



LUBRICANT SPECIALIST LIQUI MOLY IS EXPANDING IN SOUTH AFRICA

LIQUI MOLY, the German company which specialises in lubricants, additives and car care, sells its products in more than 90 countries around the world. And all the signs are pointing towards further growth – especially in South Africa. This was apparent at the Automechanika in Johannesburg from 18 to 21 March 2009, and once again in Cape Town on Friday 27th March 2009, when Liquimoly introduced its new distributor in the Cape, S.O.S. Oil Corporation.

LIQUI MOLY regards South Africa as one of its most important markets in the future. Europe is at the forefront with market coverage of 98 percent, but it also has a significant footprint in America and Asia, and it wants further international growth. The managing partner, Ernst Prost, sees enormous opportunities in globalisation: “Wherever cars are driven in the world, there’s a need for our products” – in other words, there is huge potential around the world for the manufacturer of engine oils, car care products and additives for oil, fuel and cooling circuits: Out of the 640 million cars in the world, Ernst Prost views 500 million as potential. In the long term, he aims to achieve sales of 50 cents per car. The company, which manufactures its products exclusively in Germany, currently generates more than 40 percent of its revenue in the export business. A figure that is also set to rise. LIQUI MOLY South Africa is headed up by Melicia Labuschagne and Gary Swinson. “We’re winning more garages and car accessory retailers for the brand,” says Labuschagne. “This is a really good development in a market with so much potential,” adds Swinson. Engine oils, grease, pastes, service products, repair tools and care products for vehicles are all part of the product mix offered by the full-range provider. And additives: Depending on the product, these have a cleaning or care effect and can be used as a precautionary measure or to solve specific problems. TÜV, Germany’s technical supervisory association, has tested a wide range of additives and confirmed their effectiveness: Clean engines run longer and are more efficient on fuel. This is better for the environment. Along with the TÜV seal of approval, LIQUI MOLY counts on the “made in Germany” mark of quality. The top-quality products are one pillar of success – as the positive experiences for

instance in South Africa show – and the brand another, as the managing director emphasises. The additive specialist is currently involved in the World Touring Car Championship, which for the first time will have a race on the African continent, and the German series as the main sponsor of LIQUI MOLY Team Engstler, giving the brand a guaranteed TV presence worldwide. “This brand awareness has a pre-selling effect around the globe,” says Ernst Prost. Campaigns like these are initiated and managed centrally from Germany. Sponsoring in relevant countries is another fixed element of the brand strategy. For instance in South Africa, where cycling is popular, the company support’s a cycling racing team called Team LIQUI MOLY, which is captained by Alex Pavlov. Because of its products LIQUI MOLY is naturally associated with motorsports. Thus the firm sponsors the GT 1 racing team of Danie Correia Snr. His sons Danie and Jaco are competing in the WesBank V8 Supercars Series with their Chevrolet Corvettes.

LIQUI MOLY has been an important player in the automotive field for more than 50 years, with some 4,000 articles including engine oils, additives and car care products. Based in the south-German city of Ulm, the company develops, tests, manufactures and markets the extensive offering itself and enjoys close contact with reputable vehicle manufacturers: because high-quality engine oils are developed in parallel with modern vehicle technology. Compared to the mineral oil groups such as Shell, British Petrol or Exxon Mobil, LIQUI MOLY appears modest, but it is no small fry. With its strengths, it is real competition for the big players. “It makes us an interesting alternative; also in South Africa” – of that Ernst Prost is convinced.



The S.O.S. Oil Corporation Team: Michael Stafford, Peter Gaunt, Freddi Stafford.



Gary Swinson, business development manager at LIQUIMOLY SA, welcomed the Cape Town guests at the River Club in Observatory. He promises that LIQUIMOLY will “brand your shop, and we’ll brand you”. Gary bemoaned the fact that South Africa is a dumping ground for bad oil, and that most European cars are driving with the wrong oil.