

Midlander

THE MAGAZINE OF MIDLAND – SWISS QUALITY OIL

NO. 15 / AUTUMN 2014



**A PARADISE
FOR BIKERS**

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■ Opening of Arrigoni Sport GmbH, Adliswil



HEATING OIL

A new Midland tank truck brings fuels and combustibles to their destination.

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FOCUS

“20 Regeln für Sylvie” – A Swiss film with Carlos Leal. And a Midland drum.

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MOTORSPORTS

Sabine Holbrook earns the respect of the male world in motorcycle racing.

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NEWLY EMPLOYED AT OELBRACK AG



Silvan Saxer
Sales Representative for the Cantons BS, BL

Vasco Lacerda
Assistant Chemicals

A warm welcome to the team.

15 YEARS OF OEL-BRACK AG



Thomas Dobler
Production and warehouse employee

25 YEARS OF OEL-BRACK AG



Inge Wunderling
Assistant Sales



Manfred Steiner
Sales Representative for the Canton AG

We congratulate those employees celebrating service anniversaries, thank them for their good work and look forward to the future.

25 YEARS OF LOYALTY

Rolf Graf has worked for 25 years with lubricants from Oel-Brack AG. His first ever order was made in May 1989. This, of course, did not escape the attention of Regional

Manager Manfred Steiner and he congratulated his customer of many years with a Midland commemorative plaque.

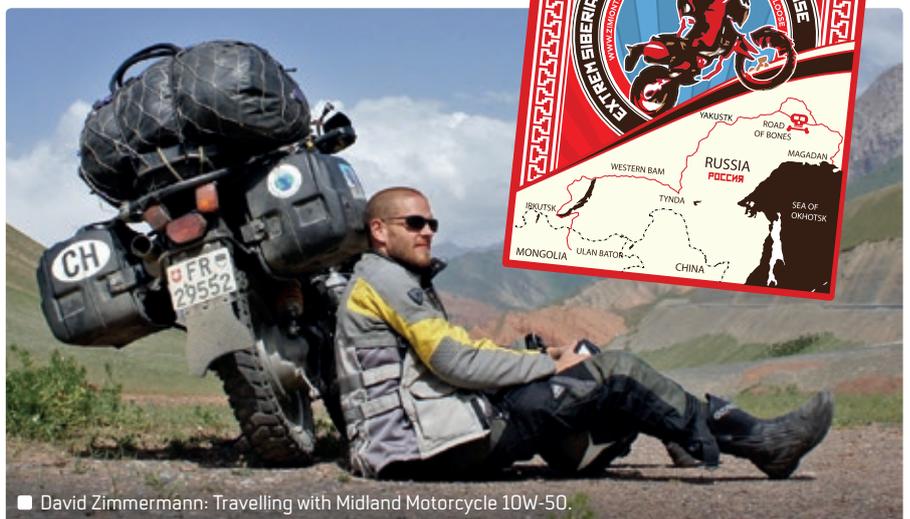
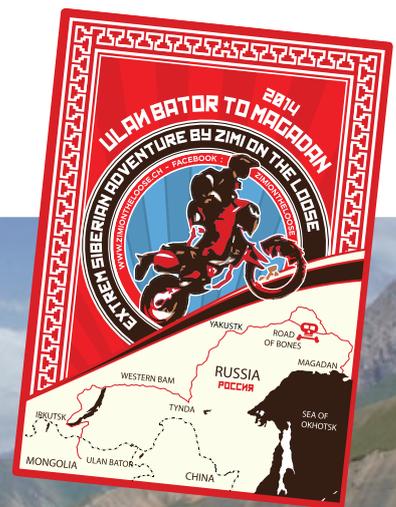


Subaru Specialist: Autocenter Graf in Gränichen.

FROM ULAN BATOR TO MAGADAN

Extreme Biker Zimi, an experienced adventure motorcyclist from the French-speaking part of Switzerland, has started his newest trip: from Ulan Bator in Mongolia to Irkutsk, and then from top of Baikal Lake the 2000 km along western BAM (Baikal-Amur-Mainline) to Tinda. From there he plans to take the legendary "Road of Bones" to Yakutsk and to Magadan located on the Sea of Okhotsk in Siberia. The whole trip is about 6000 km and Zimi would like to complete it in just four weeks. It is without a doubt an extreme situation for man and machine. The most critical aspect is the weather: A few

days of heavy rain can jeopardize the expedition, forcing Zimi and his fellow German rider either to change or even abort their plans. You can follow or retrace their adventure on Facebook. Just look up for "Zimi on the loose".



David Zimmermann: Travelling with Midland Motorcycle 10W-50.

MIDLAND IN KOSOVO: THREE YEARS OF GROWING SUCCESS

The success of Midland in Kosovo is directly related to its representative Star Tech Motors, which was established 2009 in Prizren, Kosovo. The company focused entirely on the automotive market in 2011.

Star Tech Motors was established in 2009 in Prizren, Kosovo and engaged in various commercial activities. With dedication and devotion to customer care came market success. In 2011, the company made the automotive market its core business followed by gaining the representation and general distribution of Midland in Kosovo.

In Midland's third year in Kosovo, success increased substantially. The concept of gradual market development, offering the highest quality lubricants, faster distribution and excellent partnerships has paid off with various customers in repair shops, auto parts suppliers and in the construction and commercial sectors. The brand's market presence as well as marketing campaigns have helped Midland Swiss Quality Oil to gain the trust of the customers and a very good reputation.

Also a part of ongoing marketing activities is the presence of Star Tech and Midland at



local motorsports events, for example, as "Main Partner" at the Moto Meeting "Kepa" in Prishtina, the Motocross Race in Peja or even the Enduro Championship International (2013) held in Gjilan, where even Swiss racers started and won in several categories.



→ WWW.STARTECHMOTORS.COM

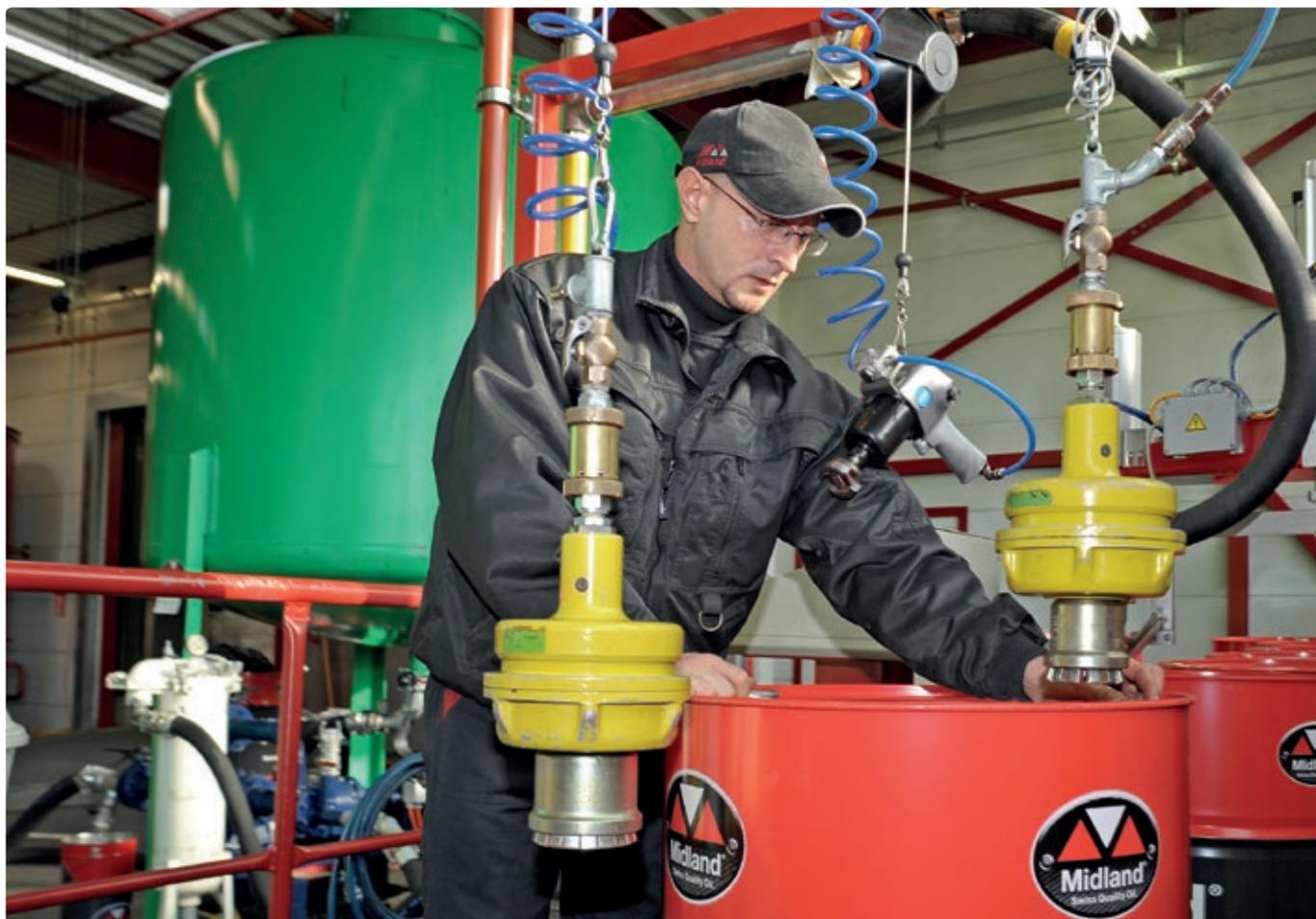
■ The company headquarters in Prizren, Kosovo.

MIDLAND SWEDEN IN SWITZERLAND



The entire Midland team in Sweden (pictured in the far right is Fredi Brack, Oel-Brack AG), visited Switzerland in April 2014. During the full day in Hunzenschwil a tour of production and logistics as well as a technical seminar were on the agenda. As a team building effort, the Swedish visitors also learned about the history and culture of Aarau, Interlaken and the Berner Oberland.

→ WWW.MIDLANDOIL.SE



MIDLAND SYNOVA 5W-30

FOR THE LATEST BLUETEC ENGINES

Starting immediately, Midland Synova 5W-30 meets MB Approval 229.52, required for the latest generation of Mercedes-Benz Bluetec diesel engines.



MIDLAND RENION 5W-30

IDEAL FOR MERCEDES AND RENAULT

Midland Renion 5W-30 has been designed for Renault and received MB approval 226.51 and MB Approval 229.51 from Mercedes-Benz.



MIDLAND ECONOVA 5W-30 NEW WITH PSA CERTIFICATE

The fuel economy engine oil Midland Econova 5W-30 has received official B71 2290 approval from Peugeot-Citroën (PSA). This means that Midland Econova 5W-30 is one of only a few oils that has been officially certified by PSA.



MIDLAND NOVA 5W-30

FOR THE LATEST MAN HEAVY DUTY VEHICLES

The universal fuel economy engine oil Midland Nova 5W-30, now meets the MAN standard MAN M 3677 for the latest generation of heavy duty vehicles with complex exhaust after-treatment devices and can be used – when it comes to MAN – for vehicles from EURO 2 to EURO 6.



DCT FLUID

MIDLAND DUALTRANS IN DRUMS

The popular DCT fluid for all customary dual clutch transmissions is now also available in drums:
in 1/1 drum (175 kg) and
in 1/4 drum (50 kg).



NEW: GREASE CARTRIDGE FOR LUBESHUTTLE®

Individual lubricating grease from Midland is now available in screw cartridges which are a perfect match for the LubeShuttle® System by Mato.

You also receive the greasing equipment from Midland:

LubeShuttle® One-handed grease dispenser and LubeShuttle® Manual grease dispenser

- Simple, quick and perfectly clean loading and removal of the grease cartridges, without opening the dispenser
- Constant control over the content level and the type of grease from the outside
- Complete emptying of the cartridge, absolutely environmentally friendly
- No bleeding necessary

LubeShuttle® Dispenser

- Universal grease dispenser Lube-Shuttle® cartridges
- Suitable for greasing all open lubricating points
- No dirty or open grease tins
- Eliminates contamination and the associated storage damage

LubeShuttle® Accugreaser

- Robust grease dispensers for Lube-Shuttle® cartridges
- Chromed protective steel tube
- Simple, quick and perfectly clean loading and removal of the grease cartridges, without opening the dispenser
- High-performance electric DC motor with planetary gears and crank drive

Learn more from your regional Midland representative.



NEW DANGER SYMBOLS

The pictogram indicating chemical substances and mixtures has been changed. The corresponding 2009 European Union directive aimed to make the symbols uniform and the packaging for chemical substances and mixtures clear and unambiguous. The new diamond-shaped pictograms show the type of hazard(s) and are accompanied by signal

words as well as hazard and safety notices. Labels on the Midland bottles will be gradually adapted to meet these guidelines. You can learn more at the following links.

→ WWW.BAG.ADMIN.CH/GHS

→ OSHA.EUROPA.EU/DE



MOVING AHEAD WITH PASSION

Motorcycle racing is not just for boys. When a woman has talent, an iron will and no fear of the odd sharp remark, there is also space on the track for her. And when she leaves the men in her wake, the respect is even greater still.



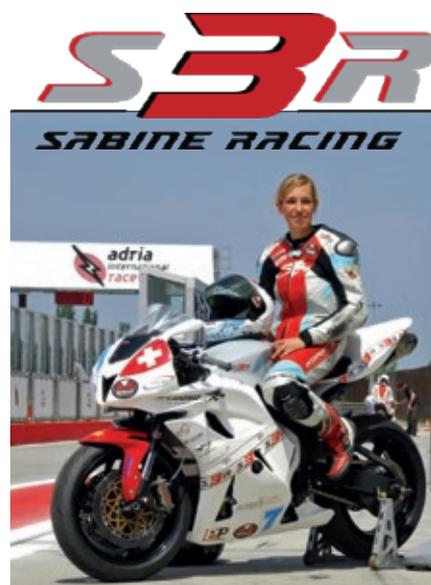
■ Sabine Holbrook and her Honda – in her element on the track.

Up until September 2008, Sabine Holbrook had never even sat on a motorcycle. Her mother did not allow her to ride a motorcycle when she was in her teens, and Sabine took heed. Then came her studies, lack of money and children later on so the motorcycle always had to wait. That is until Sabine Holbrook decided that it was time to grab the bull by the horns and within two days she had her motorcycle license.

The next step was safety training at the Hockenheimring. Afterwards, she had the possibility of driving a few rounds on the race track after training. The first time down the track and Sabine Holbrook's passion for motorcycle racing was born. Today she sees her first steps in the racing world critically however. She started on a beautiful, but for her unsuitable Ducati 848. Following a High-

sider, she switched to a Suzuki 750, that she really came to love. Since 2012, she has been riding a Honda CBR 600RR.

Following impressive wins in the Euro Speer Cup 2013, Sabine and her team switched to the 600 cm³ Supersport class of the FIM European Championship Alpe Adria. She and Ruedi Hauser, her mentor, coach and team boss have so far not regretted their decision. "Adapting to the higher class has been a big thing and we have a lot of work ahead of us," says Sabine Holbrook, who achieved her goals in the first race and even surpassed them and silenced her critics yet again.



SABINE HOLBROOK (34)

Motorcycle: Honda CBR 600RR
Racing series: FIM EUROPE CHAMPIONSHIP ALPE ADRIA 2014
Category: Supersport 600

sabine.holbrook@me.com
www.sabine3racing.ch

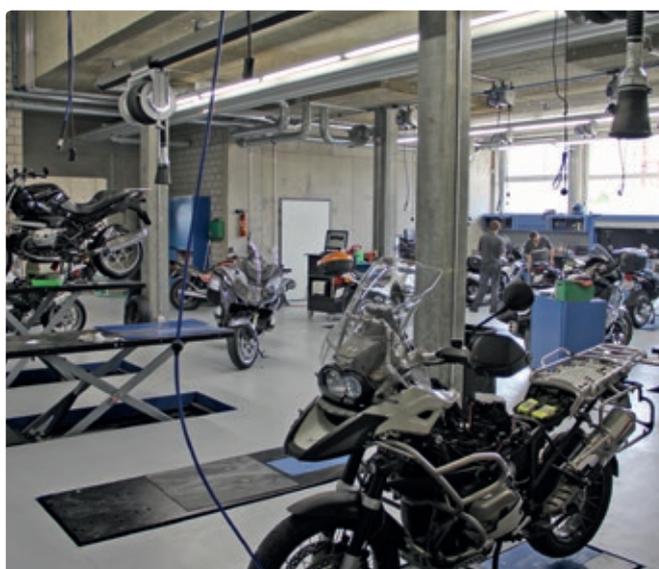
Ruedi Hauser, Team Head at S3R Racing, explains: "In the 600cm³ Supersport class, an international championship, the high-performance engines are put under such enormous pressure, that it is incredibly important to use the right oil. We only use Midland Motorcycle 10W-50 and have had nothing but positive experiences with it."





A PARADISE FOR BIKERS

In Adliswil a Paradise for bikers was opened in March 2014. The store has 1,700 sqm of sales area, full of everything that a biker's heart could desire. First and foremost are the motorcycles of course, BMW, Indian, Victory, Suzuki und Horex to be exact. Behind the scenes, Dani Arrigoni and his team take care of the running of the large motorcycle centre.



The new Arrigoni Sport Motorradcenter is located close to the outskirts of Zurich and is easy to reach using public transport and is situated not far from the motorway exit. This makes it an ideal meeting point for bikers. Another positive is the fact that the "Bärengrill" is open every Saturday from 10 to 4 during the motorcycle season and attracts lots of hungry bikers every week.

GROWING WITH THE MARKET

"The motorcycle sector has a strong future and demand is growing," says boss and owner, Dani Arrigoni confidently. In addition to what have been the main makes up to now, namely BMW und Suzuki, Arrigoni is now carrying official Indian und Victory motorcycles. In his new and large operation, he has the space for his project of growing with the market. And that also means going beyond just motorcycles. The product range spans accessories and clothing, to a large selection of

rental motorcycles and in-house events. The new location can also be used to host events that have nothing to do with motorcycles such as company events, presentations, cultural events and other similar events.

PLANNING WITH MIDLAND

Ten people work in the garage as well as three apprentices. Arrigoni only uses oil from Midland. "Dominik Hilfiker has been taking care of us for years, we get on really well," says Dani Arrigoni. The workshop manager, Falk Dirla, concurs: "Dominik Hilfiker was part of the planning of the workshop from the beginning and played a particularly important part in the planning of the oil distribution system." Another particular feature at Arrigoni Sport is the motorcycle washer system, which can wash a motorcycle in seven minutes using only a limited amount of water. This is made available to the bikers during opening hours.



■ The individual brands are given a lot of space.



■ The Arrigoni Team personally deals with individual customer needs.

ARRIGONI.SPORT

Dein Motorradcenter

ARRIGONI SPORT GMBH

Moosstrasse 45-49
 8134 Adliswil
 Phone 044 732 30 40
 info@arrigoni.ch
 www.arrigoni.ch

Founded: 1959
 Employees: 28,
 of which 10 are mechanics

BRANDS CARRIED:

- > BMW
- > Indian
- > Victory
- > Suzuki
- > Horex

SERVICES

- > Motorcycles
 - > Used Vehicles
 - > Rental
 - > Clothing
- Accessories:
- > Events and Tours

Arrigoni Sport uses **Midland Motorcycle 5W-40** among other products from Midland. This generation has been developed for the needs of four-stroke-engined motorcycles and scooters of all manufacturers, in particular BMW. Safe and reliable permanent lubrication, less wear and tear and no slipping of the clutch are guaranteed.



LEADING PART FOR A MIDLAND OIL DRUM

In September, Giacun Caduff's film "20 Regeln für Sylvie" is coming to Swiss movie theaters. Midland is featured in the film in the form of an oil drum thanks to Urs Erbacher and his Drag Racing Team.



■ Filming on #18 "Riding a motorcycle is not allowed": Carlos Leal as Sozios on a bike from Urs Erbacher.

The story revolves around Adalbert (Carlos Leal), an overly protective single father, who sets his daughter Sylvie (Viola von Scarpatetti) 20 rules to follow before she is allowed to leave the mountain village to study biology. In order to make sure she follows the rules, Adalbert secretly follows his daughter to Basel, where he becomes friends with some students and promptly goes about breaking the 20 rules himself.

When it comes to Rule #18 – No riding motorcycles – Urs Erbacher and his Drag Racing Team worked together. Also involved were the bikers Lucien Abt, Thomas Kobel and Tina Eng. Erbacher can be seen on a poster with the legendary custom bike – Erbacher One. In the same scene, a Midland oil drum is visible in the garage that Urs Erbacher provided at short notice.

From mud fights to wild house parties – the movie is full of surprises and excitement and is really good entertainment. In the main role is Carlos Leal, known from his role in "James Bond: Casino Royale" and "The Undertaker" as well as Viola von Scarpatetti, who also starred in "Poupée" and "Monsieur du lit". The movie was produced by Streifen Bela Böke together with director Giacun Caduff.



20 REGELN FÜR SYLVIE

20 REGELN FÜR SYLVIE

Director: Jacques à Bâle
 Production: Bela Böke, Giacun Caduff
 Cast: Carlos Leal
 Viola von Scarpatetti
 Joël von Mutzenbecher

Starts in Swiss movie theaters
 on 18 September 2014.
www.20regeln-movie.ch



■ The new Midland tractor and trailer on the Kettenbrücke in Aarau.

NEW MIDLAND TANK TRUCK MAKING DELIVERIES

Gerry Mühlethaler's new Scania tank truck out delivering diesel, petrol and heating oil to customers.



■ Gerry Mühlethaler at work.

Gerry Mühlethaler from Subingen has driven for Oel-Brack AG for almost two decades. His team operates a fleet of tank trucks, delivers fuels and combustibles to gas stations, bus companies, transport companies and other larger consumers – as well as heating oil to households and companies in the cantons Aargau and Solothurn and beyond.

Gerry Mühlethaler has just started driving a new Scania tank truck. The vehicle has a double-axle and is impressively easy to maneuver which makes it perfect for heating oil deliveries under difficult conditions. Together with the trailer, 25,000 to 28,000 liters can be transported. The tank truck is, of course, completely painted and printed in the Midland design.



■ Between Schafisheim and Staufen.



SCANIA

SCANIA G4 190 LB

Engine performance: 490 PS

Transmission: Automatic

12-gear transmission

Total payload tank truck: 20.5 tons

Particularities: 2 rolls of hose, each 40 metres and 60 metres

EVENT AGENDA

HILL CLIMB RACES 2014

6/7 September Gurnigel
20/21 September Châtel-St.-Denis/Les Paccots
www.motorsport.ch www.steiner-motorsport.ch
www.maurer-motorsportteam.ch

SUPERMOTO SWISS CHAMPIONSHIP 2014

6/7 September Supermoto Frauenfeld TG
4/5 October Supermoto Ramsen SH
www.supermoto.ch www.s-a-m.ch

SWISS RALLY CHAMPIONSHIP 2014

07 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

19 – 21 September Slovakia Ring (SK)
www.swissmoto.org www.valentinos.ch www.asr-racing.ch

TEAM SÄGESSER MOTORSPORTS 2014

12/13 September Speed Day in Chambley (F)
www.smotors.ch

MIDLAND AT AUTO ZÜRICH 2014

6 - 9 November Trade Fair Zürich Hall 5/Stand A24
Midland will be present together with Erbacher Racing and Kraftwerk Tools at the Auto Zürich 2014. In Hall 5 at stand A24 you will also find the custom bikes from Erbacher and the tools from Kraftwerk and our lubricant specialists who will be happy to give you any help and advice they can.
www.auto-zuerich.ch www.kraftwerktools.com www.erbacher.biz

RACING JESSICA SCHUMACHER

SLOW HEALING PROCESS

Jessica Schumacher (17) has been riding Motocross for nine years now. Following an accident in June 2014, she was forced to take a leave of absence. Her broken bones are held together and stabilized with lots of screws, plates and wires. She is currently learning to walk again with the help of a walker. She will be out of motorsport for the next 18 months. Whether or not she will return after such a long period of time is questionable. We wish her lots of strength, patience and a quick recovery.



RACING NOAH STUTZ



SENSATIONAL SECOND PLACE

At the NitrOlympX 2014 Noah Stutz managed to make it to the final of the FIA TopFuel European championship run. Though he lost against the Swede, Mikael Kägeret, second place was an amazing achievement for the young man from Basel, who soon wants to compete in the United States.

→ WWW.NOAHSTUTZ.COM → WWW.ERBACHER.BIZ

IMPRINT

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