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## LIQUI MOLY HIRES MARTIN FLORY GROUP FOR PR

To increase brand awareness and develop its marine market share within North America, Liqui Moly USA has hired Martin Flory Group. The PR firm will promote its extensive line of engine oil, fuel additives and lubricants.

Known globally for its automotive products and highly visible sponsorship of racing and winter sporting events, Liqui Moly is relatively new to the boating industry. Made in Germany with the same commitment to superior quality, its complete range of marine items is formulated specifically for the unique needs of inboard- and outboard-powered vessels and personal watercraft. Its website is [www.liqui-moly.us](http://www.liqui-moly.us).

"We're pleased to be working with Liqui Moly USA," said Martin Flory Group general manager Kelly Flory. "Its automotive motor oil has been voted #1 in Germany for nine straight years, so we're confident American and Canadian boating consumers will soon discover all the performance benefits of its products."

Founded in 1962, Martin Flory Group represents a diverse global client base. The PR firm is highly experienced in the marine, RV and outdoor industries. It works with writers and editors worldwide to gain credible media coverage to help sell products and grow businesses.

Contact Martin Flory Group, PO Box 360, Gurnee, IL 60031. 847-662-9070. [info@martinflory.com](mailto:info@martinflory.com); [www.martinflory.com](http://www.martinflory.com).