

Midlander

NEWS FROM MIDLAND – AN OEL-BRACK AG BRAND.

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INNOVATIONS/PRODUCTS

Midland Synqron 5W-50: high-performance engine oil for motor sport



Now available: the new Midland Synqron 5W-50. "Both national and international customers asked for this fully synthetic, high-performance engine oil, which withstands even the toughest racing conditions and continued high-speed operation without any problems", explains

company executive Fredi Brack. The new Synqron 5W-50 replaces the former Synqron 10W-50. "The new oil has all of the advantages of the former type but also several additional ones", says Fredi Brack.

Good cold starting capabilities, immediate lu-

brication of the system, stable lubricating film at maximum temperatures and maximum shear stability – these properties also convince the Swiss hill climb champion Marcel Steiner (see below). In the next season he will only use Synqron 5W-50 for his Osella. ▲

RACING

Steiner Swiss hill climb champion again

11 Overall victories, 6 track records, again Swiss hill climb champion for racing cars, Marcel Steiner can truly look back on a successful season.

The Swiss hill climb champion fought exciting duels with his pursuers Joël Volluz and Florian Lachat for the fastest times and victories. Yet it appeared as if the adversaries spurred the unbeatable champion on to ever higher levels of performance. Marcel Steiner had already secured the title prematurely during his home race at the famous Gurnigelrennen. Accordingly, the motor sport press was full of praise: "Steiner defends his title", "Steiner's masterstroke", "Steiner, who else?" these are only a few of the enthusiastic headlines. ▲





EDITORIAL

Over 50 years for Oel-Brack AG

I have been working for the company since 1953. My husband had long before been separating technical from vegetable oils, then went to Hunzenschwil and produced lubricants there. We did not yet have any lift trucks nor pallets. All that started much later. I often helped with filling and labelling. I don't even want to think about those times ...

The Oel-Brack AG premises were then near the Rain in Aarau whereas the production and warehouse were in Hunzenschwil, and the vegetable oils (sister company Alfred Brack AG, more under www.alfred-brack.ch) were on the Bahnhofstrasse in Aarau. So every day, taking along documents from the office on the Rain in Aarau, I drove to Hunzenschwil and from there on to the Bahnhofstrasse in Aarau and back to the Rain.

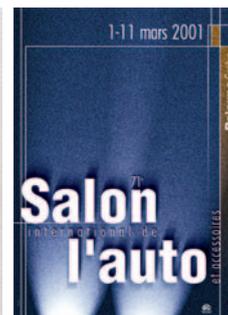
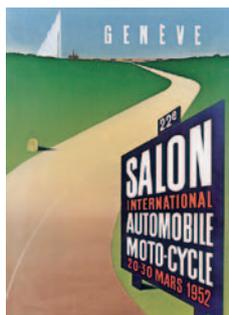
In the seventies, the prime location of the realty at Aarau Railway Station attracted prospective buyers. After much toing and froing, we finally sold the building at the railway station. We used the proceeds to build in Hunzenschwil and to combine all business activities at one site, something that has made things much easier.

In 1980 my eldest son Fredi entered the company, and in 1983 my second son Thomas joined us to take the sceptre in the office. I was very glad because now I could concentrate on Alfred Brack AG, a company I have headed since 1969. Today I no longer work as much. Nonetheless, I am in the office almost every morning, and in the afternoons often in my garden. To do nothing would not suit me. I must remain active.

Elfride Brack
Managing Director Alfred Brack AG

MIDLAND

Geneva motor show without Midland



For the first time in decades, Oel-Brack AG will not be exhibiting at the Geneva motor show.

Oel-Brack AG was among the most faithful exhibitors of the world-known Geneva motor show. For more than four decades we have been regularly going to Geneva to present new items as well as to receive and counsel potential and existing customers. In view of this constancy it may appear surprising to outsiders that we are breaking with this tradition and will not be exhibiting at the 2012 Geneva motor show.

Actually we have considered this decision very carefully: We have checked a number of possible objections and taken all facets into account before deciding in favour of this move. In the future we will intensify our on-site support on our customers' premises and look for new opportunities to present our products and services to an interested specialist public.

We thank all those who regularly visited us in Geneva for the pleasant moments and the interesting talks. ▲

INNOVATION

Two Swiss records

While at home people are working on the streamliner, the fastest Swiss drivers cause a furore on the Great Salt Lake in Utah.

Ruedi Steck's intrepid record hunters have again flown to the US state of Utah to participate in the BUB speed trials. And they were exceedingly successful: Andreas Holzer, Pouchon Racing, achieved 345 km/h with his Suzuki Hayabusa (record for the class under 1,350 cm³

partial cowling, petrol), Hans Versfeld of the Swiss Performance Team blasted the 300 km/h threshold with his Suzuki B-King and thus surpassed himself for the third time in a week (record for the class under 1,350 cm³, no cowling, petrol).

Midland supports the Swiss Performance Team and provides it with high-performance lubricants for precisely this kind of extreme situation. ▲





INNOVATIONS/PRODUCTS

New: Midland Valesta 10



Midland supplements its range of high-quality, multi-purpose industrial lubricants with EP additives with the new Midland Valesta 10. This new product rounds off the viscosity range of

ISO 10 to ISO 680 to also include the lower range. Typical areas of application are the turbines, compressors, vacuum pumps, hydraulic systems and gears of industrial machines. ▲

INNOVATIONS/PRODUCTS

New Midland tent



The new Midland tent is ready for racing events, exhibitions, club celebrations and other events

The new tent measures 3x6 m and offers space for presentations and various other purposes. It is easily pitched and is equipped with easily mountable side walls. Its two-coloured appearance strengthens the presence of the Midland brand on-site at a wide variety of occasions Customers and partners can borrow (early reservation recommended) or buy the new tent. ▲

DEPARTMENT/STAFF

10 years of Oel-Brack AG



Elvira Siegrist
Procurement
Reception and telephone



Christine Zelenka
Purchasing/Sales
Fuels and combustibles

5 years of Oel-Brack AG



Marcel Grob
Customer care
consultant
Purchasing and export

We congratulate the jubilarians, thank them for the good work, and look forward to the future.

NEWS



Motorrad-, Roller- und Tuning-Messe

Swiss-Moto from 16 to 19 February 2012

Traditionally, the largest Swiss motorcycle, motor scooter and tuning fair takes place in the halls of Zurich Exhibition. Also participating: "Midland – Swiss Quality Oil" with high-performance lubricants for all kinds of motorcycles.



Swiss Performance at the Swiss-Moto 2012

Also part of Swiss-Moto: the Swiss Performance. With the "Fair within the fair", Ruedi Steck and his boys have for years been filling the entire Hall 5 of the Swiss-Moto with suppliers dealing with customising and tuning. With party and tuning competition.



OUR CUSTOMERS

Bus lines from Schönenwerd to Oensingen



The bus company Olten Gösgen Gäu AG transports 6 million passengers per year. The company, formed in 1993 by the merger of two bus companies, gets diesel, heating oil and lubricants from Midland.

In 1997, the bus company in Wangen near Olten constructed a new company building in the centre of its route network. Apart from the offices and filling stations for diesel and natural gas, this site also includes the workshop where the 43 buses, among them 10 natural gas vehicles, are serviced. The distance covered by the entire fleet is a proud 3 million kilometres. In Wangen, third-party vehicles such as Swiss "Postauto" coaches are also serviced and repaired as needed. Apart from the central site near Olten, the bus company maintains additional depots with filling

stations in Kestenholz and Lostorf. The reason for this is simple: "In the morning we take the people from outside the city to Olten and in the evening we take them back again", explains Andreas Studer, head of Finances and Administration at the bus company Olten Gösgen Gäu AG. The buses are on the road from 5:00 in the morning to 1:00 past midnight. "The driver changes, the bus remains the same" he says. During the short nightly rest, the buses stay in the external depots and their tanks are filled there to avoid unnecessary empty vehicle kilometres.

A short while ago, a diesel tank unexpectedly ran dry in one of the external depots. "After my call, Midland delivered within two hours", comments Studer. "It is important that I can rely on it", he emphasises. When selecting a propellant and fuel supplier, only a provider who can offer high-quality products and services at reasonable prices is worth considering. However, even the best price is sometimes not good enough for Andreas Studer. Since he must submit the cost estimate for a year of operation to the Confederation and the Canton two years in advance, an unexpected diesel price hike – such as in 2008 – can upset his plans. ▲



"The cooperation works very well"

At the bus company Olten Gösgen Gäu AG, Christian Althaus, company executive and workshop manager, is responsible for lubricant purchasing. We asked him a few questions:

Mr Althaus, which Midland lubricants do you use? We work with Midland Nova 10W-40 both for the MAN and Mercedes-Benz vehicles and the natural gas buses, which with 30,000 km have shorter service intervals. We have been using this oil for more than a year and are very happy with it.

What is the cooperation like? The cooperation works very well. Dominik Hilfiker, the regional Midland advisor who attends to us, is helpful and competent and is committed to our interests. And the ordered goods arrive here quickly.

What tipped the balance in favour of Midland? On the one hand we wanted to get a lubricant from Switzerland, on the other hand it was very important for us to get the highest quality. What also convinced us was Midland's extensive experience in motor sports. ▲



INTERNATIONAL

A good start in Sweden



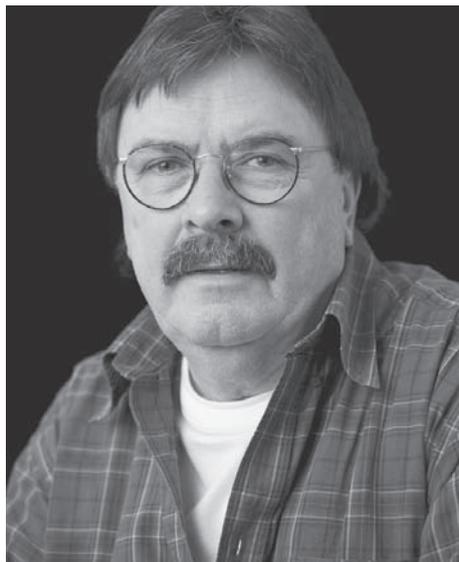
Jonas Udd, Managing Director Midland AB

Starting from zero

The subsidiary, Midland AB in Sweden, was founded in 2004. Sales started from zero and the numbers of customers were still zip. "I remember a competitor asking if I was crazy starting up Midland since the Swedish market has been in a decline volume-wise for a number of years, characterized by heavy competition and filled with well known brand names", says managing director Jonas Udd at Midland AB.

Breakthrough due to added value

Midland Sweden got hit pretty hard by competitors and first had problems finding the right sales organisation to stimulate sales. Midland's management analysed the specific problems of the vehicle market and then developed the strategic platform. The main unique selling points were concentrated on how to increase the revenue power of the workshops and how to feed the tools to increase their consumer loyalty. So, the warranty program for cars, small trucks and mobile homes was launched offering a term of 10 years or 500 000 km, which is still unparalleled today.



Bo Andersson, Technology and Sales at Midland AB

The growing win-win concept

In 2005, Bo Andersson, in charge of technical support, with 40 years experience in the industry, managed to start-up the cooperation with Subaru Nordic for the markets of Denmark, Finland, Sweden and the Baltic states. In 2007, Kia Sweden, and then in 2010, Suzuki Sweden joined the association. Three different car makes with a common path – a high increase in sales and a great workshop need for services like the service reminder card and extended warranties provided by Midland along with personal support and technical service. "Midland's sales have increased some 35% per year during the last years. Midland is now a successful company with enough earning-power to develop customer relationship and fidelity concepts", says Jonas Udd.



Service reminder

The service reminder card is sent on behalf of the workshop to the car owners 2–4 weeks prior regular service. It invites the car owners to book the service at the workshop they trust.

Recycling certificate

Midland and Stena Recycling issue certificates for environmentally-friendly used oil disposal to all Swedish workshop customers and thereby fortify the environmental profile. ▲





RACING

European champion Erbacher wants to go to the US



The six-time FIA European champion Urs Erbacher is intent on winning in the US, the homeland of drag racing.

Up to the very end it did not look like it would happen, but in the FIA finals in British Santa

Pod, Urs Erbacher defeated the Finn Risto Poutiainen in the final and decisive sprint. With the victory in this Hitchcock final he won in 2011 his third European championship after 2007 and 2010 in the Top Fuel Dragster class, the highest European drag racing category. Midland con-

gratulates Urs Erbacher and is happy – also about the success of Midland Nitro Blend, which was developed specifically for the high demands in drag racing, and moves from victory to victory with Urs.

For 2012, the now six-time European champion is planning, apart from a start in the Arab Emirates and his home race on the Hockenheimring, a major offensive in the US: He wants to be the first European to win an NHRA race and for this purpose plans to participate in the races in Phoenix, Arizona, Las Vegas and Pomona/Los Angeles. With his participation in the 2009 quarterfinals he has already proved that he is capable of winning in the US. Good Luck, Urs!



RACING

Motocross with Midland

After Wohlen, Muri and Walde (images), the motocross season, actively supported by Midland, finished at the end of September with the 50th International Motocross Amriswil. This popular sport with enthusiastic rookie riders is a cornerstone of Midland's motor sport activities and will continue to be a focal point in the future. ▲



RACING

ASR: Twice Swiss vice champion

Adi Schwegler is pleased with his drivers.

"Good weather, good mood, everybody healthy and the best possible result in sporting terms", summarises Adi Schwegler after the last race of the season in Hockenheim. Both Chris Burri at the Superstock 600 and Lorenz Sennhauser at the Superstock 1000 won second final places in

2011. "The championships get ever faster, and we had some misfortune", says Adi Schwegler, putting things into perspective. In 2012 he intends to continue working with both drivers in the ASR Kawasaki Racing Team, and that as intently and efficiently as in 2011. Until that time arrives, much has still to be prepared. "And finally some vacation as well", Adi Schwegler adds. ▲



Chris Burri and Adi Schwegler in one of the rare breaks



OUR CUSTOMERS

More space for six brands

© Photo: Christoph Jud



The Garage-Reichlin AG in Küssnacht SZ represents six brands and operates a centre for used cars at a separate site.

The family business, situated at Grepperstrasse 86–92, has just expanded, enlarged its sales areas and extended the workshops. Peter Reichlin senior, who founded the business in 1983, talks about a sound investment in a market offering major challenges. The boss of about 40 employees is glad that the customers can from now on be attended to in a lounge with a view of the lake and the mountains, and that the brands Toyota, Lexus, Opel, Kia, Piaggio and Gladiator (light commercial vehicles from China) have got more room.

In addition there are a new car wash, a gas station shop, a "tire hotel" with 2,500 customer wheels and a new underground car park. The company, which operates a centre for used cars at another site in Küssnacht and a second garage with Toyota and Lexus in Baar, thus reaches an imposing size. Peter Reichlin's days are therefore always much too short, although he can count on energetic support from his three children and his wife. Peter junior, Corinne, Lukas and Heidi all work in the business. His succession is therefore secured. Is the boss about to reduce his workload soon? "Better today than tomorrow", says Peter

Reichlin and laughs, while at the same time thinking out loud about introducing another brand into his portfolio.

Concerning Midland, he values its Swiss provenance, its reliability and its quality. He praises the uncomplicated cooperation with his regional advisor Dani Mahler and is happy with the new workshop and its high-performance oil delivery installation, which he has set up entirely with Midland. ▲



© Photo: Christoph Jud



OUR PARTNERS

New Midland filling station



The filling station of the Zaugg family in Walterswil BE dates back to the time when farmers needed more and more fuel for tractors and other machinery.

In 1951 Albrecht Zaugg opened the region's first filling station for far and wide, in 1979 his son Hans Ruedi Zaugg took over the real estate together with the filling station.

In 2010 Hans Ruedi Zaugg was informed by his then supplier that he would no longer be supplied because his filling station was considered too small. However, for the local population the traditional filling station is of great importance. There people obtain unleaded 95, diesel and motomix, an environmentally friendly device gasoline.

Therefore Hans Ruedi Zaugg started looking for a new partner and was received at Midland with open arms. He has now been with us since 2011. He praises the cooperation and remarks with a happy smile: "I like the red appearance of Midland. That radiates energy and force."



Midland moves Switzerland

www.oelbrack.ch

HEATING OIL NEWS

Heating oil – how do I purchase best?

Marco Büchli, head of the fuel and combustibles department, has been working in this area since more than twenty years. He knows the concerns and fears of his customers. And he has some advice to give on what one should consider when buying heating oil.

1. Don't order too late!

When the heating oil in the tank drops below 10 percent, then air or sludge may be sucked in. In this case the burner system must be aired or cleaned by a specialist.

2. Order together with your neighbours!

A group order makes sense – however this holds only for people who know each other and have a certain degree of flexibility with respect to price and delivery date!

3. Order a sub-quantity!

With somewhat larger tanks there is a possibility of limiting the "price risk" by buying sub-

quantities. However, you should order at least 2,000 liters because otherwise the small order surcharge carries too much weight.

4. Order outside of the heating period!

The logistic situation is usually more relaxed in spring/summer, and the customer may gain a small price advantage.

5. Order when the price drops!

It is recommended that you do not hesitate to exploit drops in price Those who continue to hope for even more favourable prices usually miss the best moment. ▲



Midland – an Oel-Brack AG brand



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