**Winter sport sponsorship by LIQUI MOLY worth millions**

The motor oil and additive manufacturer is investing in bobsleigh, cross-country skiing, ski jumping, alpine and Nordic World Ski Championships

**October 2016 – this is a huge package that LIQUI MOLY has put together. The German motor oil and additive specialist is putting several million euros into advertising at winter sports events. "This is the biggest investment that we have ever made in this area", said Peter Baumann, Marketing Director at LIQUI MOLY. "It brings our brand to people who are not yet aware of it."**

In the past winter, LIQUI MOLY was already visible at seven world cups. The response was exceptionally positive. "We had TV coverage that was beyond our expectations", said Peter Baumann. This success is now to be exceeded.

As the company has significantly expanded its involvement for this winter. It is now advertising at the FIS Cross-Country World Cup, at the BMW IBSF Bobsleigh & Skeleton World Cup (including the BMW IBSF Bobsleigh & Skeleton World Championships in the 2016/17 and 2017/18 seasons), at the Nordic World Ski Championships and in a number of Alpine and Ski Jumping World Cups. "This large range ensures that there is something for every viewer", said Peter Baumann. From November to March of the coming year LIQUI MOLY will be consistently present. "The winter break of our motorsport events therefore no longer carries as much weight. And we are creating more publicity for LIQUI MOLY outside of motorsport."

The competitions take place in Europe (Germany, Austria, Switzerland, Slovenia, France, Italy, Norway, Sweden, Finland, Estonia and Russia), North America (USA and Canada), and Asia (South Korea). Peter Baumann: "Our involvement in winter sport is global. And around the world we will use the competitions to bring people closer to LIQUI MOLY."

**About LIQUI MOLY**

With around 4,000 items, LIQUI MOLY offers a global, uniquely broad range of automotive chemicals: Motor oils and additives, greases and pastes, sprays and care care, glues and sealants. Founded in 1957, LIQUI MOLY develops and produces exclusively in Germany. There it is the undisputed market leader for additives and is repeatedly voted the best oil brand. The company led by owner Ernst Prost sells its products in more than 120 countries and generated 441m euros in sales over the past year.

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