**MAGURA supplies bicycle trade exclusively with Bike range by LIQUI MOLY**

The lubricant specialist is fully backing the experience of the leading manufacturer for bicycle components

**September 2017 – In the world of cars and motorbikes, the LIQUI MOLY name is set. The lubricant specialist also wants to make a name for itself in the bicycle sector. For this it is cooperating with a company that is very well known in it: MAGURA. The manufacturer of bicycle components will exclusively sell the Bike product range by LIQUI MOLY in the bicycle retailer. The official start took place at the Eurobike exhibition in Friedrichshafen.**

Geographically, the two companies are only separated by around 50 kilometers. Commercially, they are getting even closer. LIQUI MOLY is expanding the sales cooperation begun last year with MAGURA due to its good results and is now handing over sales in the bike sector exclusively to the bicycle specialist. Its renowned market expertise should give dealers across Europe easy access to LIQUI MOLY products. "MAGURA offers high-quality components for bicycles, we in future will offer the liquids for a service," says Carlos Travé. As 2-Wheel General Manager he is also responsible for the global bike business at LIQUI MOLY.

The expanded cooperation was officially begun at the Eurobike exhibition in Friedrichshafen. There MAGURA offered specialist retailers a special LIQUI MOLY counter display at an exhibition campaign price. "The display as well as all LIQUI MOLY items can now be bought via the MAGURA webshop and we are proud that we have been able to expand the cooperative partnership even further since last year, from which ultimately our specialist retailers will also benefit," explains Martina Class, CEO of MAGURA BikeParts.

The individual products of the Bike range are always perfectly aligned to their respective use, be it in a garage or in private use, and convince with their composition and the packaging sizes on offer. LIQUI MOLY has 60 years of made in Germany lubrication experience when it comes to cars. The SME from Ulm is further implementing this combined knowledge for bicycles. Carlos Travé: "Our main business area is vehicles and machines with combustion motors. With the Bike range we are showing that we also know two-wheelers without motors."

You can find more info on the products at **www.liqui-moly.de** and for bicycle retailers at **www.magura-b2b.com**.

**Image caption 1:**

MAGURA sells the Bike range of LIQUI MOLY exclusively in the bicycle retailer.

**Image caption 2:**

For the launch of the exclusive sales MAGURA offered the LIQUI MOLY counter display for a campaign price at the Eurobike exhibition in Friedrichshafen.

**About MAGURA**

"For comfort and sport" – there is no better motto for the medium-sized company MAGURA from Bad Urach. After all,with its absolute core expertise, hydraulics, MAGURA globally stands not only for passion and technical innovations, but above all for the highest level of safety and exemplary quality – and has done so for over 120 years! Around 550 employees in Germany, Asia and the USA manufacture high-tech components of all kinds for two-wheelers day in, day out, which guarantee an enormous longevity, the highest level of safety standards and a great deal of riding pleasure.

**For more information, contact:**

MAGURA

Götz Braun

Head of Marketing

Stuttgarter Straße 48

72574 Bad Urach

Telephone: +49 (0)7125 153235

g.braun@magura.de

**About LIQUI MOLY**

With around 4,000 items, LIQUI MOLY offers a global, uniquely broad range of automotive chemicals: Motor oils and additives, greases and pastes, sprays and car care, glues and sealants. Founded in 1957, LIQUI MOLY develops and produces exclusively in Germany. There it is the undisputed market leader for additives and is repeatedly voted the best oil brand. The company led by Ernst Prost sells its products in more than 120 countries and generated 489m euros in sales in 2016.

**For more information, please contact:**

Peter Szarafinski

Jerg-Wieland-Str. 4

89081 Ulm-Lehr

Germany

Tel.: +49 7 31/14 20 189

Fax: +49 7 31/14 20 82

Peter.Szarafinski@liqui-moly.de