



# PICTURES AND STORIES

FROM OUR LIVES 01.2020



Oh, you joyful LIQUI MOLY family worldwide

# WE

November



## Actions speak louder than words!

Dear Colleagues

**“Actions speak louder than words.” A clear assignment from me to you all: No griping, no whining, no complaining, no hot air or outrageous requests, but instead just get stuck in, work, fulfil tasks and solve problems. As simple as that!**

**By the way, why make it simple if you can make it complicated? Please don't produce any convoluted chains of thought and, above all, don't put them on paper, don't fabricate any super complicated descriptions, but get to work with common sense and careful consideration. You can also fail if you make things too complicated.... “The round thing into the square thing,” is what my football coach used to say when we didn't know where to put the ball. 😊**

Always think before you act! Some things are obvious at first glance, but on closer inspection they could be quite different. The following story is a good example wrapped in a beautiful metaphor:

In a village in China, not very small, but also not large, there lived a farmer, not poor, but also not rich, not very old, but no longer young, who had a horse. And because he was the only farmer in the village who had a horse, the people in the village said: “Oh, what a lovely horse; he's very lucky!” And the farmer answered: “Who knows?!”

One day, on a completely normal day, nobody knew why, the farmer's horse broke out of its paddock and ran away. The farmer still saw it gallop away, but couldn't catch it. In the evening the villagers were standing against the fence of the empty paddock, some were even gloating, and said: “Oh, the poor farmer, now his only horse has run away. Now he doesn't have a horse anymore, poor man!” And the farmer clearly heard this and just mumbled: “Who knows?!”

A couple of days later, in the morning, the lovely horse and a wild mare were seen playfully chasing each other in the farmer's paddock; she had followed him down from the mountains. The neighbours felt great envy and said: “Oh, just see how lucky the farmer is after all!” But the farmer just said: “Who knows?!”

Then one fine day in the summer, the farmer's only son mounted the horse so that he could ride it. Soon he was no longer alone; half the village was watching him proudly ride the lovely horse. “Ah, isn't he lucky?” But suddenly the horse got spooked, reared up and the son, the farmer's only son, fell off and his leg broke into many small pieces right up to his hip. And the neighbours screamed and cried: “Oh, the poor farmer. His only son! I wonder if he'll ever be able to walk again. What bad luck!”

But the farmer just said: “Who knows?!”

Sometime later, the entire village was jolted awake early in the morning by a thundering noise coming from the streets. The Ruler's soldiers were riding into the village; they got all the boys and men out of bed and took them away to fight in the war. The farmer's son couldn't go along. And many sat at home and said: “Look how lucky he is!”

But the farmer just mumbled: “Who knows?!”

This story has impressed me for many decades. You never know when something is good for. That's the deeper meaning here. The reckoning only comes at the end... Don't crow too soon... The final chapter has not yet been written... These and similar words of wisdom have a kernel of truth. The message is: Don't give up even when things are not going so well at that moment – and remain vigilant even when good fortune seems to favour you.

Don't sell the skin till you've caught the bear... With these last words of wisdom, I'd like to wish you a pleasant Advent time, a quiet and peaceful pre-Christmas season. Do what needs to be done, but don't become stressed out; enjoy this special time of year and do the things you've always wanted to do 😊

Your  
  
 Ernst Prost

**All good intentions already exist –  
 we just have to act on them.**

Blaise Pascal

**CHRISTMAS GREETINGS**

**ERNST PROST**

**MERRY CHRISTMAS**



# GIVING JOY

Our being on this earth  
is only meant to be temporary;  
all the years that hurry by,  
become the past so quickly.

Use all your hours well,  
give your life a purpose;  
enjoy the company of family and friends,  
and consider beauty a gift.

Whatever you have is only on loan,  
for the years that you exist;  
allow those things to pass you by  
that do not capture your heart.

Turn your face towards other people,  
they want to feel your warmth;  
open heart and hand to those  
who have to struggle in life.

Stay closely connected to the animals,  
this world is also made for them;  
heal the many wounds  
that we have inflicted on them.

Continue on through life,  
spreading joy far and wide;  
if it comes from our hearts,  
it endures beyond our time.

**Fred Ammon**  
(\*1930), Aphorist

# MERRY CHRISTMAS, DEAR COLLEAGUES

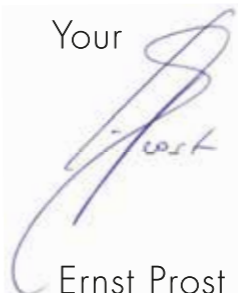
2020 is almost here – what a tremendous number! I can't imagine what's going to happen on the 20th of February next year. May all the weddings on this day result in permanently happy couples and not the usual 50 % divorce rate. 😊 The change from 1999 to the year 2000, the Millennium change, was an equally spectacular event. We were all scared that every computer around the world would crash. We tried to prepare ourselves for whatever was coming and created a crisis committee led by Mr Peters. Prevention is better than cure or something like that. – Everything went well because we were ready.

What should we prepare ourselves for in 2020? Firstly, things will be different and secondly, than we thought. This doesn't mean that we can now start thundering ahead naively or sleepily, but we also can't stay frozen like a rabbit before a snake because of anxiety and fear of the future. From my own experience I can say that many things that we fear and prepare for in the end don't even take place. By contrast, other events that we couldn't have imagined in our wildest dreams are suddenly happening all around us. So what should we do?! Stay flexible, adaptable, keep our eyes and ears open, react quickly and see to the detail; don't sleep but stay wide awake & take action.

2019 has taught us a lot. There have been some hard lessons. We've experienced what we shouldn't do and what we definitely have to do. We've made mistakes. That's not so bad – those who work a lot make a lot of mistakes. We've committed sins of omission - that's bad. Those who do nothing but watch, make themselves guilty! We've learnt from our successes and from our failures – at least I hope so. Learning means gaining knowledge from experience. My experience tells me that we'll also learn a lot next year... We'll make mistakes again and we'll make every effort to eradicate these mistakes again. We'll again celebrate successes and have to accept defeats. That's inevitable, that's part of it – of work and of life. Those who accept this recurring task, have an easier life, cope better with the ups and downs and will master the future with more confidence – no matter what it holds.

I think we're in a good position, our attitude is right, our box of instruments is full to the brim and so, let the 2020 games begin. We're ready and looking forward to next year's challenges as a professional team and as the Liqui Moly Meguin family. I wish you and your family a blessed Christmas, tranquil days and a happy New Year.

Please read the beautiful poem by Fred Ammon again, which I've put at the top of this year's Christmas message for you. "Use all your hours well", "give your life a purpose", "Whatever you have is only on loan", "open heart and hand to those who have to struggle in life". "Stay closely connected to the animals, the earth is also made for them", "spreading joy far and wide". What magnificent guidance for a peaceful, joyful, fulfilled and purposeful life!

Your  


Ernst Prost  
Ulm/Saarlouis December 2019





Dear LIQUI MOLY friends,

Whether in Germany's Himmelpforten, Greenland's Nuuk, Italy's Nettuno or the many other residences of the Christ child, Santa Claus, Father Christmas and so on: Christmas post office employees report that children are increasingly putting intangible wishes on their Xmas lists: Enough food for everyone instead of Lego! Peace instead of Barbie! Friendship instead of Playmobil!

However, this return to the real spirit of Christmas is not limited to the romantic wishes of children. Rather, it conceals a growing need in society for human warmth, for justice, for happiness. Away from frantic consumption, towards the reflection on genuine values. Values that our LIQUI MOLY family worldwide has always stood for.

Ultimately, it is diligence, respect, care and the trust of our worldwide partners, customers and friends that carry our success forward and make us an unshakable unity, even in a difficult year like this. We stuck together, we fought together, we won together. And so we would like to thank you from the bottom of our hearts for this loyalty, and look forward to working with you in the coming year to inspire all our existing and many new customers.

Of course, we will finally tell you what is really on our wish list to Santa Claus: A peaceful Christmas and a happy and prosperous 2020 for you, your family and your loved ones!

Here's to a new year full of exciting pictures and stories!

*Jörg Witopil*

Jörg Witopil  
(Copywriter)

*Niklas Döhning*

Niklas Döhning  
(Graphic Artist)

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SPAIN



### Great season, also thanks to great LIQUI MOLY power

With 2nd place at the last race of the season in Valencia, Tom Lüthi secured an excellent 3rd place in the rider ranking of the Moto2 World Championship. Together with his team mate, Marcel Schrötter, Dynavolt Intact GP even took 2nd place of all teams. LIQUI MOLY congratulates the entire IntactGP team on this great achievement! We can hardly wait to start the new season again with concentrated LIQUI MOLY quality and power! It will then be under a new name with us as the new main sponsor: LIQUI MOLY Intact GP.

### SEASON FINALE MOTOGP



2019

SPONSORSHIP

LIQUI MOLY

intact GP

DYNAVOLT power your life

intact BATTERY - POWER

Moto2 2019



A pointer to even better brand awareness: Peter Baumann (Marketing Director LIQUI MOLY, left) at the team presentation with the World Championship riders Marcel Schrötter (center) and Tom Lüthi.

NEW MAIN SPONSOR



# Dynavolt Intact GP becomes LIQUI MOLY Intact GP



LIQUI MOLY ignites the next sponsorship rocket: From 2020 on, the Moto2 team from Germany's Allgäu region, which has been operating successfully as Dynavolt Intact GP until now, will fight for world championship points as the LIQUI MOLY Intact GP team on race tracks around the globe.

We are thus expanding our seven-year commitment to the Motorcycle World Championship and increasing the visibility of our brand. Convinced of the passion and skill of the team, we extended our contract with IntactGP prematurely by three years and thereby sealed the cooperation until the end of 2022. The new name "LIQUI MOLY Intact GP" will be found on all of the team's motorcycles and leathers after the winter break.

But one thing will stay the same: We will remain the official oil supplier for the Moto2 and Moto3 World Championship categories and continue to appear on the hoardings of the world's Grand Prix circuits.



# WINTER SPONSORSHIP

## SKI JUMPING WORLD CUP



In Ruka, Finland, not only did the best jumpers in the world go far, but our winter sports sponsorship also made a giant leap for our global brand: In the still young season of the 2019/2020 Ski Jumping World Cup, our logo has already become an integral part of the competition venues.



WINTER SPONSORSHIP

ALPINE SKI WORLD CUP



Hats off to Thomas Dressen (left)! Just a year ago, a horrific fall with the threat of sports invalidity – now, a radiant winner. What a story! The German downhill racer caused a sensation in his first race after his cruciate ligament rupture and left behind the entire world elite in the American Lake Louise. LIQUI MOLY was right in the middle of this amazing winter fairy tale and, as a result, was present in all channels, web portals and newspapers.



WINTER SPONSORSHIP

BOB & SKELETON WORLD CUP AT LAKE PLACID

LIQUI  
MOLY



GERMANY

COPARTS FRANKFURT



With our largest stand to date at the COPARTS Pro Service Days and a sales force of just under 40 people, we impressively demonstrated what customers can expect from LIQUI MOLY in the Frankfurt exhibition halls: a full range of products of the highest benefit, workshop concepts with the highest sales opportunities and advice of the highest competence.



## Big fundraiser at the COPARTS Pro Service Days

“TEILEn”, a well-known initiative for the protection of children in road traffic, is really stepping on the gas. Uli Wohlgemuth, managing director of our customer, the COPARTS wholesaling group for vehicle parts, and at the same time a member of the initiative’s advisory board, raffled off a valuable Harley Davidson as part of the CO-PARTS Pro Service Days and achieved a sensational donation result: As the event highlight, the auction of this highly attractive machine of the CO-PARTS own brand CAR 1 generated an incredible 25,000 euro.

The total donation result of 27,000 euro enables TEILEn to realize an important and attractive project. The money will be used to finance five trailers conveying road safety education material for children. This will enable police officers and teachers and educators to teach children the rules of road traffic. Both Uli Wohlgemuth and Global Automotive Services (GAS) Managing Director Andreas Brodhage capped it all by providing one more trailer each. Seven units will therefore be rolling through Germany from now on to increase the level of road safety for children.



Uli Wohlgemuth is always active and creative in raising donations for the TEILEn initiative.

Thanks to the donation, police and educators are supported with their traffic education efforts in daycare centers and schools.



MOROCCO

DESERT RIDE



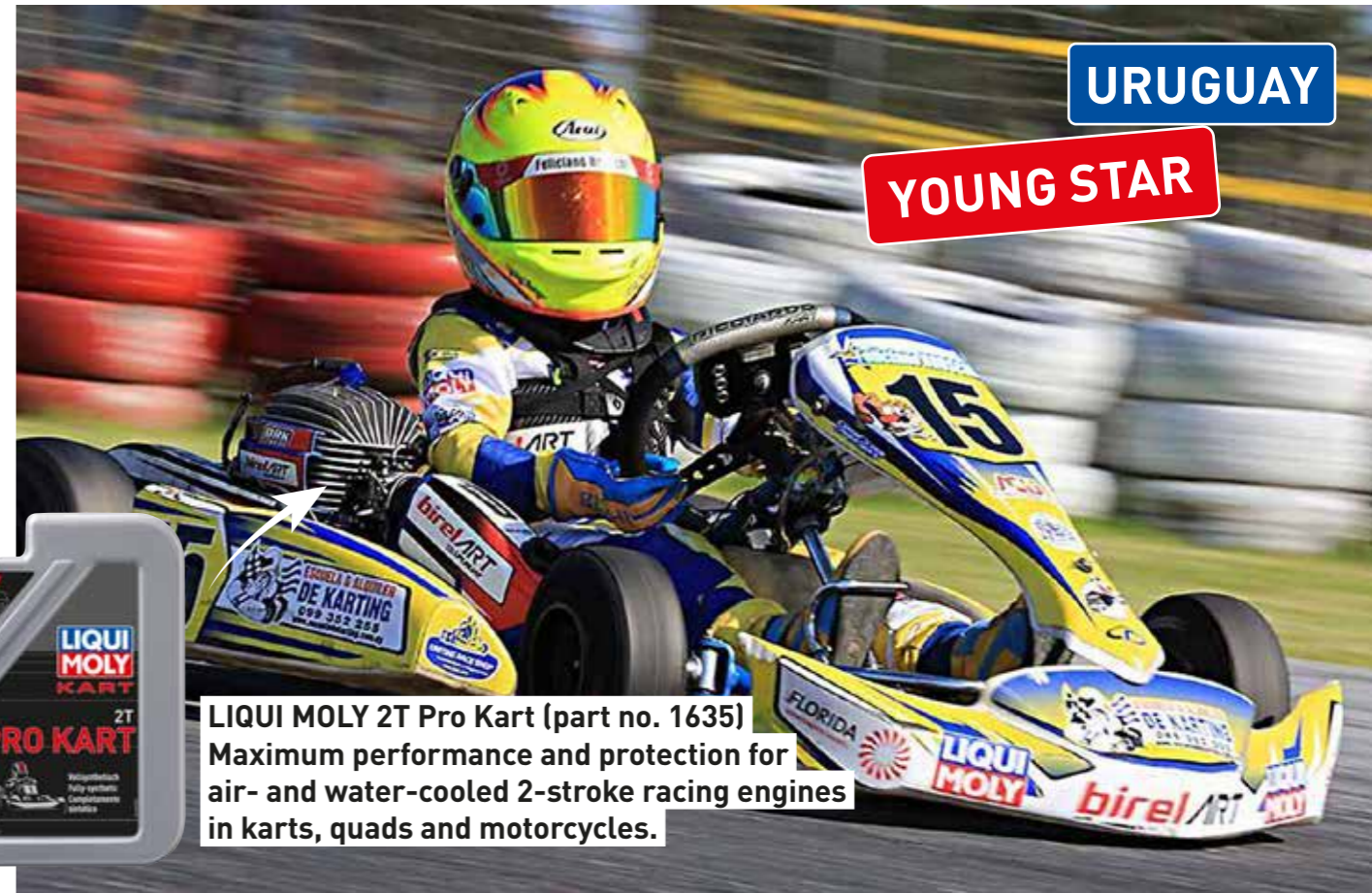
Crack biker Tim Haug relies on the quality and performance of our BIKE range not only in temperate regions like the Swabian Alps, but also under extreme conditions when preparing for the E-Bike Desert Challenge in the Moroccan desert.



LIQUI MOLY Chain Oil Dry Lube (part no. 6051) Specially designed for lubricating and maintaining bicycle chains in dry and dusty conditions.

URUGUAY

YOUNG STAR



LIQUI MOLY 2T Pro Kart (part no. 1635) Maximum performance and protection for air- and water-cooled 2-stroke racing engines in karts, quads and motorcycles.

With Germany's lubricant brand no. 1 to the no. 1 in Uruguay: 8-year-old Feliciano Bruschi, currently the greatest talent in Uruguayan kart racing, already knows what is best for his little racer. In the coming season, LIQUI MOLY Uruguay will accompany him to competitions in Brazil, Argentina and the USA, amongst others. Perhaps the beginning of a great world career – powered by LIQUI MOLY!





**POLAND**

**AWARD**

Poland's car experts also appreciate top quality! Przemyslaw Bryla (Managing Director LIQUI MOLY Polska, below) was delighted to win the autoEXPERT Award in the "Automotive Chemical Products" category.



**CZECH REPUBLIC**

**NICOLAS RALLY**

Our friend Marek Rybníček (Managing Director LIQUI MOLY Czech Republic) knows how to draw the fans' attention to our brand! This was also shown by the sponsorship of the Nicolas Rally in Zlín in the Czech Republic.



CZECH REPUBLIC

AWARD CEREMONY



As one of the main sponsors of the FIA European Hill Climb Championship 2019, LIQUI MOLY Czech Republic provided an attractive, worthy setting and equally attractive prizes at the winners' gala. The overall tenth on the podium was our dashing Managing Director of LIQUI MOLY Czech Republic, Marek Rybniček (above, center).





**CZECH REPUBLIC**  
**PRAGUE RALLY**



Rush hour in the center of the Czech capital – a spectacular event for the crowds of spectators and a spectacular advertisement for our global brand: the Prague Rally 2019!





LIQUI MOLY also takes off in China, and takes to the air! One of our local dealers operates a flying school in Guizhou as a parallel track to the auto parts business. This flight school was the location of a multi-part television documentary in which all aircraft were branded with our colors. In addition, all crew vehicles were provided with our logo and supplied with our additives.





Ready to sale off!



GERMANY

ESSEN MOTOR SHOW



For Uwe Bachor and his racing team, the presentation of his LIQUI MOLY-branded V8 rockets at the Essen Motor Show was a worthy conclusion to a successful racing year in the V8 Oval Series. The successes are truly impressive: The team secured ten race victories in the best possible conditions, which corresponds to a winning rate of around 43%.



SOUTH AFRICA



Small but strong! LIQUI MOLY enthusiast Stuart Mack swears by the intrinsic values of our products and proudly carries this message to the outside world with his VW Polo.





chicagobulls • Following  
United Center



Think big! With the Chicago Bulls, we sponsor one of the most popular brands in sport. No less than 175 million fans – the Bulls have the world’s largest fan community of all US sports teams. On average, 300 million people all over the world watch the NBA games of the Bulls on television. 30 million people follow their social media activities.



During the games, our logo is always in the middle of the action. Whether on the advertising spaces in the United Center in Chicago, on television, or on the social media channels. Above all, the placement at the basket ensures that our logo is highly visible on television and on the Internet several times during every match.





If there's one lubricant brand that has mastered the balancing act between performance on the race track and suitability for everyday use, it's LIQUI MOLY. We also demonstrated this to the many passionate hobby racers at the "GO SPEED GO" event in Cajicá, Colombia.



No matter who was ahead at the Shanghai SAIC International Circuit – LIQUI MOLY was definitely one of the winners! Thanks to our friends from DU-HOPE (LIQUI MOLY importer China), we are not only sponsor of this racing series, but also strategic partner and exclusive oil vendor of the China Touring Car Championship.



PORTUGAL



When a partner as important and highly valued as Multipartes celebrates its 20th anniversary, it is of course an honor for us to be there. LIQUI MOLY IBERIA took the opportunity to pitch its tent at the event in Setúbal, hoist the flags, and celebrate the company's successful history together with José Santos and more than 100 guests!



SPAIN

AWARD



Exceptional performance! LIQUI MOLY IBERIA is now officially the best brand for chemical products in the commercial vehicle sector! The vote is all the more valuable because it was made directly by commercial vehicle workshops, which obviously appreciate our top quality made in Germany. Our major investments in the Iberian market are therefore now paying off in all market segments. A great success for our LIQUI MOLY IBERIA team!



**OUTDOOR ADVERTISING**



**GERMANY**



**OMAN**

**Worldwide trademark for top quality and top service**

Our logo and colors are known around the globe. This is why our customers and partners in all countries of the world benefit from the high recognition value and competence that our brand radiates!



**LIBYA**



**KAZAKHSTAN**





YEMEN

SHOP OPENING



Despite the ongoing humanitarian crisis and the extremely difficult conditions, our Meguin partner is delighted with our passionate commitment to our brand! His newly opened shop on the main street in Al Mukalla (Hadramout province) is a further step in Meguin's ongoing efforts to consolidate its reputation as a global brand.



## Our Profit Situation

November

**WE are the brand!**



Which one of you plays cards? In most games, there's a trump card that outranks all other trump cards. In our case, the trump card is clearly our brand. Sales are definitively equally important, actually, extremely important, but often enough hide risks and surprises, like for example, a sales partner, an importer or some other marketing agent deciding that they no longer want to carry Liqui Moly, but rather another brand. If we're not on the ball when this happens, the turnover will go to the competition. But if the brand is well established and has its followers and fans, it's usually possible for us to conduct business through other marketing agents – because the end consumer, in other words workshops and drivers, are on our side.

Our brand is recognised, desired and loved. An excellent condition for our commercial sales partners to make good money. Experience has taught me that now and again someone still succumbs to the temptations offered by the competition, turns away from us and wants to compete with us. And it's exactly these situations that show the value of a brand with a high degree of consumer awareness, a positive image and loyal followers, who will then just buy the products somewhere else.

And what is a brand? It's obvious – something that's known, beautiful, radiant, dynamic and desirable. But clearly also something that is predictable, reliable, sustainable and trustworthy. And then this takes us from the world of advertising & sponsorships directly to each one of us individually: WE are the heart of the brand. Our character, our conduct and our personality are the basis from which WE offer our customers good products, perfect service and loving support. These so-called soft factors are as much part of a perfect brand image as television pictures or advertisements in magazines.

Do we always offer our customers the highest degree of performance? Do we deal with our consumers' concerns sensitively and lovingly at all times? Do we always give of our best when it means making our customers happy and satisfied? These are questions that

don't only determine success or failure, but also whether one represents a real and authentic brand or just paints a picture of a logo.

The better we are, the more lovingly we do our job, the less replaceable we are regardless of how cheap or how aggressive our competition may be. WE are our trump card and it always wins!

But this also means that WE depend on everyone in our team to get involved and work consistently. WE have to attend to our customers and to our tasks, and we mustn't turn around in circles and become self-absorbed. – This can sometimes happen, especially when things are going very well. But this can't happen because it could bring our success to an abrupt end. Please never forget this!

I hope the time you have left until Christmas is pleasant – as well as successful, but definitely stress-free. I know that the final spurt and the so-called "quiet time" are very difficult to reconcile. But it's possible if we do what we do with dedication and love.

And following the motto of Heinrich Heine "A bold beginning is half the battle won", let's make next year another great business and human success for ourselves.

However, before that, allow me to give you something again and this time it's an annual lottery ticket from Aktion Mensch. "The WE wins". Watch out: You will soon receive this ticket with my Christmas greetings in our annual magazine, which is packed full of pictures. Enjoy it! A lot of nice, charming and happy people – that's who WE are!

Your  
  
 Ernst Prost



One who, with over 30 years of service (and thus 1 year longer than Ernst Prost, 2nd from right), has had a significant influence on our development in recent decades: Heinrich Kreuzer (Dangerous Goods Officer, center). And all without a single day off through sickness!

One who, as a new salesman on the front line, will have a significant influence on our development over the coming decades: Frank Meissner (Area Manager, 2nd from left). Two who are proud of their colleagues: Hannah Friedrich (Human Resources, left) and Monique Neumann (Human Resources, right).

**ANNIVERSARY**



Ho, ho, ho: Early presents by "MOLY Santa" Günther Wengert (National Sales Manager, right) for our colleague Ralf Osterwind (Area Manager) on the occasion of his 20th anniversary of service!

**NEW RECRUITS**



With our new colleague Ralf Rischar (right), Christian Texter (production manager) is gaining active support in Production.

**NEW RECRUITS**



Michael Scholer (Head of R&D/Application Technology/QA Laboratory, right) and his laboratory team will be strengthened by our new colleague, Jan Schiffmann.



REVIEW

PEOPLE, PICTURES AND STORIES

# LIQUI MOLY

## MOTORRAD

BEST BRAND 2019

Kategorie:  
Öle/Schmiermittel

Edition 7/2019

Having been at the forefront of the car drivers' favor for years now, MOTORRAD readers voted us number one in the oils and lubricants category for the first time in 2019.

## MOTORBIKE & LIQUI MOLY: a strong team

365 days a year, we work hard for one goal: the benefit of our customers! We stand for first-class quality, human diversity and social commitment. Thank you for appreciating this and for choosing us as Germany's most popular motor oil brand for motorcycles in 2019.

**Thank you very much for your vote of confidence!**



# NICHT SCHWÄTZEN SONDERN SCHAFFEN



**ERNST PROST**  
– LIQUI MOLY CHEF –

Als Unternehmer mit ausgeprägter sozialer Ader ist Ernst Prost einem breiten Publikum bekannt geworden. Im Jahr 2011 war er der Firmenchef mit den meisten Talkshow-Auftritten. Dabei setzte er sich für Themen wie Mindestlohn, einen höheren Spitzensteuersatz oder die Einführung einer Vermögenssteuer ein. Mittlerweile macht sich der im Februar 1957 in Altötting geborene Prost zwar wieder rar in den Medien, an seinen Ansichten hat sich jedoch ebenso wenig geändert wie an seinem Elan. Auch nach dem Verkauf seiner Unternehmensanteile am Schmiermittelhersteller Liqui Moly und den Meguin Mineralölwerken wirkt er als Geschäftsführer beider Unternehmen. Seine Beschäftigten betrachtet er als „Mitunternehmer“.

**W**er war oder ist Ihr Vorbild?  
Mutter Teresa, weil sie sich für die Ärmsten der Armen eingesetzt hat.

**Was war ausschlaggebend für Ihre Berufswahl?**

Die Tatsache, dass mich keine Bank und auch kein anderer Betrieb genommen hat. Deshalb bin ich Kfz-Mechaniker geworden.

**Was waren für Sie bisher Ihre wichtigsten Karriereschritte?**

Lehre mit Gesellenbrief, Verkaufsleiter,

Marketingchef, Geschäftsführer, Unternehmer und jetzt wieder Geschäftsführer. Jeder Schritt hat Sinn gemacht und war der Vorläufer für den nächsten Schritt.

**Was betrachten Sie als Highlight Ihrer Karriere?**

Unternehmer sein zu dürfen, mich selbstständig gemacht zu haben, mit allem, was an Würde und Bürde dazugehört.

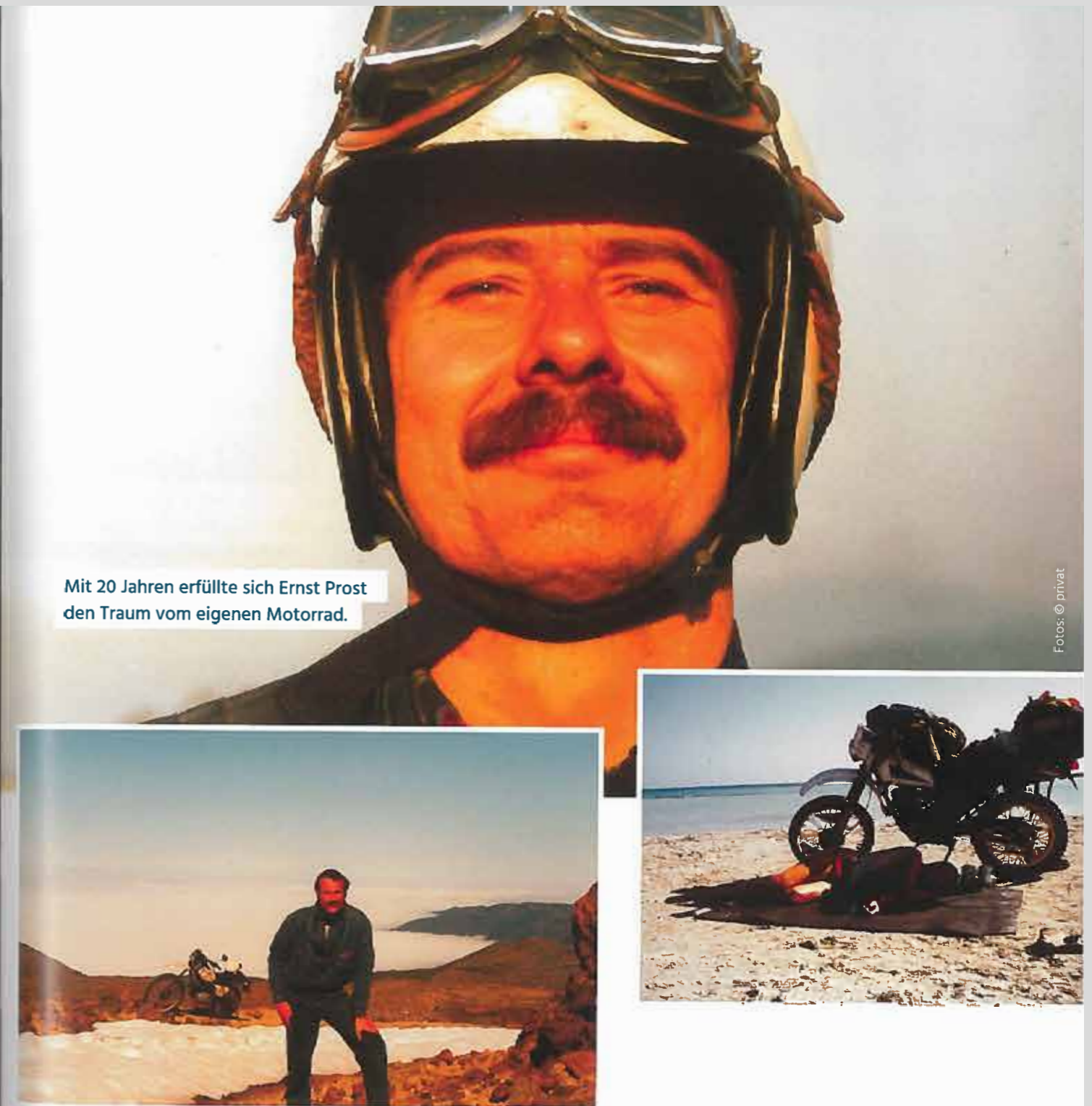
**Apropos Bürde: Wie ist Ihr Unternehmerdasein mit dem Privatleben zu vereinbaren?**

Ganz hervorragend. Mein Beruf ist mein Leben und mein Leben ist mein Beruf. Da gibt es nichts zu trennen, das ist eins. Dafür bin ich sehr dankbar.

**Aber es gibt bestimmt einen Ausgleich zur täglichen Arbeit?**

Ausgleich brauche ich nicht. Die Arbeit als solche ist meine Inspiration. Anregende Orte? Die Natur, die Dusche und das Klo. Dort entstehen Ideen.

**Gab es einen materiellen Wunsch, der Sie am Anfang bis zum ersten großen**



Mit 20 Jahren erfüllte sich Ernst Prost den Traum vom eigenen Motorrad.

Fotos: © privat

**Erfolg begleitet hat? Wenn ja, welchen und wann haben Sie ihn sich erfüllt?**

Das war ein eigenes Motorrad, damit ich mir meine Freiheit erfahren kann. Mit 20 Jahren hat es geklappt.

**Wo sehen Sie Ihre Stärken, die auch für Ihren Erfolg maßgeblich sind?**

Ich bin zäh, fleißig und liebe die Arbeit – und vor allem liebe ich die Menschen.

**Gibt es Menschen, die Sie als eine Art Mentor auf Ihrem Weg unterstützt haben?**  
Drei Personen waren es: me, myself and I.

Im Ernst: Ich habe wie ein Schwamm aufgesaugt, was immer es zu lernen gab, und davon profitiert. Viele gute Leute haben mich inspiriert und geleitet. Auch heute noch.

**Was bedeutet Unglück für Sie?**

Wenn ich zusehen muss, wie andere Menschen leiden, und nicht helfen kann.

**Und was ist Ihre Definition von Glück und Luxus?**

Glück ist für mich schon die Abwesenheit von Unglück. Luxus ist einfach nur, Zeit

und Muße für den guten alten Müßiggang zu haben.

**Gab es einen markanten Wendepunkt in Ihrer beruflichen Karriere?**

Es gab einen Tag, an dem eine Firma, in der ich als Angestellter arbeitete, sehr viele Leute entlassen hat. Ich habe mir damals geschworen, dass ich – sofern ich jemals in eine Position gelange, in der ich dies verhindern kann – alles dafür tun werde, dass so etwas nicht passiert. Weil es für alle Beteiligten schrecklich war.



Ernst Prost rät jungen Menschen in puncto Erfolg: hartnäckig bleiben.

**Was treibt Sie beruflich weiter voran?**

Erstens der blanke Ehrgeiz und zweitens, etwas zu leisten, womit anderen Menschen gedient ist.

**Ist das Wohlergehen anderer also ein wichtiger roter Faden in Ihrem beruflichen Leben?**

Ja, ich gönne allen, wirklich allen Menschen den Erfolg. Wir haben ja nicht zu viele Millionäre in Deutschland, sondern zu wenige. Umgekehrt haben wir zu viele Arme. Beruflicher Erfolg bedeutet immer, soziale Anerkennung zu erhalten, Geld zu verdienen und durch Steuern und Sozialversicherungsabgaben dem Gemeinwohl zu dienen. Je mehr erfolgreiche Menschen in einem Land wohnen und je mehr Millionäre es gibt, desto besser geht es allen. Deshalb müssen wir Leistung fördern und nicht den sozialen Neid schüren und Erfolg als etwas sehr, sehr Positives im Sinne von Sozialstaatlichkeit definieren.

**Welche Rolle spielen aus Ihrer Sicht der soziale Status beziehungsweise die Herkunft bei dem Wunsch, erfolgreich zu sein?**

Naja, beim Wunsch weniger, aber bei den Möglichkeiten sehr wohl. Jeder will wohl nach oben, Erfolg haben und ein angenehmes Leben führen. Und logisch gelingt das Kindern aus wohlhabenden und bildungsaffinen Familien eher als Kindern, die in kritischen Verhältnissen aufwachsen. Hier muss der Staat mit einem umfassenden und weitreichenden Bildungssystem die Unterstützung geben, die Kinder brauchen, um einen erfolgreichen Lebensweg zu gehen.

**Was betrachten Sie abgesehen davon als die wichtigste Eigenschaft, die erfolgreiche Menschen heute brauchen?**

Weitsicht, Verständnis, Schaffenskraft und die Fähigkeit, etwas für andere Menschen zu tun. Man kann es auch Nächstenliebe nennen.

**Spielt Sozialkompetenz also eine immer bedeutendere Rolle?**

Wenn die Menschheit nicht am skrupellosen Egoismus zugrunde gehen will, dann sollten wir in der Disziplin soziales Engagement genauso wie beim Schutz unserer Umwelt gewaltig zulegen. Wir müssen generell besser aufpassen – auf die Natur, auf die Mitmenschen und auf unseren Planeten.

**Was raten Sie mit Ihrer gesammelten Lebenserfahrung jungen Menschen, die erfolgreich werden wollen?**

Jungen Menschen rate ich zweierlei: hart zu arbeiten, dadurch Verantwortung für andere zu übernehmen und zugleich das Leben zu genießen.

**Wenn Sie die Zeit zurückdrehen könnten, würden Sie etwas anders machen?**

Weniger Fehler. Weniger Menschen verletzen. Noch mehr Gutes tun und noch mehr Motorrad fahren.

**Nachdem Sie nun erfolgreich sind: Was ist heute Ihr Antrieb, jeden Tag weiterzumachen?**

Die Freude am Schaffen, am Erschaffen. Meine Kreativität in Ergebnisse umsetzen zu können. Der Firma und den Menschen,

die von dieser Firma abhängen, zu dienen. Dazu gehören meine Mitunternehmer genauso wie meine Kunden und Lieferanten. Und natürlich der Spaß an der Freude.

**Glauben Sie, Erfolg zu haben ist heute einfacher als früher?**

Klar ist es heute einfacher, Erfolg zu haben. Die letzten zwei Generationen sind doch schon in eine Erfolgsgeschichte hineingeboren worden. Wie hat denn Erfolg im Mittelalter oder noch vor 100 Jahren ausgesehen? Nicht verhungern, nicht erschlagen werden und nicht von der Obrigkeit niedergemacht werden. Unser Erfolg besteht aus Freiheit, Demokratie, der sozialen Marktwirtschaft, einem vernünftigen Bildungs- und Ausbildungssystem und dem Wahnsinnsgeschenk des Friedens. Daraus kann jeder etwas machen. Aber man muss es schon auch wollen und mit ganzer Kraft dafür arbeiten.

**Können Sie abschließend Ihr Erfolgsgeheimnis in wenigen Worten zusammenfassen?**

Nicht verbissen, aber zielgerichtet arbeiten. Verantwortung für andere übernehmen und zugleich das Leben genießen. Nicht stur sein, aber hartnäckig bleiben. Gründlich nachdenken, klug entscheiden und dann auch wirklich tatkräftig umsetzen, was zu tun ist. Nicht schwätzen, sondern schaffen! ■

08.10.2019 Produkte



„Es ist das dünnflüssigste Motoröl, das Liqui Moly bisher auf den Markt gebracht haben“, so Geschäftsführer Günter Hiermaier. Er meint das neue Special Tec AA 0W-16. Es ist für ausgewählte Modelle von Honda, Lexus, Suzuki und Toyota geeignet.

**Senkt Verbrauch und Emissionen**

Auf die Viskosität 0W-16 setzen vor allem japanische Autohersteller. Allerdings war sie außerhalb Japans kaum gebräuchlich. Das ändert sich nun. „0W-16-Öle sind noch eine absolute Nische, aber technologisch sehr interessant“, so Hiermaier. Je dünner das Öl ist, desto weniger Kraft muss der Motor aufwenden, um das Öl zu pumpen. Damit werden auch Kraftstoffverbrauch und Emissionen geringer. Ein dünnflüssiges Öl ist eine von vielen Stellschrauben der Autohersteller, um Emissionen zu reduzieren. Früher war ein eher dickflüssiges 10W-40 die verbreitetste Viskosität. Heute sind es 5W-30 und zunehmend 0W-20. Und jetzt 0W-16.

**Öl plus Additive**

Die Herausforderung für Ölhersteller: ein Öl zu entwickeln, das einerseits dünnflüssig ist, andererseits die Schmierung des Motors auch unter großer Belastung sicherstellt. Das eigentliche Öl kann das nicht mehr, es ist es zu dünnflüssig. Die Schmierung kommt von hochentwickelten Additivpaketen. Neben dem eigentlichen Öl die zweite Komponente von Motoröl.



LIQUI MOLY Special Tec AA 0W-16

Mit der Vorstellung des neuen Special Tec AA 0W-16 geht ein Relaunch der gesamten Special Tec AA-Serie einher. Diese Linie umfasst Motoröle speziell für

Modelle amerikanischer und asiatischer Hersteller. Sie erhalten alle verbesserte, noch leistungsfähigere Rezepturen und ein neues Design.

# Gegen Wildwuchs im Dieseltank

Wenn ‚der Diesel‘ nicht mehr will, hat das nicht zwingend mechanische oder elektronische Ursachen. Denn auch Mikroorganismen, die sich im Tank eingenistet haben, können dazu führen, dass moderne Selbstzünder ihren Dienst versagen. Dauerhaft beseitigen lässt sich dieser Bio-Schlamm nur mit einer ‚chemischen Keule‘.

Die Klientel der Betroffenen ist bunt gemischt. Doch das Problem, das sie plagt, ist nahezu bei allen gleich: Sie alle haben ein Fahrzeug mit Dieselmotor – und mit den Folgen der ‚Dieselpest‘ zu kämpfen. Zu den häufigsten Symptomen dieser mysteriösen ‚Diesel-Krankheit‘ gehören mehrfach und schnell hintereinander erneut verstopfte Diesel-Kraftstofffilter und -leitungen, undefinierbarer ‚Bio-Schlamm‘ im Kraftstofftank und Kraftstoffsystem, Motoren, die an Leistung verlieren, schließlich stehen bleiben und dann nicht mehr anspringen.

## Kleine Organismen, große Probleme

Moderne Dieseldieselkraftstoffe bestehen aus einem komplexen Gemisch verschiedener brennbarer, flüssiger Substanzen – und sie enthalten einen nicht zu unterschätzenden Anteil an Bio-Diesel. Bis zu sieben Prozent dürfen es per Gesetz sein. Doch gerade Letzteres kann zusammen

mit unvermeidlichem Kondenswasser fatale Auswirkungen haben und die oben beschriebenen Probleme bewirken, weil in diesem Milieu Bakterien, Hefepilze und Algen wachsen und einen ‚Bio-Schlamm‘ bilden. „Die Bakterien zersetzen den Diesel regelrecht und die dabei anfallenden Ausscheidungsprodukte setzen schließlich den Kraftstofffilter zu“, wissen die Anwendungsspezialisten von Liqui Moly.

Dass die Mikroorganismen im Tank wachsen und sich munter vermehren, hat den Fachleuten zufolge verschiedene Gründe: etwa den Wassergehalt im Tank, die Umgebungstemperaturen sowie die Nahrungsquelle, die Bio-Diesel-Anteile in DIN-Diesel. Das wachstumsfördernde Wasser kann auf verschiedene Wege in den Tank gelangen, etwa, wenn sich durch eine ‚klimabedingte Atmung‘ bei Temperaturänderungen Kondenswasser bildet oder wenn der getankte Kraftstoff bereits stark mit Wasser kontaminiert aus der Tankstelle kommt.

Das Wasser – da schwerer als Diesel – sammelt sich schließlich am Tankboden und vermischt sich in geringen Mengen auch mit dem Kraftstoff, was in Summe eine ideale Grundlage für den wuchernden Bio-Schlamm ergibt. Darüber hinaus fördern chemisch gebundene Elemente wie Schwefel, Phosphor und Spurenelemente im Diesel maßgeblich das Mikrobewachstum. Wird dem nicht vorgebeugt und mit geeigneten Mitteln Einhalt geboten, kommt es zu einem regelrechten ‚Wildwuchs‘ an der Tankinnenseite, der schließlich den Kraftstofffilter und die Kraftstoffleitungen verstopft.

## ‚Chemische Keule‘ schafft dauerhafte Abhilfe

Einer, der aufgrund seiner Erfahrungen ein Lied von der Dieselpest zu singen weiß, ist Michael Bschorr, Geschäftsführer des TCS Technik Center Schwaben (www.tcswabende.de). Der gelernte Kfz-Meister betreut mit seiner 24-köpfigen Mannschaft eine bunt gemischte Kundenklientel: Nach eigenem Bekun-

den gehören Pkw, Wohnmobile, Transporter, ‚normale‘ Nutzfahrzeuge aller Art, Bau-, Land- und Erntemaschinen, Spezial-Lkw sowie Kleingeräte von Privatleuten und Gewerbetreibenden zum Spektrum, das die freie Werkstatt im schwäbischen Ziemetshausen betreut. Selbst eine Pistenraupe, die hauptsächlich zum Verschieben von geerntetem Mais bei Biogas-Anlagen zum Einsatz kommt, gehört zur Stammkundschaft. „Wir reparieren alles, was einen Motor hat“, konstatiert Bschorr.

In den vergangenen Jahren hatten es die Fachleute in der Liqui Moly-Partnerwerkstatt häufig mit der Dieselpest und ihren Auswirkungen zu tun. Insbesondere die Fahrzeuge und Maschinen der LS Bau GmbH, einem überregionalen Bauunternehmens mit Vermietpark in direkter Nachbarschaft, waren in der Vergangenheit häufig von der Dieselpest betroffen. Ein sicheres Indiz für einen Bakterienbefall ist laut Bschorr ein Innerhalb kurzer Intervalle immer wieder verstopfter Dieseldieselkraftstofffilter. „Bei Motoren mit Schauglas vor dem Filter lässt sich der Bio-Schlamm leicht erkennen“, weiß Bschorr. Und der Fachmann weiß Abhilfe.

Laut Bschorr töten Kraftstoffzusätze wie das von ihm seit längerem erfolgreich eingesetzte ‚Anti-Bakterien-Diesel-Additiv‘ von Liqui Moly die Mikroorganismen zuverlässig ab. „Den bis dahin entstandenen Schleim kann das Additiv allerdings nicht auflösen. Bei starkem Schlammbefall hilft daher nur eine Radikalkur: kontaminierten Diesel absaugen und fachgerecht entsorgen, Belag an der Tankinnenseite möglichst vollständig entfernen, Dieselfilter ersetzen und Kraftstoffleitungen reinigen, sauberen Diesel auffüllen und Anti-Bakterien-Diesel-Additiv in ‚Schock-Dosierung‘ beimischen, um die Mikroben sicher abzutöten. Und in der Folgezeit den Zusatz regelmäßig prophylaktisch und wie auf der Dose empfohlen beigegeben“, beschreibt Bschorr die Prozedur. Problematisch bei dieser Aktion seien allerdings die Tanks moderner Pkw und Nutzfahrzeuge, da diese



Ist der Tank bereits von der Dieselpest befallen, vernichtet eine problembezogene ‚Schock-Dosierung‘ die Mikroorganismen. Eine regelmäßige prophylaktische Beigabe verhindert zuverlässig einen Neubefall. Bild: Kuss



Michael Bschorr vom TCS Technik Center Schwaben in Ziemetshausen schwört auf das ‚Anti-Bakterien-Diesel-Additiv‘ von Liqui Moly. Die neue Rezeptur ist MBO-frei und unterliegt daher keiner Abgabebeschränkung. Bild: Kuss

häufig komplex geformt sind und zudem Schwallbleche und Schlingerwände besitzen, welche das Reinigen erschweren.

## Nur zugelassene Additive verwenden

Doch nicht jede ‚chemische Keule‘, sprich: Anti-Bakterien-Mittel, ist laut André Nemeth, Außendienstmitarbeiter bei Liqui Moly, zugelassen. Eine zum 1. Dezember 2018 verschärfte EU-Richtlinie verbietet nämlich Kraftstoffzusätze, die das als krebserregend geltende Biozid ‚MBO‘ als Wirkstoff enthalten. Doch die Chemiker von Liqui Moly waren schnell und haben ein neues, MBO-freies ‚Anti-Bakterien-Diesel-Additiv‘ entwickelt. Eigenen Angaben zufolge unterliegt es keiner Abgabebeschränkung und ist auch für Endverbraucher frei verkäuflich. Laut Günter Hiermaier, Geschäftsführer und Vertriebschef bei dem Ulmer Additivspezialisten, ist das Mittel derzeit das einzige auf dem Markt, das nicht auf Enzymen basiert.

Um zu beweisen, dass auch die neue Rezeptur wirkt, hat Liqui Moly das neue Additiv – wie auch schon dessen Vorläufer – beim Institut für Technische Mikrobiolo-

gie Dr. Jutta Höfler GmbH in verschiedenen Dosierungen nach ASTM E 1259-10 auf die drei typischen Dieselpest-Verursacher – Bakterien, Hefen und Pilze – testen lassen. Während sich die Mikroorganismen im mit Wasser kontaminierten Diesel ohne Additiv rasch ausbreiteten, waren im additivierten Kraftstoff schon nach sieben Tagen keine Mikroorganismen mehr nachweisbar. Und auch innerhalb der folgenden, 21 Tage langen ‚Reifezeit‘ tauchten sie nicht wieder auf.

Als Prophylaxe, um eine Dieselpest gar nicht erst aufkommen zu lassen, genügt laut Hiermaier eine Dosierung von 1:1.000. Hat sich die Dieselpest jedoch bereits breitgemacht, empfiehlt der Vertriebsspezialist eine ‚Schock-Dosierung‘ von 1:200, um dem Spuk ein Ende zu bereiten. Das neue Anti-Bakterien-Diesel-Additiv von Liqui Moly bekämpft aber nicht nur Bakterien, sondern reinigt den Kraftstoffsystem und schützt es vor Korrosion. Obendrein erhöht es die Cetanzahl, wodurch der Motor leichter starten und ruhiger laufen soll.

Klaus Kuss

[www.tcswabende.com](http://www.tcswabende.com),  
[www.liqui-moly.com](http://www.liqui-moly.com)



Vorbeugen ist besser als reinigen. Mit der regelmäßigen prophylaktischen Beigabe von speziellen Kraftstoffzusätzen wie dem ‚Anti-Bakterien-Diesel-Additiv‘ von Liqui Moly lässt sich schädliches Mikrobewachstum vermeiden. Davon sind längst nicht nur saisonal benutzte Nutzfahrzeuge oder Wohnmobile mit längeren Standzeiten betroffen. Bild: Kuss



Unter bestimmten Bedingungen können sich Bakterien, Hefen, Pilze und Algen im Dieseltank bilden. Sie ‚fressen‘ und zersetzen den Kraftstoff. Der dabei entstehende Bio-Schlamm verstopft den Kraftstofffilter und die Leitungen. Bild: Liqui Moly





Hilft gegen Dieselpest: das neue Additiv von Liqui Moly. (Bild: Liqui Moly)

## Liqui Moly: Kampf der Dieselpest

### Neues Additiv mit zahlreichen Vorteilen

30.09.19 | Autor: [Steffen Dominsky](#)

Besitzer von Booten und Schiffen mit Dieselmotoren kennen sie nur zu gut: die sogenannte „Dieselpest“. Doch auch die Halter von Fahrzeugen, die nur sporadisch oder saisonal genutzt werden, sehen sich mit dem Problem konfrontiert: Irgendwann kippt der Kraftstoff um. Das Problem: Aufgrund einer verschärften EU-Richtlinie waren seit Dezember vergangenen Jahres keine frei verkäuflichen Produkte gegen Dieselpest mehr erhältlich. Liqui Moly bietet mit dem neuen „Anti-Bakterien-Diesel-Additiv“ nun ein entsprechendes Hilfsmittel an.

Gerade bei länger stillgelegten oder wenig genutzten

Dieselfahrzeugen breitet sich die Dieselpest gern aus. Dazu gehören beispielsweise Bau- und Landmaschinen, Nutzfahrzeuge, Wohnmobile, Pkws und Lagertanks auf der eigenen Betriebs- oder Hoftankstelle. Die typischen Verursacher der Dieselpest sind Bakterien, Hefen und Pilze. Sie breiten sich im Wasseranteil des Kraftstoffs rasch aus. Das Diesel-Additiv von Liqui Moly soll das verhindern.

Das Mittel ist laut Anbieter das derzeit einzige frei verkäufliche, das nicht auf Enzymen basiert. Bereits in niedriger Dosierung soll es hochwirksam sein: Ein Liter Additiv reicht für 1.000 Liter Diesel, vorsorglich. Hat sich die Dieselpest bereits breit gemacht, wird eine Dosierung von 1:200 empfohlen. Zudem soll es nicht nur Bakterien bekämpfen, sondern auch das Kraftstoffsystem reinigen und vor Korrosion schützen sowie die Cetanzahl erhöhen, was den Motor leichter starten lassen soll.

## Erotikkalender 2020 von LIQUI MOLY

tehozone



### Afrikanische Wärme im europäischen Winter

Erweckt Fernweh, der LIQUI MOLY-Erotikkalender für 2020. Die Aufnahmen sind diesmal in Südafrika entstanden. Besonders ist auch: Der Kalender hat nicht zwölf, sondern 24 Motive, so dass alle zwei Wochen umgeblättert werden kann.

„Die Aufnahmen aus Afrika sollen das Herz wärmen, wenn in Europa der Winter Einzug hält“, sagt Ernst Probst, Geschäftsführer des Öl- und Additivspezialisten.

Schon früher hatte sich LIQUI MOLY nicht auf zwölf Bilder beschränkt, sondern Jahreskalender gestaltet, die über 18 oder 14 Monate gingen. Aber so umfangreich wie 2020 war der LIQUI MOLY-Kalender noch nie. Die Bilder sind in Südafrika entstanden, umweh des Kruger Nationalparks. Eine Woche dauerte es, bis alle Aufnahmen im Kasten waren. Für den Kalender 2018 wurden die Fotos schon einmal in Südafrika geschossen, aber damals in einer Werkstatt und einem Autohaus. Nun ging es raus in die Natur.

Zwar handelt es sich nach wie vor um einen Erotikkalender, aber er kommt züchtliger daher als in früheren Jahren.

„Die Aufnahmen sind geschmackvoll und ästhetisch. Nicht billig, aber auch nicht verkünstelt und überdreht“, beschreibt Ernst Probst die Motive. „Damit wollen wir ein wenig Fernweh zu unseren Kunden bringen.“

Die Auflage von 80.000 Stück geht vor allem an Geschäftsfreunde. Ein paar Exemplare können aber auch im Online-Shop von LIQUI MOLY erworben werden.

Wenn leckiertes Blech lieber ist als nackte Haut, für den gibt es den Motorsport-Kalender von LIQUI MOLY. Er gibt einen Einblick in die umfangreichen Aktivitäten des Ölspezialisten: Motocross, Rennwagen und Truck, Fahren auf der Rennstrecke, abseits der Piste und auf dem Wasser. Allerdings müssen sich die Motorsport-Liebhaber mit weniger Motiven begnügen: Ihr Kalender hat, ganz klassisch, zwölf Monatsblätter.

Quelle: LIQUI MOLY

## Gearing up for life-changing surgery



(From left) Liqui Moly sales consultant WS Lai, Look, German Motors managing director Loh Chee Yoong, German Motors workshop manager Al Faizal Mohd Din and Imbacher presenting the RM27,500 mock cheque to Siti Hajar at German Motors' service centre in Petaling Jaya.



The surgery will enable Nur Syiffa (front) to lead a normal life.

**MALAYSIA**

GERMAN Motors Sdn Bhd and Liqui Moly Asia Pacific joined hands with Star Foundation to sponsor life-changing surgery and medical care for nine-year-old Nur Syiffa Nasuha Mat Arif from Terengganu.

Diagnosed with Tetralogy of Fallot, a congenital heart disease before she turned two, Nur Syiffa's family had to put her surgery on hold for more than seven years due to financial constraints. Now, she can finally get a shot at a normal life, thanks to generous donors.

German Motors Sdn Bhd founder and chairman Fritz Imbacher said, "We have been donating annually to Star Foundation since 2017.

"Last year, we expressed interest in supporting the Medical Fund programme but there were no active cases at the time. When we approached them again this year, this case was brought to our attention and we felt it was right for us to support this child."

German Motors and Liqui Moly contributed RM27,500 towards the procedure.

The remaining costs will be borne by donations collected from cases supported previously under Star Foundation's Medical Fund programme. The surgery and convalescence expenses are estimated to cost RM55,000.

Imbacher hopes Nur Syiffa will make a full recovery after the surgery. "I hope she can live without suffering and play without running out of breath. All children deserve that," he said.

The two German-based companies chose to support Star Foundation's Medical Fund programme because funds are directly channelled to needy patients.

"In the past, we contributed to shelters and organisations but this time, we can contribute directly to a child to save her life. Her smile will be our reward," said Imbacher after presenting the mock cheque to Star Media Group corporate communication senior manager Siti Hajar Abdul Rahman.

The German Motors-Liqui Moly Asia Pacific partnership is no stranger to charitable work. Besides their annual contribution to various charitable organisations, including Star Foundation, they also organise charity campaigns every Christmas.

Liqui Moly Asia Pacific Sdn Bhd managing director VS Look said they jointly donate either RM10 or RM15 to charity for service packages purchased in November and December each year.

Both Imbacher and Look credited the success of their initiatives to the generous support of Liqui Moly group chief executive officer Ernst Probst who is also founder of Ernst Probst Foundation and Ernst Probst Foundation for Africa.

Nur Syiffa's plight was brought to the attention of Star Foundation in early November.

Her mother, Siti Hasliza Husain, 36, said Nur Syiffa enjoys colouring and learning Bahasa Malaysia in school but is restricted when it comes to physical activities.

"She goes out of breath and her fingers turn blue when she gets tired. Corrective surgery would enable her to go to school and play like other children. Unfortunately, we could not afford her surgery all this while."

Nur Syiffa has five siblings aged one to 17. She lives with her mother and two younger siblings in Kampong Bukit Payong, Jerneh, Terengganu.

Her father, Mat Arif Abdullah, 41, and her sister, 14, share a home with relatives in a low-cost rented flat in Kajang.

Mat Arif works as a labourer while Syiffa's sister helps out at a food stall near the flat to help make ends meet.

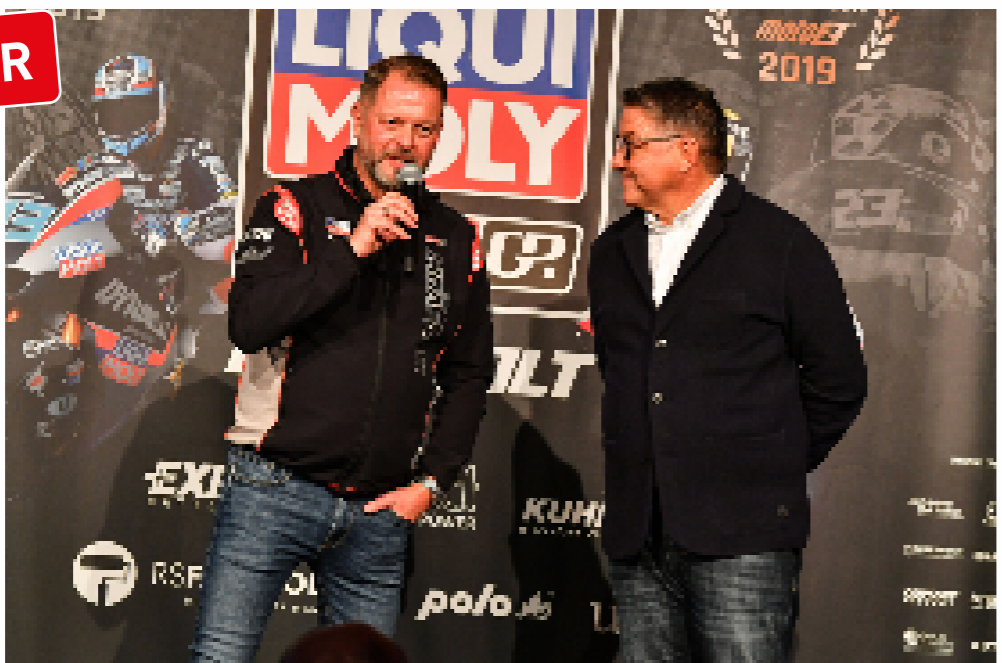
"It is difficult to get jobs in Jerneh so my husband and second daughter had to move to Kajang for work while I care for the younger children in Terengganu."

"With his salary of about RM1,000 every month, we barely have enough to provide for the children, let alone money for the surgery. Now we have hope," said Siti Hasliza.

Nur Syiffa was seen by a consultant paediatric cardiologist at Institut Jantung Negara who recommended a Tetralogy of Fallot Correction. This surgery will help normalise the oxygen level in her body so that she can enjoy a better quality of life.

Established in 2004, Star Foundation is the charitable arm of Star Media Group and is aimed at delivering meaningful initiatives with lasting outcomes to a diverse group of beneficiaries.

The Medical Fund programme was started in 2015 to help underprivileged individuals suffering from chronic illnesses by sponsoring one-off medical treatment and care. For details, visit [starfoundation.com.my](http://starfoundation.com.my)



LIQUI MOLY INTACTGP: الشركة الألمانية المتخصصة في الزيوت والمواد المضافة توسع مشاركتها في بطولة العالم للدراجات النارية

تعلن LIQUI MOLY التزامها مع IntactGP ونموذجي فريق الراسي، رئيسي العالم، Moto2 من اليوم، ولي العالم المحترف، ميتاكن ايرال. "LIQUI MOLY IntactGP" هي بطولة العالم للدرجات النارية، حول العالم بروست-تويو، التسمية لشركة LIQUI MOLY. كما تعلن عن توسيع فريق الدراجات النارية، وتلقيه وتكون لهذا ايرال مارتن.



لقد أعلنت LIQUI MOLY و IntactGP، فريق الدراجات النارية، وبعيداً عن فريق العالم، انضمامهم الى فريق IntactGP. الشركة الألمانية المتخصصة في الزيوت والمواد المضافة توسع مشاركتها في بطولة العالم للدراجات النارية.

بعد الفوز في بطولة العالم للدراجات النارية، IntactGP، فريق الدراجات النارية، انضمامهم الى فريق العالم، Moto2 من اليوم، ولي العالم المحترف، ميتاكن ايرال. كما أعلنت التسمية لشركة LIQUI MOLY.

منذ عام 2013، LIQUI MOLY، الشركة الألمانية المتخصصة في الزيوت والمواد المضافة، توسع مشاركتها في بطولة العالم للدراجات النارية، وتلقيه وتكون لهذا ايرال مارتن.

وتدعوهم الى توسيع فريق الدراجات النارية، وتلقيه وتكون لهذا ايرال مارتن. كما أعلنت التسمية لشركة LIQUI MOLY. الشركة الألمانية المتخصصة في الزيوت والمواد المضافة، توسع مشاركتها في بطولة العالم للدراجات النارية، وتلقيه وتكون لهذا ايرال مارتن.

ويضيف في استوديوهاتنا، على هذا العرض، اننا نتمنى ان تكون هذه المرة هي المرة الاولى التي نتمكن فيها من توسيع فريق الدراجات النارية، وتلقيه وتكون لهذا ايرال مارتن.

LIQUI MOLY becomes main sponsor of Moto2 team

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Monday, December 09, 2019

LIQUI MOLY has strengthened its commitment to IntactGP and become main sponsor of the Moto2 racing team from the Allgäu region. Next year, the team will compete in the Motorcycle World Championship as "LIQUI MOLY IntactGP".

LIQUI MOLY prematurely renewed its contract with IntactGP by three years, extending the cooperation up to the end of 2021. The new name "LIQUI MOLY IntactGP" will be seen on motorcycles and leathers after the winter break.

IntactGP ended the season with great success. Tom Löhri finished third in the Moto2 overall ranking, while Tom Löhri and Marcel Schröter finished second in the team standings. Both riders will be on the track again next year. LIQUI MOLY has been a premium sponsor of the racing team since 2013.

"MotoGP fascinates an incredible number of people, both at the track and in front of their screens," says Peter Baumann, Marketing Director at LIQUI MOLY. "That's an advertising reach which is hard to find anywhere else." In addition, all bikes in the Moto2 and Moto3 racing series now run exclusively with LIQUI MOLY oil in their engines."

**ON OUR OWN BEHALF**

**THANKS**

Jörg Witopil (PICTURES AND STORIES copywriter)

Alexandra Holzwarth (PICTURES AND STORIES Quality Control)

Ernst Probst (PICTURES AND STORIES Editor-in-Chief)

Niklas Döhring (PICTURES AND STORIES designer)

# THANKS

The PICTURES AND STORIES team deciding on the very last issue of PICTURES AND STORIES ... for this year! In 2020, we will continue to put our heads together in designing, writing, discussing, editing and proofreading until our Editor-in-Chief Ernst Probst gives his OK. A job well worth doing. Because every PICTURES AND STORIES is full of fantastic examples from sales promotion, marketing, distribution, trade fairs, outdoor advertising, sponsorship and market successes. Each issue reflects our diverse activities around the globe and shows how our unique LIQUI MOLY spirit is helping us to constantly build up brand awareness and close the gaps in our

product range. How all customers, partners and business friends can earn more money with our concepts. And how all our fans benefit from the top quality and value of our over 4,000 products. PICTURES AND STORIES is our monthly guide to communicating, informing, training, motivating and multiplying – in short, our strategy paper for success! Thank you for taking the time for this, month after month. Also in the New Year!

# 2019

## Is that art or ...

... but unique in any case: LIQUI MOLY – our “work of art”! A global brand that is one of a kind. 2019 was again filled to the brim with fascinating pictures and stories about our LIQUI MOLY family worldwide. Here are some highlights of the last 12 months!



### CAR FAST TRACK / COLOMBIA

This is how you attract and inspire the crowds: Our friends from LIQUI MOLY Colombia together with the “Fierros Colombia”, who have a lot of fans in the social media, organized the Car Fast Track LIQUI MOLY in Bogotá – an event with races and drifts involving 120 hobby racing drivers! [pictures and stories 01/19](#)

### OUTDOOR ADVERTISING / KAZAKHSTAN

That’s how you make the city the stage for our global brand! This marketing campaign from TOO “ЛИТОН”, a LIQUI MOLY Eurasia sales partner in North Kazakhstan, is running on rails: our colors and products are on the side panels of the trams. Great idea! [pictures and stories 01/19](#)

## REVIEW

# PEOPLE, PICTURES AND STORIES



### SPONSORSHIP / IHF WORLD HANDBALL CHAMPIONSHIP

A real treat for all handball fans! And a real highlight for our brand recognition! At the IHF World Men's Handball Championships in Germany and Denmark, a battle for the crown in international handball was fought almost every day – with unrestrained energy, spectacular goals and often breath-taking results. And our logo was always right in the middle of the action. As an official sponsor, we achieved a world-class reach in the sold-out game arenas and in the media coverage! [pictures and stories 02/19](#)



### WINTER SPONSORSHIP / FOUR HILLS TOURNAMENT

What a spectacle: At the famous Four Hills Tournament, not only the world's best jumpers showed their best form, but also our global brand. Nationally and internationally, the jumping at Christmas and New Year was a real blockbuster. At the end of the competition, Ryoku Kobayashi of Japan was the deserved overall winner. With his triumph in all four jumps, he achieved a historic best performance. Congratulations! A stirring competition in which our blue-red-white colors thrilled thousands of fans on location and millions of viewers in front of the TV sets! [pictures and stories 02/19](#)



### ROOF OF AFRICA / SOUTH AFRICA

No lift-off at all but, thanks to our high-performance lubricants, still as fast as in flight: Matt Green in the Gold Class of the Roof of Africa event in Lesotho. [pictures and stories 02/19](#)

**REVIEW**

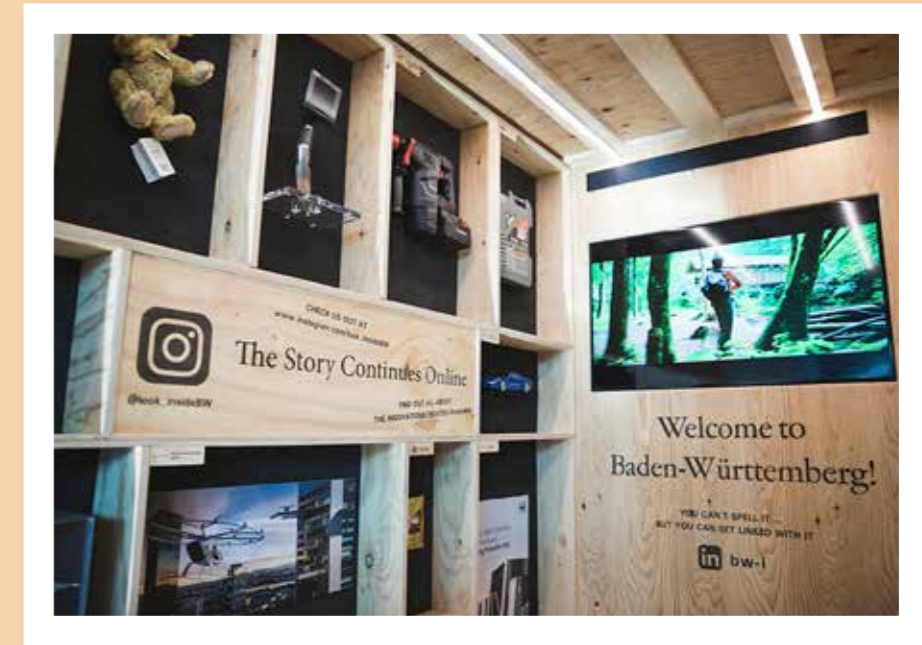
**VIETNAM / TRUE LOVE**

LIQUI MOLY is not just a business for our Vietnamese importer and its customers. Rather, we are united by a loyal, fair and friendly partnership. A passion and connection that goes deep under the skin for some ;-)  
[pictures and stories 03/19](#)



**GLOBAL BRAND / LOCATION CAMPAIGN**

Concentrated innovative power from Baden-Württemberg on only 4 m² – and LIQUI MOLY is right there! As part of the “BW freight crate mail”, a location campaign of the Baden-Württemberg Ministry of Economic Affairs, we have been represented in the German Centers of Mexico City, Moscow, Beijing and Singapore for several months. We are proud and grateful to contribute to the economic diversity of our federal state. [pictures and stories 04/19](#)



**PEOPLE, PICTURES AND STORIES**



**SENSATIONAL SPONSORSHIP / FORMULA 1**

The euphoria about our return to Formula 1 and the expected international attention is enormous. Rightly so! In 2018, more than 2 billion people worldwide watched the 21 races on TV. That’s an average of 100 million viewers per Grand Prix. Added to that, there are secondary reports, summaries, spectators at the race tracks and the entire communication on the digital channels. An unparalleled global media presence that will dramatically increase our brand awareness and the demand for our products. This is a milestone and a huge opportunity for all our importers, customers and dealers to bring a big increase in sales to the street with the appropriate advertising, sales activities and product availability!  
[pictures and stories 03/19](#)



**AUSTRALIA / BATHURST 12 HOUR**

For years now, the 12-hour race in Bathurst, Australia, has thrilled hundreds of thousands of motorsport enthusiasts worldwide. Always at the center: our global brand! An event that regularly has the highest ratings of all TV broadcasts in Australia on the race weekend and directs the international focus on our brand through countless internet streams and social media contributions. [pictures and stories 04/19](#)

PEOPLE, PICTURES AND STORIES



Auto ZEITUNG  
TOP MARKE 2019 SILBER  
Pflegemittel  
Ausgabe 5/2019



Whether before the foiling or after hard racing: The right car care is child's play, thanks to our products!



**SPONSORSHIP / TCR WORLDWIDE**  
LIQUI MOLY Team Engstler 2019 regularly delivers great emotions and successes in the touring car series ADAC TCR Germany and TCR Asia. LIQUI MOLY will also be a partner of ADAC TCR Germany until 2019.  
pictures and stories 06/19



**AIRCRAFT BANNER / 150 YEARS OF NEU-ULM**  
The festivities of the city of Neu-Ulm on the occasion of its 150th anniversary represented an impressive flight of fancy with thousands of inhabitants and visitors celebrating peacefully. The ideal opportunity to let our colors fly high with an airplane advertising banner!  
pictures and stories 07/19



**SPONSORSHIP / ICE HOCKEY WORLD CUP**  
As an official sponsor of the IIHF Ice Hockey World Championship in Slovakia, we will be an unmissable part of the game. At every match, our logo will be in the spotlight of thousands of fans in the hall and millions of viewers of the worldwide television and online broadcasts. In German TV and live stream, our commercial will grab additional attention during game interruptions and breaks.  
pictures and stories 06/19

**ENGLAND / MATTY EVANS RACING TEAM**  
MOLY-mad partners like the Matty Evans Racing Team make our brand stand out worldwide. With this creatively wrapped speedster, our friends will soon be heating up the English race tracks and will hopefully stand out with their looks as well as their top placings.  
pictures and stories 05/19

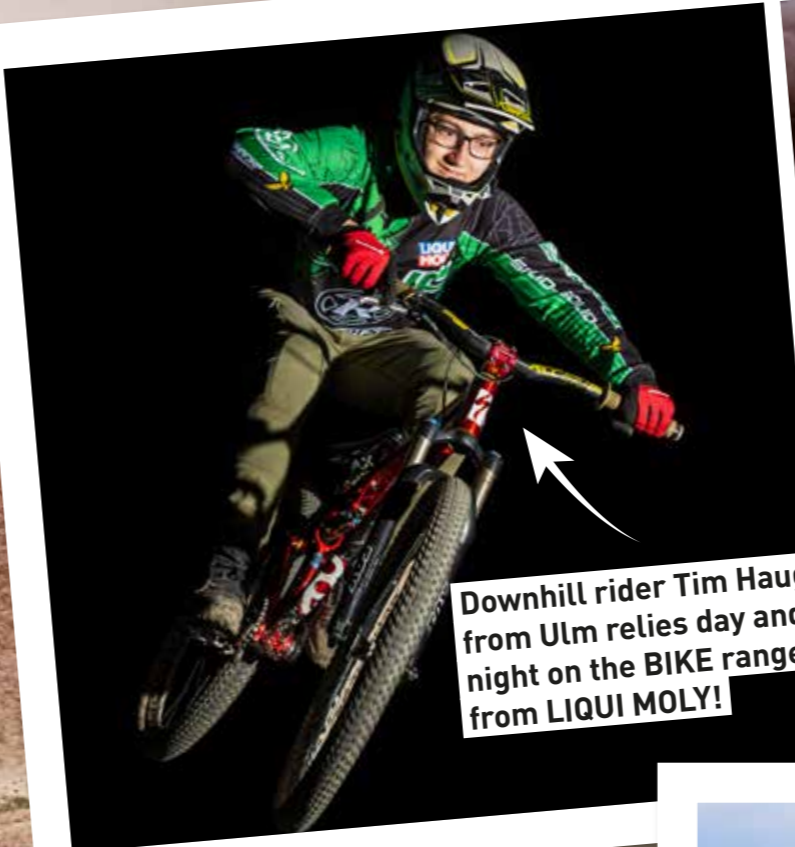


PEOPLE, PICTURES AND STORIES

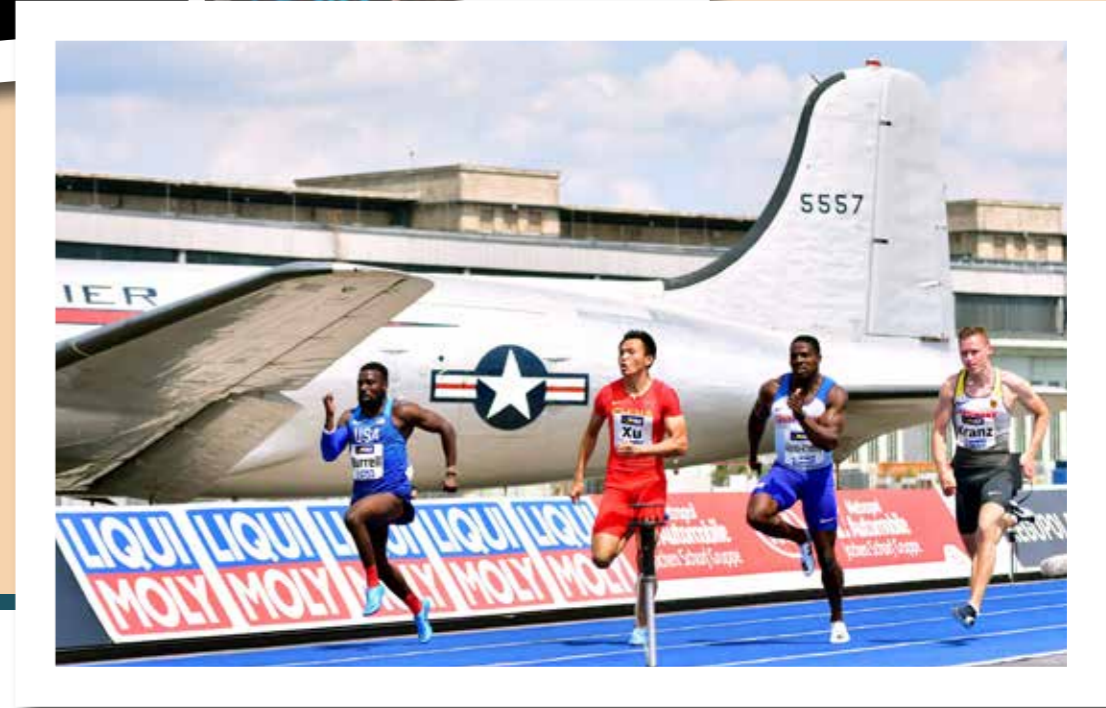


GERMANY / BIKE RANGE

Whether trail or pump track: If you regularly give your bike the right lubrication and care before riding through the course, you will have much more riding fun and less material wear! [pictures and stories 08/19](#)



Downhill rider Tim Haug from Ulm relies day and night on the BIKE range from LIQUI MOLY!



GERMANY / BERLIN FLIES

A backdrop that truly inspired peak performance: The athletics event "Berlin Flies!" took place for the first time on the apron of Tempelhof Airport with LIQUI MOLY as sponsorship partner. In addition to the live broadcast on ZDF, our logo was always in the picture during the extensive pre- and post-reporting on TV. [pictures and stories 08/19](#)

CHINA / TAKLAMAKAN RALLY

Thanks to their driving skills and our oils and additives, the LIQUI MOLY Xiong Feng Team won three trophies at the Taklamakan Rally as team winner, individual winner and individual third! Taklamakan is not only the second largest desert in the world, but also the toughest, with temperature fluctuations of up to 70 °C within a single day. A test passed with flying colors for our high-performance lubricants. [pictures and stories 07/19](#)

PEOPLE, PICTURES AND STORIES



ROMANIA / RED BULL ROMANIACS

Another big leap for the brand's popularity in Romania and worldwide among all motocross fans: our sponsorship of the Red Bull Romaniacs 2019 in Sibiu, Romania – probably the toughest enduro competition in the world! pictures and stories 09/19



USA / FILM PREMIERE

Stars, starlets and LIQUI MOLY on the red carpet! At the premiere of the film "The Art of Racing in the Rain" in Los Angeles, not only various film greats and countless fans were there, but also Germany's best lubricant brand, LIQUI MOLY! The reason for this was the racing car of our US partner Turner Motorsport, which plays a fast-paced role in the movie. pictures and stories 09/19

SPONSORSHIP / RIDING THE AMERICAS

This is the look of anticipation before an over 24,000-km-long motorcycle trip full of encounters with people and, in particular, aimed at collecting as many donations as possible: Rahim Resad from Singapore, shortly before the start of his "Riding the Americas" tour. Supported by LIQUI MOLY Asia Pacific. pictures and stories 10/19



**REVIEW**

**PEOPLE, PICTURES AND STORIES**



**SPONSORSHIP / FORMULA 1**

Furious final sprint in the premier class. As the third last race of the season and the decider of the World Championship, the eyes of the world's public were of course especially focused on the US Grand Prix in Austin, Texas. To be seen a million times over: our blue-red-white logo as regional sponsor of the Formula 1! [pictures and stories 12/19](#)



**VALUE RETENTION / MOBILE TREASURES**

Whatever the time of year: Car care is always in season. In the cold months, snow, ice and road salt take a heavy toll. In spring and summer, pollen, bird and insect droppings cover the paint and windows. LIQUI MOLY vehicle care provides optimum protection for all vehicle types. To ensure that the outer and inner values please you for a long time to come! [pictures and stories 11/19](#)

**FRANCE / BRAND CAMPAIGN**

Vive la France! Vive la LIQUI MOLY! NapOILeon would have had his pleasure: With the founding of our subsidiary LM France S.A.S. and our first appearance at Equip Auto in Paris, we fired a triumphant starting shot for our new France strategy! [pictures and stories 09/19](#)

Slim range = slim sales

# Leveraging the product range

Fat range = fat sales



Even though 2019 began with a backfire – the year’s finale was a sales smash! And with this fireworks, we’re carrying straight on: 2020 offers us endless scope for new success stories under the sign of our radiant global brand. Use your knowledge, enthusiasm and charm to amaze both existing and prospective customers in the New Year, too. Our full range of products provides you with a unique battery of opportunities.

**Ignite your sales rocket – preferably 365 days a year – and take daily pleasure in the sparkle of our over 4,000 products!**

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, successes and emotions about the LIQUI MOLY family worldwide – with your contribution to the next edition of our company magazine.



Inform.  
Spread the  
word. Share.

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Send us your photos including the story and the signed declarations of consent from all persons in the photograph to [bug@liqui-moly.de](mailto:bug@liqui-moly.de).



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