**New look for LIQUI MOLY**

Oil manufacturer relaunches website

**February 2017 – German oil and additive specialist LIQUI MOLY presents a new online appearance. The company has now relaunched its website liqui-moly.us. “It not only looks more attractive, it also offers improved functions,” says Peter Baumann, LIQUI MOLY Marketing Director.**

The oil guide that tells users which is the right oil for a particular vehicle has now been expanded. And it's easier to use the supply search function listing retailers and garages that sell LIQUI MOLY. The product database has been revised, too, so as to provide details of the numerous products both quickly and in a clearly structured format. The website now offers numerous application tips (“Is it OK to mix motor oils?”) and also background knowledge (“What is motor oil actually made of?”).

“liqui-moly.us is our digital showcase,” says Peter Baumann. “It’s our communication hub.” The new website is entirely responsive and allows unlimited use on smartphones and tablets. After Germany, liqui-moly.us is the first national LIQUI MOLY website to appear in the attractive new design.

**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 car 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 Ernst Prost sells its products in more than 120 countries and generated 441m euros in sales in 2015.

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