

Midlander

THE MAGAZINE OF MIDLAND – SWISS QUALITY OIL

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PORTRAIT

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TEAM DOMENICO CILIBERTO



WITH A FEW WORDS

I used to work as a warehouse clerk in the past, but in other areas as well, for example in the health industry. Of course, with the focus on warehousing and logistics, that is definitely my thing. Prior to working at Midland, I had not worked with oil, but it has now become part of my daily routine. My colleague and I primarily fill 1 litre bottles, 4 litre bottles and drums. We always coordinate the sequence in which we carry out orders and typically understand each other using just a few words.

We are also busy with stock turnover and with the storage of filled containers. When many exports need to be dispatched and, at the same time, many raw materials are being delivered, then things get hectic. But our colleagues in the office don't notice that. So some days turn out to be very different from what we expected in the morning. This job is not a walk in the park; it is very physical as well. I like that, I used to be involved in the martial arts. I'm disciplined and exact and stay focussed in hectic times. Regarding these characteristics, I'm much more Swiss than Italian, although I have Italian roots, of course.

Domenico Ciliberto
Production and Distribution Employee

PARTNER GARAGE BARMETTLER

OPENING OF THE NEW LOCATION



Since 1994, Othmar Barmettler has owned a Hyundai dealership in Stans, which recently moved to a new location at an der Rieden 8 in Stans. Enjoying an apéritif during the opening of the new site, Othmar Barmettler was delighted to receive a Midland commemorative plaque with best wishes from regional sales representative Dani Mahler.

■ Anneliese Durrer and Othmar Barmettler.

PARTNER GARAGE MATHIS AG

AWARD FOR LOYALTY

Herbert Mathis operates a garage with a Mazda dealership in Waldibrücke near Emmen. As his father did before him, he consistently relies on lubricants made by Midland. He was recently thanked for his

long-time customer loyalty by sales manager Peter Müller and regional sales representative Dani Mahler: who presented Herbert Mathis with a Midland commemorative plaque.



RACING KEVIN HALLER

RUNNER-UP IN THE SWISS CHAMPIONSHIP

The motocross pilot Kevin Haller is the runner-up in the Swiss SAM Championship. After a severe accident in 2011, nobody expected such a terrific return to the top.

After a training accident in 2011, the career of Kevin Haller hung in the balance. But as early as the spring of 2012, the motocross pilot from Zetzwil started in a race and used the entire season as a structured training programme and preparation for 2013. This year, with the exception of one race, he always ranked among the top five finalists. This equally amazing as well as constant performance allowed the 26-year-old Kevin Haller to become the runner-up in the Swiss SAM Championship. Midland cordially congratulates him.





■ Thomas Brack (right), Oel-Brack AG, presents an award to Jonas Udd, Midland AB.

10 YEARS OF MIDLAND SWEDEN

The subsidiary Midland AB celebrates its 10 year anniversary with a big party in the Swedish town of Tollerød.

Midland Sweden started from zero customers in 2004. It was not an easy start, but with great help from an underdog position using the market's longest warranty program with road assistance – 10 years or 500,000 km – together with good product development from Midland Switzerland, Midland AB managed to

get an average growth ratio of some 25% per year. "Today, Midland AB is a healthy and profitable company, investing for the future in new IT tools and organization", says Jonas Udd, general manager of Midland Sweden.

→ WWW.MIDLANDOIL.SE



■ Comedian Jan Bylund performs.

MIDLAND FAIR



SUCCESSFUL SWISS-MOTO FAIR 2014

The motorcycle, scooter and tuning fair Swiss-Moto, which took place from 20-23 February 2014, was a great success. More than 65,000 motorcycle fans came to Zurich and saw the new products of the industry. And there was much to see at Midland's booth as well. Onlookers stopped by the exhibited motorcycles, industry professionals were interested in the products by the Swiss lubri-

cant manufacturer. After four days with thousands of visitors as well as the apéritif from the ASR BMW RR Power Team on Saturday (see page 10), the Midland sales crew drew an overall positive balance.

→ WWW.SWISS-MOTO.CH

→ WWW.SWISS-MOTO24.CH



LUBRICANT ADVISOR

UPDATE FOR THE ONLINE OIL GUIDE

As of now, the section "Lubricant Advisor" at midland.ch allows customers to access information about Midland products appropriate for motorcycles (incl. scooters, mopeds, four-wheelers, ATVs), agricultural machinery and classic cars. For quite some time, the same internet address has provided information for automobiles and delivery vans.



MIDLAND NOVA 5W-30

ADJUSTED TO THE LATEST DIESEL GENERATION

Update for Midland Nova 5W-30: the "Low SAPS" fuel economy engine oil for heavy commercial vehicles (Euro 5 / Euro 6) now meets the specifications of the latest engine generations, including those of MAN.



MIDLAND SYNQRON 0W-40

The fuel economy engine oil for the latest diesel and petrol engines with and without turbo chargers, direct injection and hybrid technology.

- Excellent cold-start capabilities guarantee immediate lubrication and thus less engine wear
- Low oil consumption
- Higher engine performance thanks to minimal frictional resistance
- Squeaky clean engines
- Maximum shear stability and thermal stability
- With PORSCHE Certificate



MIDLAND SENSOMATIC

NOW FOR EIGHT-GEAR AUTOMATIC TRANSMISSIONS, TOO

Now, Midland Sensomatic fulfils and exceeds the requirements of the latest generation of eight-gear automatic transmissions, too. For details, please refer to the data sheet.



DCT FILLING DEVICE

SAVES TIME AND FACILITATES FILLING

Now available: the practical filling device for gear lubricants, which greatly simplifies work, particularly when Midland Dualtrans is used (for dual clutch transmissions). For more information, please contact your Midland sales representative.





■ The PM-Springer on the basis of a Victory Hammer 8-Ball.

© Images: manuchang.com

CUSTOM CREATIONS BY THE ENGINEER

Aspi near Seedorf in the Canton of Bern is a paradise for bikers. Not only are PM American Cycles the official dealer for Victory and Indian, they are also known for their custom bikes. The latest creation is the PM Springer on the basis of a Victory Hammer 8-Ball.

PM stands for Patrick Meyer, an engineer by trade and thus technically savvy when it comes to creating custom bikes. As such, Meyer modified the Victory bikes for the rock musicians from Gotthard, among others. Nevertheless, he was forgotten in our list of Victory dealers published in the last issue of the Midlander. Even though the importer Simota GmbH selected him as the "Victory Dealer of the Year" in 2013. To make amends, we present his latest creation here.

The PM Springer is based on a Victory Hammer 8-Ball. The frame, swing arm and the drive unit were left in their original condition by the PM team. The bike runs on wheels by Arlen Ness, on a 300 tire in the back. The steering fork by Paughco was adjusted to

the Victory frame. The tank, tail part, handlebars, lateral registration number, wheel hub and handles (made of sintered metal) are the PM crew's own creations. The brakes as well as the brake and clutch controls are from the assortment of the French manufacturer Beringer (for whom PM American Cycles has assumed the import into Switzerland). The chromium-plated 2-2 exhaust system of the Rainbow Flatside type is made by BSL, where an additional four models are being built for PM – all with an EC operating licence, of course. The saddle was manufactured by Jürg Schmid and the paint job of the Springer was designed by André Stucki of AS Carrosserie. The photos on this page were shot by Manu Chang. Additional information may be obtained from the creator himself.



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■ Midland's oil dispensing system – based on containers instead of drums.

INDEPENDENTLY TOWARDS SUCCESS

Contrary to other garages moving away from town centres, “Acklin Zug” has established a new building in the centre of the town of Zug – at the very site where the “Huf- und Wagenschmiede Acklin” (blacksmith and cart smithy) used to be in 1898. With an oil dispensing system by Midland.

“As an independent garage owner, my primary objective is to have freedom of choice”, emphasizes Reto Acklin in our conversation. In 1998, he decided not to extend his dealership agreement with the importer; in 1999, he joined “le Garage”. “This way, I can freely decide where and what to purchase and still profit from the advantages of the association”, he explains his motivation. For Reto Acklin, it is important that he is able to offer a full service as an independent garage owner. In order to procure spare parts, he relies on major partners. And when it comes to oil, he places his trust in Midland. “I’ve already been a customer of Oel-Brack AG for more than 15 years”, he says with a smile.

Reto Acklin has deep roots with the location in Zug. And so it was clear to him that he did

not want to move away. “The customers are able to drop off their automobile here in the morning and pick it up again in the evening”, he describes one of the benefits for his customers. So in 2012, he opened a new building at the very place where the company has always been at home - right in the centre of Zug. A garage with everything one could wish for: state-of-the-art diagnostic equipment, a complete test lane, a body work department, a car wash with brushes that are gentle to the paint, and an oil dispensing system by Midland. However, this system does not use drums but containers. It is Reto Acklin’s own development in collaboration with Dani Mahler (Midland’s regional sales representative for Central Switzerland) and external experts. The system has been in operation for 21 months now and the entire Acklin Zug team is excited about it.



■ Dejan Nikolic-Küttel, Gino Ingold, Antonio Vujevic, Marlen Acklin, Reto Acklin, Bobby Radojicic, Gil Bruhin.

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WITH THE FOCUS ON THE ENVIRONMENT

Far beyond Lenzburg, Häfeli AG is known for transports, earth works and disposal. The company is one of the leading carriers in silo bulk transportation, but is also in the vanguard with regard to dump trucks, mobile cranes, multi-lifts, thermo-silos or skip lorries.



The roots of Häfeli AG in Lenzburg go back to the year 1800. Today, the fifth-generation family company with more than 110 employees operates in the areas transportation, earth works and disposal. For the Häfeli AG, the focus is as much on people, safety and the environment as it is on the customers.

We asked Marcel Amsler, member of the company management, and workshop manager Heinz Schmid a few questions:

Mr Amsler, how do you gain customers?

"Through quality and innovation. Oftentimes, even the customers provide us with incentives to create or try something new. For example, we were the first company in Aargau that built its own biogas plant - without any subsidies. Also we invest every year in new vehicles of the latest generation with state-of-the-art technologies to be more ecological with less fuel. We were also among the first operating with Euro 6 vehicles in Switzerland. And we rely on gas-powered vehicles for rubbish collection."

Mr Schmid, you manage the company's own workshop. What is its purpose?

"We don't just manage our own vehicles with everything from service to maintenance right up the preparation for technical inspections, but offer also our services to external customers as well. In recent years, we have advanced ourselves to become a certified installation point for Emotach devices and a speedometer inspecting authority."

Why do you use lubricants made by Midland, Mr Schmid?

"All lubricants that are used in the garage are made by Midland. Our companies have been collaborating successfully for more than two decades. It is important to us to keep the types of oil we require for all machines and purposes to a minimum. That simplifies our work and the logistics."

How is this good cooperation evident, Mr Schmid?

"One example. When Scania specified an LDF2 oil for the latest generation of its vehicles, we already knew about that before we started to use the first vehicle, thanks to our regional sales representative, Manfred Steiner. Knowing such an information in advance is one of the essential factors for a good cooperation."

This works for both sides: we support Midland through our impulses and experiences in the use of lubricants in our day-to-day work. Also, we meet regularly to share experiences. Yes, we enjoy the good cooperation with Midland and don't want to miss this partnership for anything."



Häfeli may perform in-house technical inspections on vehicles in accordance with the Swiss motor vehicle inspection guidelines.



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ACTIVITIES

- > Silo bulk transports
- > Disposal and recycling
- > Bulk rubbish containers of all sizes
- > Crane works
- > Special transports
- > Processing and composting of greenery
- > Sorting and recycling of construction materials
- > Garage services for trucks
- > Emotach installation point
- > Speedometer inspection authority
- > Emission test services
- > Brake test stand and play detector



Among others, Häfeli AG in Lenzburg uses MIDLAND SYNQRON DIESEL 10W-40. The fuel economy engine oil for lower fuel consumption guarantees faster oil transmission and less wear. It was specially formulated for the latest generations of diesel engines in heavy utility trucks and meets the Scania LDF-2 and LDF-3 specifications, among others.





■ The driver duo 2014: Lorenz Sennhauser (left) and Daniel Kaufmann.

WITH A NEW DRIVER DUO

The experienced 35-year old Lorenz Sennhauser can look back at his most successful season: winning the Swiss Motorcycle Circuit Championship 2013 in the Superstock 1000 category with the ASR BMW RR Power Team. In 2014, he will get a new comrade-in-arms: the ambitious newcomer Daniel Kaufmann will join him in the race. As always, Midland is part of the action, too – with the victory oil Midland Motorcycle 5W-40.

→ WWW.ASR-RACING.CH

SUBARU WITH MIDLAND DESIGN

In 2013, the HPS Technik team had good reason to celebrate: Urs Hunziker and Melli Wahl finished the Swiss Rally Championship in the first and third places in Group N – and in third place in the overall rankings. In 2014, the successful duo will again compete in the Subaru Impreza WRX. However, the “Subi” will showcase in the Midland colours now and looks much faster... Midland is keeping their fingers crossed and looks forward to victories in red and white.



→ WWW.HPSTECHNIK.CH



RACING FOR ALL

Sägesser Motorsport organises racing circuit trainings. They are very popular with both racecar drivers as well as sporty drivers.

“Some would just like to drive a few fast rounds on a racing circuit”, says Hanspeter Sägesser, who competes in the Swiss OPC Challenge. He and his father Peter Sägesser, once Sauber C1 racing pilot, founded the team. Today, there are about a dozen racing fans at Sägesser Motorsport who see to it that three to four track days can be held every year. Also among the participants are racecar drivers such as Thomas Zürcher, Marcel and Denis Wolf, Ronnie Bratschi, Yves Hängärtner, Christian Balmer, Marcel Steiner and many others training for their season.

“With prices starting at 260 Swiss Francs per day and vehicle, some including timekeeping and lunch, we are one of the most affordable providers”, Sägesser continues. Also part of the experience are the team spirit and family-like atmosphere, which are unique.

Sponsors may support the team with a contribution starting at 30 Francs and in return receive preferential registration features for events as well as an invitation to a raclette chat.

→ WWW.SMOTORS.CH → “EVENT AGENDA” PAGE 12

THE MIDLAND PETROL STATION IN THE EMMENTAL VALLEY

It has been part of the local scenery in Weier in the Emmental valley: the Peter Schafroth AG garage with a Toyota dealership and a Midland petrol station.



■ In the heart of the Emmental valley: the Midland petrol station with new petrol pumps and modern equipment.

Christoph Schafroth has been managing the garage since 2004. But the family-owned operation has been in existence since 1931. Luck struck around 1970 when the Peter Schafroth AG garage established itself as one of the first Toyota dealerships in Switzerland and profited from the boom triggered by the Japanese brand. A lot has happened since, but Christoph Schafroth is satisfied: "We are still experiencing a certain stability." Only sometimes, when business is almost too slow, he would wish for a little bit more traffic for his garage and petrol station.

On average, 3,600 vehicles per day pass by his business at the main road between Sumiswald und Langenthal.

The Peter Schafroth garage has been purchasing lubricants as well as petrol and diesel from Oel-Brack AG for many years and operates a Midland petrol station. In the shop, the most common Midland oils are available in 1 litre bottles. And Christoph Schafroth boldly invests in the future, the Midland petrol station recently received new pumps and modern equipment. A short time before that, he had commissioned a new car wash.



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EVENT AGENDA

HILL CLIMB RACES 2014

14/15 June	Hemberg
29 June	Reitnau
5/6 July	La Roche – La Berra
26/27 July	Ayent-Anzère
9/10 August	Massongex
16/17 August	Les Rangiers
30/31 August	Oberhallau
6/7 September	Gurnigel
20/21 September	Châtel-St.-Denis/Les Paccots

www.motorsport.ch www.steinermotorsport.ch

www.maurer-motorsportteam.ch



Formula Renault by Marcel Maurer (slalom and hill climb races).

SUPERMOTO SWISS CHAMPIONSHIP 2014

10/11 May	Supermoto Sundgau (F)
24/25 May	Supermoto Cossonay VD
31 May/1 June	Supermoto Bürglen TG
14/15 June	Supermoto Hoch-Ybrig SZ
21/22 June	Supermoto Lignières NE
12/13 July	Supermoto Bäretswil ZH
19/20 July	Supermoto Emmen LU
2/3 August	Supermoto Solothurn SO
6/7 September	Supermoto Frauenfeld TG
4/5 October	Supermoto Ramsen SH

www.supermoto.ch www.s-a-m.ch

SWISS RALLY CHAMPIONSHIP 2014

13 April	Critérium Jurassien
25 May	Rallye du Chablais
29 June	Ronde del Ticino
7 September	Rally Valli Cuneesi
21 September	Rallye du Suran
26 October	Rallye du Valais

www.motorsport.ch www.hpstechnik.ch

MOTORCYCLE CIRCUIT SWISS CHAMPIONSHIP 2014

25 – 27 April	Ledenon (F)
30 May – 2 June	Slovakia Ring (SK)
13 – 15 June	Magny Cours (F)
25 – 27 July	Panonia Ring (HU)
29 – 31 August	Dijon (F)
19 – 21 September	Slovakia Ring (SK)

www.swissmoto.org www.valentinos.ch www.asr-racing.ch

TEAM SÄGESSER MOTORSPORTS 2014

11/12 April	Warm-Up in Bresse (F)
5 May	Test Drives in Bresse (F)
20 June	Test Drives in Chenevières (F)
21 June	Sprint Day in Chenevières (F)
11 August	Test Drives in Bresse (F)
29 August	Test Drives in Chenevières (F)
12/13 September	Speed Day in Chambley (F)

www.smotors.ch

ERBACHER WARM-UPS & BIKE SHOWS 2014

4 April	Team Presentation Erbacher Racing, Arlesheim
13/14 April	MOTAX, Attiswil
26 April	MOJOS 5th Season Party, Arlesheim
3 May	Love Ride, Dübendorf
10/11 May	Spring Exhibition Erbacher Bikes, Arlesheim
27-29 June	Trucker & Country Festival, Interlaken

Racing dates and other information at www.erbacher.biz

MIDLAND COMPETITION

THE WINNERS

In the last edition of the Midlander, we raffled off tickets for the hill climb race in Hemberg. The following participants answered the question correctly and received 2 tickets each:

Hans-Peter Jud, ZüKo AG, Wetzikon
Christine Müller, Pneu-Forrer, St. Pelagiberg
Urban Fässler, Sägereiwerk Fässler, Gonten
Alex Schönthier, Jona
Jolanda Moser, Dielsdorf

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