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LIQUI MOLY USA APPOINTS ATLANTIC MARKETING COMPANY

LIQUI MOLY USA has appointed Atlantic Marketing Company to represent its line of marine engine lubricants, fuel additives and related performance products. Gary Driver, business development manager – marine, made the announcement.

"We were astounded by the breadth of the LIQUI MOLY line and their support for retail and in-store merchandising opportunities," said Brandon Flack, Atlantic Marketing Company partner and president. "Migrating from the automotive side, their team quickly grasped the nuances of the marine industry and has dialed-in a program that's ready to fly for dealers and distributors to drive sales at the consumer level."

LIQUI MOLY manufactures a complete range of marine diesel and gasoline engine lubricants and fuel additives. Known throughout performance auto and motorcycle circles, its motor oil has been voted number one for ten consecutive years in Germany.

"We're pleased to be working with the sales team at Atlantic Marketing," said Driver. "They have deep, respected relationships within the industry and we're confident of their abilities to successfully market our premium-quality products and help grow our brand awareness."

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Atlantic Marketing Company has served the recreational marine industry for 55 years. With offices in Stonington, Connecticut; Annapolis, Maryland; Portsmouth, New Hampshire; and Cape May, New Jersey, its territory covers Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, Delaware, Maryland, Virginia and West Virginia. The company's website is www.amconet.com.

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