 2020. So it's well worth taking part!

LIQUI MOLY has been Germany's No. 1 lubricant brand for ten years. We are celebrating this success together with our worldwide fans with a big competition that is spread over the whole year in three winning phases.

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

my-liqui-moly.de



ONLINE COMPETITION

Strong reach,
strong ideas,
strong fans!

Our international online competition has been attracting a great deal of attention on all relevant internet and social media platforms for months now. And every day we receive new creative contributions from our worldwide fans with their very own personal My LIQUI MOLY Moment. One winner of the campaign is already clear today: our brand!



ADVENTURE TRIP

LIQUI MOLY EXTREME OFFROAD TOUR 2021



ALL GOOD THINGS ARE WILD AND FREE



Together, LIQUI MOLY and the travel provider “Escape to Mongolia” are presenting a dream trip on four wheels that promises adventures in a class of their own.

Mongolia and the Gobi Desert in particular have always fascinated adventure seekers the world over. With LIQUI MOLY Extreme, you can now experience this country as never before! Off the beaten track, in all its beauty. Just load LIQUI MOLY into the car and drive off!



ADVENTURE TRIP

LIQUI MOLY EXTREME OFFROAD TOUR 2021



Long-distance travel is virtually non-existent this year, due to the global corona pandemic. All the greater the desire of many to experience a very special adventure in 2021!

Get in to get out

LIQUI MOLY Extreme – it's not just a journey, it's the promise of a unique experience that you will never forget. One week of off-road touring on the wild side from the capital Ulan Bator through southern Mongolia to the Gobi Desert and back. A breathtaking, 2,000 km long adventure, led by an experienced crew and safely on route in perfectly prepared vehicles. Because, of course, the name of the tour says it all: With its products, LIQUI MOLY ensures that the off-roaders are optimally lubricated and maintained to withstand the extreme conditions and bring all participants safely and reliably to their destination!



Modern meets tradition: On the journey with our four-wheel drive vehicles, we also meet real nomads of the steppe, and refuel at remote supply stations.



ADVENTURE TRIP

LIQUI MOLY EXTREME OFFROAD TOUR 2021



The program – 100% adventure included:

- Guided self-drive tour with new 4x4 off-road vehicles
- Varied terrain and spectacular landscapes
- Experienced crew with tour guide and cook
- All accommodation and meals included
- 100% adventure guaranteed

Further information about the trip, booking possibilities and up to **35% early-bird discount** for 2021 can be found here:

www.escapetomongolia.com



Whether through mountains, desert or river courses: When things get extreme, our products show their full strength!



SPONSORSHIP



JORDAN

In Jordan, too, drivers are out and about again! Not only during the first rally stage, but also in terms of sponsorship, as this commitment of our Jordanian partner proves.



SPAIN

As seen here in Jerez, Spain, our Moto2 team LIQUI MOLY IntactGP is once again putting in a great performance this season: Marcel Schrötter (front) and Tom Lüthi.

HUNGARY



Starting shot for the Drotar Rally Hungary! Here, too, we fly the flag with our sponsorship and ensure optimum lubrication under extreme operating conditions with our high-performance products.



KAZAKHSTAN

By sponsoring the amateur driver Konstantin Hinodi in his powerful Subaru (BozzSpeed Japan), LIQUI MOLY Eurasia keeps the eyes of motorsports enthusiasts shining at regional and national racing events.

THAILAND

BRAND AMBASSADOR

**LIQUI
MOLY**
MOTORBIKE



Standing, sitting and driving for our off-road products from the LIQUI MOLY motorcycle range (from left to right): Panupong Phengjan (owner, JP Rider Pattaya), Annie Wiriyaiphaboon (Assistant Export Area Manager LIQUI MOLY Thailand) and Anusorn Ubonsuk (racing driver and brand ambassador).

USA

ACADEMY VAN

Stefan Braun (Application Specialist LIQUI MOLY USA)



VANtastic offer: Know-how on four wheels

Knowledge on call – the new training van of LIQUI MOLY USA makes it possible: With free on-site training by our Application Specialist Stefan Braun, we literally come to meet our customers' needs on site and provide them with ideas, products and expertise for even more successful business with LIQUI MOLY!

Selection of site training courses:

Gear Tronic: Transmission service the easy way!

Air conditioner cleaning: Remove unpleasant odors and breathe clean air again!

JetClean Plus: Professional fuel system service!

Oil specifications: Why they are so important!

LIQUI MOLY additives: Genuine problem solvers!

And of course much more!



SPAIN



Our MARINE partner Náutica Empordá successfully presented our MARINE range, consisting of motor oils, additives and also cleaners and service sprays, in the Club Náutico Estatit on the Spanish Costa Brava. Once again, the well-informed boat owners were delighted with the top quality of our products and felt reassured in their use of LIQUI MOLY.

PORTUGAL

CUSTOMER EVENT



Our Portuguese partner A. Maia organized an exciting event for all customers, friends and business partners. Of course, LIQUI MOLY Iberia was also in on the action. Anyone who wanted to – and was brave enough – could experience concentrated LIQUI MOLY power at first hand in one of the team's racing cars!





So much for racing being a man's business! Esme Hawkey put in a fantastic performance during the tests in her MB Motorsport BTCC car at the Snetterton Motor Racing Circuit. Esme is the first female driver to take part in official BTCC tests since 2007 and delivered a good show with her team mates Jake Hill and Sam Osborne!



Two completely different vehicle types, but one team and one lubricant brand that together guarantee top performance, even under the toughest racing conditions on ascents: the Nutrend Racing Team is making common cause with LIQUI MOLY!



Marek Rybníček
(Managing Director LIQUI MOLY
Czech Republic)



GLOBAL BRAND



RUSSIA



Челябинск
Флагманские магазины
LIQUI MOLY



JORDAN



Worldwide trademark for top quality

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



EGYPT



IRAQ



MALAYSIA



SPAIN



Left to right: Managing Director Matthias Bleicher, José Pereira and Cláudio Delicado from LIQUI MOLY Iberia with Victor Roncero and owner Chema Rodriguez Llana from the Recalvi Group.

The beginning of a close and successful partnership! During a kick-off visit to the headquarters of the Recalvi Group in Vigo, northern Spain, our LIQUI MOLY Iberia team was able to convince itself of the capabilities and also the commitment of our new partner to LIQUI MOLY. At the same time, it was a good opportunity to exchange ideas and strategies in order to push forward the sales of our blue-red-white global brand in Spain even more strongly.



PORTUGAL



José Pereira presented the whole variety of our brand and our full assortment in an entertaining and competent way!

In Braga (northern Portugal), our colleagues José Pereira and Cláudio Delicado from LIQUI MOLY Iberia trained the team of our sales partner Bragalís. The main focus of the training was on our oils and additives as well as the related sales strategies, concepts and suitable marketing tools to increase brand awareness.

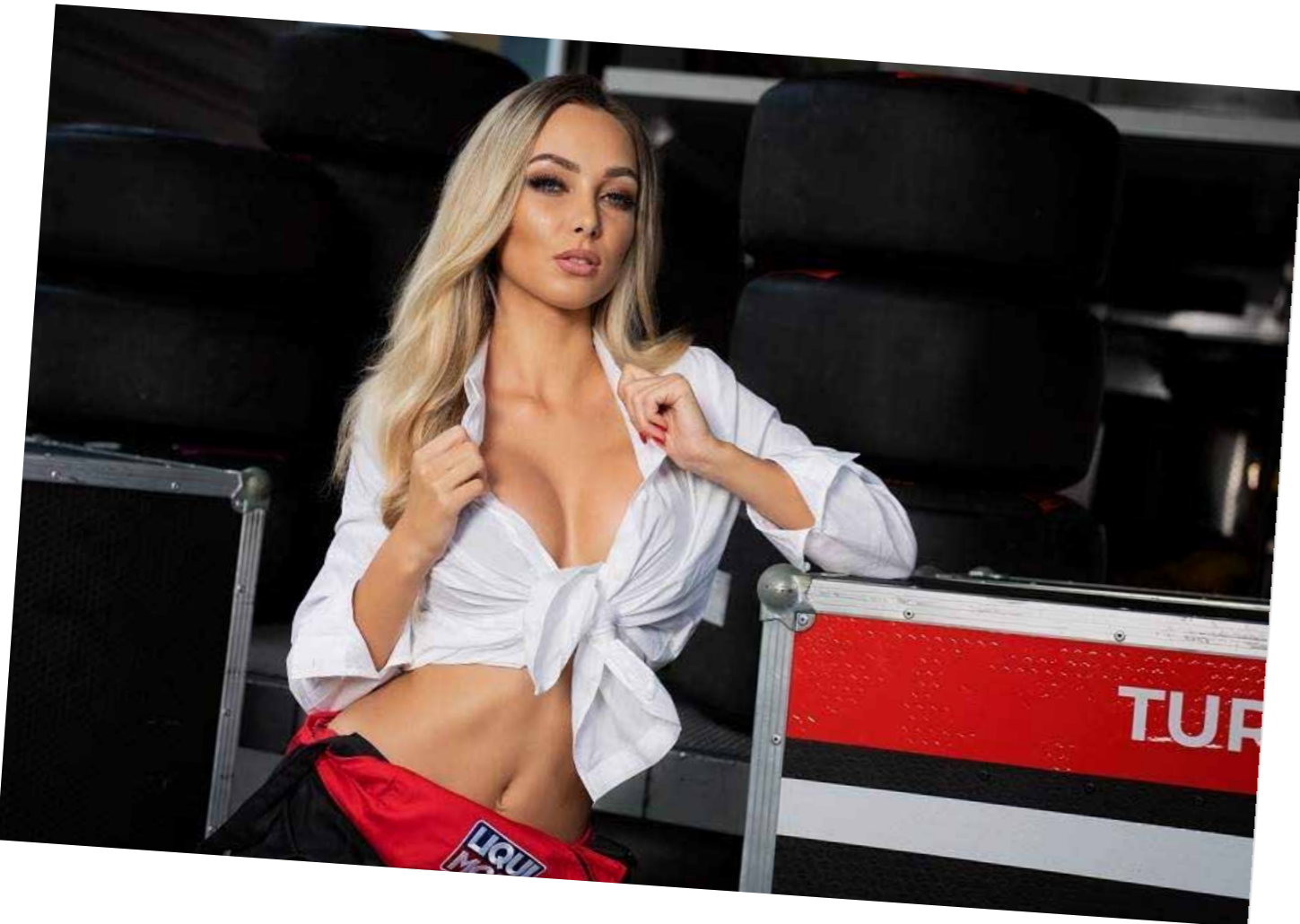


CZECHIA

CALENDAR 2021



LIQUI MOLY Czechia is launching its own calendar for 2021. The photo shoot took place at the Nutrend Racing racing team.



CZECHIA

CALENDAR 2021



CZECHIA

CALENDAR 2021



VACATION TIME

TURNOVER TIME



Bad times for long- distance trips

**Full product range
– sales guarantees
even in troubled
times**

The back-and-forth with constantly changing border openings, travel warnings and compulsory masks once again make it clear that normality is still out of the question in the travel year 2020. So let us together make the best out of this situation: Sales! With all the products we have! In all countries where we are allowed to sell again! In this way, we not only ensure the smooth arrival of holiday-makers with their cars and mobile homes, but also secure thousands of jobs within our LIQUI MOLY family worldwide!

Good times for turnover



VACATION TIME

TURNOVER TIME



Excellent quality for safe mobility – so that nothing stands in the way of the best days of the year!



Ausgabe 5/2020



Ausgabe 5/2020

Drive with LIQUI MOLY and drive better

The same care that you usually give to your luggage before each trip should also be given to your vehicle. After all, it is responsible for getting all travelers to their destination reliably and in good spirits – and that usually with heavy loads and over hundreds of miles in all weather conditions. Only with the right lubricants, care and service products on board can it be guaranteed that the journey on holiday does not end prematurely on the hard shoulder. Here is a small selection of LIQUI MOLY products to ensure that unwanted stopovers and expensive repairs can be avoided.

- 1. CLIMATE REFRESH (ALLERGEN-FREE)** (part no. 21465) For cleaning up vehicle air conditioning systems and vehicle interiors. On vehicles with ionization device or ionizer, this function must be switched off before use.
- 2. WINDSHIELD CLEANER** (1514) For the windshield washing system in summer operation. Suitable for polycarbonate and fan nozzles.
- 3. RADIATOR STOP LEAK** (3330) Small leaks caused by stone impacts, porous soldering points and hairline cracks in the cooling system are not easy to locate (you only notice that the cooling water level is sinking). Radiator Stop Leak completely seals such leaks immediately with ease.
- 4. TOP-UP OIL 5W-30** (21286) Always have the right oil on board when on the road!
- 5. INJECTION CLEANER** (5110) Removes deposits on injection nozzles, intake valves, spark plugs and in the combustion chamber, and prevents new deposits from forming. Eliminates starting problems and rough engine running.
- 6. Super Diesel Additive** (5120) Removes deposits in the diesel injection system and in the combustion chamber and prevents new deposits. Maintains all components of the diesel injection system. Prevents any seizing up and gumming up of nozzle needles.

Also true on holiday: You snooze, you lose!

The desire to experience cities and landscapes on a bike increases especially during the holiday season. But to prevent unpleasant surprises during the tour, you should make sure that everything works reliably. Our all-round carefree range gets bicycles fit for the next outing. Here we transfer our more than 60 years of expertise in the lubrication and care of cars directly to two-wheelers. The results are BIKE products of the very highest quality, perfected down to the smallest detail!

- 7. BIKELM40MULTI-PURPOSESPRAY** (6057) Universally applicable combination of active ingredients. Excellent corrosion protection, displaces water, dissolves rust and dirt, and provides superior lubrication.
- 8. BIKE BRAKE AND CHAIN CLEANER** (20602) For cleaning and degreasing chains and disk brakes on bicycles.
- 9. BIKE CHAIN SPRAY** (20604) Specially designed for lubricating and maintaining bicycle chains in both damp and dry conditions.
- 10. BIKE CHAIN OIL WET LUBE** (6052) Especially for lubrication and care of bike chains under wet, dirty conditions.
- 11. BIKE CLEANER** (6053) For cleaning bicycles and carbon parts.

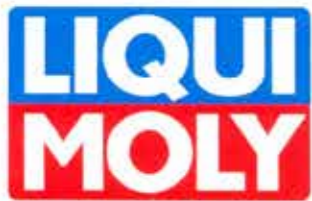


Even on two wheels – driven by muscle power or an electric motor – LIQUI MOLY customers cut a dazzling figure, thanks to our BIKE range!



„Wir sehen uns als Unternehmen immer in einer sozialen Verantwortung“

Ein Gespräch mit Peter Baumann (Leiter Marketing der Liqui Moly GmbH) Text: Hendrik Nöbel | Fotos: LM GmbH



www.liqui-moly.de

„Liqui Moly ist seit der ersten Stunde als großer Partner mit dabei. Das ist sehr, sehr wichtig für uns. Im Oktober 2019 konnten wir eine weitere Zusammenarbeit für die nächsten drei Jahre fixieren. Liqui Moly wird nun als Hauptsponsor und Team-Namensgeber für das Moto2- und das Junior-Team fungieren. Wir sind sehr stolz auf diese Partnerschaft. Die Produkte und das Image von Liqui Moly passen perfekt in unser Konzept“, erklärte Stefan Keckeisen, Teamteilhaber des Liqui Moly Intact GP Teams, im Interview mit „Top Speed“ vor dem vermeintlichen Saisonbeginn 2020. Nicht nur deshalb, auch aus eigener partnerschaftlicher Erfahrung unterhielten wir uns mit Peter Baumann, Leiter Marketing des in Ulm ansässigen Unternehmens.



Peter Baumann

In welchen Bereichen und in welchen Ländern ist die Firma gegenwärtig wirtschaftlich vertreten?
Ursprüngliche Produkte waren Additive, Zusätze für Kraft- und Schmierstoffe. Das ist heute noch immer eine wichtige Produktgruppe, aber inzwischen ist Liqui Moly eine weltweit bedeutende Schmierstoffmarke. In Deutschland übrigens seit zehn Jahren die Marke Nr. 1. Das Unternehmen ist heute mit Produkten und Marke in 150 Ländern dieser Welt vertreten, also ein globaler Player.

Seit Beginn der Corona-Pandemie hat Liqui Moly 36 neue Mitarbeiter eingestellt und den Umsatz im ersten Halbjahr gegenüber dem Vorjahr um zwei Prozent gesteigert. Wie lautet euer Erfolgsgeheimnis?
Motivierte Mitunternehmer, die das Unternehmen als ihre Familie sehen und immer Vollgas geben. Ein wirkliches Geheimnis ist das ja eigentlich gar nicht. Gepaart mit Top-Produktqualität und einer sehr bekannten Marke mit vielen weltweiten Aktivitäten, ist das die Formel zum Erfolg.

Damit nicht genug, ihr habt gleichzeitig Waren im Wert von vier Millionen Euro an Rettungsorganisationen in Deutschland

gespendet und weitere 18 Millionen Euro für die Bewerbung eurer Produkte investiert. übriges dankenswerterweise seit einigen Jahren auch in „Top Speed“, was verbirgt sich hinter diesem Miteinander?
Wir sehen uns als Unternehmen immer in einer sozialen Verantwortung. Wir profitieren von der Gesellschaft und dem wirtschaftlichen Umfeld, welches der Standort Deutschland bietet. Für uns ist es dann selbstverständlich, dass man in so einer besonderen Situation dann auch hilft. Dies tun wir, in dem wir weltweit Rettungsdienste kostenlos mit unseren Produkten versorgen. Die ausgeprägte Werbekampagne ist dabei ebenso als Unterstützung für unsere

Peter, bitte nenne uns die wichtigsten Details zur Geschichte von Liqui Moly?

Liqui Moly wurde 1957 gegründet und hat seinen Stammsitz in Ulm und einen Produktionsbetrieb in Saarlouis. Knapp 1.000 Mitunternehmer/-innen sind an diesen Standorten beschäftigt. Produziert wird ausschließlich in Deutschland.



Liqui Moly in der Formel 1 und ...



... zum 12-Stunden-Rennen in Bathurst

Handels- und Werkstattkunden zu sehen, denen wir damit verstärkt beim Abverkauf helfen.

Mit Vertrauen, Respekt, Freundschaft, nannte euer Geschäftsführer Ernst Prost drei wichtige Aspekte im Arbeitsalltag von Liqui Moly. Was heißt das konkret?
Wir haben die Erfahrung gemacht, dass ein repektvolles Miteinander für Motivation sorgt und so auch die wirtschaftlichen Ziele wie z. B. Profit, den wir natürlich auch brauchen, mehr oder weniger automatisch erreicht werden.

Außerdem engagiert sich Liqui Moly für Frieden, Freundschaft, Toleranz, Respekt und Anstand, aber gegen Rassismus und Intoleranz. Peter, bitte nenne uns die Gründe ...
Für uns sind das Selbstverständlichkeiten, deswegen kann ich

nicht wirklich Gründe nennen. Wir haben ein globales Geschäft, welches auf Respekt, Vertrauen und in vielen Fällen sogar auf Freundschaft basiert. Da spielen Hautfarben und Religionen überhaupt gar keine Rolle. Wir sind eine Familie.

Welche Ursache gibt es für euer Sponsoring im Racing auf zwei bzw. vier Rädern, dem Basketball, im Eishockey, dem Handball, dem Fußball und den verschiedenen Wintersport-Disziplinen?
Motorsportsponsoring liegt natürlich nahe, weil wir in diesem Sport die Leistungsfähigkeit unserer Produkte auch direkt unter Beweis stellen können. Die WM-Klassen Moto2 und Moto3 fahren ja alle mit unserem Motorenöl. Übrigens ein Serienprodukt, welches genau so auch jedem Motorradfahrer zur Verfügung steht. Bei den anderen Sportarten geht es hauptsächlich

um die mediale Sichtbarkeit unserer Marke. Weltweite Aktivitäten im Sport haben uns unzweifelhaft geholfen, unsere große Markenbekanntheit zu erreichen.

Bleiben wir im Motorsport und damit auch dem Liqui Moly Intact GP Team in der Moto2-Weltmeisterschaft. Welche Resultate erwartest du in der speziellen Saison 2020 von Marcel Schrötter und Thomas Lüthi?
Wir sind seit vielen Jahren Partner des Teams. Das ist mit absoluter Sicherheit das beste Moto2-Team in der WM. Top Teamleitung, Top Material, Top Personal und Top Fahrer. Was den planbaren Teil betrifft, sind die Voraussetzungen gegeben, am Ende der Saison ganz oben zu stehen. Im Sport ist aber eben nicht alles planbar. Jedenfalls



Glücksgefühle: Peter Baumann und Stefan Keckeisen

ist eines klar: Wenn es sich eine Truppe verdient hat, dann diese. **Welchen Stellenwert besitzt die Nachwuchsförderung bei Liqui Moly? Wie lauten die damit verbundenen Erwartungen?**

Wir sind froh, dass sich das Team so für den Nachwuchs engagiert und wir über unsere Partnerschaft auch einen Teil dazu beitragen können. Allein werden wir es nicht richten und ich hoffe, das findet Nachahmer. Man kann sich ja nicht immer nur über mangelnden Nachwuchs beklagen ohne etwas dagegen zu unternehmen.

Durch das Corona-Virus hat sich die Welt verändert. Was können wir Menschen daraus im privaten und im geschäftlichen Umfeld, nicht nur lernen, sondern zukünftig auch verbessern?

Wir sollten alle etwas demütiger werden. Weniger meckern sondern aktiv mitgestalten. Gerade die jetzige Situation hat doch deutlich aufgezeigt, wie gut es uns gerade hier in Deutschland geht. Und wir haben doch alle auch gelernt, dass wir etwas entschleunigen müssen, besser unterscheiden müssen, was ist notwendig und was nicht. Das betrifft dann doch in dieser Denkweise auch unser zukünftiges Verhalten im Umgang mit Ressourcen.

Peter, vielen Dank für dieses interessante Gespräch! Herzliche Grüße an Ernst Prost, alle Mitarbeiter/innen. Wir wünschen der Liqui Moly GmbH weiterhin viel Erfolg!



2019 feierte das Moto2-Team in Austin einen grandiosen Doppelsieg

RUSSIA

ОПТИМАЛЬНОЕ РЕШЕНИЕ

Плохие дороги и переменчивый климат могут в самый неожиданный момент превратить поездку в суровое испытание и для водителя, и для его автомобиля. К таким неожиданностям принято готовиться заранее – недаром из всего ассортимента немецкой компании Liqui Moly самой массовой и популярной линейкой уже много лет остаются масла Optimal. Их состав специально адаптирован для защиты двигателя, эксплуатирующегося в самых разных условиях, и при этом

полностью соответствует официальным классификациям и допускам, которые рекомендованы самими автопроизводителями. Как и прочие из более чем 4000 продуктов Liqui Moly, масла Optimal изготавливаются на собственном производстве в Германии. Однако высокий спрос и широкие продажи в России позволяют сохранять цены на линейку Optimal на приемлемом уровне. Более того, сегодня приобрести такие масла можно с особенной выгодой: канистры емкостью пять литров предлагаются по стоимости четырехлитровых. Дополнительная экономия средств – без экономии на защите автомобиля.

OPTIMAL 10W-40

ПОЛУСИНТЕТИЧЕСКОЕ МОТОРНОЕ МАСЛО СПОВЫШЕННЫМ УРОВНЕМ ЗАЩИТЫ ДВИГАТЕЛЯ. АДАПТИРОВАНО ДЛЯ РОССИЙСКИХ УСЛОВИЙ. ПОДХОДИТ ДЛЯ АВТОМОБИЛЕЙ МАРОК ВАЗ И ГАЗ.



OPTIMAL HT SYNTH 5W-30

НС-СИНТЕТИЧЕСКОЕ МАСЛО, ИДЕАЛЬНОЕ ДЛЯ СОВРЕМЕННЫХ МОДЕЛЕЙ ВАЗ И ИНОМАРОК АНАЛОГИЧНОГО КЛАССА. ПОДХОДИТ ДЛЯ ДВИГАТЕЛЕЙ С ТУРБОНАДДУВОМ И КАТАЛИЗАТОРАМИ.

OPTIMAL SYNTH 5W-40

НС-СИНТЕТИЧЕСКОЕ МАСЛО ВЫСОКОЙ ВЯЗКОСТИ ОБЕСПЕЧИВАЕТ ОПТИМАЛЬНЫЙ УРОВЕНЬ ЗАЩИТЫ И СМАЗЫВАНИЕ ДЕТАЛЕЙ ДВИГАТЕЛЯ В ТЯЖЕЛЫХ УСЛОВИЯХ ЭКСПЛУАТАЦИИ.



OPTIMAL DIESEL 10W-40

ПОЛУСИНТЕТИЧЕСКОЕ МАСЛО ДЛЯ ДИЗЕЛЬНЫХ ДВИГАТЕЛЕЙ С АДАПТИРОВАННЫМ ДЛЯ РОССИЙСКИХ УСЛОВИЙ ПАКЕТОМ ПРИСАДОК.

Масла LIQUI MOLY стоят своих денег, потому что являются лидерами по уровню качества. Благодаря широкой представленности продукцию LIQUI MOLY можно купить в большинстве крупных и специализированных магазинов.

Что важно знать про этот бренд? Ну прежде всего то, что компания выпускает всю продукцию на двух собственных заводах в Германии, так что немецкое качество реализуется в полной мере. Производитель гарантирует, что указанная на упаковке информация полностью соответствует тому, что находится внутри, поскольку достоверность сведений строго контролируется немецким законодательством. Поэтому, покупая «синтетику», вы будете уверены в её 100%. Ну а ещё про LIQUI MOLY говорят, что это масло чемпионов. Компания – эксклюзивный поставщик масел для чемпионата MotoGP в классах Moto2 и Moto3. И неважно, какая команда пересечёт первой финишную черту, – в её мотоцикле будет «ЛИКВИ МОЛИ»! И самое важ-

антипенных компонентов. При этом масло должно долго сохранять свои свойства, чтобы его не приходилось слишком часто менять, сокращая межсервисные интервалы. Motorbike 4T Synth Street



LIQUI MOLY

НС-синтетическое и минеральное масла. Всего в дорожную линейку LIQUI MOLY входит два десятка масел, в том числе для спортбайков, скутеров, классиков и даже специально созданное для мотоциклов Harley-Davidson.

Внедорожная линейка также рассчитана на разные типы техники. Высокотехнологичная «синтетика» защищает двигатели мотоциклов для мотокросса и спортивного эндуро от повреждений из-за перегрева, жестких условий эксплуатации. В линейке представлены также «НС-синтетика» и «минералка» для менее нагруженных моторов. Категория масел рассчитана на квадроциклы. Такая техника эксплуатируется много времени вне дорог с хорошим покрытием в болотах, лесах, лесных зарослях и других неблагоприятных для транспорта локациях, где требуется максимальная эффективность и надёжность работы техники. Быстрая и лёгкая двухтактная техника требует особенного масла, полностью отличающегося от четырёхтактного. И оно тоже присутствует в линейке LIQUI MOLY.

Конечно, LIQUI MOLY – это не только моторные масла, но и продукция для

ИСТИННО НЕМЕЦКОЕ МАСЛО

На российском рынке представлено немало производителей мотоциклетных масел. Но LIQUI MOLY занимает особое место. Немецкая компания за много лет работы в России приобрела хорошую репутацию благодаря высокому качеству и широкому ассортименту продукции

ное, что используемые в гонках масла доступны каждому мотоциклисту.

LIQUI MOLY производит масла с учётом особенностей целевого класса мототехники, и поэтому существуют две линейки: Street и Offroad. Например, мощная шоссейная техника работает на высоких оборотах и требует высококачественной синтетической основы, а также дополнительных антиокислительных и

Race 5W-40 – топовый продукт для самых серьёзных моторов, в том числе современных спортбайков мощностью за 200 лошадиных сил. Именно это масло используется во всех мотоциклах чемпионатов мира Moto2 и Moto3. Для техники с запросами попроще есть

подвески, трансмиссии, системы охлаждения, тормозов, воздушных фильтров. В общем, практически вся, какая может понадобиться при техническом обслуживании мототехники. Кроме того, компания выпускает смазки, очистители, шампуни, присадки, герметики, в общем, полный ассортимент средств, которые могут понадобиться мотоциклисту для ухода за мотоциклами и экипировкой.

Выбирая продукты LIQUI MOLY, ты всегда будешь уверен в правильном выборе, в своём мотоцикле и в себе.



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LIQUI MOLY

INDIA

EXCLUSIVE INTERVIEW WITH ERNST PROST, MANAGING DIRECTOR, LIQUI MOLY



autoASIA (AA): As one of the most influential Pioneers of your time, how do you measure success?

Ernst Prost: Real success cannot be measured by a single parameter. In times like these, success means above all how crisis-proof a company is.

AA: German oil maker Liqui Moly is defying convention and investing during the downturn. How Liqui Moly is making the way in the Covid-19 crisis. How you made this possible during this unprecedented time?

Ernst Prost: Because we don't whine and complain, but take our fate into our own hands. Every crisis is always also a piece of psychology. And it makes a huge difference whether an entire company takes cover in fear or courageously braves the storm and continues on its way.

AA: What challenges you are facing during such time of lockdown especially looking at your employees and their families?

Ernst Prost: In times like these, there is great uncertainty. It was therefore important to assure all employees at an early stage that no one would be laid off and that we would not apply for short-time work. This gave security to people, also and especially to families where the spouse works elsewhere and whose job is threatened. So we were all able to roll up our sleeves and work without fear and worry, in order to get out of the crisis unharmed. That worked very well.

AA: What is your vision in shaping the future of Liqui Moly? What is the USP of your products, your top market?

Ernst Prost: Our mission is to keep the world moving. Whatever moves must also be lubricated. Whatever moves must also be maintained and cared for. With around 4,000 products, we offer a uniquely broad range of automotive chemicals. If you are looking for oils and additives made in Germany, you have come to the right place. Of course, there is a price to be paid for quality, but we don't mind. We do not want to be the cheapest. We want to be the best.

AA: Please highlight your growth, sales & revenue and number of employees during the recent years?

Ernst Prost: In the last ten years, we have experienced a tremendous development. Today, we have twice as much turnover and twice as many employees. And LIQUI MOLY can be seen in the Formula 1 as well as MotoGP. This clearly shows the league we are now playing in.

AA: LIQUI MOLY Premium Edition stands out in the market with its dynamic packaging, it's aerodynamic form, sense of a superior kind and its iconic brand identity. How do you see the role of packaging made your products unique?

Ernst Prost: It's clear that, for a premium brand like LIQUI MOLY, not only



must the contents of the canister be of top quality, but the canister itself must also stand out from the crowd. And this is not only about design, but also about functionality. Our large oil canisters have two handles, one on top and one on the side. This makes filling so much easier. And the canisters of our motorcycle oils have a pull-out pouring tube, which allows the oil to be filled even into hard-to-reach openings without anything getting spilled.

AA: How additives play major role in Motor Oil Performance?

Ernst Prost: A very central one. Every motor oil contains additives by nature. Without additives, it simply could not do its job. Our best oils consist of one third additives. A distinction must be made between these and additives which are put into the oil afterwards. They perform certain tasks, such as cleaning the oil circuit during an oil change or protecting the engine from wear.

AA: With major markets including EU, the US and countries in Asia becoming Euro-6 compliant and what challenges do you see in the future with regards to emissions?

Ernst Prost: The entire automotive industry is working flat out to reduce emissions. Motor oil is one, though small, part of this strategy. New oils must not pollute exhaust gas treatment systems, are becoming increasingly thin-bodied, and yet must still reliably protect the engine even under extreme loads. Motor oil is no longer just any lubricant, motor oil has become high-tech.

AA: What are the new developments in the lubricants' market in the World, especially in emerging markets? What are the changes

you expect to see five years from now?

Ernst Prost: The trend towards increasingly special high-tech lubricants will continue. This means a change in thinking for dealers and workshops as well as for fleet operators and drivers. The technological demands are also increasing in the production of these oils. Many small oil manufacturers, who have concentrated on simple and inexpensive lubricants, will not be able to keep up with this change.

AA: The price of crude oil is increasing on a daily basis. How will the market be affected by this change? With more penetration of e-mobility, how do you see the future of the lubricants' market? How do you adapt to changes?

Ernst Prost: The price of crude oil is only one of many factors that affect the price of the motor oil for the consumer – and not necessarily the most important one. E-mobility will, of course, influence the lubricant market, but much more slowly than some 'psychics' today think they know. The focus of e-mobility will remain for a long time on hybrid vehicles, which still have a combustion engine and require motor oil. Not to mention the commercial vehicle sector. A transformation is under way, no doubt about it. But it is more of a slow evolution than a sudden revolution.

AA: What other steps are you taking to increase your green portfolio, given the growing awareness of carbon emissions?

Ernst Prost: In actual fact, we have been addressing the topic of sustainability for over 60 years. Our motor oils and additives ensure that engines run longer and break down less often. An engine that does not need to be replaced is better for the environment than producing a new one, even if it is more economical. ●

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



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