



PICTURES AND STORIES

FROM OUR LIVES 04.2020



Humanity connects

CORONA CRISIS

CIRCULAR FROM ERNST PROST



The look is deceiving: CEO Ernst Prost does not sit out the Covid19 crisis but takes important steps.

March 16, 2020

The financial corona consolation

In his circular from 16.03.2020 CEO Ernst Prost surprises his colleagues with a 1,000 euro bonus for their great commitment during the Covid-19 crisis.

Dear partners,
dear corona-plagued colleagues,

Today, we have largely been able to ensure in all corporate areas that we are mastering this balancing act between preventive health care and continued work. Emergency plans, working from home, non-overlapping shifts, thinned-out offices, and so much more ... In addition to our general precautionary measures, we have also implemented a whole series of individual suggestions, which also came from you. All positions that are vital for the company are and will remain occupied, to secure the continued functioning of our company. For this, I thank you from the bottom of my heart!

I am immensely proud of how professionally and well considered you have mastered this crisis, if not catastrophe. All around us, a tremendous amount of things are of course crashing down. There are external conditions to which we can only react as they happen. Every hour, we have to face new challenges and circumstances that seemed unimaginable just a few days ago. Governments and authorities are issuing regulations and taking action seemingly minute-by-minute ... This is also a kind of epidemic that we have to face.

Nevertheless, I see that we in our LIQUI MOLY / Meguin family are still cool and calm, with clear ideas about our crisis management. That

is a great achievement. Naturally, the impact will keep us on our toes for a long time, will be stressful, and will also consume a lot of money. But it is very gratifying to see how we come closer together in such a situation, do our work unwaveringly and pull together in solidarity. Oh yes, the LIQUI MOLY / Meguin family is a really effective team!

Now, I can imagine that the current circumstances are not only time-consuming for you, but also involve additional financial expenditure. As a token of our appreciation, allow me to give you an extra € 1000 gross with your next salary payment – to a certain extent, as a financial corona consolation! A small thank you for your untiring commitment to our common cause. And please also allow me to make a little joke: “Do not go out and buy even more toilet paper with this money!” ;-] Stay healthy; your loved ones need you – as does the company!

with best regards

Ernst Prost



"My wish for us all: Just stay healthy!"

In his circular from 17.03.2020 CEO Ernst Prost gives guidance in the Covid-19 crisis and reassures his colleagues.

Dear partners,

Two bits of good news up front:

1. As far as I know, we are all still healthy and uninfected. Please let us do everything we can to ensure that this remains so!

2. Our measures to minimize the risk of infection within the company, e.g. working from home, have all functioned perfectly without impairing our operational efficiency. In particular, I would like to thank the colleagues who keep production and shipping going on site in our various facilities. It takes a lot of discipline, comradeship and courage. In

times like these, fear can really get you. You have my utter respect! The same applies to all our sales staff in the field. I can well imagine how you feel when you meet many people in workshops and shops ...

My wish for us all: Just stay healthy! All the colleagues in our family are doing excellent work. And we have to do so too now, dear friends! Our orders are being blown away like weak branches in a storm. Business closures by official order affect our customers – together with, of course, a normal decline in business. It's a recipe for disaster... This much is clear: many companies will simply not survive the crisis.

What can we do? Contrary to my otherwise hard line in terms of prices, conditions, extras and payment terms, I say: It is now necessary to loosen our tough line a little. Our customers have no sales, no income and consequently no liquid assets. It will be a long time before state aid kicks in. After all, we have lived very well with and on our customers in good times. Now we must also support these companies, within the bounds of our possibilities, by more generous rules. However, we must not overdo the generosity, lest we bring the risk of payment default upon ourselves. Here I am thinking not only of our domestic customers, but also of our friends in over 150 countries. Some of them have been beaten down three times over. The virus, loss of tourism, and falling oil prices. For many of our customers, the business with LIQUI MOLY / Meguin products is the only source of income to support their families. In such countries and regions, it is of course also a matter of preserving life in the true sense of the word but also of surviving economically.

The demand for all kinds of products and services is collapsing worldwide. In contrast to previous upheavals, the current crisis affects not only the financial sector, but also the real economy with its companies and families. We see a gigantic destruction of values and the devastation of entire industries. As always,

the weakest and poorest are hit first. Family businesses, small traders and companies that have to fight for survival every day, even without a crisis. This global corona crisis will result in a long recession, which truly can be described as a global economic crisis. Putting on a big show and issuing wordy appeals will not get us any farther now. No, we are not actually at war, but it certainly feels that way and we must react accordingly. We need hard-hitting countermeasures. This applies to the community of states and of course to each individual company. In addition to easing our terms of business to a reasonable and low-risk extent, we must see to it that we sell at least a little bit more – as best we can.

Dear salespeople, I know how difficult it is at the moment, but we need your orders to keep the factory and everything that goes with it alive. Of course, we have already stopped all the external orders to other companies that we placed in good times, in order to secure work and capacity utilization for ourselves. I definitely think that, with almost 1,000 people, we can make an important contribution towards stabilizing our economic system. Through cheerfulness, wise decisions, positive news, hard work – of course – and solidarity within our LIQUI MOLY / Meguin family.

Stay healthy and active!

with best regards

Ernst Prost

CORONA CRISIS

FULL PRODUCTION AHEAD!

We'll get through this together!

Thank you!

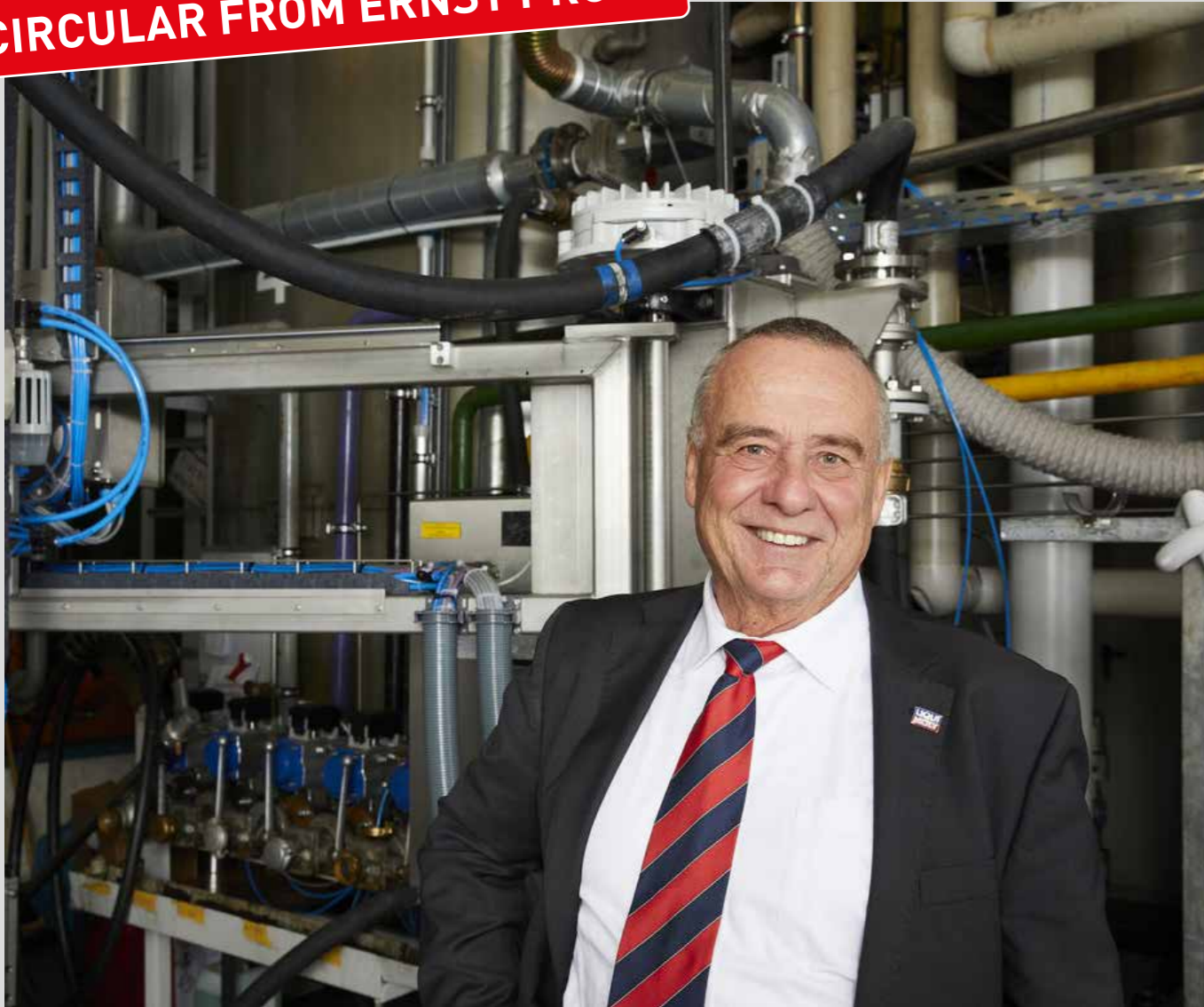


Everyone is facing challenges, and everyone is fighting at their posts for as long as they can and for as long as their health allows them to.

Unity instead of lone fighters

A crisis is not for lone fighters or egomaniacs. You can't overcome a crisis alone. Crises of this magnitude can only be overcome as a team - and only if everyone really puts all their creative energy into the balance. The best example of this is the selfless work of our business partners at our two production sites in Ulm and Saarlouis. What they have achieved over the past weeks during this corona catastrophe really is unique! They're keeping business going!

And as long as the production is running, the heart of LIQUI MOLY keeps beating!



No one is to be dismissed!

In his circular from 18.03.2020 CEO Ernst Prost explains the current situation in the Covid-19 crisis and emphasizes how important it is that every single employee stays healthy.

Dear colleagues,

So many sick and dead. So many unemployed and bankruptcies – that is the brutal picture. But, from the looks of it, that is exactly what is in store for us now. All over the world.

We are in constant contact with our colleagues in other countries, as well as with our business friends, partners and customers. What is happening there is absolutely catastrophic. Our social security systems in Germany help to avoid a bad end, in terms of both public health and the economy. The strength of the economy and the willingness of all social forces to display solidarity, coupled with state aid programs, will prevent a complete disaster in this country. But if we only look over the Brenner Pass, we see apocalyptic conditions. Many an already weakened part of the country has now been devastated.

No doubt about it: The various measures aimed at protecting public health are by their very nature damaging to the economy. This is the price we all have to pay for our physical integrity. Now everything must be done to ensure that this development remains manageable. Otherwise, we will be running at full tilt into an unprecedented recession, into a world economic crisis with all its ugly side effects. Of these, short-time work is the most harmless phenomenon. Company bankruptcies, private insolvencies and a wave of layoffs will not fail to appear.

WE are fighting around the clock for the continued existence of our company with almost 1,000 jobs and tens of thousands more jobs at our customers and partners in Germany and in 150 countries around the world. The virus broke out in China at the end of December and Wuhan was already quarantined at the end of January. Our people in China had already been hit hard weeks and months ago. A few weeks ago, Italy followed and now it appears that the rest of the world will follow. Plant closures by order of authorities, quarantine, curfew, fear and worry.

But people need security. Fear and worry are hard to live with, let alone accomplish great things. That's why I promised you that you would not have to suffer financial losses. No one is to be dismissed! To achieve this goal, we must fight together. The best way to do this is to keep our operations going as long as possible. Even the smallest sales and orders are helpful to avert a shutdown. As long as we can still produce goods and bring them to our customers, we will not need to wind down the company.

The virus and the resulting lack of income from tourism or exports are ruining enterprises and livelihoods around the globe. We can contribute a little bit to ensure that at least our partners in the other countries do not go under completely. And we are doing so. Our colleagues in the Export department are doing everything humanly possible to bring goods – the basis for the activities of our customers – to our partners. And peak performance is also being achieved in our factories and in the Shipping department.

For this I thank you with all my heart! Take care of yourself and avoid any possibility of infection to make sure that you stay healthy! The worldwide LIQUI MOLY family needs you now more than ever!

with best regards

Ernst Prost

"I am willing to give up my own salary in a pinch"

In his circular from 19.03.2020 CEO Ernst Prost emphasizes that the jobs at LIQUI MOLY are safe and nobody will be dismissed.

Dear companions, dear comrades-in-arms,

Indeed, these are no times for the faint-hearted. The recurring misery of this world is definitely unabated. Hunger, hardship and war do not stop for corona.

And corona is striking relentlessly: Hundreds of thousands of people infected and thousands already dead. And yet, at the same time, many, many more people are dying from other causes, such as hunger, lack of medical care and, as always, war. But this does not make the corona issue any less dramatic. Perhaps this global epidemic will make humanity smarter, more loving, more considerate and more sensible on a global scale. Who knows?!

For now, we must fight this virus and its dire consequences for jobs and businesses. The worst thing that could happen to us in the LIQUI MOLY / Meguin family now would be if the authorities were to close the factory due to an



infection. **Please be extremely careful and take every precaution to ensure that you do not get infected with the virus and then pass it on to colleagues. As long as we are producing and selling, we are doing our part to keep the economy going.** We have to keep the business running at all costs and yet without endangering our health.

Experts fear that there may be hundreds of thousands of corona deaths and 25 million unemployed worldwide. Both must be avoided under all circumstances. The order of the day is to take responsibility now, for yourself and for others. Shirking our duties is out of the question. More than ever before, we need our brains, our hands and above all our hearts to overcome this crisis together. Please let us set solidarity & loyalty against egoism & recklessness. This character trait of solidarity & loyalty has always distinguished us and brought us to where we are today as a company and family. Most of us are old, experienced war horses: fit for life, battle- and crisis-proven.

I myself have already overcome all kinds of hardships – except, of course, the plague of 1347 ;-). Please also consider the time to follow this crisis – this time will certainly come and then we will all be happy to say “We behaved decently, were compassionate, even in those bad times, and did our job in an exemplary way, to the benefit of the community.” Even in the greatest need, one should not make mistakes one will later regret in good times ... Somehow, this is also all a question of honor, decency and dignity.

With this in mind, I would like to welcome you warmly again today and reiterate my promise to you that no one will be laid off because of the corona crisis – neither in Germany nor in any other country in which we are active. We are opening a protective umbrella over all our colleagues in our LIQUI MOLY / Meguin family. But we have to generate 57 million euro in wages and salaries this year. That's what counts now: Everyone's health and your secure income. In order to achieve this goal, I am also willing to give up my own salary without any ifs or buts. That too is a solemn promise, my dear colleagues.

with best regards

Ernst Prost



"Apocalypse or Chance?"

In his circular from 20.03.2020 CEO Ernst Prost emphasizes how important virtues like strength, integrity, honor and ethics are in these times.



Dear colleagues,
dear partners,

A friend of mine cannot even bury her deceased father next week with dignity and in a proper setting ... Bitter regulations, but necessary to contain the Corona pandemic. In Italy, military vehicles bring dozens of coffins to carry the deceased to nearby crematoria ... Almost 500 deaths in a single day – in only one country. So much misery, grief and suffering these days. Conditions that can only be endured and mastered with the greatest strength, with decency & dignity, with honor & moral fiber. And with human – and humane – interaction. We will only have lost the fight against the virus when we lose our humanity. Charity & social cohesion, care & responsible behavior towards other people are urgently needed if we do not want to slide into egoism and anti-social behavior, not to mention barbarism.

Some call it a historic challenge, others a test of character for our society, but I call it a chance to show that we are indeed compassionate and supportive creatures. We are dependent upon each other. The strong must help the weak – if we do not, nothing will distinguish us from animals. This crisis gives us the opportunity to prove that we humans are not as bad as some fear. This crisis, like any other, will reveal both the evil and the good to be found in people. There are vivid examples for both sides of our being, not only in these days but over many centuries. Perhaps this global catastrophe will once again teach us more respect and reverence for life – no matter whether it is for humans, animals or plants. And if we do not want this health and life crisis to lead to the mass unemployment of millions of people, then we must roll up our sleeves and tackle it head on.

On a personal note, I have been on the phone with my aunt, who is turning 90 in two months. She told me accounts of war, murder and manslaughter, forced displacement, hunger and disease. The generation before us had to suffer incredible hardships and achieved

equally incredible things after the end of the Second World War. To orient ourselves to the fate of this generation, to take as an example their willingness to make sacrifices and their unconditional commitment and motivation – this too is a good recipe for dealing with the current situation.

Rebuilding the devastation in Germany after the Second World War from rubble and ruins was surely more difficult than staying at home for 14 days to protect yourself and others from infection with a deadly disease ... We all know what to do; we all know what is right and what is wrong. Now we just have to do it thoroughly and consistently. That applies to 82 million Germans just as much as it does to the 1,000 of us in our company. You know what you have to do, and I know what I have to do. Alright then – let us tackle the problems in our country, in our company and in all our partner countries where people dear to us depend on us, in a responsible, intelligent, loving and strong way. Let us face the future together!

Best regards,

Ernst Prost



"You fight crises by working harder and increasing your commitment"

"The cavalry cannot ride out": On the weekend too, Ernst Prost addresses his partners and colleagues with five important strategic points

Dear colleagues,

Our strongest weapon is our field staff. They are our cavalry, in a sense. And now we cannot send a few hundred fighters into battle because no customer understandably wants

visitors and virus contacts, and because numerous curfews have been imposed worldwide. That is bitter.

In past crises, we have always been able to save the situation by increasing our sales ac-

tivities. Yes, we even hired more salespeople than other companies, who actually reduced their teams.

This winning strategy no longer works. In almost all the countries in which we are active, the hands of our salespeople are largely tied, because they cannot visit customers. But we can do something else: Strengthen our communication performance. The Internet offers incredible possibilities for this.

Nothing replaces a face-to-face conversation, and nothing is as beneficial for the economy as the personal exchange between people. But now we must shift our focus to all the forms of communication with our customers that are still possible. Advertisements in trade journals, consumer magazines or daily newspapers.

Expand our online campaign. Exploit every social media channel. Supply all the media and all our customers with our coverage. The point is to show that we are standing as a rock in the storm – that is, acting in a stable and cooperative manner in the middle of this crisis. Trust, dependability and a sense of responsibility are what distinguish us right now.

We are not dropping back, but rather are pushing our sales and marketing programs forward with a vengeance. This is vital not only for our own survival strategy, but also of great importance for all our partners who need products from us and also still need the greatest possible support from us in the market.

Shutting up the shop now and halting all activities for reasons of cost would be absolutely wrong.

We will do the opposite:

1. We will do everything in our power to maintain the supply of goods. Motor oil is a systemically relevant product that is still needed today as much as ever before – just think of emergency vehicles and also trucks for supplying people.

2. Many supply chains are stretched to breaking point, due to transport problems and production downtime. On this part of the front too, we will do everything possible – together with our suppliers – to master the challenge.

3. It is important to continue to send invigorating impulses to the markets, to ensure that everything does not "go down the drain". When currencies plummet and entire economies are swept along, we have to think about support measures, loan guarantees, payment terms and also special prices – so that at least a minimum keeps on moving.

4. Since we generate 2/3 of our income from abroad and a large number of our colleagues work for us in various countries, we must always take all our measures with an eye to the international benefit.

5. Now that our salespeople, i.e. our cavalry, can only intervene in the events to a very limited extent, our only chance is to put even more focus on the possibilities offered by the Internet. Communicate, explain, inform, train & coach in all directions – for automobile drivers, for workshops and for dealers. We will not shut down, neither in the factory nor in our marketing and sales activities. We will not reduce our efforts, but rather redouble them – this too is our only chance.

What I say in every crisis still holds true: You fight crises by working harder and increasing your commitment. And that's what we aim to do.

Best regards,

Ernst Prost

Corona instead of a kicker machine to play with

"We are a strong, resilient, responsible and a hardworking community." CEO Ernst Prost gives hope and confidence.



Dear colleagues.

Just a few weeks ago, workplace specialists recommended to place a kicker right next to the coffee machine. Because of the attractiveness of the workplace. Who would have thought that it would be attractive to have a job at all, and a secure one on top of it? The toilet paper is too hard? Now we are happy if we get any at all.

I am trying hard to find something positive about this crisis. There is something. People think more about their fellow human beings and we help each other, and we treat each other with respect. In a view global catastrophe and an impending global economic crisis, we see that work is not an annoying evil, but the prerequisite for prosperity, security and health. Instead of asking what else the company can do to make jobs attractive, the ques-

tion should be in the past weeks: "What can I do? How can I help to save the company from not going under and how to save my own job? "

I believe that we can get both under control, the health and economic problems of this crisis. We are not medical professionals and we have no idea about diseases. But we do understand something about people and markets. How to ward off defeat and remain successful despite all difficulties. By holding the whole team together and fight. By rowing vigorously and working together instead of jumping into the lifeboats as a precaution and watching what the others or the state is doing.

At least we at Liqui Moly / Meguin can save ourselves. We are in a blessed situation, no one will lock our company down - like so many unfortunate people and companies - those who are affected by a curfew. Let me be clear:

if we all work hard, stand up for each other and fight this battle now and in the next few months, we have a chance, no one becomes unemployed, loses his prosperity or savings and our pension can be saved. This is exactly what is threatening us. Not just us, not only the German economy, but the entire global community. If you don't start fighting now, you will be partly responsible in this development.

Therefore, I would like to ask you once again whole heartily: do your best, achieve maximum performance, go the extra mile. You are not doing it for me, you are doing it for yourself, your colleagues and ultimately for your fellow human beings. I don't want to register short-time work to collect short-time work allowance from the government. We are fortunate to still have work and not to have to use this sensible instrument of the state to avoid unemployment. It should stay that way!

We are a strong, resilient, responsible and a hardworking community. It would be the devils work if we didn't survive this crisis together. I wish you happy work, good ideas, good luck and of course health.

Ernst Prost



"Boredom vs. collapse"

Managing Director Ernst Prost on the enormous relevance of professions that serve the community and the contribution of all colleagues to overcoming the corona crisis

Dear companions and comrades-in-arms!

People come closer together in adversity and grow beyond their limits in times of need. When it comes to "all or nothing", people can reach great goals and perform amazing feats. It's definitely a case of "all or nothing" now. While some are condemned to quarantine and curfew,

others no longer know where to start and what to live on tomorrow. On the one hand, the web provides lots of funny clips and wonderful ideas on how to fight boredom at home while, on the other hand, it also provides completely different pictures that will tug at your heartstrings and bring tears to your eyes.

Doctors, nurses and paramedics battle until they drop, accept the risk of their own death from infections – while others moan because they cannot occupy themselves meaningfully and have to endure all sorts of little problems at home ... at the same time, undertakers and coffin makers are so busy they no longer get any sleep. The police, fire brigade, rescue services, and also the teams in the supermarket – just to pick out a few groups of everyday heroes – do great deeds hour after hour, day after day, so that everyone – including those who have to or are allowed to sit at home – remain safe and sound. These women and men, who, by the way, ensure our survival with dedication and compassion not only in these dark days.

Now, at least, they all are receiving our praise. From now on, we should finally pay them better and more appropriately ... and we should ensure that many more people take up professions that serve our society and help the people.

We must now also help and serve our companies and our jobs. Enterprises and especially the workers and employees who keep their companies alive also need care and attention. No empty politician sound bites, no empty consultant clichés, no pompous and unrealistic expert statements, but simple hard work – best of all, in three-shift operation ... This is what is needed now more than ever and what will really help. Sales slumps, canceled orders – resulting in short-time work & layoffs, bankruptcies & insolvencies ... It's not coming to us – no, we're already in the middle of it! If this crisis in the real economy eventually spreads to the financial sector, we will have a conflagration that will surround us and threaten us from two sides. When banks have to fear for their loans – and they will – and when nobody is able to pay their

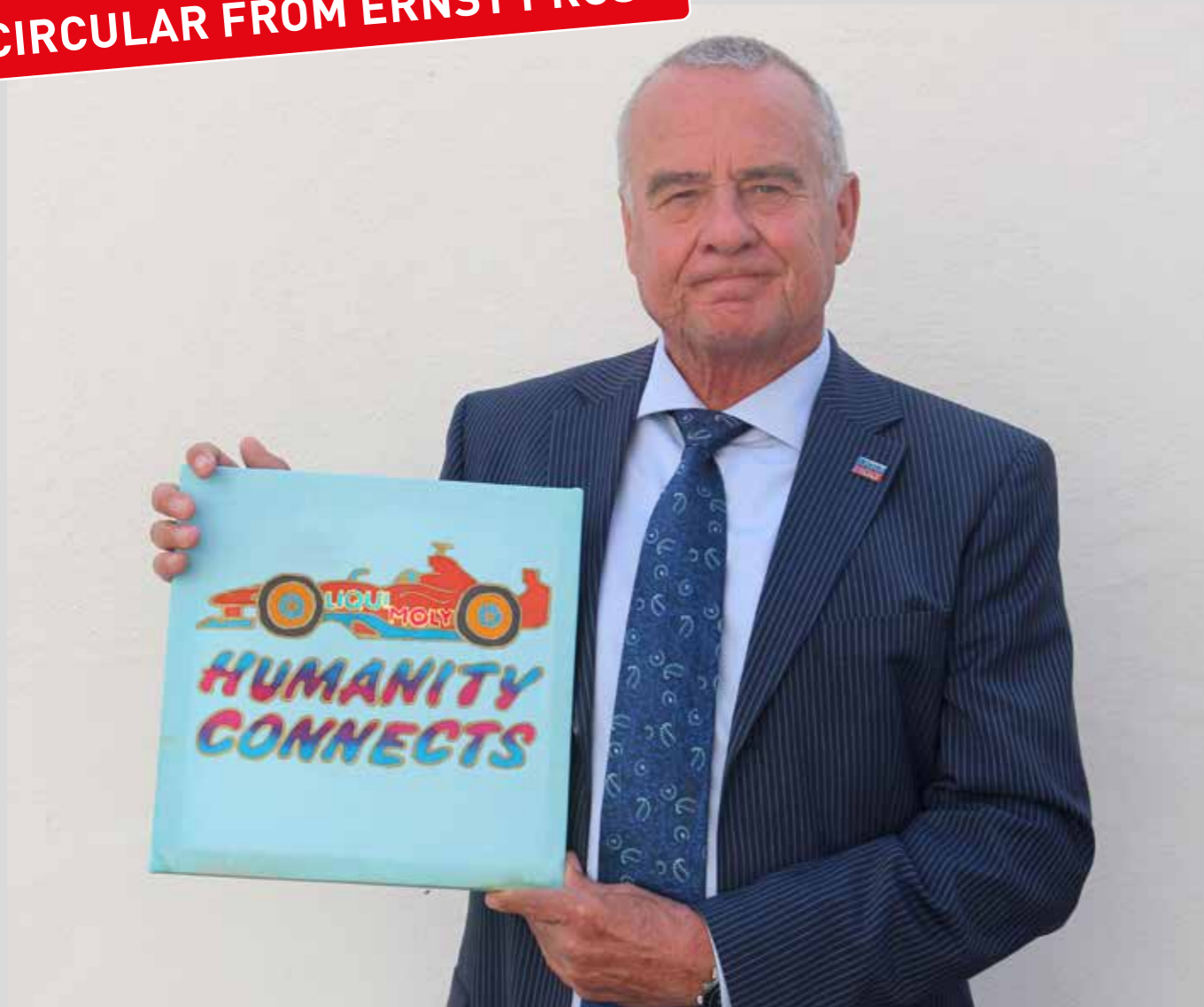
debts anymore, only the state can help by doling out money to its citizens and companies. No loans and no tax breaks but hard cash, so that families can pay their bills and their purchases and companies can pay their wages & salaries.

But what can we at LIQUI MOLY / Meguin do with our modest resources? What we've always done: Work, work some more, and with great confidence make sure that, at least in our closest environment, things will get better. If every company does this as best it can, we will have a positive overall effect on the economy.

This is the only way to avoid company deaths and mass unemployment, because at some point even the state, with so many freshly printed billions, will no longer be able to keep things going. We are a strong and stable player in our industry, in the automotive world and in the oil business. A reliable partner for dealers, workshops and drivers – worldwide. We can and must do a great deal now to help our customers. Actually, this is nothing more than what we have always done. Only that now it is no longer about turnover and profit, but all about jobs, livelihoods and economic survival. This is definitely not a time to be bored, but a time to fight – no matter who, no matter how, no matter by which means & methods, and no matter where. The essence is that everyone must make their contribution to ensure that this crisis does not turn into a catastrophe!

Best regards,

Ernst Prost



"No couch potatoes"

"Giving up is not an option, because it doesn't help anyone. And despair is no solution either." Managing Director Ernst Prost sends honest, motivating lines to his partners and colleagues

**Dear partners,
dear colleagues,**

It cannot be denied: I have rarely felt so much unease as in these days and sadness has never gripped me as often as now. Yes, and I admit to crying my eyes out sometimes. The news and the pictures from all over the world are simply too terrible and heartbreaking. Not just because of corona, by the way. The totally normal madness of wars and famines continues ... But giving up is not an option, because it doesn't help anyone. And despair is no solution either. We have to face the brutal truth, but we also have to recognize what must be done to make the situation better rather than worse. We hear appeals from politicians and 'blood and tears' speeches every day. And now I am adding the sweat. The sweat of hard work. And that's what this is all about. We from LIQUI MOLY / Meguin can do a lot to improve at least the economic situation of our customers and business partners a little bit. Our crisis management in Ulm and Saarlouis is working well. We cut costs wherever it is possible to save in any way without it hurting us and without blocking the path to the future. By the way, your ideas are also more than welcome in this regard! We need to take the pressure off our 'cost cooker'.

It is very important that we don't just sit on our home office sofa like contented couch potatoes with a full and secure salary and simply wait until the annoying period of confinement is over. Who knows how long the lockdown will last? And who knows when the song and dance will start all over again, when the virus strikes again after the curfews have ended. So, please tackle the tasks ahead of us now, unwaveringly, but also optimistically and confidently. As long as our supply chains do not break down, we can continue to produce the goods and serve our customers. This is one of the most important things we can do right now.

On the sales side, we now have to fight for every canister, every can and every carton. And all that worldwide, as well as it is somehow still possible.

Now is also the time to finally finish the jobs that were put aside. Learning, continuing education, training for ourselves and also for our customers, simply getting fit for the time afterwards. Now is the time to sharpen our sales tools, so that we can get back to work fully – and above all successfully – after this enforced break. At the same time, we will keep the shop – that is, our factories and our logistics – running. Even if we have to clean the factory twice a week. I don't want to lose anyone. Neither to short-time work, nor to unemployment. But for this goal we must all fight together. That's what I am asking of you!

The most important thing, of course, is that our doctors, nurses, laboratory technicians, virologists and politicians eliminate the cause of this disaster – this diabolical virus. That is what I pray for – and for the people who are now primarily concerned with matters of life and death rather than economic concerns. Because that is a very different agony from ours ... On that note, please take every possible step to stay healthy!

Best regards,

Ernst Prost

A handwritten signature in blue ink, appearing to read 'E. Prost'.

"Waste not, want not"

Managing Director Ernst Prost on "grandmother's maxim", which has always been and will always be the "golden rule" for him and LIQUI MOLY

Dear colleagues,
dear partners,

My grandmother taught me this golden rule: save when you have money left over, so that you have a nest egg for all emergencies. It applies equally to businessmen and "normal" people. In these times of all sorts of financial tricks, it is unfortunately something that has gone out of fashion. I for my part, as a private person and even more so as a business leader, am incredibly happy never to have abandoned this "grandmother's maxim" of thriftiness and maintaining a comfortable capital base (including a piggy bank for bad times). WE always set aside reserves, improved our capitalization and increased our equity to a ratio of 85 percent. In good times, we made provisions for bad times. We do not carry any debt and therefore do not need to raise a single euro for interest payments or similar burdens. That is really comforting. Our reserves – I sincerely hope – will help us through this crisis. And as soon as this

crisis is over and we are working normally again, we will start to replenish our reserves – for the next crisis. One should beware of believing that the sun will always shine and that this crisis is the last.

In these few weeks of corona, thousands of people have already lost their lives and millions of people may have lost their livelihood. And there is no end in sight. This is no time for games, no time for selfishness, no time for



wasting time and money. A wave of bankruptcies is racing through the global economy – as deadly as a tsunami. Now it is first and foremost a matter of life and death for people – but at the same time we have to talk about systems and measures to keep our economy and jobs alive. It is bad enough that we were all obviously caught off guard and no one could

have imagined how bad such a pandemic could be – otherwise we would have taken better precautions, especially for the medical equipment in our hospitals. And, more importantly, for enough staff and specialists, i.e. the people who are in the front line in fighting the virus and saving lives.

The bazooka for the economy has been loaded with a few 100 billion or even 1-2 trillion euro faster than you can get vital respiratory equipment or even face masks for doctors, nurses and caregivers. That also makes me think – of so many other absurdities and inconsistencies these days, which now become frighteningly clear like a reef at low tide ... Take precautions and prepare yourself – even for the unthinkable and never imagined eventualities. It may cost money to start with, but prevention in health care saves lives and prevention in the economy saves jobs – all a thousand times cheaper than having to react in disaster mode to avoid the worst. Now people are dying and livelihoods are being ruined. What's money compared to that?

Money can do a lot of good, can help people and alleviate their need, avoid poverty, protect health and provide a living for socially disadvantaged people. This is a task that I, together with my wife and son, have taken on with my three foundations over the past ten years. I'm afraid the three of us will have much more work to do in this regard soon than we have in recent years ...

Best regards,

Ernst Prost

A handwritten signature in blue ink, appearing to read "E. Prost", written over a white background.

Humility, thanks & victory celebration

In his latest circular CEO Ernst Prost describes three important tasks for the employees.

**Dear co-entrepreneurs,
Dear Colleagues,
dear friends, dear companions.**

Today I will keep it short: When we leave this disaster behind us, we will go for a drink together ... I promise! A nice company party ... Like our legendary victory celebrations ... :) :)

No matter how long the way is and no matter how difficult, no matter the inconveniences we face in our life - we will do it. We will roll up our sleeves and do even more - because we want it and because we need to do it, there is no other way. It is with great humility that I thank you for all you do, your commitment, responsibility, hardworking approach and compassion you show to your colleagues and our customer is exemplary.

We need to stay focused on the following three core tasks:

1. Save, save, save
2. Produce & send
3. Sell, sell, sell

If we concentrate on these three core tasks and avoid everything else that is unnecessary, we will survive. I don't want to send anyone into short-time work, I don't want to let anyone go, I don't want to lose anyone or leave behind. This is possible if we tackle these three core tasks with focus and consistency, this is what I ask from you.

The weekend gives us time to rest and recharge our batteries, but also to develop new ideas to fight this crisis! Please do both and stay healthy!

Best regards
Ernst Prost



"Nice ivy ..."

Managing Director Ernst Prost starts off the week with thoughts about prioritization and humility during the corona crisis

**Good morning, dear colleagues
and companions!**

No more calendars, no more plastic bags, no more ballpoint pens - to take the pressure off our "cost cooker", we are currently foregoing all kinds of gimmicks, incentives, knick-knacks and nice-to-have's. Amazing how you can do without things you would have given the little finger of your right hand for, only a few weeks ago. Trade fairs? Canceled! Meetings & conferences? Called off! Incentive trips, seminars, symposiums? Gone! Business trips to just drop in? Forget it. What is even more amazing is that our shop is still running, customers are still placing orders, and orders are coming in that we can still fulfill. I am infinitely grateful to our customers and to you, dear colleagues! It is good to know we can count on each other. Especially in times of crisis! Back now to the "good times marketing": Sporting events of all kinds with every comfort and convenience, with invitations here, there and everywhere? Avons perdu, as the French say - a thing of the past! Rien ne va plus is another useful saying: nothing goes anymore ...

In the good old days before the corona crisis, our "house" was sometimes not even to be seen, because of all the luxuriant ivy growing around it; now we are back to basics. Excellent products, best quality, trusting relationships ... And what else is important? I mean, really important ...

When I now see what is dispensable, what we no longer need under the regimen of a huge cost reduction, I think that this crisis could perhaps have its good sides. Back to the roots; don't overdo it; don't get carried away; get by

with less. A new humility. Quite sweeping and visible everywhere. Not entirely voluntary, but by no means pointless. All our lovely marketing, all the pretty pictures, the wonderful giveaways, this whole beautiful glittering world of fun and games for us and our customers - now over and done with? That may be. I cannot say. What is certain, however, is that after corona, absolutely nothing at all in this world will be the same as before. But even that does not have to be such a bad thing at all ...

The fact is that now that all the fancy ivy is gone, you can see a house that was built to be very sound and stable. In addition, other things now come to light that you did not really appreciate before, because they were taken for granted and were covered by all the posh trimmings and sense of entitlement of a more carefree time when everything was taken for granted and everything was possible. WE certainly changed over very quickly to meager fare cooked over a low flame. In times of need, you realize that not everything that is nice-to-have is also essential. The paradigm shift that I am describing here, by the way, I have noticed throughout society and even more so in my private life, because I have recognized exactly the same truth: You do not really need everything you have. Values are what are truly valuable ... And friendship between all people!

With this in mind, I wish you a wonderful, meaningful week full of achievements, friendship and joy - and all this with the very best of health.

Yours,

Ernst Prost

"From today I forgo my salary"

LIQUI MOLY CEO Ernst Prost wants to protect other people's jobs by waiving his personal income.

Today's circular by Ernst Prost to his colleagues.

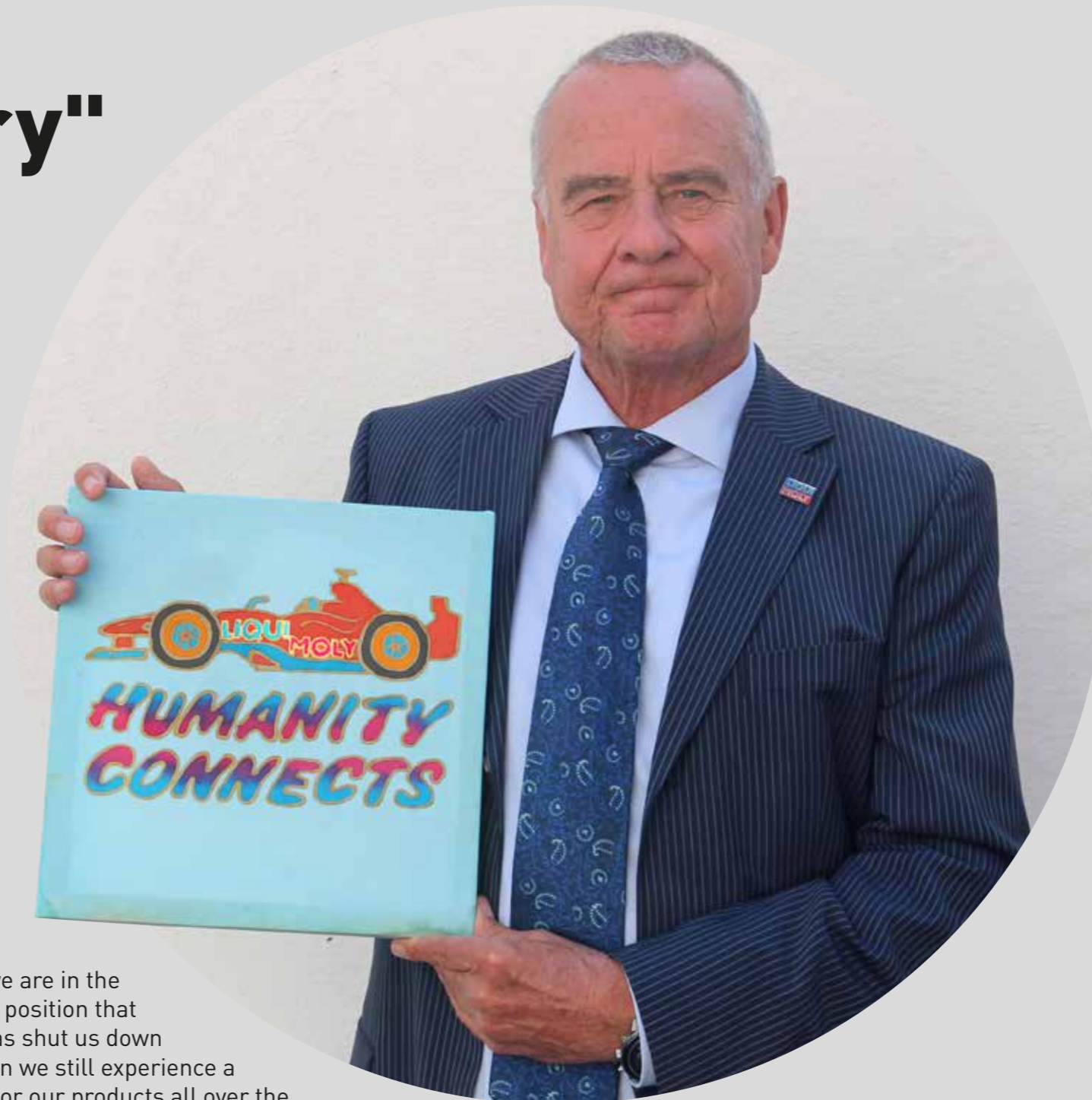
Dear fellow entrepreneurs,

the following statement first:

Ladies and gentlemen in the payroll department, going forward please postpone the payment of my salary. I hereby declare to go without my monthly salary as I can manage without it. We rather should use my salary and other savings to preserve jobs, this includes those of our temporary workers. These ladies and gentlemen are doing an extremely important job, just like the permanent employees and for this reason and for human reasons they can't be the first to bite the dust. Let me make it clear once again: I do not want to lose anyone, I do not want to leave anyone behind, I do not want to give anyone notice and I do not want to announce short-time working.

We create the conditions for this every day through our personal commitment and a great deal of hard work & diligence. In contrast to many other companies and self-employed

people, we are in the fortunate position that no one has shut us down and that in we still experience a demand for our products all over the world. Motor oils are systemically important, because even in these times transport companies, police, garbage collection, rescue services, fire brigade and also the post office must remain mobile. That is our good fortune and the rest we do through hard work and dedication. We don't have to wait for the politici-



ans, we don't need government checks and we don't need loans. This is our luck, a blessing and our chance to survive.

It really has to be said that WE in our Liqui Moly / Meguin family belong to the happy people who still have a job, don't have to fear for their existence and also have a reasonable future prospect. In our two factories in Saarlouis and in Ulm we still produce with two and even three shifts, we have a delivery rate of almost 100%. A few hundred containers have been cancelled, because in some countries nothing goes any more. In spite of everything, we manage to keep the business running but only because we are still selling, taking orders and making deals and staying very closely with our customers in Germany and around the world. Compared to the first quarter of last year, I can report growth of 14 %. I don't know whether it will continue like this, but I do know one thing: If we don't falter and continue our hard work, if we don't ask what the company can do for us, but instead ask what we can do for the company and our customers, we will also master the next few months.

Please give everything now, give your best and hang in there like never before. Not for me, not for the company either but for yourself, for your family, for your colleagues and for our thousands of customers all over the world, some of whom are in really bad shape right now.

In humility and gratitude

Your
Ernst Prost

A handwritten signature in blue ink, appearing to read "E. Prost".



"Weld welds together"

Managing Director Ernst Prost sends honest, motivating lines to his partners and colleagues

Ladies and gentlemen,

During these dark and stressful times I'm thankful that I have my work and my tasks - around the clock, seven days a week. Otherwise the depressing news about the devastation caused by the virus around the world would drive me crazy. In Germany we have a saying: If you can't go, go... (go for a stroll). But taking a stroll doesn't change our situation - although it can't hurt to clear your head. That's what we need right now: Fresh thinking, ideas, creativity, imagination - the power of imagination and creative thinking. We Germans are - so they say - the people of inventors, and thinkers. Well then, ladies and gentlemen, let's get going! Let's think, let's create something new, let's go new ways and then turn our creativity into activity.

Do you know what I clearly notice? When the problems become more and more acute and the pressure increases, the willingness to fight back, to resist and to fight for survival increases at the same time. Get out of your private comfort zone and get to work, to the front line. A healthy reflex of self-preservation through increased performance in difficult times, as they say: Necessity is the mother of invention. Mahatma Gandhi said: "Strength does not come from force but from an unbending will. I add from love - from altruism. We have the will to survive and we have the intellectual capacity to discover ways out of this crisis.

What else can you think of? What else can we do? What should we not do anymore? Think of our three lines of attack: Sell, produce & deliver, save. That is the most obvious - quite clearly. In addition, we must use brain power to continue after the Corona disaster where we left off before this crisis: On the road to success to secure our company, our jobs and the existence of many customers at home and abroad. This is the responsibility of each and everyone! Thinking and taking responsibility is by no means just a matter for the boss!

It now depends on each and every one. Defeat can only be averted through solidarity, loyalty and cooperation. I am very glad that we are such a well-rounded and tightly knit team. You don't have to be heroes and heroines, to be diligent and thinking workers is enough, at least to solve our - compared to other fates - much smaller problems. I count on you! Our customers and their families do too! We will not disappoint!

Many thanks

Your
Ernst Prost

A handwritten signature in blue ink, appearing to read 'E. Prost', located below the typed name 'Ernst Prost'.



loyalty
 love
 help
 trust
 work
 reliability
 respect
 justice
 Gratitude
 Honesty
 Power
 Quality

... MORE IMPORTANT THAN EVER

Dear LIQUI MOLY friends,

"Accept things for what they are! Have faith in what is to come!" In times when the last roll of toilet paper is snatched away from under your nose yet again and many people think that the tenth pack of instant noodles is more important than the well-being of their fellow humans, this might be a difficult task even for the greatest optimists.

Yes, I too have lost this faith from time to time in the last few days, which in my opinion is absolutely understandable, when one reflects and realizes how rapidly and profoundly such a small nasty virus is throwing our supposedly intact world with its fundamental social and economic order (or rather disorder?) into disarray.

But the decisive factor is always how one faces such a situation – how one “accepts things for what they are” and deals with it. This is exactly where our unique LIQUI MOLY spirit has proven itself in an admirable, encouraging way. In the knowledge that the best remedy against fear and insecurity is solidarity, we have moved even closer together with our worldwide customers, partners and friends, we have lived up to our values, and together we have accepted all challenges. To do this as part of such a wonderful team as ours gives cause for very special hope and nourishes our “faith in what is to come”!

Now is our chance to show what extraordinary performance, care and compassion we are capable of. The bottom line: We believe in ourselves, our abilities, our commitment and our values, and vow to do our best, more than ever before! For our entire LIQUI MOLY family worldwide, but also for ourselves and our loved ones.

Stay healthy!

Jörg Witopil
(Copywriter)

Niklas Döhring
(Graphic artist)

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Mitten in der Krise!

Liqui Moly zahlt Extra-Prämie

Ulm – **Wo andere kürzen, legt er noch einen Tausender drauf. Liqui-Moly-Chef Ernst Prost (62) zahlt seinen Mitarbeitern mitten in der Corona-Krise eine Extra-Prämie.**

Auf sein eigenes Gehalt verzichtet der Geschäftsführer des Ulmer Schmiermittel-

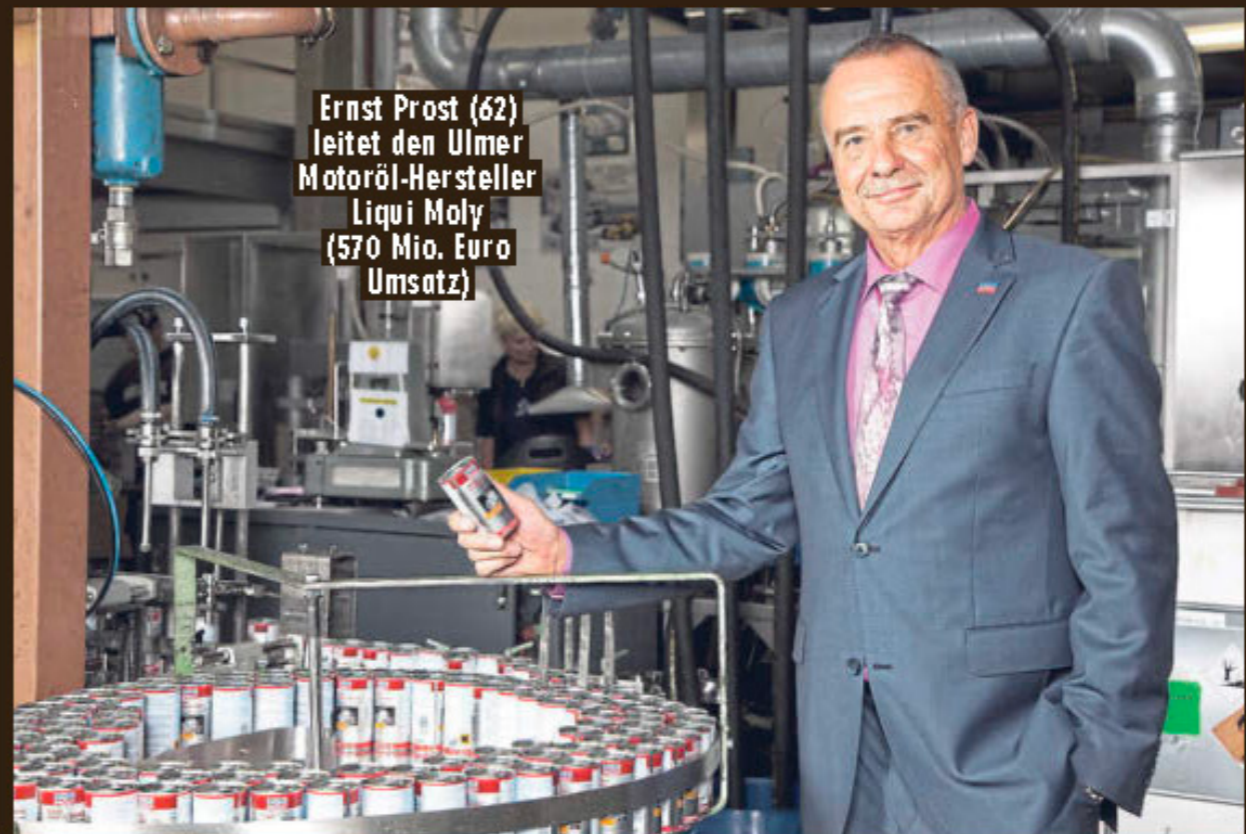
Herstellers (1000 Angestellte) dagegen. In einer E-Mail an seine Mitarbeiter (liegt BILD vor) schreibt der Öl-Millionär: „Ich komme auch ohne monatliche Bezüge klar. Das eingesparte Geld verwenden wir lieber dafür, all unsere Arbeitsplätze zu erhalten.“

Darin inbegriffen seien die Leiharbeiter. Prost: „Sie leisten wie wir Festangestellten einen wichtigen Job. Sie dürfen nicht die Ersten sein, die arbeitstechnisch ins Gras beißen.“

Im Gegensatz zu vielen anderen Unternehmen sei Liqui Moly in der glückli-

chen Lage, „dass uns niemand den Laden zugesperrt hat“. Motor-Öl werde auch in der aktuellen Krise weltweit benötigt.

Prost zu BILD: „Wir werden uns reinhängen wie nie zuvor. Und wenn sich jeder aufopfert, muss der Kapitän Vorbild sein.“



Ernst Prost (62) leitet den Ulmer Motoröl-Hersteller Liqui Moly (570 Mio. Euro Umsatz)

COVID-19

Quelle: www.bild.de

Meine Zahl

1000 Euro

extra zahlt Liqui Moly seinen Mitarbeitern mit dem nächsten Gehalt aus: als Corona-Trostpflaster. Wie die ganze Welt ist auch der Schmierstoffhersteller im Krisenmodus. Chef Ernst Prost bedankte sich per Mail bei allen für den Notfall-Einsatz und verkündete die Sonderzahlung. Ein Vorbild, nachmachen!

Quelle: Auto Bild



Liqui Moly-Chef Ernst Prost erwartet wegen der Coronavirus-Pandemie „brutale wirtschaftliche Konsequenzen“. (Bild: Liqui Moly)

Liqui Moly zahlt Mitarbeitern 1.000 Euro „Corona-Krisenprämie“

Unternehmen erwartet schwere wirtschaftliche Folgen

17.03.20 | Autor: Christoph Seyerlein

Auch Liqui Moly befindet sich aufgrund der Corona-Pandemie und ihren Folgen nach eigenen Angaben im Krisenmodus. Firmenchef Ernst Prost teilte am Dienstag in Ulm mit: „Auch an uns gehen die aktuellen Entwicklungen nicht spurlos vorbei, die wirtschaftlichen Konsequenzen werden brutal sein.“ Seine Mitarbeiter rief er dazu auf, „mit Hirn und Verstand, mit Engagement und Fleiß und unbedingt mit Mut und Zuversicht unseren Teil zur Lösung dieser Krise“ beizutragen.

Um ihre Jobs muss die Liqui Moly-Mannschaft nicht fürchten. Man habe dafür gesorgt, „dass wir den Spagat zwischen Gesundheitsvorsorge und Weiterarbeit beherrschen“, so Prost. Wer kann, solle von zuhause aus arbeiten, zudem sollen Schichten entzerrt werden. Als besonderen Dank an das Personal kündigte der Geschäftsführer zudem an, „ein Corona-Trostpflaster in Höhe von 1.000 Euro für jeden“ auszuzahlen. Jene Brutto-Summe überweist das Unternehmen mit dem nächsten Monatsgehalt on top. Prost sagte dazu: „Geldausgeben ist für die Wirtschaft genau das, was wir jetzt dringend benötigen, damit Arbeitsplätze erhalten bleiben.“

Quelle: Kfz-Betrieb

CORONA CRISIS

REACTIONS & PRESS ECHO

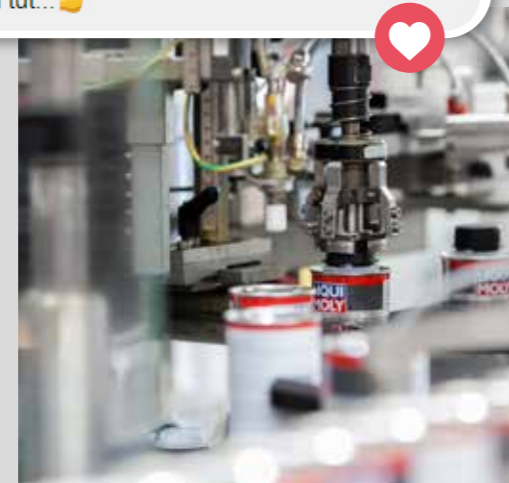


Tackling instead of standing still has always been the best recipe in times of crisis!



Thomas Fischer Tolle, bewundernswerte Maßnahme, Respekt!

Jens Christmann Respekt, ein Arbeitgeber der in der NOT alles für seine Angestellten tut... 👍



swp.de 17. März um 07:16 · 🌐

Liqui Moly Geschäftsführer Ernst Prost schenkt jedem Mitarbeiter 1000 Euro, um ihnen für die Arbeit in der Corona-Zeit zu danken.

SWP.DE

1000 Euro Corona-Krisenprämie für jeden Liqui Moly Mitarbeiter

👍❤️😮 1.326

185 Kommentare 241 Mal geteilt



Andreas Müller Vielen Dank Kapitän 🙌🙌🙌

Neu-Ulmer Zeitung 17. März um 09:01 · 🌐

Geschäftsführer Ernst Prost dankt der Belegschaft für ihr Engagement und verteilt zählbare Zuversicht.

AUGSBURGER-ALLGEMEINE.DE

1000 Euro Corona-Krisenprämie bei Liqui-Moly

Geschäftsführer Ernst Prost dankt der Belegschaft für ihr Engagement...



Unternehmens-, Wirtschaft- und Branchen-Nachrichten (sonst.)

Liqui Moly steht zu seinen Mitarbeitern - und fordert Einsatz

Trotz derzeit weltweiten Entlassungen und Unternehmenseinbußen will der Hersteller von Motorenölen und Schmierstoffen Liqui Moly seine Mitarbeiter vollumfänglich weiterbeschäftigen. So äußerte sich Geschäftsführer Ernst Prost. Notfalls würde er lieber auf sein Gehalt verzichten.



Liqui-Moly-Geschäftsführer Ernst Prost geht mit gutem Beispiel voran und zeigt sich zuversichtlich. Foto: Liqui Moly.

20.03.2020 | Claudia Leinritz

Bereits mitten in der Krise zu Anfang der Woche hatte Prost seinen Beschäftigten sogar eine Prämienzahlung von 1.000 Euro zukommen lassen, „zur Motivation und als Zeichen der Sicherheit, denn diese gerät in der Krise schnell ins Wanken“. Auch per Mail stärkte der Geschäftsführer seine „Mitunternehmer“ noch einmal moralisch und versprach keine finanziellen Einschränkungen oder Entlassungen.

Von der guten Nachricht betroffen sind Beschäftigte weltweit, im Inland, bei den Tochtergesellschaften in Europa wie Portugal, Spanien, Italien und Frankreich sowie in Südafrika und den USA. Aber auch die dazu gehörenden Mitunternehmer in Dänemark, Großbritannien, Belgien, den Niederlanden sowie in Fernost Thailand, China, Japan und Indien können sich über diese Aussichten freuen. Die Verantwortung sei global, so Prost. Jeder müsse schließlich seine Familie ernähren können.

An oberster Stelle stünden momentan der Erhalt der Gesundheit der Mitarbeiter sowie die Aufrechterhaltung der Betriebe. Voraussetzung seien jedoch funktionierende Lieferketten in Beschaffung wie Absatz. „So lange das gewährleistet ist, halten wir die Produktion in Ulm und in Saarlouis aufrecht.“

Zudem sei es gerade jetzt wichtig, alle Gehälter im gleichen Umfang wie bisher und pünktlich auszubezahlen – trotz deutlicher Auftragsrückgänge im Zuge der Coronapandemie. Alle Kräfte müssten eingesetzt werden, um die zu erwirtschaftende Lohnsumme im mittleren zweistelligen Millionenbereich für dieses Jahr zu erreichen, notfalls würde er dafür auch auf sein eigenes Gehalt verzichten. Gleichzeitig motiviert er seine Beschäftigten aber auch zum eigenen Einsatz:

„Jeder opfert sich auf, da muss der Kapitän Vorbild sein, damit die Mannschaft vertrauen kann.“

Prost denkt auch an eine Verantwortung gegenüber den Kunden und versucht, international Hilfe zu leisten, wie zum Beispiel in Mexiko in Form von Waren, mit denen die Partner versorgt werden. Dort beeinträchtigt nicht nur die Verbreitung des Virus, sondern auch die wirtschaftliche Unsicherheit und Gewalt das Leben der Bewohner, die viel weniger von staatlichen Hilfen zehren könnten als die Bevölkerung in Deutschland. In einer Zeit, in der viele Länder geschwächt seien, würde man jedoch so lange wie möglich der Krise standhalten, versicherte Prost.

Liqui Moly bietet weltweit Produkte rund um chemische Mittel in der Automobilindustrie an wie beispielsweise Fette, Pasten, Motorenöle und Sprays. Das 1957 gegründete Unternehmen entwickelt und produziert ausschließlich in Deutschland und führt den Markt in dieser Sparte an. Verkauft werden die Produkte weltweit in 120 Ländern.

Quelle: Profi-Werkstatt

„Vom Öl-Zwerg zur erfolgreichsten Motorölmarke Deutschlands“

Interview mit Ernst Prost, Geschäftsführer der LIQUI MOLY GmbH

In den mehr als 60 Jahren, die sich die LIQUI MOLY GmbH bereits auf dem Markt bewährt, hat sie viel erlebt und sich zu einer branchenweit bekannten Marke entwickelt. Warum sich Geschäftsführer Ernst Prost manchmal wie auf einem Schiff fühlt, welches USP den Ölexperten ausmacht und was ihm seine drei Stiftungen bedeuten, hat er uns im Interview erläutert.

Wirtschaftsforum: Herr Prost, Sie haben das Unternehmen LIQUI MOLY in Ulm-Lehr zu internationaler Größe geführt. Wie kam es dazu und können Sie sich noch an die Anfänge erinnern?

Ernst Prost: Ja, sehr gut sogar. Am 1. Oktober 1990 wechselte ich zusammen mit Günter Hiermaier, der inzwischen zweiter Geschäftsführer ist, von Neuburg an der Donau Fluss aufwärts nach Ulm. Als Leiter Marketing und Vertrieb fing ich bei LIQUI MOLY an und Günter Hiermaier fungierte als Verkaufsleiter Fachhandel Deutschland. Uns gab es nur im Zweierpack und das ist bis heute so geblieben. Vor 30 Jahren war Günter Hiermaier mein Lehrling, so hießen die Auszubildenden seinerzeit. Seither sind wir unseren beruflichen Weg konsequent gemeinsam gegangen.

Stück für Stück habe ich das Unternehmen von der Eigentümerfamilie abgekauft und wurde 1998 Geschäftsführender Gesellschafter. Ab da haben wir den Turbo eingelegt und in den vergangenen 30 Jahren krepelten wir zwei Bayern das schwäbische Unternehmen gehörig um: Wir stellten den Vertrieb komplett neu auf, erhöhten die Markenbekanntheit mit der ersten TV-Werbekampagne in der mehr als 60-jährigen Firmengeschichte um ein Vielfaches und machten aus dem Öl-Zwerg LIQUI MOLY die beliebteste und nach Umsatz erfolgreichste Motorölmarke in Deutschland.



Wirtschaftsforum: Sie haben Ihre eigenen Anteile an dem Weltkonzern 2017 vollends an die Firma Würth veräußert, führen das Unternehmen aber weiterhin als Geschäftsführer an. Welche Impulse geben Sie LIQUI MOLY in Ihrer Führungsrolle und was treibt Sie nach wie vor an?

Ernst Prost: Würth denkt und tickt wie wir. LIQUI MOLY ist dort bestens aufgehoben und damit auch alle Mitunternehmer, sollte ich plötzlich tot umfallen. Die Zukunft der Firma liegt in den richtigen Händen. Die Besitzverhältnisse sind nun andere, aber Antrieb und Leidenschaft sind wie bisher. Natürlich könnte ich nun eine ruhige Kugel schieben, aber das wäre nicht mein Ding. Vielmehr habe ich gefragt, wann ich am glücklichsten bin. Meine Erkenntnis: Das ist bei der Arbeit, denn LIQUI MOLY ist mein Baby und die Arbeit ist mein Leben. Ich bin Kapitän und Steuermann, bestimme den Kurs und halte unser Firmenschiff auf selbigem. Die See ist rau genug: internationale Handelskonflikte, schwächelnde Volkswirtschaften und nationale Importhürden – Art und Zahl der Herausforderungen sind mannigfaltig. Da muss man bei jedem Wetter seinen Mann stehen und Zuversicht ausstrahlen, auch wenn ein Jahr mit einer verkorkten Softwareeinführung alles andere als nach Maß verläuft. Dann gilt es, wie im vergangenen Jahr zur Aufholjagd zu blasen.

Nicht jeder Tag ist Vergnügen, aber die Arbeit gibt mir sehr viel und LIQUI MOLY und die Menschen, die für die Marke arbeiten, bedeuten mir alles. Wie reich an Eindrücken und Freude unsere weltweite Firmenwelt ist, wird mir jeden Monat bewusst, wenn wir unser Unternehmensmagazin „Bilder und Geschichten“ in der Redaktionskonferenz besprechen.

Quelle: wirtschaftsforum



"Niemand wird entlassen!"

In der Corona-Krise stärkt LIQUI MOLY-Geschäftsführer Ernst Prost seiner Mannschaft und seinen Kunden weltweit den Rücken: „Niemand wird entlassen, notfalls verzichte ich auf mein Gehalt!“



Der Geschäftsführer sieht sich nicht nur seinen Mitunternehmern gegenüber in der Verantwortung, sondern auch gegenüber seinen Kunden in der ganzen Welt. „Wo wir helfen können, werden wir das tun. Erste Hilferufe haben mich auch schon persönlich erreicht, beispielsweise aus Mexiko. In diesem Land grassiert nicht nur das neue Virus, sondern dort belasten auch Inflation und Gewalt das Leben der Menschen.“ Man tue alles Menschenmögliche, um noch Ware, die Basis für die Aktivität der Kunden, zu den Partnern zu bringen. Im Ausland sieht Ernst Prost die Lage bedrohlicher als in Deutschland, weil in den meisten Ländern die wirtschaftliche Kraft und staatliche Hilfsprogramme mit Deutschland nicht vergleichbar seien. Ein Blick nach Italien zeige apokalyptische Verhältnisse. „Manches ohnehin schon geschwächte Land liegt bereits am Boden. Wir bleiben so lange als möglich standhaft.“

Quelle: www.beste-tankstelle.de

19.3.2020-mr

Die Weltwirtschaft steht wegen der Corona-Pandemie am Abgrund und deren Entwicklung ist ungewisser denn je. Dessen bewusst, bezieht LIQUI MOLY-Geschäftsführer Ernst Prost klar Stellung für seine Mitunternehmer: „Niemand wird entlassen. Wenn es sein muss, verzichte ich auf mein Gehalt.“

1.000 Euro für jeden - als "Corona-Krisenprämie"

Anfang der Woche hatte Ernst Prost seine Mitunternehmer, wie die Mitarbeiter bei LIQUI MOLY genannt werden, mit einer Prämienzahlung in Höhe von 1.000 Euro überrascht. „Zur Motivation und als Zeichen der Sicherheit, denn diese gerät in der Krise schnell ins Wanken.“ Gestern wandte er sich per Mail nochmals an alle Kolleginnen und Kollegen: „Mit Angst und Sorgen kann man nur schlecht leben oder gar Großes leisten. Deshalb habe ich Ihnen versprochen, dass sie keinerlei finanzielle Einbußen erleiden müssen. Es wird niemand entlassen!“ Das gilt für alle Mitunternehmer – im Inland und für die in den Tochtergesellschaften. „Nicht nur das Geschäft ist global, auch die Verantwortung. Überall müssen die Kolleginnen und Kollegen ihre Familien ernähren können.“

Oberste Priorität hat für den Geschäftsführer der Schutz der Gesundheit seiner Beschäftigten und von deren Familien. „Auf der anderen Seite versuchen wir so lange als möglich, den Betrieb aufrecht zu erhalten. Ein anstrengender, aber notwendiger Spagat“, weiß Ernst Prost. Das setzt das Funktionieren der Lieferketten in der Beschaffung wie im Absatz voraus. „So lange das gewährleistet ist, halten wir die Produktion in Ulm und in Saarlouis aufrecht.“

57 Millionen Lohnsumme im Jahr

Darüber hinaus ist es dem Geschäftsführer wichtig, weiterhin Löhne und Gehälter in vollem Umfang und pünktlich auszubezahlen zu können. Gerade jetzt, obwohl wegen der Schutzmaßnahmen vor dem Coronavirus die Auftragsrückgänge drastisch und die Einnahmen dementsprechend niedrig sind. Auf das laufende Jahr gesehen muss LIQUI MOLY eine Lohnsumme inklusive Sozialversicherungsbeiträgen von circa 57 Millionen Euro erwirtschaften. „Das sind die Aufgaben denen wir uns seit Tagen rund um die Uhr stellen“, so Ernst Prost. Für den Fall der Fälle geht er noch einen Schritt weiter: „Wenn die Lage es erfordert, verzichte ich auf mein Gehalt. Jeder opfert sich auf, da muss der Kapitän Vorbild sein, damit die Mannschaft vertrauen kann.“

Mit rund 4.000 Artikeln bietet LIQUI MOLY ein weltweit einzigartig breites Sortiment an Automotiv-Chemie: Motorenöle und Additive, Fette und Pasten, Sprays und Autopflege, Klebe- und Dichtstoffe. Gegründet 1957, entwickelt und produziert LIQUI MOLY ausschließlich in Deutschland. Dort ist es unangefochtener Marktführer bei Additiven und wird immer wieder zur besten Ölmarke gewählt. Das Unternehmen verkauft seine Produkte in 120 Ländern und erwirtschaftete 2019 einen Umsatz von 569 Mio. Euro.

Quelle:
LIQUI MOLY GmbH
www.liqui-moly.de

zurück

Coronavirus Ulm aktuell

Liqui Moly zahlt jedem Mitarbeiter 1000 Euro Corona-Krisenprämie

Liqui Moly Geschäftsführer Ernst Prost schenkt jedem Mitarbeiter 1000 Euro Corona-Krisenprämie, als Dank für die Arbeit während des Coronavirus.

18. März 2020, 10:52 Uhr • Ulm
Von swp



Für jeden Liqui-Moly-Mitarbeiter gibt es 1000 Euro Corona-Krisenprämie.
© Foto: Liqui Moly

Harald... Tolle Firma die den Angestellten und Arbeitern durch die Krise hilft. Respekt
Gefällt mir · Antworten · 17 Std.

Paul... Absolut bemerkenswerte Aktion. Auch wenn ich nur kleiner Privatkunde bin werde ich meine Produkte weiter bei euch beziehen 🙌

Mirko... Respekt! Hier setzt sich der Chef noch für seine Angestellten ein. Feiner Kerl.

Bei der Ulmer Firma **Liqui Moly** heißt es in Corona-Zeiten: Besondere Zeiten fordern besondere Maßnahmen. Geschäftsführer **Ernst Prost** will seiner Belegschaft für die gute Arbeit im **Notfallmodus** danken und überrascht alle mit einer **E-Mail**. Darin schreibt er: „Nun kann ich mir vorstellen, dass die derzeitigen Umstände für Sie nicht nur mit einem zeitlichen, sondern auch einem **finanziellen Mehraufwand** verbunden sind. Erlauben Sie mir deshalb Ihnen mit dem nächsten Gehalt - gewissermaßen als ein finanzielles **Corona-Trostpflaster** - **1000 Euro brutto extra** anzuweisen.“

MENÜ | SUCHEN | schwaebische | ABOSHOP | ANMELDEN | PLUS

Liqui Moly zahlt Corona-Krisenprämie an Mitarbeiter

LESEDAUER: 6 MIN

Ernst Prost, der großzügige Chef von Liqui Moly. (Foto: liqui)

„Auch an uns gehen die aktuellen Entwicklungen nicht spurlos vorbei, die wirtschaftlichen Konsequenzen werden brutal sein.“ Gerade deshalb müssen wir jetzt mit Hirn und Verstand, mit Engagement und Fleiß und unbedingt mit Mut und Zuversicht unseren Teil zur Lösung dieser Krise beitragen.“

In Deutschland betrachtet Prost die Lage für die Menschen dank der vorhandenen Sicherungssysteme als gut verglichen mit Italien, Spanien, den USA, Südafrika und China, wo Liqui Moly mit eigenem Personal vertreten ist. „In den meisten Teilen der Welt sind die wirtschaftlichen Folgen heftiger, weil das soziale Netz dort weniger tragfähig ist oder gänzlich fehlt.“

Zahl der Corona-Infektionen in Baden-Württemberg nach Landkreisen

17. März 2020

SCHWÄBISCHE ZEITUNG

„Besondere Zeiten fordern besondere Maßnahmen“, lautet das Motto in der Ulmer Ölfirma Liqui Moly. Beinahe die ganze Welt ist wegen des Corona-Virus im Krisenmodus, so auch der deutsche Schmierstoffspezialist aus Ulm. Nach dem ersten Tag im Notfallmodus bedankt sich dessen Chef **Ernst Prost** per E-Mail bei allen Mitarbeitern und kündigt im letzten Absatz ein „Corona-Trostpflaster in Höhe von 1000 Euro für jeden“ an. Offenbar eine riesige Überraschung für die Belegschaft.

Der Betreff der E-Mail lautet „Unser heutiger Tag“ und fasst den ersten Arbeitstag im Notfallbetrieb zusammen: „Heute konnten wir in allen Unternehmensbereichen weitgehend dafür sorgen, dass wir diesen Spagat zwischen Gesundheitsvorsorge und Weiterarbeit beherrschen“, schreibt Liqui-Moly-Geschäftsführer Ernst Prost. Teilweise komplett verwaiste Büros, kaum Menschen in den Fluren, viele freie Parkplätze. Ungewöhnliche Bilder bei der Firma. Hier gilt, was in vielen anderen Firmen auch gilt: Wer kann, arbeitet nun von zu Hause aus. Schichten werden entzerrt.

„Erlauben Sie mir deshalb Ihnen mit dem nächsten Gehalt 1000 Euro brutto extra anzuweisen.“
Geschäftsführer Ernst Prost

Ernst Prost bedankt sich für das Engagement aller Kollegen. Dann zündet er die letzte Stufe seiner Überraschungsrakete: „Nun kann ich mir vorstellen, dass die derzeitigen Umstände für Sie nicht nur mit einem zeitlichen, sondern auch einem finanziellen Mehraufwand verbunden sind. Erlauben Sie mir deshalb Ihnen mit dem nächsten Gehalt – gewissermaßen als ein finanzielles Corona-Trostpflaster – 1000 Euro brutto extra anzuweisen.“

Während andere Unternehmen sich mit Kurzarbeit auseinandersetzen müssen oder überlegen, den Rotstift anzusetzen, setzt der Boss einen Kontrapunkt.

Quellen: Sozialministerium, eigene Recherchen (dadurch auch Abweichung zu den Zahlen des Ministeriums) - Letztes Update: 18.03.2020, 16:00 Uhr

284





Corona-Krise: Liqui Moly zahlt jedem Mitarbeiter 1.000 Euro Prämie

17. 3. 2020



„Besondere Zeiten erfordern besondere Maßnahmen“, heißt es beim deutschen Schmierstoffspezialisten Liqui Moly. Und man lässt Taten folgen: Für jeden der mehr als 930 Mitarbeiter gibt es ein Corona-Trostpflaster in Höhe von 1.000 Euro.

Beinahe die ganze Welt ist wegen des Corona-Virus im Krisenmodus, so auch der deutsche Schmierstoffspezialist Liqui Moly. Nach dem ersten Tag im Notfallmodus bedankte sich dessen Chef Ernst Prost laut einer aktuellen Unternehmensmitteilung per E-Mail bei allen Mitarbeitern und kündigte im letzten Absatz ein „Corona-Trostpflaster in Höhe von 1.000 Euro für jeden“ an.

Während andere Unternehmen sich mit Kurzarbeit auseinandersetzen müssen oder überlegen, den Rotstift anzusetzen, wollte der Liqui Moly-Boss nach eigenen Angaben einen Kontrapunkt setzen. „Auch an uns gehen die aktuellen Entwicklungen nicht spurlos vorbei, die wirtschaftlichen Konsequenzen werden brutal sein.“ Aber gerade deshalb müsse man jetzt mit „Hirn und Verstand, mit Engagement und Fleiß und unbedingt mit Mut und Zuversicht unseren Teil zur Lösung dieser Krise beitragen“, so Prost.

Mit seiner Geste will Ernst Prost nach eigenen Angaben ein Zeichen für die weltweite Liqui Moly-Familie setzen und Geld zur Verfügung stellen, das die Menschen mitunter dringend benötigten. „Außerdem ist Geldausgeben für die Wirtschaft genau das, was wir jetzt dringend benötigen, damit Arbeitsplätze erhalten bleiben“, so Prost.

Quelle: www.world-of-bike.de



Mirko Baurer Respekt! Hier setzt sich der Chef noch für seine Angestellten ein. Feiner Kerl.



Liqui Moly: "Corona-Trostpflaster" für Mitarbeiter



Liqui Moly-Geschäftsführer Ernst Prost
© Foto: Liqui Moly

In der Coronavirus-Krise müssen viele Unternehmen überlegen, den Rotstift anzusetzen. Liqui Moly setzt einen Kontrapunkt.

Mehr zum Thema [Liqui Moly](#)

- ▶ Liqui Moly Rekordumsatz trotz Stotterstart
- ▶ Liqui Moly als Formel 1-Werbepartner "Wir lassen es so richtig krachen"
- ▶ Liqui Moly Brems Spuren beim Umsatz

Besondere Zeiten, besondere Maßnahmen: Liqui Moly-Chef Ernst Prost geht in der Corona-Krise voran und kündigt für alle Mitarbeiter des Schmierstoffspezialisten ein "finanzielles Corona-Trostpflaster" an. Mit dem nächsten Gehalt würden den Beschäftigten 1.000 Euro brutto extra überwiesen, erklärte Prost am Dienstag in Ulm. Damit wolle er sich bei der Belegschaft für das große Engagement in schwierigen Tagen bedanken und zugleich Zuversicht geben.

Seit dieser Woche ist auch Liqui Moly im Krisenmodus unterwegs. Laut Prost gibt es wie bei vielen anderen Branchenunternehmen Homeoffice und entzernte Schichten. "Teilweise komplett verwaiste Büros, kaum Menschen in den Fluren, viele freie Parkplätze – das sind ungewöhnliche Bilder bei Liqui Moly." In allen Unternehmensbereichen werde aber weitgehend dafür gesorgt, den Spagat zwischen Gesundheitsvorsorge und Weiterarbeit zu meistern.

"Konsequenzen werden brutal"

Prost betonte: "Auch an uns gehen die aktuellen Entwicklungen nicht spurlos vorbei, die wirtschaftlichen Konsequenzen werden brutal sein." In Deutschland betrachte er die Lage für die Menschen Dank der vorhandenen Sicherungssysteme als gut – verglichen mit Italien, Spanien, den USA, Südafrika und China, wo Liqui Moly mit eigenem Personal vertreten ist. "In den meisten Teilen der Welt sind die wirtschaftlichen Folgen heftiger, weil das soziale Netz dort weniger tragfähig ist oder gänzlich fehlt", so der Manager.

Angesichts der großen Herausforderungen müsse man gerade jetzt "Hirn und Verstand, mit Engagement und Fleiß und unbedingt mit Mut und Zuversicht unseren Teil zur Lösung dieser Krise beitragen". Mit der Extrazahlung wolle er ein Zeichen für die weltweite Liqui Moly-Familie setzen. "Außerdem ist Geldausgeben für die Wirtschaft genau das, was wir jetzt dringend benötigen, damit Arbeitsplätze erhalten bleiben", sagte Prost. Ende 2019 hatte Liqui Moly nach eigenen Angaben 933 Mitarbeiter. (rp)

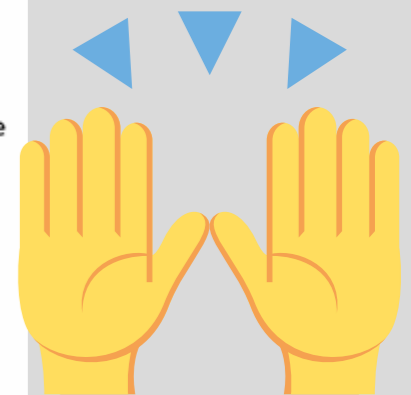


Sarah C. Deswegen kaufe ich überwiegend Liqui-Moly Produkte! 👍

Gefällt mir · Antworten · 17 Std.



Hans B. Beste Oele, bester Chef, super



INTERNATIONAL PRESS



PERU

Rayo de esperanza para Liqui Moly

El especialista en lubricantes LIQUI MOLY sigue siendo la marca de aceites preferida de Alemania. Ese es el veredicto de los lectores de las mayores revistas del motor del país. Lo que lo hace tan especial: En el caso de dos revistas lo consigue por décima vez consecutiva. "Con todas las malas noticias que recibimos últimamente, esto es un rayo de esperanza y una recompensa por el trabajo que realizamos día tras día, sea cual sea la coyuntura", dice agradecido el gerente Ernst Prost.

En 2011, los lectores de Auto Motor und Sport y Auto-Zeitung eligieron por primera vez LIQUI MOLY como la mejor marca de aceites. Una opinión que se ha mantenido invariable. Desde hace una década, la marca alemana de lubricantes ocupa el primer puesto. "Hace diez años, la alegría por haber conseguido nuestro primer título fue enorme", recuerda el gerente Ernst Prost. "Desde entonces, todos los años hemos esperado los resultados con mucha expectativa. Sin duda alguna, conseguir el primer puesto por décima vez consecutiva es algo fabuloso. En estos tiempos tan duros, una noticia de este carácter es un bienvenido respiro.

Y también se repite otro puesto en ambas revistas: El segundo puesto en productos de mantenimiento. "El impulso político que han recibido los motores alternativos significa que nuestro futuro está en la apuesta por otros productos que no sean lubricantes", dice con conocimiento de causa. Como los motores no juegan papel alguno en el cuidado de automóviles, LIQUI MOLY también puede puntuar en el sector de vehículos eléctricos con parte de su surtido. Ernst Prost: "En este contexto le damos mucha importancia al segundo puesto alcanzado en la categoría de productos de mantenimiento. El resultado demuestra que los clientes no solamente nos conocen como marca de aceites".

Una tendencia positiva que tiene su réplica en otras revistas alemanas. Este caso se repite para LIQUI MOLY en la revista Auto Bild, para cuyos lectores sigue siendo favorita por noveno año consecutivo. No solo quienes se interesan por los turismo aprecian LIQUI MOLY, también los lectores de la revista Motorrad tienen gran simpatía por el especialista alemán en aceites. Gracias a ellos también, la marca se ha podido colocar en repetidas veces en lo más alto del podio, después de que LIQUI MOLY ocupara el año pasado ya el primer puesto.

"Sin lugar a dudas, durante la pandemia del coronavirus tenemos la mirada puesta en la salud de nuestros coparticipes. Por otro lado, estamos intentando mantener el negocio durante el mayor tiempo posible para poder suministrar mercancía a nuestros clientes de todo el mundo", en palabras de Ernst Prost. Pero al mismo tiempo, trabajamos para seguir siendo la mejor marca de aceites de Alemania.

„NIEMAND WORDT ONTSLAGEN, AL MOET IK AFZIEN VAN MIJN EIGEN SALARIS“

25 maart 2020 Nieuwsflits Haven en transport 0 Reacties



NETHERLANDS

Door de coronapandemie staat de wereldeconomie aan de rand van de afgrond en is het onzekerder dan ooit hoe de situatie zich zal ontwikkelen.

De Duitse olie- en additievenspecialist LIQUI MOLY is zich hier terdege van bewust en neemt een helder standpunt in: „Niemand wordt ontslagen. Als het nodig is, zie ik van mijn salaris af“, belooft directeur Ernst Prost zijn medewerkers.

Aan het begin van de week had Prost nog het woord gericht tot het hele bedrijf en zijn mensen verrast met een aanmoedigingspremie van 1000 euro voor iedere medewerker. „Als motivatie en als teken van zekerheid, want die raakt in een dergelijke crisis al snel aan het wankelen.“

Nu volgt een arbeidsplaatsgarantie: „Met angst en zorgen is het slecht leven, helemaal als er grote uitdagingen het hoofd moeten worden geboden. Daarom heb ik mijn mensen beloofd, dat zij er financieel niet op achteruit zullen gaan. Niemand wordt ontslagen!“ Dat geldt voor alle medewerkers: in Duitsland zelf, maar ook bij de dochterondernemingen in Spanje en Portugal, Italië, Frankrijk, Zuid-Afrika en de VS. En ook medewerkers in Denemarken, Groot-Brittannië, België en Nederland, en in Thailand, China, Japan en India vallen daaronder. „Wij ondernemen wereldwijd, dus nemen ook wereldwijd onze verantwoordelijkheid. Overall hebben collega's gezinnen die moeten worden onderhouden.“

De gezondheid van de medewerkers en hun gezinnen komt op de eerste plaats voor de directeur van LIQUI MOLY. „Anderzijds proberen we natuurlijk onze bedrijfsmatige activiteiten zoveel mogelijk op peil te houden. Dat brengt ons in een lastige, maar onvermijdelijke spagaat“, weet Ernst Prost. Een eerste vereiste is, dat de toelevering en de afzet niet stil komen te liggen. „Zolang dat gewaarborgd wordt, kunnen wij onze productie ook gaande houden.“

Prost vindt het ook belangrijk dat de lonen en salarissen in hun geheel en op tijd doorbetaald worden. Juist nu, ondanks de drastische terugloop in orders en overeenkomstig lage inkomsten die de coronamaatregelen tot gevolg hebben. Over het lopende jaar moet LIQUI MOLY er dus in elk geval voor zorgen dat het bedrag van circa 57 miljoen euro aan loonkosten en sociale bijdragen wordt bijeengebracht. „Dat is de uitdaging die we de afgelopen dagen onmiddellijk met man en macht hebben opgepakt“, aldus Ernst Prost. En voor het geval de situatie nog mocht verergeren, gaat hij zelfs een stapje verder: „Als de omstandigheden het nodig maken, zie ik af van mijn salaris.“

Iedereen offert zich op; dan moet de kapitein voorop gaan om het vertrouwen van de bemanning drijvende te houden.“

De directeur voelt deze verantwoordelijkheid niet alleen tegenover zijn medeondernemers, maar ook tegenover de klanten van LIQUI MOLY wereldwijd. „Waar wij kunnen helpen, zullen wij dat doen. De eerste kreten om hulp hebben mij ook al persoonlijk bereikt, bijvoorbeeld uit Mexico. Daar houdt nu ook het nieuwe virus huis, maar werd het leven van veel mensen al beheerst door inflatie en geweld.“ Intussen wordt al het mogelijke gedaan om de producten, de basis voor de activiteiten van de klanten, bij de handelspartners te krijgen. Buiten Duitsland is de situatie volgens Ernst Prost vaak nijpender, omdat veel landen niet dezelfde economische slagkracht hebben of vergelijkbare nationale hulpprogramma's kunnen bieden. Eén blik op Italië is genoeg om te zien, hoe groot de problemen kunnen worden. „Veel landen die toch al verzwakt waren, staan met hun rug tegen de muur. Wij zullen volharden zolang we kunnen.“

Prost, Bonus di 1.000 euro a tutti: 'Nessuno verrà licenziato'

InfoMotori | 7492 | Crea Alert | 26-3-2020

Economia - Ernst Prost, amministratore delegato Liqui Moly, ha rassicurato i discendenti che, nonostante la crisi economica dovuta al coronavirus, nessun dipendente perderà il supposto: "Se dovesse succedere, rinuncerò al mio stipendio". Tutte iniziative ...

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Leggi la notizia

Persone: ernst prost

Organizzazioni: prost liqui moly

Luoghi: francia thailandia

Tags: dipendenti amministratore delegato



ITALY

25. marts 2020 - 16:44

Tysk olieigiant lover nul fyringer

DENMARK



Ernst Prost - direktøren for det hele hos Liqui Moly.

Af Redaktionen | 25. marts 2020 - 16:44

»Ingen vil blive afskediget, i yderste konsekvens giver jeg afkald på min egen løn,« lyder udmeldingen fra olieigianten Liqui Moly's direktør, Ernst Prost.

Verdensøkonomien står på usikker grund på grund af coronapandemien, men hos den tyske olie- og additivspecialist Liqui Moly tror man på at navigere gennem krisen uden negative konsekvenser for medarbejderne.

»Ingen bliver afskediget. Hvis det kommer dertil, giver jeg afkald på min egen løn,« lover direktør Ernst Prost.

I stedet har Liqui Moly uddelt 1.000 euro i bonus til medarbejderne og følger nu op med en jobgaranti under corona-krisen. Det gælder alle medarbejdere – både i Tyskland og i datterselskaberne i Spanien og Portugal, Italien, Frankrig, Sydafrika og USA. Dertil kommer medarbejderne i Danmark, Storbritannien, Belgien og Holland, i Thailand, Kina, Japan og Indien.

»Frygt og bekymringer giver dårlig livskvalitet og gør det svært at præstere. Derfor har jeg lovet dem, at de ikke vil opleve økonomiske konsekvenser. Ingen bliver afskediget. Det er ikke kun forretningen, der er global, også ansvaret gælder hele verden. Vores kollegaer i hele verden skal kunne give deres familier mad på bordet,« udtaler Ernst Prost.

Antallet af ordrer er på grund af beskyttelsesforanstaltningerne mod corona faldet drastisk. Ernst Prost forudser større problemer i udlandet end i hjemlandet Tyskland, da den økonomiske styrke og de offentlige hjælpeprogrammer i de fleste lande ikke kan sammenlignes med Tyskland.

»Nogle lande, der i forvejen er svækkede, har allerede nået bunden. Vi står fast, så længe det er muligt.«

LIQUI MOLY shows employee commitment in the face of corona virus

Friday, March 20, 2020

While many businesses are currently laying off employees as a reaction to the Covid 19 outbreak, German oil and additive specialist LIQUI MOLY has announced it is not only keeping workers on but, is paying a bonus of €1,000 to each employee. Managing Director Ernst Prost says the company is thanking all employees for their dedication through the crisis.

LIQUI MOLY now has almost its entire administration working from home. This move is intended to protect every single employee while keeping production running. Ernst Prost wrote to the workforce saying, "As a token of our appreciation, allow me to give you an extra EUR 1000 gross with your next salary payment, to a certain extent, as a financial corona consolation."

Commenting on the outlook Ernst said, "The current developments are not leaving us unaffected either; the economic consequences will be brutal. That is precisely why we must now do our part to solve this crisis with our brains and wits, with commitment and diligence, and definitely with courage and confidence." He added, "It is very gratifying to see how we come closer together in such a situation, do our work unwaveringly and pull together in solidarity."

LIQUI MOLY: "PERSONNE NE SERA LICENCIÉ, JE RENONCERAI À MON SALAIRE SI NÉCESSAIRE" (ERNST PROST)

Equipementiers

mar, 24/03/2020 - 18:53



L'économie mondiale est au bord de l'effondrement à cause de la pandémie de coronavirus et l'avenir est plus incertain que jamais. Le spécialiste allemand des huiles et additifs LIQUI MOLY est conscient de la situation et prend clairement position. " Personne ne sera licencié. S'il le faut, je renoncerai à mon propre salaire ", a promis le directeur général Ernst Prost à son personnel.

Ernst Prost, le directeur général de LIQUI MOLY, apporte tout son soutien à son équipe ainsi qu'à ses clients dans le monde entier dans le cadre de la crise du coronavirus.

Au début de la semaine, Ernst Prost a surpris les employés de LIQUI MOLY en leur versant une prime de 1 000 euros. « En guise de motivation et comme symbole de sécurité, car elle faiblit rapidement en temps de crise. »

Il s'agit maintenant d'une garantie de travail : « La peur et l'inquiétude sont difficiles à vivre ou peuvent même mener aux échecs. C'est pourquoi je leur ai promis qu'il ne subiraient pas de pertes financières. Personne ne sera licencié ! » C'est valable pour tous les employés – aussi bien en Allemagne que dans nos filiales en Espagne et au Portugal, en Italie, en France, en Afrique du Sud et aux États-Unis. À cela s'ajoutent les employés au Danemark, en Grande-Bretagne, en Belgique et aux Pays-Bas, en Thaïlande, en Chine, au Japon et en Inde. « Nos activités s'exercent au niveau mondial, mais notre responsabilité aussi. Où qu'ils se trouvent, nos collègues doivent pouvoir nourrir leur famille. »

Pour le directeur général, la priorité absolue est de protéger la santé de ses employés et de leurs familles. « D'autre part, nous allons essayer de poursuivre nos activités le plus longtemps possible. Un exercice d'équilibre épuisant, mais nécessaire », reconnaît Ernst Prost. Ces mesures nécessitent le bon fonctionnement des chaînes d'approvisionnement, tant au niveau des achats que des ventes. « Tant que la logistique sera assurée, nous poursuivrons notre production. »

De plus, le directeur général met un point d'honneur à continuer à payer les salaires et les traitements dans leur intégralité et dans les délais. Surtout à l'heure actuelle, malgré la baisse drastique des commandes et des recettes en raison des mesures de protection contre le coronavirus. Pour l'année en cours, LIQUI doit générer une masse salariale totale d'environ 57 millions d'euros, cotisations de sécurité sociale comprises. « Ce sont les tâches auxquelles nous sommes confrontés en permanence depuis plusieurs jours », déclare Ernst Prost. En cas de besoin, il serait prêt à aller plus loin : « Si la situation l'exige, je renoncerai à mon salaire. Tout le monde fait des sacrifices et le capitaine doit montrer l'exemple pour que l'équipage puisse lui faire confiance. »

Le directeur général assume sa responsabilité non seulement envers ses employés, mais aussi envers ses clients dans le monde entier. « Là où nous pouvons apporter de l'aide, nous le ferons. J'ai déjà reçu des appels à l'aide qui m'étaient adressés personnellement, par exemple depuis le Mexique. Ce pays est non seulement victime du nouveau virus, mais l'inflation et la violence y affectent également la vie des gens. » Il faut faire tout ce qui est humainement possible pour fournir à nos partenaires les marchandises qui constituent la base des activités des clients. Ernst Prost considère que la situation à l'étranger est plus préoccupante qu'en Allemagne, car la puissance économique et les programmes d'aide publique dans la plupart des pays ne sont pas comparables à ceux de l'Allemagne. L'Italie vit par exemple des conditions apocalyptiques. Certains pays déjà affaiblis sont au tapis. Nous tiendrons bon aussi longtemps que possible. »

FRANCE

À propos de LIQUI MOLY

Avec environ 4 000 produits, LIQUI MOLY propose une gamme de chimie automobile unique au monde : huiles moteur et additifs, graisses et pâtes, sprays et produits d'entretien automobile, colles et produits d'étanchéité. Fondée en 1957, LIQUI MOLY développe et produit ses articles exclusivement en Allemagne. La société y est le leader incontesté du marché des additifs et continuellement élue meilleure marque d'huile. L'entreprise vend ses produits dans plus de 120 pays et a réalisé un chiffre d'affaires de 569 millions d'euros en 2019.



GLOBAL

USA

LIQUI MOLY Gives Employees 'Corona Consolation' Bonuses

Managing Director Ernst Prost thanks the company's workforce for their commitment and expresses confidence.

Special times call for special measures. German oil and additive specialist LIQUI MOLY is not reacting to the corona crisis with short-time work or layoffs, but is instead paying a bonus of EUR 1,000 to each employee. With this 'corona consolation,' Managing Director Ernst Prost is thanking all employees for their dedication.

LIQUI MOLY now has almost its entire administration working from home. This move is intended to protect every single employee while keeping production running. The staff accomplished this collective move to home office mode with great commitment and improvisation.

"Today, we have largely been able to ensure in all corporate areas that we are mastering this balancing act between preventive health care and continued work," Ernst Prost wrote to the workforce. "Now, I can imagine that the current circumstances are not only time-consuming for you, but also involve additional financial expenditure. As a token of our appreciation, allow me to give you an extra EUR 1000 gross with your next salary payment – to a certain extent, as a financial corona consolation!"

While other companies are having to deal with short-time work or are considering making cuts, the LIQUI MOLY boss is setting a counterpoint. "The current developments are not leaving us unaffected either; the economic consequences will be brutal. That is precisely why we must now do our part to solve this crisis with our brains and wits, with commitment and diligence, and definitely with courage and confidence."

All employees worldwide are receiving the same amount for this bonus – the department manager in Germany as well as the warehouse clerk in South Africa. "In most parts of the world, the economic consequences are more severe, because the social network there is less robust or completely absent," said Prost. With his gesture, he wishes to set an example for the LIQUI MOLY family worldwide and also make money available that people may need urgently. "Besides, spending money on the economy is exactly what we need right now to keep jobs."

Prost said he is pleased about the team spirit within the company: "It is very gratifying to see how we come closer together in such a situation, do our work unwaveringly and pull together in solidarity."

Coronavirus : Liqui Moly versera une prime de 1 000 euros

Accueil > Actualité professionnelle automobile > Social | Par Justine Pérou | Publié le 19/03/2020 à 15:43. Mis à jour le 23/03/2020 à 16:36



Ernst Prost, directeur général de Liqui Moly, spécialiste allemand des huiles et additifs.

Ernst Prost, patron du groupe spécialiste des huiles et additifs se montrera généreux avec chacun de ses employés, en leur offrant une prime au lieu du chômage partiel. Il veut récompenser la grande capacité d'improvisation de son personnel.

En préambule de son annonce faite à ses salariés, Liqui Moly a décidé de « défier le coronavirus » : « Dans tous les départements, nous avons aujourd'hui largement réussi à maîtriser cet équilibre entre soins de santé préventifs et poursuite du travail. Je peux imaginer que les circonstances actuelles ne vous demandent pas seulement beaucoup de temps, mais qu'elles impliquent aussi des dépenses financières supplémentaires. C'est la raison pour laquelle je voudrais vous verser un supplément de 1 000 euros bruts avec votre prochain salaire – en guise de consolation financière pour le coronavirus. », a écrit Ernst Prost, le directeur général du groupe allemand.

Tout le monde en bénéficiera

Celui-ci estime que tous les effectifs ont su gérer la crise sanitaire et bien s'adapter aux nouvelles conditions de travail, c'est donc pour cela que le chef du département en Allemagne comme le magasinier en Afrique du Sud bénéficieront du même bonus. « Dans la plupart des régions du monde, les conséquences économiques sont plus graves parce que les liens sociaux y sont moins solides ou complètement absents », a souligné le patron. Et d'ajouter : « En outre, dépenser de l'argent pour l'économie est exactement ce dont nous avons besoin en ce moment pour conserver les emplois. »

A LIRE. [Coronavirus : la filière automobile veut préparer un plan de relance.](#)

Notons que la production n'a pas été totalement interrompue mais que la quasi-totalité du service administratif est en télétravail. Ernst Prost se montre confiant pour le « après » malgré la situation : « Les développements actuels ne nous laissent pas indifférents : les conséquences économiques seront brutales. C'est précisément pourquoi nous devons faire notre part maintenant afin de résoudre cette crise de manière raisonnable, avec engagement et diligence, et certainement avec courage et confiance. »

La rédaction de Prolargus est à vos côtés. Vous pouvez nous joindre, envoyez vos témoignages... sur redactionpro@largus.fr

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FRANCE

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- 19 MARS Coronavirus : Liqui Moly versera une prime de 1 000 euros
- 13 MARS Renault Retail Group : la CGT dénonce un sacrifice des salariés
- 04 MARS Toyota : Didier Leroy lâche les manettes opérationnelles du groupe
- 05 MARS Arval nomme deux directeurs... dont un



Lichtblick für LIQUI MOLY © LIQUI MOLY | Zoom

GERMANY

26.03.2020 / LIQUI MOLY

LIQUI MOLY bleibt Deutschlands beliebteste Ölmarke

Schmierstoffspezialist LIQUI MOLY ist und bleibt unangefochten die beliebteste Ölmarke. So entschieden die Leser der größten deutschsprachigen Autozeitschriften. Das Besondere: Bei zwei Magazinen ist es der zehnte Titel hintereinander. „Bei all den schlechten Nachrichten, die die Welt und uns umtreiben, ist das ein Lichtblick und eine Belohnung für die Arbeit, die wir Tag für Tag bei jeder Großwetterlage leisten“, freut sich Geschäftsführer Ernst Prost.

Anzeige

2011 wählten die Leser von Auto Motor und Sport und von der Auto-Zeitung LIQUI MOLY zum ersten Mal zur besten Ölmarke. Ein Votum, das Bestand hat. Seit einer Dekade sitzt die deutsche Schmierstoffmarke an der Spitze. „Die Freude über unseren ersten Titelgewinn vor zehn Jahren war riesig“, erinnert sich Geschäftsführer Ernst Prost. „Seither haben wir jedes Jahr mit Spannung auf die Ergebnisse gewartet. Keine Frage, der erste Platz zum zehnten Mal in Folge ist sagenhaft. In schwierigen Zeiten wie diesen ist eine solche Nachricht wie eine kleine Atempause.“

Und auch eine andere Platzierung in beiden Zeitschriften wiederholt sich: Rang zwei bei den Pflegemitteln. „Die politische Forcierung alternativer Antriebe bedeutet auch für unsere Zukunft, dass wir auf andere Produkte als auf Schmierstoffe setzen müssen“, weiß der Geschäftsführer. Da die Antriebsart bei der Fahrzeugpflege keine Rolle spielt, kann LIQUI MOLY auf diesem Gebiet mit einem Teil seines Sortiments auch bei E-Autos punkten. Ernst Prost: „Insofern wissen wir auch den zweiten Platz in der Kategorie Pflegemittel zu schätzen. Das Ergebnis belegt, dass uns die Kunden nicht ausschließlich als Ölmarke wahrnehmen.“

Der positive Trend setzt sich auch bei anderen Zeitschriften fort. So liegt LIQUI MOLY zum neunten Mal nacheinander auch in der Gunst der Leser der Auto Bild an erster Stelle. Nicht nur Autointeressierte kennen und schätzen LIQUI MOLY, auch die Leser der Zeitschrift Motorrad hegen für den Ölspezialist aus Deutschland größte Sympathie. Auch sie verhalten der Marke mit ihren Stimmen abermals auf den obersten Platz des Siegerpodests, nachdem LIQUI MOLY vergangenes Jahr schon Rang eins belegt hatte.

Mit den Topplatzierungen einher geht Jahr für Jahr eine großangelegte Werbekampagne in Deutschland und in Österreich. Sie erstreckt sich bis zum Jahresende und erstreckt sich traditionell auf Fach- und Publikumszeitschriften sowie auf das Internet.

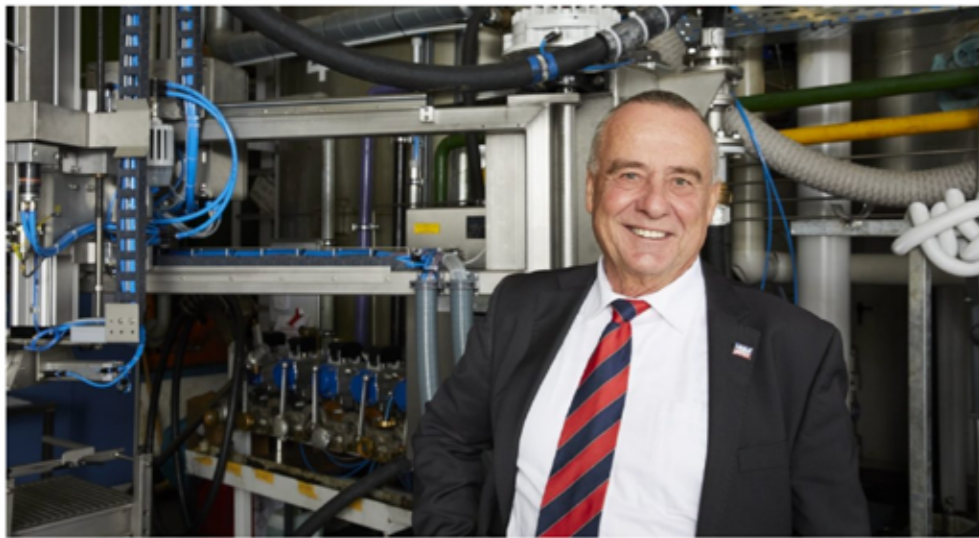
„Natürlich haben wir während der Coronapandemie die Gesundheit aller Mitunternehmer im Fokus. Außerdem versuchen wir so lange wie möglich den Betrieb aufrecht zu erhalten, damit wir unsere Kunden auf der ganzen Welt mit Ware versorgen können“, so Ernst Prost. Gleichzeitig arbeite man auch jeden Tag dafür, weiterhin Deutschlands beste Ölmarke zu bleiben.

LIQUI MOLY

Liqui Moly nehodlá propouštět

AmM | 25 března 2020, 9:44

Světová ekonomika je kvůli koronavirové pandemii ve velmi obtížné situaci a její vývoj nikdy nebyl tak nejistý. Německý specialista na oleje a aditiva, společnost Liqui Moly, si je toho vědoma a na tyto okolnosti reaguje.



CZECH REPUBLIC

„Nikdo nebude propuštěn. Pokud to bude potřeba, vzdám se svého platu,“ slibuje generální ředitel Ernst Prost zaměstnancům.

Začátkem týdne překvapil Ernst Prost své zaměstnance v Liqui Moly zprávou, že jim vyplatí prémie ve výši 1.000 eur.

Týká se to všech zaměstnanců – v Německu i v dceřiných společnostech ve Španělsku a Portugalsku, Itálii, Jižní Africe i ve Spojených státech. Platí to rovněž pro zaměstnance v Dánsku, Velké Británii, Belgii a Nizozemí, v Thajsku, Číně, Japonsku a Indii.

Nejvyšší prioritou je pro generálního ředitele ochrana zdraví jeho zaměstnanců a jejich rodin.

„Na druhé straně se budeme snažit udržet provoz co nejdéle. Bude to náročný, ale nutný úkol,“ ví Ernst Prost. To ale předpokládá fungování dodavatelských řetězců při nákupu a prodeji. „Pokud bude toto zajištěno, výrobu udržíme.“

Pro generálního ředitele je také velmi důležité, aby nadále mohl vyplácet mzdy a platy v plné výši a včas. Právě teď, přestože z důvodu opatření proti koronavirové nákaze je pokles zakázek drastický a příjmy tak klesly. V tomto roce musí Liqui Moly vygenerovat částku potřebnou na výplaty a sociální pojištění ve výši zhruba 57 milionů eur.

„To jsou úkoly, které řešíme nepřetržitě už několik dní,“ říká Ernst Prost. Není vyloučeno, že dojde k dalšímu kroku: „Pokud to bude situace vyžadovat, vzdám se svého platu. Všichni teď přinášejí oběti, takže kapitán musí být vzorem, aby mu posádka mohla důvěřovat.“

Generální ředitel necítí odpovědnost jen vůči svým zaměstnancům, ale také vůči zákazníkům po celém světě. Situaci v zahraničí považuje Ernst Prost za hroživější než v Německu, protože ve většině zemí nejsou ekonomická síla a státní podpůrné programy srovnatelné s těmi v Německu. Pohled na Itálii ukazuje apokalyptické podmínky.

„Již tak oslabená země je nyní na kolenou. Dokud to bude možné, budeme odolávat.“

Liqui Moly pays a bonus for every employee instead of short-time work

Oil and additive specialist Liqui Moly is not reacting to the corona crisis with short-time work or layoffs, but is instead paying a bonus of €1,000 to each employee. With this 'corona consolation', Managing Director Ernst Prost (pictured) is thanking all employees for their dedication.

Liqui Moly now has almost its entire administration working from home. This move is intended to protect every single employee while keeping production running. The staff accomplished this collective move to home office mode with great commitment and improvisation.



"Today, we have largely been able to ensure in all corporate areas that we are mastering this balancing act between preventive health care and continued work," Ernst Prost wrote to the workforce. "Now, I can imagine that the current circumstances are not only time-consuming for you, but also involve additional financial expenditure. As a token of our appreciation, allow me to give you an extra €1,000 gross with your next salary payment – to a certain extent, as a financial corona consolation!"

GREAT BRITAIN

While other companies are having to deal with short-time work or are considering making cuts, the Liqui Moly boss is setting a counterpoint. "The current developments are not leaving us unaffected either; the economic consequences will be brutal. That is precisely why we must now do our part to solve this crisis with our brains and wits, with commitment and diligence, and definitely with courage and confidence."

All employees worldwide are receiving the same amount for this bonus – the department manager in Germany as well as the warehouse clerk in South Africa. "In most parts of the world, the economic consequences are more severe, because the social network there is less robust or completely absent," says Ernst Prost.

With his gesture, he wishes to set an example for the Liqui Moly family worldwide and also make money available that people may need urgently. "Besides, spending money on the economy is exactly what we need right now to keep jobs."

Ernst Prost is pleased about the team spirit within the company: "It is very gratifying to see how we come closer together in such a situation, do our work unwaveringly and pull together in solidarity."

About Liqui Moly

With around 4,000 items, Liqui Moly offers a global, uniquely broad range of automotive chemicals: oils and additives, greases and pastes, sprays and car care, glues and sealants.

Founded in 1957, Liqui Moly develops and produces exclusively in Germany where it is the market leader for additives and is repeatedly voted the best oil brand. The company sells its products in more than 120 countries and generated €569m in sales in 2019.

Find out more: www.liqui-moly.com

Liqui Moly volta a ser premiada na Alemanha

por Nátia Conceição

PORTUGAL



A Liqui Moly continua a ser a marca de óleo preferida dos alemães. Os leitores das maiores revistas automóveis do país voltaram a colocar a Liqui Moly no primeiro lugar do pódio.

Em duas das revistas, este é o 10.º título consecutivo atribuído à Liqui Moly.

"No meio de todas as más notícias que nos preocupam atualmente, este resultado é um sinal de esperança e uma recompensa pelo trabalho que fazemos, dia após dia, independentemente da situação", afirma, Ernst Prost, CEO da empresa.



Em 2011, os leitores da "Auto Motor und Sport" e da "Auto Zeitung" elegeram pela primeira vez a Liqui Moly como a melhor marca de óleo. Um resultado que se mantém, já que a marca de lubrificantes alemã está no topo das preferências dos leitores há uma década. "Há 10 anos, ficamos imensamente satisfeitos com o nosso primeiro título", recorda Ernst Prost. "E todos os anos aguardamos com grande expectativa os resultados das votações dos leitores. Por isso, não há dúvida que ganhar o primeiro lugar pelo décimo ano consecutivo é fantástico. Em tempos difíceis como estes, uma notícia destas dá-nos novo alento."

Mas há outro resultado que se repete em ambas as revistas, nomeadamente, o segundo lugar na categoria de produtos de cuidado com o veículo. "Para nós, a política atual focada em propulsores alternativos significa que, no futuro, teremos de apostar noutros produtos para além dos lubrificantes", afirma Ernst Prost. Porém, dado que o tipo de propulsão é irrelevante para os produtos de car care, a Liqui Moly continuará a dar cartas nesta gama de produtos, mesmo no caso dos veículos elétricos. Para Ernst Prost, "isso significa que também damos muito valor ao segundo lugar na categoria de produtos de cuidado com o veículo. Este resultado comprova que os clientes não nos veem apenas como uma marca de óleos."

Esta tendência positiva regista-se também noutras revistas alemãs da especialidade. Assim, a Liqui Moly é, pela 9.ª vez consecutiva, a marca preferida dos leitores da "Auto Bild". E não são só os fãs das quatro rodas a darem nota máxima à Liqui Moly, os leitores da revista "Motorrad", dedicada aos motociclos, também apreciam muito o especialista alemão de óleos: com efeito, os votos dos leitores voltaram a dar o primeiro lugar do pódio à Liqui Moly, depois de já o terem feito no ano passado.

"Como é óbvio, devido à pandemia do coronavírus, estamos concentrados sobretudo na saúde dos nossos colaboradores. Além disso, tentamos manter-nos em funcionamento sem interrupções para satisfazer sempre as necessidades dos nossos clientes em todo o mundo", diz Ernst Prost.

PALAVRAS-CHAVE

LIQUI MOLY

Liqui Moly recibe buenas noticias

Por Redacción Autopos - 26/03/2020

0



Los lectores de las principales revistas de motor de Alemania han emitido su veredicto: Liqui Moly sigue siendo la marca preferida en el país germano. Y En el caso de dos revistas lo consigue por décima vez consecutiva...

“Con todas las malas noticias que recibimos últimamente, esto es un rayo de esperanza y una recompensa por el trabajo que realizamos día tras día, sea cual sea la coyuntura”, dice agradecido el director general de Liqui Moly, Ernst Prost.

Diez veces campeón

En 2011, los lectores de Auto Motor und Sport y Auto-Zeitung eligieron por primera vez a Liqui Moly como la mejor marca de aceites. Una opinión que se ha mantenido invariable ocupando el primer puesto. “La alegría por haber conseguido nuestro primer título hace diez años fue enorme”, recuerda Prost. “Desde entonces, todos los años hemos esperado los resultados con mucha expectación. Sin duda alguna, conseguir el primer puesto por décima vez consecutiva es algo fabuloso. En estos tiempos tan duros, una noticia de este carácter es un bienvenido respiro”.

Y no sólo, en ambas revistas también han conseguido el segundo puesto en productos de mantenimiento. “El impulso político que han recibido los motores alternativos significa que nuestro futuro está en la apuesta por otros productos que no sean solo lubricantes”, afirma el director general de Liqui Moly: “Este resultado demuestra que los clientes no solamente nos conocen como marca de aceites”.

Muy buenos resultados que se repiten en otras importantes publicaciones... Para los lectores de Auto Bild, Liqui Moly sigue siendo la marca favorita por noveno año consecutivo. Como también lo es para los de la revista “Motorrad” por segundo año consecutivo.

“Sin duda, durante la pandemia del coronavirus nuestra prioridad es la salud, intentando mantener el negocio durante el mayor tiempo posible para poder suministrar mercancía a nuestros clientes de todo el mundo”, concluye Ernst Prost.

Unsichtbare, aber wichtige Helfer in der Corona-Krise

Der Individualverkehr ist vielerorts eingeschränkt, es sind deutlich weniger Autos auf der Strasse. Trotzdem geht es nicht ganz ohne Mobilität: Landwirte müssen ihre Felder bewirtschaften, LKW die Supermärkte beliefern und Rettungsdienste einsatzbereit sein. «Das geht auf Dauer nur mit Motorölen und Additiven», sagt Ernst Prost, Geschäftsführer des deutschen Ölspezialisten LIQUI MOLY. «Deshalb sind unsere Produkte, genauso wie alle Werkstätten, systemrelevant.»



27. März 2020, Damit der LKW Nahrungsmittel zum Supermarkt bringen kann, benötigt er zunächst einmal Kraftstoff, das liegt auf der Hand. Aber mittelfristig benötigt er auch Motoröl, zum Nachfüllen oder für den Ölwechsel. Mit zu wenig Öl oder bei ausgefallenem Ölwechsel droht massiver Verschleiss. Das verkürzt die Lebensdauer des Motors und kann kapitale Motorschäden verursachen. Dann steht der Lkw mit den Lebensmitteln und schafft es nicht mehr zum Supermarkt. Ähnlich bei Additiven, die die Zuverlässigkeit des Motors erhöhen, ihn vor Problemen schützen und seine Lebensdauer erhöhen.

«Nichts davon braucht man zwingend heute. Aber spätestens übermorgen bekäme man Probleme, wenn es fehlt», so Ernst Prost. «Man hält auch ein, zwei Tage durch ohne zu essen. Aber danach wird es langsam schwierig.»

«Motoröl ist ein unsichtbarer, aber wichtiger Helfer in diesen schwierigen Zeiten. Wir stehen mit unserer Firma nicht an vorderster Front im Kampf gegen die Pandemie. Da sind andere Fachbereiche gefragt», so Ernst Prost. «Aber wir leisten unseren Beitrag dazu, dass das Leben weitergehen kann.»

Weitere Informationen finden Sie [hier](#).

collegiality

gratitude

quality

honesty

care

respect

hard
work

humility

tolerance

passion

justice

modesty

future

Exceptional times call for exceptional people

If there's one thing the LIQUI MOLY family worldwide has always been, it's exceptional! We are all battling on together, and we will also overcome this enormous challenge together! We'll do it supremely, with decency and humanity. These values are what our 930 plus partner companies stand for, together with all our worldwide customers and business partners, along with their staff and families. We are all LIQUI MOLY - before, during and after the Corona crisis!

ERNST PROST FOUNDATION

DONATION



The LIQUI MOLY Italia team.



LIQUIMOLY Employees Donate for Hospital in Bergamo

EUR 10,000 for the purchase of ventilators and other medical equipment

March 2020 - The Italian employees of the German oil and additives specialist LIQUIMOLY donated to the Ospedale Civile di Bergamo to enable it to buy urgently needed medical equipment. A total of EUR 10,000 was raised as a result. "This is a small gesture to start the ball rolling together," said Michele Barbirati, Key Account Manager at LIQUIMOLY Italia.

He and his eight colleagues joined forces to help those fighting the Corona pandemic on a daily basis. The sum was topped up by those colleagues in Germany who have a lot to do with the Italian subsidiary.

Additional money came from the German parent company and LIQUI MOLY's Managing Director Ernst on behalf of the Ernst Prost Foundation "Menschen für Frieden – Frieden für Menschen" (Peace for People for Peace - Peace for People). This brings the total sum to €10,000. Ernst Prost recently reassured his staff, promising them that no one would lose their jobs as a result of the Coronavirus pandemic. "In what are very exceptional circumstances, we are happy and proud to be working for a company that continues to support us, even in difficult times," says Michele Barbirati. "We are grateful to our CEO for bringing some sunlight into a time that is otherwise dark and uncertain".

We consider ourselves very lucky and therefore want to share with those most in need at this time." Italy is one of the few countries in which LIQUI MOLY operates its own subsidiary company. LIQUI MOLY Italia was founded just over a year ago and has already exceeded expectations within this short period.

CORONA CRISIS

LEVERAGING THE PRODUCT RANGE



With full range and full speed against the crisis!

In many countries of the world, the dramatic corona crisis means that practically everything has come to a standstill. Possibly even over several weeks or months. At present, many vehicles are stationary or are being moved much less than usual. And yet our full range of products offers sufficient opportunities for sales and provides customers and end users with a whole range of useful helpers in this difficult situation. Now is the time to tackle projects and activities that have been put aside for a long time. Be it on your beloved classic car, motorbike, bicycle, house or garden. Our vehicle care, service products, rust removers, greases and so much more – all come right on cue for motorheads, hobbyists and home owners! And if your hands are really dirty from all the work, our excellent Hand Cleaning Paste will help in no time at all ... Our full range of products offers a wealth of ideas and sales drivers!



In our product line, you will find real treasures and everyday heroes for your home!



Could the paint job use a little more shine again? Our car care helps!



Springtime = high time to get the garden in shape: of course with our garden products!



CORONA CRISIS
LEVERAGING THE PRODUCT RANGE

Our BIKE range:
 Ahead of the pack
 in protection and care

LIQUI MOLY has also mastered products for bikes without engines to perfection, as shown by our BIKE program. This special product line for bicycles and e-bikes covers everything a cyclist could wish for, from chain oil to chain spray, multi-functional spray to bicycle cleaner, right through to tire repair spray. So that bikes are perfectly lubricated and excellently protected on any terrain.



Our GARDEN range:
 Liquid "fertilizer"
 for all garden appliances

The products from the LIQUI MOLY garden program are perfectly suited for maintaining, lubricating, protecting and cleaning garden equipment. From lawnmowers and lawn tractors to lawn trimmers, scarifiers, hedge trimmers, garden shredders, chainsaws, snowblowers and sweepers, right through to power generators – all garden appliances can benefit from our decades of experience in ensuring the performance and durability of engines and assemblies.



AUTO
 ZEITUNG
TOP
MARKE
2020
SILBER
 Pflegemittel

Ausgabe 5/2020

Makes any kind of dirt
 hit the road:
 LIQUI MOLY vehicle care!

Whatever the time of year: Car care is always in season. In the cold months, snow, ice and road salt take a toll; in the spring and summer, pollen and bird and insect droppings cover the paintwork and windows. At the same time, the vehicle interior is subject to all kinds of stress all year round. Our cleaners, shampoos, polishes, waxes and other helpers provide optimal care and protection. For the longest enjoyment of the external and internal values of automotive treasures.



Our MOTORBIKE
 range: Highest
 performance
 in every curve

Whether for a motorcycle, moped, scooter, trike, quad bike or go-kart. For the road, off-road or race circuit. For the motor, gears or suspension fork. LIQUI MOLY offers motor oils, transmission fluids, fork oils and filter oils, as well as additives, optimally tailored to the needs of two-wheeled vehicles. A range of care products like chain grease, leather balm and visor cleaner round off our full MOTORBIKE selection.

CORONA CRISIS

LEVERAGING THE PRODUCT RANGE

Our full product range – a safe bet in uncertain times!



Now is the perfect time to unlock the potential of our special ranges!

As bad as the corona crisis is: Even in times like these, things have to be lubricated, maintained or protected all over the world. You will find what you are looking for in our full range of over 4,000 products. Always in first-class quality. Because not only our togetherness and solidarity, but also our products are needed! At the moment, perhaps more than ever. So sell everything that we have! In this way, we are not only securing the function and preservation of values, but also the survival of our entire LIQUI MOLY family worldwide and the livelihood of thousands of people!

BEST BRAND 2020

LIQUI MOLY ACHIEVES THE TENSATION



This advertisement will be published all year round in all relevant car magazines, specialist magazines, the daily press and on online platforms.

For a decade now the No. 1 in the motor oils category!*



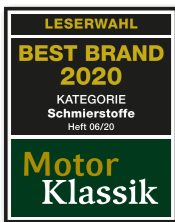
10 years in a row the No. 1 for the readers of auto motor und sport. (edition 7/2020)



10 years in a row the No. 1 for the readers of Auto Zeitung. (edition 5/2020)



2 years in a row the No. 2 in the care products category. (edition 5/2020)



9 years in a row the No. 1 for the readers of Motor Klassik. (edition 6/2020)



9 years in a row the No. 1 for the readers of Auto Bild. (edition 13/2020)



3 years in a row the No. 1 for the readers of Motorsport Aktuell in the automotive category (edition 16/2020).



2 years in a row the No. 1 for the readers of Motorsport Aktuell in the motorbike category (edition 16/2020).



2 years in a row the No. 1 for the readers of Motorrad. (edition 9/2020)

* For 10 years now, BEST BRAND in the lubricants category at auto motor und sport as well as TOP BRAND at Auto Zeitung.

Dear customers,

for years now the readers of leading car magazines have voted us Germany's best lubricant brand. In fact for the **10th times in succession*** at the magazines 'Auto Zeitung' and 'auto motor und sport'. A particular success in a particularly difficult situation. Because in view of the worldwide corona catastrophe, now is not the time for rejoicing, but rather for acting

responsibly. With and for each other. Human and full of altruism. With heart, brains and endurance. In the light of this challenge, my 1,000 colleagues are united in giving their best more than ever. For our partners,

for our customers, for you! Because only together can we succeed! Stay healthy.

Your Ernst Prost



One brand, everything from a single source: Over 4,000 products, such as motor oils, additives, vehicle care, vehicle care, chemical problem-solvers and service products.

www.my-liqui-moly.com

now more than ever: Use our advertising power for your business!

Thanks to the enormous public attention for our BEST BRAND campaign, the demand for our lubricants, additives, care products and service products is sure to increase rapidly. Prepare yourself today to transform the high demand for LIQUI MOLY products into your increased sales.

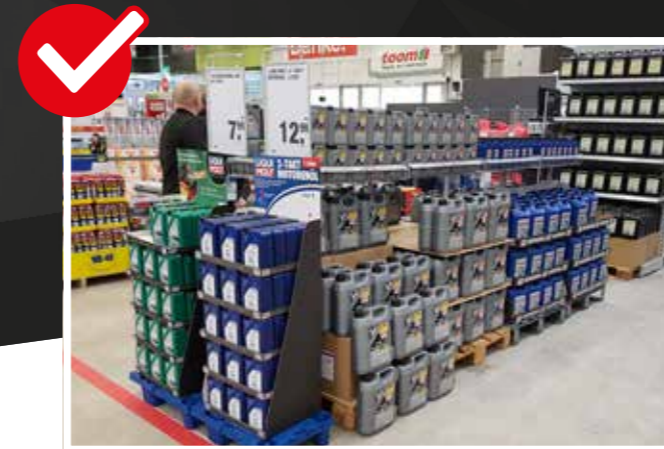
So make provisions now – this checklist shows you how you can earn more money with LIQUI MOLY even in difficult times!

SECURE SALES

OUR ADVERTISING CAMPAIGN

Digital reach

Use the power of digital reach: Communicate and spread the word about your LIQUI MOLY product range on social media.



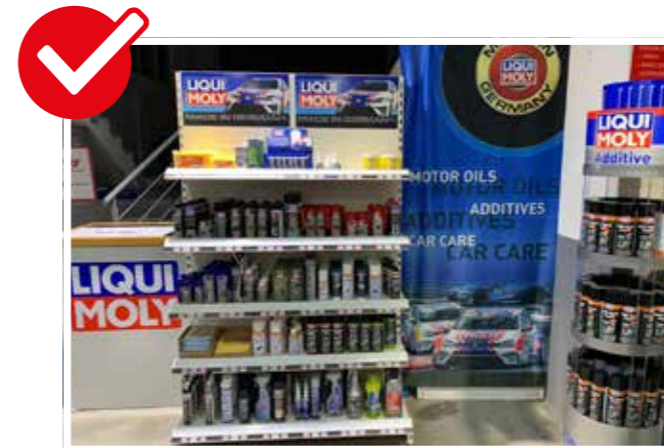
Pole position

Promote sales: Put sales displays in highly frequented till areas or secondary placement zones.



Visibility

Steer customers into your business: Display our façade designs, outdoor deco- rations, flags and banners to let it be known that you stock LIQUI MOLY products.



Outstanding

Only those who stand out, win: Create an attractive brand presence at the point of sale with folding screens, banners, ceiling hangers etc.



Availability

Lots sell lots: Fill your shelves up and present the entire LIQUI MOLY range.



Incentive to buy

Create additional incentives to buy: Put counter displays on the sales counter.



Full range

Ensure product availability: Order in good time and stock up with sufficient LIQUI MOLY products.



Expertise

Show your expertise and customer focus: Offer advice and actively sell LIQUI MOLY products.



Two wheels, one gala performance: At the Swiss Moto in Zurich, we showed at the stand of our cooperation partner Polo how to start the 2020 motorcycle season with the best possible lubrication and care. Thanks to our show team (left to right): Patrick Rüttimann (LIQUI MOLY Product Manager RHIAG), Vincent Prinzing (Export Area Manager), Tom Lüthi (Moto2 World Championship rider, LIQUI MOLY IntactGP team), Matthias Moll (trade fair team), Sascha Jardel (Marketing) and our two charming brand ambassadors.



CONGRATULATIONS



One year faster: Lukas Krieger (left) successfully completed his training as a mechatronics engineer in only two and a half years. Dieter Rupp (Head of Maintenance) congratulated him warmly!

CONGRATULATIONS



Daniel Decker (right) also completed his training in industrial sales management in only two and a half years, shortening it by half a year, and now his trainer, Michelle Kruchten (Human Resources), is pleased to have him on board.

COURSE



The German Tyre Retail and Vulcanisation Trade Association (BRV) opened its 2020 training year with the nine-day course "Automotive Service Adviser in the Tyre Trade", which has been exclusively sponsored by LIQUI MOLY since 2018. Christoph Ladenburger (Application Engineer, left) and Association Consultant Sarah-Maria Klose (right) congratulated the best graduate, Hannes Reichwald (center).

ANNIVERSARY



Double reason for joy: Andreas Hohage (Regional Sales Manager, center) honored Sadik Şerifoğlu (owner of Sadik Fahrzeugtechnik Schwelm, left) for his 20 years of customer loyalty and also presented our colleague Dirk Berghaus (Area Manager) with a bouquet of flowers to celebrate his 20th service anniversary. Congratulations to both of them!

FORMULA 1 SPONSORSHIP

CONTRACT EXTENSION

LIQUI MOLY is Official Sponsor of Formula 1.



The F1 logo, FORMULA 1, F1, GRAND PRIX and related marks are trade marks of Formula One Licensing BV, a Formula 1 company. All rights reserved.

LIQUI MOLY remains in Formula 1

The biggest sponsorship in our company history – a strong signal to our partners, customers and fans!

The ink has dried, the sensation is complete: We are extending our involvement in Formula 1 and have signed a contract with the racing series as “Official Sponsor” until the end of 2022! At half of all races, our logo will be visible on the advertising boards. A media-effective sponsorship whose unique reach will increase LIQUI MOLY’s brand awareness right around the world. Through billions of viewers via TV and online broadcasts, on location and through the post-event reporting.

This is an elementary component of our marketing concept to support the retail sales of our products at our partners. The global impact of this sponsorship is central to LIQUI MOLY. There is still enormous potential lying dormant in international business that we want to exploit. Formula 1 is an important instrument for this!



LIQUI MOLY’s largest sponsorship: Ross Brawn (Managing Director, Motorsports – Formula 1, left) and Peter Baumann (Marketing Director at LIQUI MOLY) sign the three-year contract.



F1®-CALENDAR

Dates with LIQUI MOLY brand presence are marked in red!

tba	Bahrain	Sakhir
04/05	Vietnam	Hanoi
05/03	Netherlands	Zandvoort
05/10	Spain	Barcelona
05/24	Monaco	Monaco
06/07	Azerbaijan	Baku
06/24	Canada	Montreal
06/28	France	Le Castellet
07/05	Austria	Spielberg
07/19	Great Britain	Silverstone
08/02	Hungary	Budapest
08/30	Belgium	Spa
09/06	Italy	Monza
09/20	Singapore	Singapore
09/27	Russia	Sochi
10/11	Japan	Suzuka
10/25	USA	Austin
11/01	Mexico	Mexico City
11/15	Brasil	São Paulo
11/29	Abu Dhabi	Abu Dhabi
tba	China	Shanghai



Official Sponsor

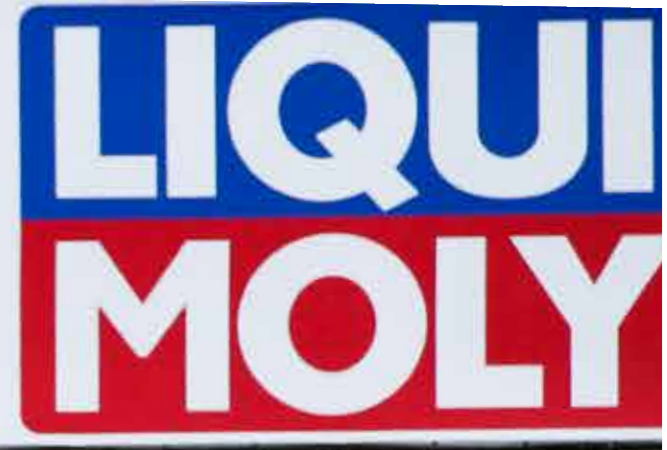
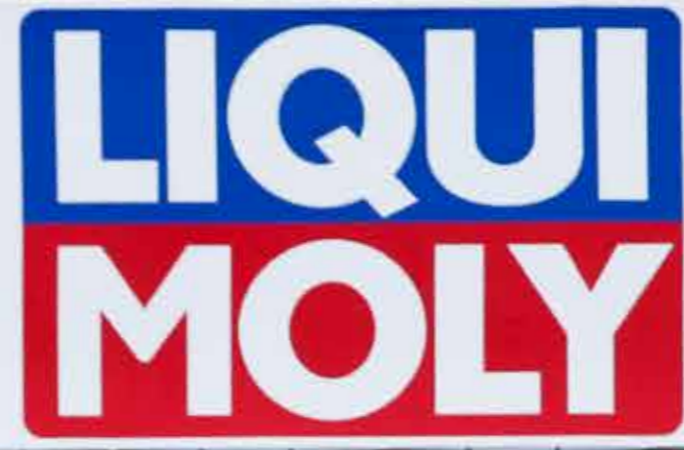


SCHEDULE 2020

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FORMULA 1 SPONSORSHIP

CONTRACT EXTENSION



Official Sponsor

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Film tip as a tasty starter to the 2020 racing season: Formula 1 fans can whet their appetites for action with the Netflix series "Drive to Survive". And here, too, our blue-red-white colors are strikingly in the middle of it all!



Liqui Moly bleibt Formel-1-Sponsor

Liqui Moly verlängert sein Engagement in der Formel 1: Bei der Hälfte aller Rennen werden Werbeanzeigen des deutschen Öl- und Additivherstellers zu sehen sein. Der Vertrag mit der Rennserie läuft bis Ende 2022.



Werbebande beim Rennen in Ungarn
Foto: Liqui Moly

„Noch nie haben wir ein medienwirksames Sponsoring abgeschlossen als dieses“, sagt Liqui-Moly-Chef Ernst Prost. Drei Jahre lang, bis zum Ende der Saison 2022, ist das Unternehmen nun „Official Sponsor“ der Formel 1. „Die einzigartige Reichweite der Formel 1 ermöglicht es uns, die Markenbekanntheit von Liqui Moly auf der ganzen Welt zu erhöhen“, so Prost. Dabei gehe es nicht nur um bloße Reichweite. „Die Formel 1 ist Premium im Motorsport und Liqui Moly ist Premium bei Ölen und

Additiven. In der Formel 1 zu werben, das ist ein starkes Signal an Endverbraucher wie an den Handel. Das hilft uns, aus dem immer stärker werdenden medialen Grundrauschen hervorzustechen.“

Liqui Moly ist 2019 als Sponsor in die Formel 1 eingestiegen. Bei elf Rennen war das blau-rote Logo entlang der Strecke zu sehen. Die Formel 1 ist nach Unternehmensangaben das größte, aber nicht das einzige weltweit relevante Sponsoring der Ölmarke. Liqui Moly ist ebenso in der Moto GP vertreten, ist Namensgeber des „Bathurst 12H“-Langstreckenrennens, war bei der Handball-Europameisterschaft im Januar zu sehen und ebenso bei Wintersportveranstaltungen. „Das alles ist nicht Selbstzweck, sondern es sind Bausteine unseres Marketingkonzepts, das den Abverkauf bei unseren Partnern unterstützt“, so Prost.

Wachstum in Deutschland kaum noch möglich

Die weltweite Wirkung dieser Engagements sei zentral für Liqui Moly. Der Anteil seines Heimatmarktes Deutschland am Gesamtumsatz sinke beständig. „Dort haben wir eine so starke Stellung, dass weiteres Wachstum nur noch schwer möglich ist“, so Prost. „Deswegen liegt unsere Zukunft im internationalen Geschäft. Dort schlummern noch gewaltige Potenziale, die wir ausschöpfen wollen. Dafür ist die Formel 1 ein wichtiges Instrument.“

13.03.2020

Quelle: Baumarktmanager



Ross Brawn (Managing Director, Motorsports – Formula 1) und Peter Baumann (Marketingleiter bei Liqui Moly) unterzeichnen den Dreijahresvertrag. (v.l.)
© Liqui Moly

Liqui Moly bleibt in der Formel 1

12.03.2020

Liqui Moly Formel 1 Sponsoring Motorsport Schmierstoffmarkt

Der deutsche Ölhersteller unterzeichnet einen Dreijahresvertrag mit der Rennserie. Es ist das größte Sponsoring in der Unternehmensgeschichte.

Liqui Moly verlängert sein Engagement in der Formel 1 und schloss mit der Rennserie einen Vertrag bis Ende 2022. Bei der Hälfte aller Rennen werden Werbeanzeigen des deutschen Öl- und Additivherstellers zu sehen sein. „Noch nie haben wir ein medienwirksames Sponsoring abgeschlossen als dieses“, sagte Ernst Prost, Geschäftsführer von Liqui Moly.

„Die einzigartige Reichweite der Formel 1 ermöglicht es uns, die Markenbekanntheit von Liqui Moly auf der ganzen Welt zu erhöhen“, so Prost. Dabei geht es nicht nur um bloße Reichweite. „Die Formel 1 ist Premium im Motorsport und Liqui Moly ist Premium bei Ölen und Additiven. In der Formel 1 zu werben, das ist ein starkes Signal an Endverbraucher wie an den Handel. Das hilft uns, aus dem immer stärker werdenden medialen Grundrauschen hervorzustechen.“ Die weltweite Wirkung dieser Engagements ist zentral für Liqui Moly. Der Anteil seines Heimatmarktes Deutschland am Gesamtumsatz sinkt beständig. „Dort haben wir eine so starke Stellung, dass weiteres Wachstum nur noch schwer möglich ist“, sagt Prost. „Deswegen liegt unsere Zukunft im internationalen Geschäft. Dort schlummern noch gewaltige Potenziale, die wir ausschöpfen wollen. Dafür ist die Formel 1 ein wichtiges Instrument.“

ITALY

BIATHLON WC ANTHOLZ



Completed the Norwegian victory in the mixed relay: Final runner Johannes Thingnes Bø.

Nine days of competition, seven disciplines, two strong genders, a world-class event: At the Biathlon World Championships in Antholz, Italy, the athletes not only thrilled the 15,000 frenetically cheering fans in the packed South Tyrol Arena and thousands along the course every day, but also millions of viewers in front of their TV sets and on the Internet. A spectacle of great media impact that was an absolute bull's eye for our blue, red and white colors!



ITALY

BIATHLON WC ANTHOLZ



Our sponsoring activities have always served not only to increase global brand awareness, but also to promote an intensive, personal exchange with our international customers and partners. At the Biathlon World Championships in Antholz, Andreas Maidel (Export Area Manager, kneeling in the middle) was one of the group that welcomed our Russian friends. A family reunion about which all guests were enthusiastic – thanks to the fantastic scenery, exciting competitions and interesting conversations!

WINTER SPONSORSHIP

ALPINE SKI WORLD CUP LA THUILE



On the home stretch of the Alpine Ski World Cup, we had our logo in the lime-light again at full speed – as shown here at the downhill race in La Thuile, Italy.

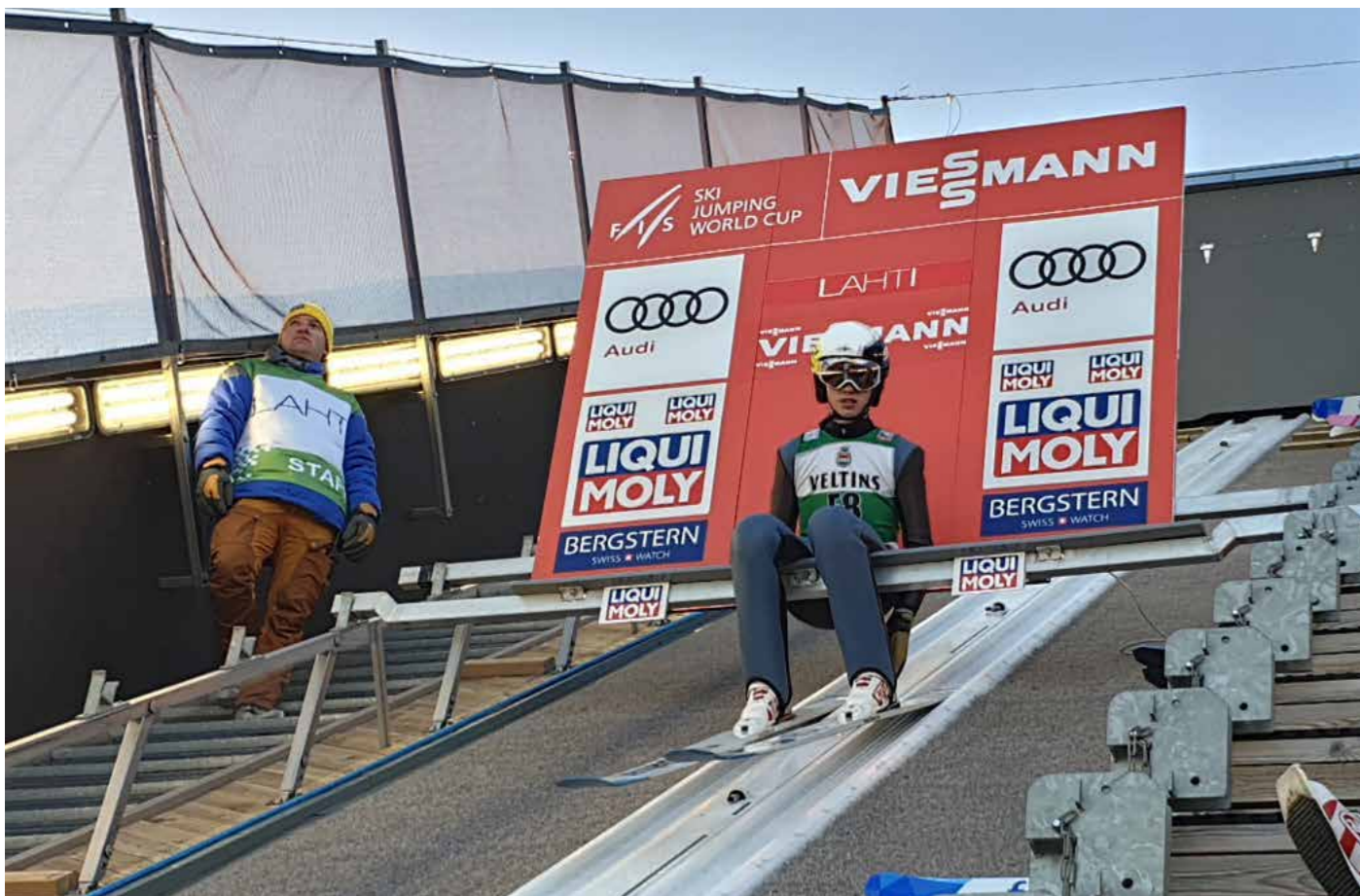




WINTER SPONSORSHIP

SKI JUMPING WORLD CUP LAHTI

Even in the far north, our brand is finding more and more followers. One reason is certainly our sponsorship of the Ski Jumping World Cup, which is held year after year at the famous Salpausselkä ski jump in Lahti, Finland – accompanied by our blue-red-white colors!



SPONSORSHIP

SUPERBIKE WORLD CHAMPIONSHIP

Thanks to our new cooperation with the Italian racing team Pedercini Kawasaki, we are also represented at the international Superbike World Championship in the 2020 season. Thanks to this involvement, the paths of German driver Sandro Cortese, who has been successfully chasing points with LIQUI MOLY at his side for years, and Pedercini will cross again.



SPONSORSHIP WORLDWIDE



OMAN

Do you need a more drifty reason for our first-class lubricants? Our partner Al Hashar from Oman says "no" and sponsored this drift artist at the RED BULL Drift Competition, among others.

ARGENTINA



Podium placement for LIQUI MOLY Argentina: Right in the first race of the Class 3 of the Argentine National Championship, Leonel Pernía fought his way to 3rd place through skillful driving maneuvers and first-class lubricants!

CHILE



LAPLAND

Our high-performance products ensure top performance in the far north at the "Rally and Driving Experience" under extreme conditions down to -32 °C.



Thanks to optimum lubrication, our Chilean LIQUI MOLY brand ambassador Vicente Cea won the La Vacada championship on his Suzuki – powered by LIQUI MOLY!

NEW CALEDONIA



Well branded and greased thanks to LIQUI MOLY, surfer Malo Emeriaud set off on veritable high-altitude flights in the lagoon off Nouméa in New Caledonia – photographed by Jérôme Emeriaud (Sugar-Photografie.com).

SPONSORSHIP WORLDWIDE



NEW ZEALAND

Extreme machines need extremely resilient lubricants! That's why the New Old School Dodge Challenger SS/A drag racing team sponsored by our customer Speed relies on LIQUI MOLY when it comes to lubrication.



SOUTH AFRICA

Both thumbs up for Rory Kirk's LIQUI MOLY racing outfit at the 2020 SRAM Western Province Downhill & SA Championships in Jonkershoek.



SLOVAKIA

With numerous successful sponsorships such as this MRC Slovakia Drotar Fabia R5, our friend Marek Rybniček (Director LIQUI MOLY Czech Republic) is ensuring continuous attention for our brand in the national motorsport scene.



SOUTH AFRICA

With LIQUI MOLY power on board, Edward Boeta and Theo from Team Motornetix successfully fought their way through rough terrain and secured 2nd place in their class at the SACCs Dullstroom 400 National Cross Country.



An event peppered with highlights and our blue-red-white colors, including a spectacular 1/4-mile race and many other competitions for cars and motor-bikes: the three-day LIQUI MOLY Copa Carnaval at Autódromo Moto Sport in Barranquilla, Colombia.



Many cheers from Hyundai Team Engstler after the last race of TCR Malaysia at the Sepang International Circuit: The old and new master of the racing series is Luca Engstler (picture below, 3rd right) – powered by LIQUI MOLY! Congratulations on this renewed success!



RUSSIA

MOROZKO 2020



Our products develop their full capabilities under the toughest conditions! This was also the case at the ATV event Morozko 2020 in the Russian winter. As reward for great performance, the quads received the best lubricants and the drivers the best gifts.



COOPERATION

POLO & LIQUI MOLY



Would you like a look behind the scenes at the video production of our cooperation partner POLO! Here you go: As part of the presentation of our new LIQUI MOLY IntactGP team, the specialist for motorcycle accessories, which is also on board as a team sponsor for the 2020 MotoGP season, produced a cool video about the highly motivated Moto2 racing team from Memmingen.





THAILAND

SHOP OPENING

Premium products for premium bikes: At the opening of the now 5th branch of the BMW service station Tart Motorrad in Hatyai, our friends from LIQUI MOLY Thailand had the opportunity to convince all motorcycle enthusiasts of the quality and benefits of our MOTORBIKE range.



THAILAND

KING OF THE HILL

LIQUI MOLY Thailand supported a total of three teams from the Africa Twin Club Thailand and the JP team of riders in the 2020 King of the Hill event, which was hosted by the BMW Motorcycle Club Thailand. Not only did we show our colors along the track and on the bikes, we also sponsored 36 liters of the finest motor oil.



TRINIDAD & TOBAGO

SPEEDBOAT



Bartlett Haulage Regatta 2020



ur MARINE products guaranteed loads of power on board and our sponsoring ensured proper speed in terms of attracting attention to our global brand at the Bartlett Haulage Regatta 2020 in the Caribbean island state Trinidad & Tobago.



EL SALVADOR

MOTOCROSS



As the official and exclusive sponsor of the national motocross championship "Campeonato de Motocross" in El Salvador, from the first of a total of nine race days we impressed all of the motocross riders with our high-performance lubricants and fans with our blue-red-white brand image.



VICTORY FOR ...

LIQUI MOLY

Driven by the pros ...

Moto2™ + Moto3™ EXCLUSIVE LUBRICANT



moto2™ *moto3™* MotoGP™
WORLD CHAMPIONSHIP

... and the experts!

MOTORRAD

BEST BRAND 2020

Kategorie:
Öle/Schmiermittel

Ausgabe 9/2020





Reducing emissions with additives

“Additives can’t transform a pollutant-spewer into a fragrant flower,” explained Tim Keller, Export Area Manager with Liqui Moly. “But they do help reduce emissions to the original level and ensure the vehicle passes its MOT test.”

The fight against emissions in road traffic has long been taken up by vehicle technology; emission control systems are becoming more and more important – even cars with a petrol engine are now fitted with a particulate filter. The downside of this development is that vehicles are increasingly sensitive to soiling.

From the point of view of garages, this opens up a whole new range of business possibilities. By using additives, garages can reduce emissions and ensure vehicles pass the MOT test. These are all measures that don’t cost the customer huge amounts of money, while at the same time giving garages a high profit margin. “Our additives are chemical tools that are highly effective – both technically and economically,” continued Tim.

If a vehicle is due for an oil change, Pro-Line Engine Flush should be used at the same time.



Increasingly rigorous limits imposed on exhaust emissions and modern technology confront garages with new challenges. However, additives may provide an effective response.

This is added to the existing oil shortly before the oil change, and the engine is run at idling speed for around 10 to 15 minutes. During this time, the active ingredients dissolve deposits and contamination in the oil circuit, allowing them to be drained out simply with the oil. The fresh oil enters a clean engine and can then achieve maximum

performance. This prevents wear and slowly-developing engine problems. Such treatment is particularly recommended for vehicles with a high mileage or problematic fuel quality.

Blue smoke from the exhaust is usually due to excessive burning of oil. This can be eliminated fairly simply by means of Liqui Moly Oil Smoke Stop – an additive that reduces oil loss via the piston rings and valve guides, while at the same time improving compression.

Frequent short trips and use of the incorrect oil can result in premature blocking of the diesel

particulate filter. The DPF Cleaner should be able to clear the filter without having to remove it. Whereas, Diesel Smoke Stop is for older vehicles without a DPF – this product ensures that soot residue is burned off faster. After this, combustion is cleaner, and the MOT test is no longer an insurmountable obstacle.



Cleaner additives should be used regularly to keep the engine clean on a lasting basis. Fuel Injection Cleaner for petrol engines and Super Diesel Additive for diesel engines are said to ensure that deposits on the injection nozzles and fuel system are eliminated and do not reappear. Simply empty a can into the fuel tank every 1,250 miles when refuelling. The garage can use these additives themselves and sell them to customers, too – a profitable undertaking in both cases.

A clean engine not only passes the MOT test, it also consumes less fuel, delivers more power and is less susceptible to breakdowns.

To find out more about Liqui Moly, [GO TO www.rdr.link/an020](http://www.rdr.link/an020)

Liqui Moly

CRESCIE IL FATTURATO ITALIA

Liqui Moly prosegue sulla via della crescita chiudendo il 2019 con un fatturato record di 569 milioni di euro, con un aumento del 4% sull'anno precedente. “Questo dimostra che anche in condizioni avverse riusciamo ad avere successo”, ha affermato l'Amministratore Delegato Ernst Prost. Un contributo è arrivato anche dallo sviluppo in Italia, dove Liqui Moly ha aumentato il suo fatturato di quasi un terzo sull'anno precedente. In quel periodo Liqui Moly aveva introdotto un nuovo software per la gestione degli acquisti, della produzione e delle vendite. Passo dopo passo l'azienda ha risolto i problemi di software e ha recuperato i gravi problemi causati dall'inconveniente. Alla fine dell'anno, la crescita di fatturato ha raggiunto il +4%, portando l'azienda a raddoppiare negli ultimi dieci anni. Anche se il faticoso avvio dell'anno scorso ha lasciato chiare tracce nell'utile, il ritorno sulle vendite risulta sempre a doppia cifra. “Liqui Moly è sana finanziariamente, non ha debiti e ha una quota di capitale superiore all'80%”, ha dichiarato Prost. Nel 2019 il numero di dipendenti è aumentato da 849 a 933. Liqui Moly è cresciuta più nelle esportazioni che nel mercato interno in Germania, dove il marchio è presente da decenni.



Elparts

INVERTER DA 2.500 WATT

Utilizzando la corrente continua da 12 o 24 V della batteria del veicolo, gli inverter generano una tensione alternata di 230 V. Elparts aggiunge due potenti inverter alla gamma prodotti. Gli inverter dispongono di un'uscita sinusoidale pura (uscita continua) di 2.500 Watt che non modificata garantisce un flusso di energia costante come quello che sarebbe fornito da un socket. Per un breve periodo può gestire anche un carico fino a 5.000 Watt (corrente a rotore bloccato/corrente di avviamento del dispositivo). La varietà di opzioni di connessione è vasta. Ciò rende gli inverter una scelta ideale anche per autovetture e mezzi pesanti. Sono inclusi e/o integrati ai fini dell'ottimizzazione del prodotto un cavo di collegamento e telecomando; una funzione multiprotezione che impedisce il surriscaldamento dei dispositivi, impennata e sovraccarico; due fan in miniatura; spegnimento automatico in caso di batteria scarica, con allarme; la spia di controllo si illumina in caso di surriscaldamento o sovraccarico; possibilità di collegare una tensione esterna di 230 V per scaricare la batteria del veicolo.



Metalcaucho

UN CATALOGO DEDICATO A 1.235 NOVITÀ

Metalcaucho, fornitore di riferimento in Europa dell'aftermarket in gomma e metallo per il settore automobilistico, aumenta costantemente la gamma dei propri articoli. Dalla pubblicazione avvenuta a marzo del catalogo 2019 sono stati lanciati ben 1.235



Ampliamento Catalogo
1.235 nuovi articoli
omologati e disponibili



nuovi articoli, che non compaiono in questo catalogo ma che sono omologati e disponibili nei magazzini. Per raggruppare tutta questa nuova offerta, Metalcaucho ha creato un nuovo catalogo in pdf. In queste 118 pagine tutti gli articoli sono ordinati per marchi e veicoli, per una ricerca facile e rapida. Il file, disponibile per il download sul sito Metalcaucho, è un complemento ideale per il catalogo generale che conta più di 18.000 articoli. Di questi nuovi articoli, 133 sono prodotti esclusivamente da Metalcaucho. Inoltre, continua ad essere incrementata la grande presenza di ricambi per veicoli asiatici. Sono già più di 490 i ricambi dedicati a questo mercato di nicchia in continua crescita, oltre il 40% del totale delle 1.235 novità. Queste sono le famiglie più importanti del nuovo catalogo: 722 manicotti e gomiti; 80 kit distribuzione; 69 termostati, tappi e beccucci; 46 supporti motore e cambio; 42 articoli silentblocks.

OPEN PARTS

ARRIVA IL KIT GANASCE PREMONTATE

Il Kit Ganasce Premontate di OP, distribuito da febbraio 2020, è stato anticipato dal Super Kit Distribuzione con pompa acqua, introdotto lo scorso dicembre. Anche il Kit Ganasce appartiene alla categoria di prodotti pensati da OP per interventi di sostituzione completi e semplificati. Il Kit è composto da ganasce preassemblate con molle, registri e cilindri freno, confezionate in coppia per l'intervento sull'assale. Il prodotto, omologato ECE-R90, è realizzato con materiale preformato rigido HFM come da primo impianto, garanzia di una frenata progressiva più sicura, evitando il blocco delle ruote. Inoltre, i registri vengono sottoposti ad un ulteriore processo di tranciatura fine, lavorazione che garantisce il perfetto profilo della dentellatura e assicura nel tempo il corretto recupero dei giochi. Infine, i cilindri freno in dotazione presentano una guarnizione in gomma di qualità superiore che conferisce una resistenza maggiore a pressione, usura e all'aggressione da parte del liquido freno. Il tutto confezionato in un kit ideale per una sostituzione rapida: oltre alle istruzioni di montaggio incluse, all'interno del Kit i componenti presenti sono infatti già preassemblati in modo da consentire l'installazione in blocco, riducendo i tempi di sostituzione e allo stesso tempo limitando le possibilità di errore. La qualità e la sicurezza del kit sono assicurate dall'estensione di garanzia a 2 anni EW2Years.



OUR SOURCE OF INSPIRATION.

OUR MONTHLY MAGAZINE.

PICTURES AND STORIES is for all of us. By all of us. An exceptional reflection of an exceptional brand. Share your experiences, success and emotions about the LIQUI MOLY family worldwide – with your contribution to the next edition of our company magazine.



Inform.
Spread
the word.
Share.

Next closing
date:
04/14/2020

www.liqui-moly.de/company/monthlymagazine

This is how your contribution can also be included in PICTURES AND STORIES:

Send your pictures including the associated information as well as the declarations of consent for all persons pictured to bug@liqui-moly.de.



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



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



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have been met, you will
find your article in the next
monthly magazine.

Note: The magazine appears on a monthly basis. We therefore ask you to submit content promptly. Photos and articles that are sent after the respective closing date always appear in the following issue.