

ISSUE 104 | APRIL 2015 | www.motorex.com

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Kawasaki UK

Firmly in the saddle with MOTOREX.

MOTOREX. AND IT RUNS LIKE A CHARM.



MATTHEW GREYERHER LESCH

Today's customers are demanding. So, workshops have to operate all the more professionally and efficiently. Offering the latest and most comprehensive range of lubricants and cleansers along with the best service and support, MOTOREX is number one for garagists who insist on the highest standards of quality. Put your trust in an independent partner who is fully committed to helping you give your very best. Find out more about us: www.motorex.com



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CREATING AND SUSTAINING DURABLE VALUES

Dear customers and readers

Human beings have long put action and effort into the pursuit of one essential goal – creating durable values. Whether in architecture, art, or our everyday work, durable values are always in demand and always offer a good foundation for new developments.

Vintage cars, rusty or perfectly restored, big or little, kept in basements, parking garages and museums, are things of value that touch people's hearts. They exude a certain fascination and are even said to induce "good feelings". These witnesses of days gone by are attracting growing attention and becoming ever more popular in today's hectic world. Reason enough to honor them with the new and improved CLASSIC LINE and a fascinating feature article on Switzerland's most prominent Swiss automaker, Peter Monteverdi.

For those who love pushing the pedals, we open a trailblazing new chapter in bicycle care with the revamped BIKE LINE. Get inspired by the new possibilities! Durable values are not limited by national borders. Whether it's partnering Kawasaki in the UK or logistics for our European customers, such values are the cornerstone of success everywhere you go.

And you, our customer, are always at the center of everything we do. Our aim is for MOTOREX products and services to make your daily work as friction-free and successful as possible.

I hope you enjoy reading this issue.

Stefan Sury, Head of Automotive Sales Switzerland
BUCHER AG LANGENTHAL

MOTOREX IN THE NEWS

FOR NATURE LOVERS AND ROAD TRIPPERS



AGRICULTURAL TECHNOLOGY WOMEN'S DAYS AT MOTOREX

MOTOREX has been a dependable partner to family firms and SMEs in Switzerland for many years. At its Agricultural Technology Women's Days, MOTOREX for once gave its full attention to the women working in these organizations. Two very well attended events, one each in German and French, were held at MOTOREX in Langenthal at the beginning of March. The diverse program began with a plant tour and talk on lubricant technology with reference to agricultural technology. Participants especially enjoyed the workshops and tips on how to deal with common workday challenges. The highlight of the event was a talk by Béatrice Lüthi, CEO of Lüthi Elevators Lindenholz, on "Women and Technology". Thank you to everyone who attended the first "women-only" event in the history of MOTOREX!

Every year, the season opening of the 48-kilometer Grossglockner High Alpine Road connecting Austria's federal states of Salzburg and Carinthia is a challenge for equipment and operator alike. With a crew of 15 and an impressive array of machinery and equipment, Peter Embacher is head of road maintenance. The high point of the season is the springtime snow clearance by five big snow blowers – four of them 50–60 years old. For the entire fleet, from generators to monster snow blowers, the seasoned staff of Grossglockner Hochalpenstrassen AG depend on heavy-duty lubricants from MOTOREX. Much to the delight of the over 900,000 road users who take the scenic High Alpine Road to the Hohe Tauern National Park each year.



Peter Embacher of Grossglockner Hochalpenstrassen AG.

www.grossglockner.at



Picture: fotolia.com - W. Cibura

MOTOREX GREASE 5300 WITH SOLID LUBRICANT

MOTOREX GREASE 5300 is a special high-performance synthetic lubricant grease containing white solid lubricant (PTFE = Teflon®).

It is perfect for a wide range of slow-rotating bearings that are subjected to heavy loads and exposed to the elements and fluctuating temperatures. Examples include cableway roller assembly bogies and construction equipment. GREASE 5300 effectively prevents excess wear, even at low temperatures and under extremely high bearing pressures. MOTOREX GREASE 5300 is also suitable for oscillating slide bearings and meets the KPF2 K-30 specifications under DIN 51502.





JASO T 903: 2011
PERFORMANCE IS GUARANTEED by
BUCHER AG



JASO MA2 FOR TOP SPEED 4T

High-displacement, high-torque motorcycle engines generally transfer power through a multi-plate clutch in an oil bath. The motor oil in these high-performance engines also supplies the transmission and clutch assembly. To keep clutch engagement smooth and shifting precise in every situation, MOTOREX introduces its improved MOTOREX TOP SPEED 4T four-stroke motor oil with JASO MA2 certification. The motor oil is currently available in four viscosities (SAE 5W/40, 10W/30, 10W/40 and 15W/50), covering the full performance spectrum for engines with an oil-bath clutch. All lubricants are available just in time for the start of the season and meet leading manufacturers' strict specifications.

HAPPY BIRTHDAY MOTOREX DEUTSCHLAND AG

Under the leadership of site manager Stefan Remhof, MOTOREX Deutschland AG kicked off the new year with an anniversary celebration. On January 1, 2010, just over five years ago, a dedicated sales office for industrial customers opened its doors in Germany. Since then, MOTOREX Deutschland AG, based in Schriesheim near Heidelberg, has proven invaluable as a sales, logistics and technical support hub and on-the-spot presence in Germany. Additional lines of contact have been opened up with high-profile industrial partners, and the broad MOTOREX SWISSLINE assortment of industrial lubricants has found many eager new users. Happy birthday!



MOTOREX RACING 2015

The 2015 racing season once again promises many outstanding performances from MOTOREX racers around the world. Visit www.motorex.com/racing for an impressive list of the teams and drivers who will be battling for fame and honor this season for MOTOREX. You'll also find interviews with top stars and information on the most important categories. Have a look and catch the fever!





A GLEAMING NEW LOOK FOR THE MOTOREX BIKE LINE

Those who know cycling know how attached cyclists can get to their bikes. To make sure riding stays fun, MOTOREX is continuously working to improve its BIKE LINE products. This includes updating the packaging and instructions for lubricants and care products.

Every major supplier's cycling product range is awash with new materials and new technologies. Close collaboration with international racing teams and leading companies in the bicycle industry have made the updated BIKE LINE what it is today: the most comprehensive assortment of lubricants and care products for every type of bicycle. Easy to use, extremely effective and exceptionally kind to the environment.



EASY CLEAN

Biodegradable chain degreaser. Cleans greasy and oily drive components very effectively. 500 ml spray, 5 l and 25 l fluid



BIKE CLEAN

Biodegradable, solvent-free complete bike cleaner. This extremely effective cleaner dissolves and removes the heaviest dirt in the blink of an eye. 500 ml pump spray, 5 l and 25 l fluid



BIKE SHINE

Finishing care and protection product. Ideal for use after cleaning. Freshens colors, forms a protective barrier and gives a high gloss. 300 ml spray, 5 l and 25 l fluid



“TWIST CLICK”- CAP

Applying just the right amount of lubricant is important for many maintenance tasks. That's why MOTOREX supplies its 100 ml bottles of BIKE LINE products with a “twist click” dispenser cap. The handy container opens easily with a quick twist of the cap, while a second twist sets the amount of product to dispense.



ALWAYS THE RIGHT LANGUAGE

The sail label (a self-adhering label that folds to open or close in the back) has room for product information in up to 15 languages.

QR CODE AIDS APPLICATION

Customers can use their smartphone to read the printed QR codes and view additional product information and tips for proper application.

For more information contact your MOTOREX partner or visit www.motorex.com •



WHITE GREASE

Lithium-based white lubricant grease especially for bicycles, for wheel, crankset and roller bearings. Provides effective protection against wear, seals and lowers frictional resistance.
100 g brush can and 850 g can



CARBON PASTE

Special assembly paste for carbon and aluminum parts. Protects against contact corrosion and prevents parts seizures.
100 g brush can and 850 g can



BIKE GREASE 2000

Universal calcium-based long-life grease for bicycles, for many types of moving parts (joints, hubs, headset, etc.) and bearings.
100 g brush can and 850 g can



HYDRAULIC FLUID 75

Special fluid for mineral oil-based hydraulic bicycle brake systems. High resistance to aging and ideal low- and high-temperature viscosity.
100 ml and 1 l



DRY POWER

Biodegradable wax-containing chain lubricant for mostly dry operating conditions. Quickly penetrates the chain and forms a homogeneous surface to lubricate and protect it.
56 ml and 300 ml spray,
100 ml and 5 l fluid



WET PROTECT

Biodegradable chain lubricant for mostly wet operating conditions. Lubricates and protects even interior portions of the chain. Highly water-repellent.
56 ml and 300 ml spray,
100 ml and 5 l fluid



CITY LUBE

Universal chain lubricant for city and e-bikes. Rapidly penetrates the chain and adheres perfectly. Provides lasting chain lubrication and protection.
56 ml and 300 ml spray,
100 ml fluid

CLASSIC MOTOREX

“Many vintage vehicle owners use the wrong oil! They don’t just risk irreparable engine damage, they take oil loss for granted and pay way too much.”

This is the opinion of many classic vehicle experts. This unfortunate state of affairs inspired MOTOREX to overhaul its existing range of motor oils for classic vehicles and launch a new, user-friendly and clearly-structured product family: the MOTOREX CLASSIC LINE.

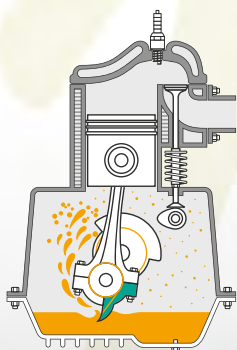
WHY HAVE SPECIAL LUBRICANTS?

There is no such thing as an all-purpose oil for classic vehicles. Different formulations are needed to cover their individual lubrication requirements. However, these formulations all have one thing in common: they are mineral oils with a low additive content, tailored to the engine designs of the relevant era and the materials used to make them, and suitable for relatively short change intervals. Another important criterion for choosing the appropriate motor oil is the technical condition of the engine (original condition with patina or overhauled engine).

THREE DIFFERENT LUBRICATION METHODS

A wide variety of engine technologies has been developed and brought to market. They have been revised, improved and then replaced by more modern versions. There are essentially three lubrication methods, each of which places different demands on the motor oil:

A ENGINES WITH NO FORCE-FEED LUBRICATION (1900–1930)



These engines need a lubricant that forms an oil mist. The mist supplies all lubrication points that oil splash lubrication cannot reach. In addition, the oil has to adhere to the lubrication point to ensure emergency lubrication. This lubrication method does not use any filter systems.



MOTOREX REGULAR SAE 30 and SAE 40

Mineral-oil-based monograde motor oil with minimum additives for petrol and diesel engines with oil splash and mist lubrication. Given the absence of filter systems, active cleaning agents (detergents) and substances that keep oil-insoluble solids in suspension (dispersants) are deliberately not used.

1 l, 5 l, 60 l and 200 l

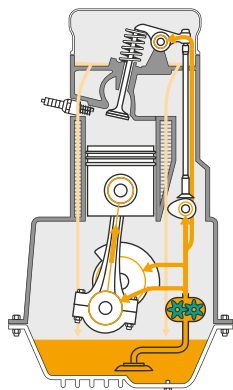
MOTOREX RUNNING IN SAE 30

This special running-in oil is also available in the “REGULAR” oil family.

1 l, 5 l, 60 l and 200 l



B ENGINES WITH FORCE-FEED LUBRICATION BUT NO FINE MESH FILTER (1930–1960)



These engines have an integral oil pump to supply all relevant lubrication points. They are designed so that dirt and abraded particles are drawn by a magnet into a recess in the oil sump or collected in a coarse filter. This means that the motor oil must never contain any dispersants.

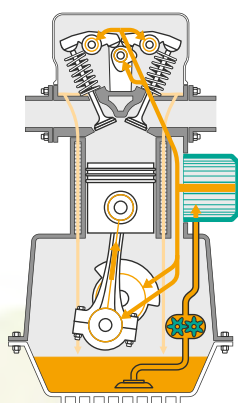


MOTOREX SUPREME SAE 30, SAE 40 and SAE 50

Mineral-oil-based monograde motor oil, authentically formulated for petrol and diesel engines with force-feed lubrication but no fine mesh filter. Contains anti-mist additive and provides optimum wear and oxidation protection. Dispersant-free.

1 l, 5 l, 60 l and 200 l

C ENGINES WITH FORCE-FEED LUBRICATION AND FINE MESH FILTER (1960–1970 AND 1970–1990)



These engines have an integral oil pump to supply all relevant lubrication points. Since they also include fine mesh filter systems, a motor oil that contains detergents and dispersants is essential. This allows dirt to be dissolved, carried to the filter and deposited there.



MOTOREX HEAVY DUTY SAE 30, SAE 40, SAE 50 and SAE 20W/50

Mineral-oil-based monograde and multigrade motor oils, authentically formulated for petrol and diesel engines and 2-stroke diesel engines with force-feed lubrication and fine mesh filters. Particularly suitable for engines with elevated operating temperatures and heavy loading. Contains anti-mist additive and provides optimum wear and oxidation protection. (1960–1970).

1 l, 5 l, 60 l and 200 l



MOTOREX ADVANTEC SAE 10W/30, SAE 15W/40, SAE 20W/50 and SAE 50

High-performance monograde and multigrade motor oils based on selected paraffinic base oils, authentically formulated for petrol and diesel engines and 2-stroke diesel engines with force-feed lubrication and fine mesh filters. Increased zinc content guarantees very high wear protection. Ideal for engines from the USA, historical racing engines and engines with OHC/OHV valve control. (1970–1990).

1 l, 5 l, 60 l and 200 l

MOTOREX. THE SAME TODAY AS YESTERDAY.

Lubrication technology requirements have changed greatly over the last 100 years. With MOTOREX actively helping to drive forward every development since 1917, the comprehensive CLASSIC LINE makes a significant contribution to preserving our motoring heritage. The new MOTOREX CLASSIC LINE motor oils will be available in the summer. Your MOTOREX partner and the Technical Customer Service will be happy to provide further information. •





THE SIGN OF THE CROWN

Monteverdi's automotive masterpieces

The Swiss are hardly known as automakers. Despite this, the country can boast a few idealists and hobbyists, to say nothing of its many key supplier companies, who have helped make the automobile what it is. Peter Monteverdi of Binningen near Basel was one of them. And, as in so many stories of great talent, his well-earned fame only arrived years after his final creative hour had tolled. Today Peter Monteverdi's automobiles are highly sought after as collector's items worldwide.



Visit the
Monteverdi Museum
on YouTube

Peter Monteverdi was born on June 7, 1934 and died on July 4, 1998 in Binningen near Basel, where his one-time company headquarters is now the site of the unique Monteverdi Museum. Peter Monteverdi's father, Rosolino Monteverdi, ran a repair shop for cars and trucks – a calling that fascinated the young Monteverdi. Peter knew from an early age what he wanted to be when he grew up: an auto mechanic, a trade he learned at the Swiss truck manufacturer Saurer in Arbon. The

young mechanic built his first dream car at age 16, creating a roadster he called the Monteverdi Special from a wrecked Fiat Balilla.

BUSINESS OWNER AT 20

When Monteverdi's father died unexpectedly in 1954, Peter succeeded him as head of the family business. Around the same time he began to take an interest in racing. After a few successful races in Switzerland, he



MBM-Tourismo 1961



Peter Monteverdi



Production, 1969

Pictures: M. Zumbrunn, archives Monteverdi and A. König



High Speed 375 L and 375 S 1968



Geneva Motor Show, 1976

formed the MBM (Monteverdi Binningen Motors) brand and began producing his own sporty two-seater, the MBM Turismo. Later he launched a series of Formula Junior cars. His racing activities and technical skill were soon known far beyond the racing scene, enough to draw attention from none other than Enzo Ferrari, who noticed the dynamic Basler and invited him to distribute his cars. Monteverdi even made the jump to Formula 1 on his own initiative in a racecar he built himself. Monteverdi built the chassis and frame of the 290 kph Formula 1 racer, while Porsche supplied the engine. With over 100 international races under his belt, Monteverdi ended his driving career after sustaining serious injuries in a devastating accident on the circuit in Hockenheim, Germany.

GT SUPER CLASS

Monteverdi now focused on building his MBM racers and managing the repair shop and dealership. The business was rapidly outgrowing its home. In 1961 Monteverdi had the old structure torn down to erect a spacious new building with a fitting sales floor at Oberwilerstrasse 14 in Binningen. BMW joined Ferrari in the sales

lineup in 1965, and business boomed until Ferrari and Monteverdi, both strong personalities, had a falling-out. No longer a Ferrari dealer, the young engineer was now taken with the idea of bringing his own Gran Turismo to the streets. He contacted Italian designer and coach-builder Pietro Frua to share his ideas. The result was a two-seater of breathtaking beauty that would later receive the name High Speed 375S. It was agreed that Monteverdi would design a rectangular-section tubular frame for the rolling chassis and Frua would furnish the

*No longer a Ferrari dealer,
the young engineer was now taken
with the idea of bringing
his own Gran Turismo to the streets.*

interior. Having been a Jensen importer since 1963, Monteverdi turned to tried-and-true components: a 380 horsepower Chrysler 7.2-liter V8 engine, ZF manual transmission (for now) and DeDion rear axle with disc brakes on all wheels.



High Speed 375 C, 1971



Safari, 1976



Sahara, 1978



High Speed 375/4, 1971



Hai 450 SS, 1970

A NEW MODEL EVERY YEAR

After presenting the 375 S at the Frankfurt Motor Show in 1967, Monteverdi had a hit on his hands, and Frua did not have sufficient capacity to keep up with demand. The Basel automaker was forced to move production to Fissore, a specialized coachbuilder in Turin. Frua was not pleased and asserted his rights to the design. In response, Monteverdi literally went back to the drawing board (no computers in those days!) to design the 375 L. Its predecessor's equal in every way, the grandiose 2+2 debuted at the Geneva Motor Show in 1968. Assets like automatic transmission and air conditioning were especially well-received by the international clientele. It provided the basis for the 375 S two-seater coupe in 1969 and later a convertible. Exactly one year later, in 1970, the 375/4 four-door luxury sedan became the newest model.

MID-MOUNTED ENGINE: THE HAI 450 SS

Looking like something beamed down from another planet, the prototype mid-engine Monteverdi Hai 450 SS with its 450-horsepower 7-liter Mopar Hemi engine appeared at the Geneva Motor Show in March 1970. The car was later sold, and another three vehicles built in different configurations. Today these are all at the Monte-

verdi Museum. In a matter of just a few years, Monteverdi had succeeded in establishing himself in the fiercely contested luxury segment alongside Ferrari, Maserati and Lamborghini. Demand was strong and production was continually in high gear. Final assembly took place at the Monteverdi plant in Binningen – until Monteverdi became another victim of the oil crisis in 1974. It was time for fresh perspectives. Monteverdi and his right-hand man Paul Berger, head of global sales since 1962, found it in the S series.

A VISIONARY LOOKS TO THE FUTURE

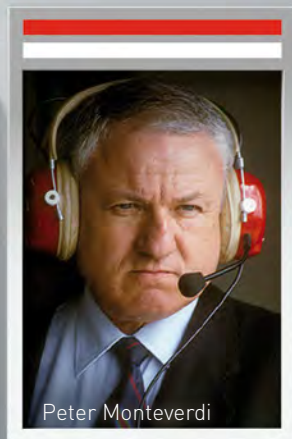
The new S series consisted of the Safari (SUV), Sahara (4x4) and Sierra (sedan, convertible and wagon). Years before the great SUV boom, Monteverdi had anticipated the idea of a luxuriously equipped off-road vehicle with power steering, automatic transmission and air conditioning. Based on the International Scout, the Safari was modeled on the British Range Rover. The plant in Binningen, incidentally, had converted the original Range Rover from a three-door to a five-door model for the British royal family. The Sahara was the Safari's somewhat more modestly equipped sibling. The SUVs were Monteverdi's biggest commercial success and were exported all over the world, especially to the Middle East. The



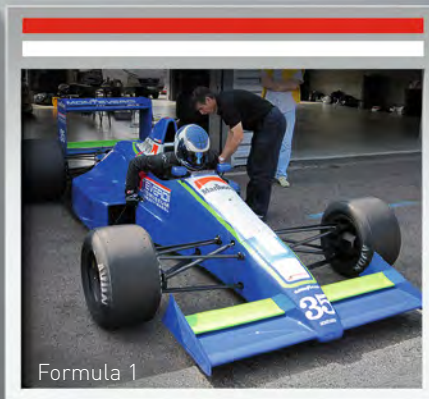
Peter Monteverdi
1934–1998.



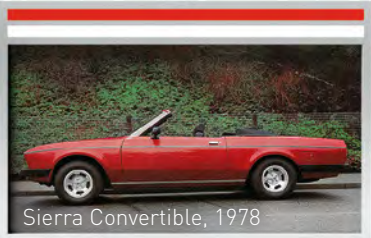
Sierra, 1977



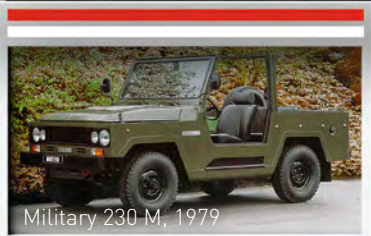
Peter Monteverdi



Formula 1



Sierra Convertible, 1978



Military 230 M, 1979



The brand mark combines the Swiss colors of red and white with the crown from the Monteverdi coat of arms.



Hai 650 F1, 1992

Swiss automaker also showed a deft touch in naming the Sierra family, based on the Dodge Aspen from the US. Monteverdi was able to secure protection for the mark. Ford liked the name so much that it bought it from him.

A MUSEUM AND A CLUB

By the early 1980s, the days of vehicle production in Binningen were numbered. After a “no” from the Swiss government to two robust all-terrain prototypes for the military, output steadily declined. Production came to an end in 1982. Nevertheless, Peter Monteverdi continued to market his design abilities in various areas under the “Monteverdi Design” label. At the age of 51, Monteverdi decided to turn his company headquarters into a museum for a comprehensive collection of his creations. That same year saw the founding of the MC (Monteverdi Club), with the active support of his friend, coachbuilder Ruedi Wenger.

A FINAL VENTURE INTO F1

When Swiss auto repair magnate Karl Foitek and Peter Monteverdi purchased the British Onyx racing team in 1990, they inadvertently caused quite a stir. Behind the wheel sat Foitek's son Gregor and J.J. Lehto. Unfortu-

nately sponsorship funds were far from readily forthcoming, and the Monteverdi team was forced to suspend its Formula 1 project before the season had even ended. In 1992, the Hai 650 F1 was built from leftover Formula 1 parts. Two examples were built, with a carbon frame and 650-horsepower Cosworth V8 engine. From then on, things became quiet around Switzerland's last automaker.

Peter Monteverdi died of cancer in 1998 at the age of 64, leaving behind an unmistakable black, white and red trail through automotive history. Without his combination of iron will, diligence and skill, the world today would be poorer by one of the few Swiss automotive marques ... •



Monteverdi Automuseum
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www.monteverdi.ch



Monteverdi-Club
Mr Peter Giger
Reinacherstrasse 40
CH-4106 Thervil
www.monteverdi.net



By using sophisticated logistics, MOTOREX guarantees high delivery capacity in Europe and throughout the world from its production site in Langenthal and its logistics centers in Germany, Austria and Sweden.

STRATEGIC EXPORT LOGISTICS

Customer focus and service are key criteria these days when a company wants to make its products stand out from the competition. That's why MOTOREX has developed a brilliantly efficient logistics strategy which is geared to country-specific needs. The benefits: fast, dependable logistical services at optimized cost.

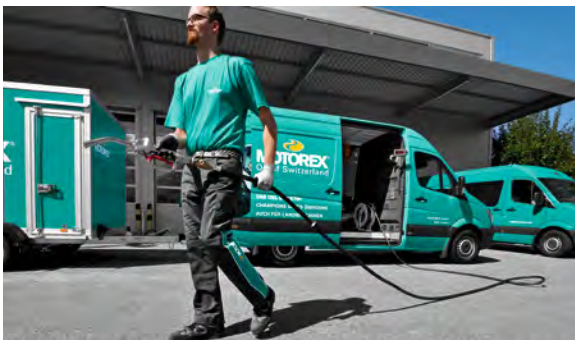
The MOTOREX product range encompasses over 7000 articles made in Switzerland. These are currently available in over 80 export markets worldwide. By share, the European Union member countries are among the most significant. That's why the MOTOREX logistics strategy is structured by levels: distribution level 1 is Switzerland, 2 the European Union and 3 the world. All MOTOREX subsidiaries and distributors (importers) are fully integrated into the processes and make shared use of synergies such as those offered by the central warehouse in Freiburg im Breisgau, Germany and the warehouse in Karlsham, Sweden.

LIKE A WELL-OILED MACHINE, ALL THE WAY TO THE CUSTOMER

MOTOREX currently has two high-capacity warehouses for intra-Community goods traffic in Europe. The central warehouse in Freiburg im Breisgau, Germany has a capacity of several thousand pallets, is supplied daily from Switzerland and generally provides 48-hour delivery in the level 2 zone. Whether a shipment consists of a 1000-liter container or a carton of 1-liter bottles, all processes are traceable and IT-supported. The warehouse in Karlsham, Sweden supplies all of Scandinavia. Delivery times in these countries are generally between 48 and



The MOTOREX central warehouse at Freiburg im Breisgau in southern Germany, shown here, is a central logistics hub for Europe.



On request, MOTOREX will pump lubricants directly from tanker trucks to customer tanks in Switzerland and Austria. In Austria there is a separate warehouse near Salzburg for tanker truck deliveries.



- MOTOREX headquarters, Langenthal
- MOTOREX Germany, Schriesheim near Heidelberg
- MOTOREX NORDIC AB Sweden, Göteborg
- MOTOREX Austria, Hallein
- MOTOREX central warehouse, Germany, Freiburg im Breisgau
- MOTOREX warehouse, Sweden, Karlsham
- MOTOREX warehouse, Austria, Bergheim near Salzburg

72 hours. Obviously, larger quantities can also be delivered within a reasonable time, such as supplies for a construction site or by courier to a racing event. MOTOREX offers customers a sophisticated logistics strategy with benefits such as

- optimum delivery capacity for a comprehensive product range
- rapid response times and quick delivery throughout Europe
- easy intra-Community clearance since the goods are already on EU territory
- no customs barriers
- enhanced cost efficiency

EXTREMELY FLEXIBLE

On request, lubricants and fluids can also be delivered directly to manufacturing plants, for example for factory filling trucks or municipal and snow grooming equipment. MOTOREX distributors support their customers from A to Z, handling all additional administrative work such as calculating VAT or preparing shipping orders

and consignment notes. Centralized logistics and the resulting savings in administrative costs are one more selling point for MOTOREX customers.

Do you have any questions or concerns about logistics? Your MOTOREX representative will be glad to help. ●



View of the DFDS Logistics warehouse in Karlsham, Sweden: deliveries leave here for all of Scandinavia, as far as the polar circle.



KAWASAKI RACING UK WITH MOTOREX FIRMLY IN THE SADDLE

The British love fast motorcycles, and the United Kingdom loves its motorbike racers. Since 2014, MOTOREX has been the official lubricant partner of Kawasaki Racing UK, and UK MOTOREX importer Bickers shares the passion for the racers in green.

Kawasaki is everywhere among the island's leading teams, from the smallest KX85 Motocross cup to the hugely popular British Superbike Championship. As Racing Manager for Kawasaki Motors UK, Ross Burridge knows better than anyone how closely his brand is linked with the racing scene. Naturally this has a positive impact on sales of his mass-market cycles.

WITH BICKERS SINCE 1999

MOTOREX MOTOLINE lubricants and care products have been available on the British market for over 20 years. Since 1999, they've been successfully imported and distributed by brothers Don and Derek McMartin

of the Bickers company. They exclusively serve the specialty retail market. Thanks to Bickers' strong presence on the British racing scene and MOTOREX's international success as lubricant partner to leading teams, Kawasaki Racing UK has been working with MOTOREX for over 15 years now.

DIRECT LINE TO MOTOREX

In racing, a lubricant that is precisely tailored to the engine and operating conditions is a key success factor. That's why direct collaboration and experience-sharing between Kawasaki technicians and the MOTOREX Racing Lab is so important.



Max Anstie, Steve Dixon,
Mel Pocock, Dixon Race Team

James Ellison, GBmoto

Loic Rombaut, Team LPE

Jed Etchells, Team Green

Bryan MacKenzie,
Team Pendrich

AN EXCITING 2015 SEASON

Along with the GBmoto British Superbike team mentioned above, MOTOREX will also be partnering the DRT Kawasaki Team this racing season. This year will be the first time that the team has competed in a Motocross GP season on Kawasaki bikes and with the support of Kawasaki UK. Everyone involved is well aware how important having a professional lubricant partner at your side can be in motocross. Kawasaki Racing UK is riding with MOTOREX on the following teams:

| Team | Category | Rider, nationality | Motorcycle |
|------------------------|---|---|------------------------------------|
| GBmoto | British Superbike Championship Isle of Man TT | James Ellison (GB) James Westmoreland (GB) Gary Johnson (GB), Isle of Man TT | Kawasaki ZX-10R |
| Team DRT Kawasaki | MX GP British Motocross Championship | Max Anstie (GB) Mel Pocock (GB) | Kawasaki KX250F |
| Team LPE Kawasaki | British Arenacross Championship British Motocross Championship | Florent Richier (F), Arenacross Loic Rombaut (F), Arenacross Jimmy Margetson (GB), Arenacross Tanel Leok (EST), MX Jamie Law (GB), MX Ben James (GB), MX | Kawasaki KX450F Kawasaki KX250F |
| Team Green Kawasaki MX | British Arenacross Championship British Youth Nationals | Jed Etchells (GB) Dylan Woodcock (GB) Joel Rizzi (GB) Lewis Hall (GB) | Kawasaki KX85 |
| Team Pendrich Kawasaki | British MX Championship British MXY2 Championship | Bryan MacKenzie (GB) Lee Perfect (GB) | Kawasaki KX250F |



Ross Burrridge, Kawasaki
UK Racing Manager

"Kawasaki Racing UK technical partners don't actually act as sponsors. Instead, they make an important contribution to the team's success through their knowledge and skills. That's the case with MOTOREX as well. As a result of this partnership, our GBmoto British Superbike team was able to glean important insights from the 2014 season last year. Working with MOTOREX engineers, we were able to use these insights when developing our custom lubricant formulas for this racing season."

MOTOREX's multifaceted UK activities have also benefited from its longstanding international partnership with the Kawasaki Factory MXGP Racing Team. With top riders Ryan Villopoto and Tyla Rattray, Kawasaki is currently a top contender in the Motocross World Championship.

For more information on team results and the current racing season, visit www.kawasakiracing.co.uk

MOTOREX RACING LINE

The MOTOREX Racing Lab handles development and is responsible for meeting the fluid needs of the major racing teams MOTOREX supports. The MOTOREX Racing Lab has become one of the most respected specialist developers for racing teams. It is also the creator of the MOTOREX RACING LINE, a range of products made specially for racing that is the perfect complement to the MOTOLINE. •



MOTOREX MOTOLINE importer for the UK:
www.bickers-online.co.uk

BICKERS



Before – and after: CMS-GmbH injects new life into CHIRON and STAMA machine tools with overhauls and customer-tailored upgrades. The customer and the environment are both winners.

SECOND SPRING

FOR USED MACHINE TOOLS

There's no overlooking the fact that CMS-GmbH's business model has been flourishing since the company was founded 15 years ago. A CHIRON Group company, CMS supplies quality refurbished CHIRON and STAMA machining centers to new and existing customers worldwide. Because quality is key, CMS uses MOTOREX industrial lubricants throughout.

Finding good used machine tools is not easy. "Used machines are certainly most valuable to their own manufacturer", explains Rui Böninger, General Manager of CMS-GmbH in Neuhausen ob Eck, Germany. "After all the manufacturer knows the product best, and as OEM they can work on them one step at a time until they're like new. Our core business is exactly that." CHIRON and STAMA machines are known for top quality. Still, depending on workload and maintenance, even the best machine tool sooner or later reaches the end of its working life.

OLD IS NEW AGAIN

Used machines make their way to CMS-GmbH from all over the world. The company's staff of 40 are specially

trained in the specific brands. Following an inspection, each machine is cleaned and disassembled. Next, in a carefully prescribed sequence, the machining center is refitted step by step with original mechanical, electrical and optical parts until it's as good as new or better. Better means new owners can have their machines upgraded for their own needs by retrofitting, say, a faster control system, a pick-and-place robot or even two spindle units instead of one.

MANY ADVANTAGES

The fact that CMS-GmbH is able to professionally refurbish used CHIRON and STAMA machines is due to their solid, high-grade engineering. That makes used machines a good entry-level choice for the CHIRON-STAMA class



Three CHIRON FZ machines at the plant as received (left), partially refurbished (middle) and finished (right).



CMS knows its machines from top to bottom and knows exactly which components need to be overhauled during refurbishing.



Whether it's new cabling or replacing the whole control system with a faster one, CMS is ready to meet the customer's every wish.



All axes are measured and calibrated to factory specifications.



After just 8 weeks, this machining center gleams like new, and specific retrofits have improved its performance.

and often a highly valued option – especially since the delivery time for refurbished machines is considerably shorter and they cost only about 60% as much as new ones. CMS customers enjoy the same service and support as those buying new machines from the CHIRON Group. CMS also offers short-term leasing of new and used machines for customers who need additional production capacity or have gaps to fill while equipment is being installed or overhauled.

COMMISSIONING WITH MOTOREX

Every machine that CMS refurbishes is calibrated to the applicable standards (OEM and DIN), tested and documented before commissioning. Machining quality is demonstrated on a standard NAS piece and, on request, on a customer workpiece as well. CMS also has plenty of experience when it comes to operating and machining fluids. "When a machining center comes in, you can see and smell right away whether the right fluids were used to operate and maintain it", says Arno Schröder as he works on the commissioning of a CHIRON FZ18 S. "MOTOREX offers just the right product for each of our machines from one source. They even worked with us to develop a product portfolio and

improved maintenance packages." Like the CHIRON parent company, CMS-GmbH also uses the following MOTOREX SWISSLINE products:

- SWISSCUT cutting oils
- SWISSCOOL cooling lubricants
- SPINDLE LINE spindle products
- Gear and slideway oils
- Hydraulic fluids
- Technical greases
- Cleaners

EFFICIENT LOGISTICS

CMS' efficient logistics are a key success factor in its professional overhauling and modernization of used machines. Just two days after commissioning and acceptance, the CHIRON FZ18 S mentioned in the article is packed and ready to ship to the customer in Austria. The customer has already ordered two drums of SWISSCOOL 7722 cooling lubricant from its local MOTOREX partner to refill the machine. That way, this machine's "second spring" is a guaranteed success. ●

CMS-GmbH, D-78579 Neuhausen ob Eck
www.pre-owned-machines.com

The MOTOREX-TOPTECH-developed tank vacuum efficiently cleans contaminated fuel tanks.

When combined with heat, free water in diesel fuel or heating oil provides the ideal breeding ground for bacteria, fungi and yeasts. MOTOREX offers two highly efficient ways to combat the problem.



FIGHTING DIESEL FUNGUS

Water, as we know, is the source of life. And that goes as much for microorganisms in a contaminated fuel tank as it does for us. Condensation, refueling and the up to 5 % biodiesel added to fossil diesel fuel means that every fuel tank contains some amount of water. If the concentration of water exceeds 60 parts per million (ppm) the fuel becomes especially susceptible to contamination. This concentration is often found in the tanks of equipment that is only infrequently used and exposed to large temperature fluctuations (stationary engines, fire trucks, boats, etc.). Biologists blame the extremely resistant fungus *Hormoconis resinae*, otherwise normally at home among coniferous trees. In fuel tanks it forms sludge and causes corrosion.



Decisive action is essential when microorganisms attack a fuel system.

CLOGGED FILTERS

By clogging filters and causing engine failure, the problem usually comes to light at the worst possible time. But changing the filter and draining and refilling the tank is not enough to get rid of the stubborn fungus. MOTOREX to the rescue! When the diagnosis is diesel fungus, the prescription calls for these three measures:

1. If the tank is easily accessible, simply use the MOTOREX tank vacuum to suck the diesel fungus/sludge out of the full tank.
2. Replace or clean filters; flush fuel lines if necessary
3. Shock treatment using MOTOREX GROTAMAR 82 (diluted 1:1000)



MOTOREX GROTAMAR 82

MOTOREX GROTAMAR 82 is a special, highly effective additive (biocide) that stops bacteria and fungi in diesel fuel and heating oil. It is ideal for cleaning contaminated tanks and fuel systems and for the economical long-term protection of infrequently operated equipment. ●

Do you have any questions? Your MOTOREX partner will be glad to assist.



Tony Cairoli, KTM Red Bull Factory Team



Ryan Villopoto, Kawasaki Racing Team



Tom Lüthi, Moto2-Team



Dominique Aegerter, Moto2-Team

3-2-1 BATTLE

This motorcycle racing season is guaranteed to be exciting right from the word go. First, eight-time MXGP champion Tony Cairoli will face multiple US Supercross winner Ryan Villopoto for the title. Next, Swiss Moto2 riders Tom Lüthi and Dominique Aegerter will race each other on the same team. What all four have in common is a thirst for victory and MOTOREX as lubricant partner.

DUEL OF THE MOTOCROSS STARS

The MXGP season has thrills aplenty in store. Italy's eight-time world champion Tony Cairoli (28) of the KTM Red Bull Factory Team will take to the starting line alongside the no less successful American Ryan Villopoto (26) of the Energy Kawasaki Racing Team. After most recently capturing the Monster Energy FIM Supercross title four times in a row, Villopoto, who has so far ridden Kawasaki his entire pro career, now takes on the challenge of competing in the world's greatest motocross championship. His goal: to win the first MXGP world championship for Kawasaki. The contest not only pits Japan (Kawasaki) against Europe (KTM), but also energy drink maker Monster Energy against Red Bull. After three races so far (Qatar, Thailand and Argentina), the great duel appears to be well under way. The MXGP championship consists of 18 rounds on four different continents and will be broadcast worldwide.

LÜTHI WITH AND VS. AEGERTER

Beyond a doubt, Swiss Moto2 racers Tom Lüthi (28) and Dominique Aegerter (24), both from Bern, are two of the

best road motorcyclists in the world today. Lüthi earned fourth place in the world championship rankings at the final race of the 2014 season in Valencia, Spain, with a 22-point lead over his countryman Dominique Aegerter. Last March 29, in the desert nation of Qatar, the duo competed in their first race as teammates on their new Kalex bikes. Lüthi hopes switching to the Derendinger-Interwetten team will bring him a new boost in 2015. On a new bike and in a new Team, it will not be easy to stay in the running for the world championship. In the total of championship 18 races, he will do battle not only with his familiar rivals, but also very likely with the talented Dominique Aegerter.

MOTOREX ON BOARD

We can look forward to an action-packed season filled with many a fierce duel. The season has started out well for all four top riders, thanks not least to support from the MOTOREX factory. May the best man win! •

For more information on the races visit:

www.motogp.com

www.mxgp.com

To keep engines of all ages sounding great at any pitch or engine speed, SIM AG in Frauenkappelen near Bern recently opened a fully equipped workshop for classic cars. Best known for cylinder block machining work, the company offers a full range of products and services for classic cars and motorcycles. SIM AG's team of specialists grew up on circuit breakers and

THE SOUND OF A HEALTHY ENGINE

centrifugal oil filters, so whether they're overhauling a mechanical injection pump or carrying out a simple lube job, they're the right



people for any kind of repair and maintenance work. And to keep those engines purring for a long time to come, MOTOREX supplies the lubricants. Just the way the antiques and their owners like it. • www.sim-motoren.ch

DID YOU KNOW THAT IN MONGOLIA...



British adventurer Lyndon Poskitt (right) is taking his motorcycle on a round-the-world trip. Recently he stopped at Jason's (left) in Ulan Bator, where MOTOREX products were used to prepare his bike for the Rally Mongolia.

...getting hold of quality motorcycle accessories and proper lubricants for increasingly popular off-road motorcycles is easier said than done? Thanks to the initiative of British expat Jason Broom, himself a motorbike enthusiast, that has started to change. Last year he became the 80th member of the MOTOREX MOTOLINE distribution network when his company Motorsport Mongolia began to import

and distribute MOTOLINE products here. The young business is based in the capital city of Ulan Bator. The country's geography makes off-road motorcycles very useful, and Mongolians are also discovering riding as a sport. Jason's goal is to support the growth of Mongolia's small motorbike community by supplying it with top-quality products. • www.facebook.com/motorsportmn

OTTOREX





LET'S GO RETRO

WITH THE NEW
T-SHIRTS AND
BASEBALLCAPS



MEN'S RETRO T-SHIRT

Retro-style T-shirt. Various printed lettering on the front/back and across the shoulders.
Material: cotton/elastane.
Carbon-grey, slim-fit.
Available sizes S-XXL.

WOMEN'S RETRO T-SHIRT

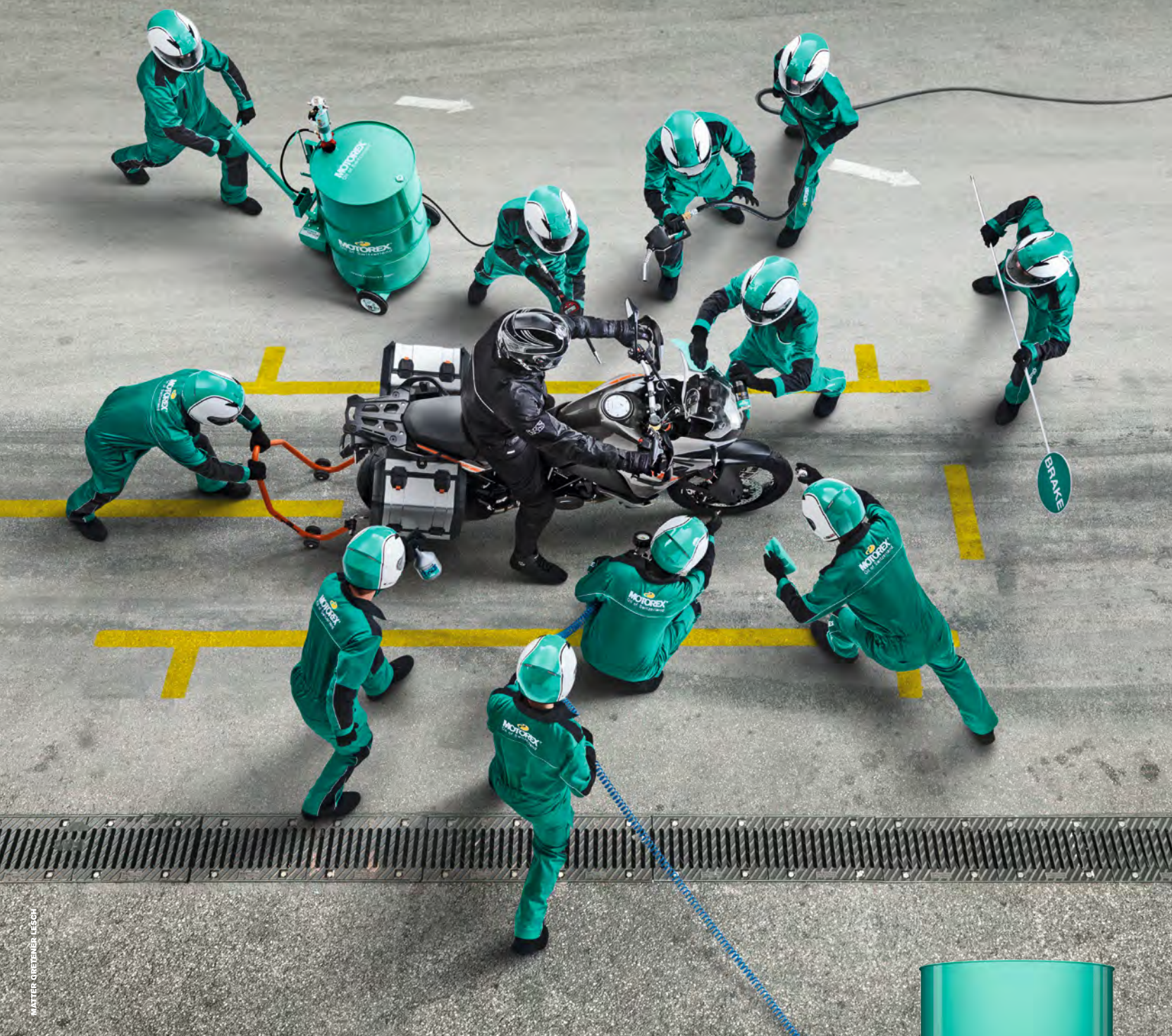
Retro-style T-shirt. Various printed lettering on the front/back and across the shoulders.
Material: cotton/elastane.
Carbon-grey, slim-fit.
Available sizes S-XL.

BASEBALL CAP RETRO

100% cotton. Charcoal with white sandwich stripes and 3D stitching on the peak. MOTOREX logo on the adjustment strap at the back. Metal clasp.

Please order these articles exclusively through your importer.

MOTOREX. AND IT RUNS LIKE A CHARM.



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A motorcycle is not just a vehicle – it stands for passion, sportiness and pure driving pleasure. Unless the mechanics let you down. That's why the MOTOREX MOTO LINE offers you a unique, specialised line of lubricants and care products that are all easy to use and effective. Find out more about how our partnership with world-class racing teams and leading motorcycle brands ensures greater reliability, higher performance and enhanced safety: www.motorex.com

