

Lubricant specialist LIQUI MOLY takes part at the Automechanika and is expanding in South Africa



This was the first Liquimoly product – more on this in future editions of ABR



The Liquimoly team on duty when ABR visited: Melicia Labuschagne, Sal Vatore Coniglio, Karin Heijboer, Peter Baumann, Danie Correia, Alexander Macketanz

Globalisation is a word that splits people into two camps. But it has a definite supporter and beneficiary in LIQUI MOLY. The German company, which specialises in lubricants, additives and car care, appreciates the importance of international business relationships. It's not for nothing that its products are now sold in more than 90 countries around the world. And all the signs are pointing towards further growth – especially in South Africa.

LIQUI MOLY regards South Africa as one of its most important markets in the future. Because of this the company founded an affiliate at the end of 2007. At Automechanika LIQUI MOLY showed its whole capability. The South African market is a very important piece of the globalisation puzzle: the organization is represented on every continent. Europe is at the forefront with market coverage of 98 percent, more than in America and Asia. 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. In the eyes of the company boss, Ernst Prost, this proves that the company is on the right track: "There's no standard recipe for our success. We assess the markets all over the world correctly and support them in an exemplary fashion." This is accomplished by strategic market developers instead of sales representatives who are oriented towards the German sales mix – although every market has to be catered to individually. Based on the maxim "think globally, trade locally", multilingual labels, local product names and advertising are just as matter of course as a product range tailored to the needs and purchasing behaviour of the customers – taking local fuel qualities and climatic conditions into account, for instance.

