

Midlander

THE MAGAZINE OF MIDLAND – SWISS QUALITY OIL

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VICTORY IN SIGHT

MARCEL MAURER IN THE
RENAULT FORMULA
PAGE 08



PORTRAIT

Moto Senn AG becomes "Harley-Davidson Aargau." What is behind it?

Page 06



FOCUS

Harsh operating conditions in rural areas demand flawless lubrication.

Page 09



PETROL STATION

There is now a Midland petrol station in Schüpbach, Canton Bern.

Page 11

NEWLY EMPLOYED AT OEL-BRACK AG



Lukas Noth
Sales representative
BS, BL, and
French-speaking
Switzerland

A warm welcome to the team.

30 YEARS AT OEL-BRACK AG



Thomas Fehlmann
Truck Driver
Lubricants

15 YEARS AT OEL-BRACK AG



Werner Neeser
Truck Driver
Lubricants

10 YEARS AT OEL-BRACK AG



Rudolf
Eichenberger
Truck Driver
Lubricants

5 YEARS AT OEL-BRACK AG



Domenico Ciliberto
Production and
warehouse
employee

Congratulations to those employees celebrating service anniversaries. Thank you for your good work and all the best for the future.

PEOPLE RATHER THAN CHEMICAL SUBSTANCES



I was hired on a temporary basis for a project at Midland. It was and is concerned with the new hazard symbols being introduced with the Globally Harmonized System (GHS). They must be shown on bottle labels, depending on the contents of dangerous substances in the products. Additionally, safety data sheets must be adapted to these new guidelines.

I already knew the GHS from my apprenticeship to become a chemical laboratory assis-

tant, which I completed in 2012. That was my advantage when I started working for Oel-Brack AG in February 2014. The job involves more office work and fewer laboratory activities than I expected. True, it involves a lot of bureaucracy. However, I already knew it would from my apprenticeship, which I completed at the cantonal authority.

I will soon be finished with the project, which is good. In autumn 2015, I will begin my course on Applied Psychology at a university of applied sciences. This includes the three areas of occupational psychology, organizational psychology and safety psychology. Perhaps from there I will go on further to sports psychology, as I am very interested in sports and health.

In my spare time I play floor ball and I train C juniors (12 to 13-year-olds) in this sport. And as an FC Aarau fan, I am hoping for good games in the Challenge League and that my favorite club quickly gets promoted again.

Vasco Lacerda
Assistant Chemicals

MIDLAND HUNZENSCHWIL

FIRE BRIGADE COURSE AT MIDLAND

In May 2015, the Hunzenschwil-Schafisheim Fire Brigade conducted part of Aargauische Gebäudeversicherung's group leader course on the Midland site. A total of 75 fire fighters from throughout the canton participated in the six-day training course. The young men and women were trained in firefighting, rescue service and technical assistance to enable them to lead a group at a later stage. Marco Lüscher, commander of the Hunzenschwil-Schafisheim Fire Brigade and deputy course commander, values the use of real company sites in the course, as certain situations can be simulated much more realistically on these.



Firefighters put out a trial fire.

→ WWW.LODUR-AG.CH/HUNZENSCHWIL-SCHAFISHEIM

TANKS FOR THE NEW PRODUCTION FACILITY



■ The tanks are positioned using a special crane.

Midland wants to become more flexible by building a new blending plant. For this, it requires a large number of tanks, among other things. Their delivery and positioning in the future hall was spectacular to watch.

Twenty tanks with a holding capacity of a hundred thousand liters each for base oils and fourteen tanks with fifty thousand liters each for additives will be part of the new fully automated production facility, the construction of which began in March 2015. In conjunction with containers for blending, the facility will contain more than forty tanks.

The tanks were manufactured by Bonaduz-based Arno Stiefenhofer AG. Subsequently, the professionals of Samuel Amsler AG in Schinznach-Dorf became involved. Using a low-loader trailer, they transported them tank by tank onto the Midland site in Hunzenschwil. Here, Sachseln-based Fanger Kran AG took the reins. With a 250-ton spe-

cial crane, the operator lifted the tanks individually and positioned them to the millimeter in their future location in the hall, which is still to be completed.

The new blending plant – and with it the tanks – are required because the growing variety of lubricants demands an ever greater number of base stocks and additives. Commissioning is planned for 2016.

- ➔ WWW.STIEFENHOFER.CH
- ➔ WWW.SAMUEL-AMSLER-AG.CH
- ➔ WWW.KRAN.FANGER.CH



■ Low-loader trailers were required to transport.



■ Fredi Brack is personally supervising the work.



■ The Martini MK-77 with BMW engine inside the Steiner Motorsport "box" at the 2013 Hemberg hill climb race.

www.steiner-motorsport.ch

VW OIL NOW FOR OPEL TOO

With new specifications, the already usable Midland Crypto³ 5W-30 is becoming even more universal. And it is also suitable for Opel/GM.

The fuel economy engine oil Midland Crypto³ 5W-30 was specifically developed for the engines of the Volkswagen Group with the brands VW, Audi, Seat and Skoda. Now, completely new dimensions are opening up to the classic "VW oil," for it now fulfils the API SN/CF and GM/OPEL dexos 2 specifications. Thus, Midland Crypto³ 5W-30 can now also be used for vehicles from General Motors – represented in Europe by the brands Opel, Cadillac and Chevrolet. In addition, Midland Crypto³ continues to fulfil the latest specifications – including for vehicles with longlife service intervals – such as BMW and Mercedes-Benz.



■ With the new specifications, Midland Crypto³ 5W-30 is now even better suited as an universal oil for the ambitious multiple-brand company.



MIDLAND TANK CART

MOBILE AND PRACTICAL

The handy drum cart from Midland creates new flexibility: It allows engines to be filled up with oil in a convenient, easy and clean manner, even in cramped conditions. The multitalent is ideally suited to use in workshops for passenger cars, motorcycles, trucks, and commercial vehicles. Optionally available with a 10m spring-operated hose reel.



SPECIFICATIONS

NEW FROM FIAT AND IVECO

Numerous Midland engine oils for passenger cars and commercial vehicles now fulfil new specifications from Fiat and IVECO. This makes selecting the right engine oil for vehicles of these brands even easier. More on this in Midland's online lubricant advise.



IVECO



© images: Yves Vollenweider

AN "AMERICAN DREAM" COMES TRUE

In March 2015, after eight months of construction, Moto Senn AG began the season as "Harley-Davidson Aargau". A new era thus begins for the tradition-steeped company in Densbüren at the foot of mountain pass Staffelegg between Aarau and Frick.

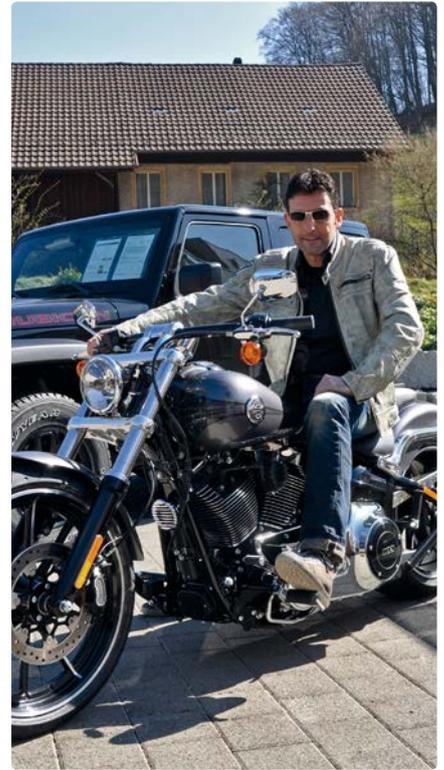


Piit Volgger, who acquired Moto Senn AG in January 2012, is one of only 18 official Harley-Davidson dealers in Switzerland and the only one in the Canton of Aargau. However, he had to fight for the name "Harley-Davidson Aargau". He submitted the application in 2012. It was then assessed in England and the USA. In time for the reopening of the company in March 2015, he received the blessing from Milwaukee, Wisconsin, USA. Since then, he has officially been able to call his company "Harley-Davidson Aargau."

On the occasion of the building renovation, Piit Volgger took the opportunity to herald a whole new era. After eight months of restructuring and expansion, the work was completed in March 2015. With a 1,200 m² sales space for motorcycles, clothing and accessories, as well as 1,200 m² for the workshop and the warehouse, Harley-Davidson Aargau impresses with its spaciouly designed store, modern workstations and an inviting atmosphere. The Densbüren location can boast a tradition extending over more than 40 years and is easily accessible between Aarau and Frick.

Piit Volgger has had an incredible career. He began as a "dishwasher" and today embodies a Swiss variant of the "American Dream": After returning from a motorcycle world tour in 1995 he joined Moto Mader in Oberentfelden as a laborer and gradually climbed the ladder until, in 2012, he had the opportunity to acquire the tradition-steeped Moto Senn AG from Wädi Senn. Piit Volgger went for it and since then has gradually reformed the company into Harley-Davidson Aargau, but without forgetting the "old" values and traditions.

In the workshop, the company has always exclusively used lubricants from Midland. Since Midland is a high-quality Swiss brand, in conjunction with the suitable product portfolio and the perfect delivery service, Piit Volgger would only consider this brand. Piit Volgger has known his Midland regional sales representative, Manfred Steiner, for more than two decades. "We understand each other intuitively," he says with a smile. Manfred Steiner smiles back and pulls out



■ Piit Volgger



■ A look into the Harley-Davidson Aargau workshop.

HARLEY-DAVIDSON[®] AARGAU

since 1974  Switzerland

HARLEY-DAVIDSON AARGAU MOTO SENN AG

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5026 Densbüren
Phone +41 62 867 87 00
info@hd-ag.ch
www.hd-ag.ch

Founded: 1974
Employees: 18,
thereof 8 mechanics
Apprentices: 4

SERVICES

- > New motorcycles
- > Used motorcycles
- > Service / Repairs / Renovation
- > Accessories and spare parts
- > Test drives and trial courses
- > Clothing



"We cover most requirements with the four-stroke motorcycle engine oil **MIDLAND MOTORCYCLE 20W-50**. In addition, we need brake fluid, chain spray, gear and fork lubricants as well as single-grade oils for classic Harleys. And we get all of it from Midland," explains Piit Volgger.



ON THE ROAD TO THE FIRST VICTORY

Marcel Maurer is exceeding all expectations. In the first season in the Renault Formula, he has already achieved fifth place overall – doing so in the Swiss slalom and hill climb championship. This year, he would like to achieve his first day victory.



■ Marcel Maurer at Slalom de Bure in May 2015. It is his second season in the Renault Formula.

© images-jan-fotos.ch

First came soapbox races, with the titles of Bernese and Swiss Champion. Then came races with Opel Corsa A and the Triumph Dolomite of his father René Maurer. René Maurer was a gifted racing driver who competed in numerous hill climb and slalom races prior to his death over ten years ago. Since then, Marcel has occasionally been starting in races in memory of his late father in the old man's Triumph Dolomite.

The Dolomite scene is small and spare parts are rare. One day, a certain Michel Cerini asked for a windshield. A deal was done and Michel Cerini kept in contact with the young driver. He soon had the idea of putting the young talent into the vacant Renault Formula cockpit in the Scuderia Autoclassica team. The team owner was quickly convinced and enthused. At the same time, Michel Cerini initiated conversations with Midland – without knowing that René Maurer al-

ready had the support of Oel-Brack AG and that, with the agreement, a tradition was continued.

Ultimately, in 2014, Marcel Maurer competed for a whole season with a Formula Renault. He showed his gratitude to his team and supporters by almost always finishing among the top five competitors. There were minor slip-ups, of course, but the direction was right. Therefore, Marcel Maurer set a goal for 2015 to achieve his first day victory. For this, in addition to the support from Autoclassica and Midland he also has "his" own Maurer motorsports team: A whole group of friends and relatives contribute to his success with a lot of effort and voluntary work.



MARCEL MAURER (28)

Vehicle: Tatuus Formula Renault (1,998 cm³)
 Race series: Swiss Slalom Racing Championship and Swiss Hill Climb Championship 2015, total 19 races
 Category: E2-SS up to 2,000 cm³ (hill climb races)

mauro-maurer@bluewin.ch
 www.maurer-motorsportteam.ch
 www.autoclassica.ch

Marcel Maurer swears by the universal spray **MIDLAND MS 14 MULTI-SPRAY**:

"I really do everything with it. For example when I clean the racing car and when I lubricate and preserve suspension parts. Once you've applied the spray, most of the dirt runs down as if by itself. Leave it briefly to take effect, then wipe it with a cloth and everything is clean again," he beams.



WORKING HARD FOR AGRICULTURE

Contractor Giger in Sevelen SG contracts all kind of work for farmers, from sowing to harvesting. In the work, some of which is very hard, everything is demanded from the machines. When it comes to lubrication, the contractor places its trust in Midland.



■ Combine harvester John Deere C670i [432 hp] with a 7.60 m cutting unit and tractor John Deere 6210R [240 hp] with Annaburger dumper [36 m³].

Contractor Giger, based in Sevelen SG, works for farmers in the Werdenberg region, in the St. Gallen Rhine Valley, in Sarganserland, in the Bündner Herrschaft, and even in Vorarlberg, Austria. On a visit to the premises in Sevelen, it quickly becomes clear that professionals are at work here who focus on quality and who offer the whole range of services in agriculture and crop farming.

A look into the machine hall shows that each piece of equipment here has its function and its place. Nine John Deere tractors and one Fendt tractor, two high-performance Krone BiG M mowers, two combine harvesters, three straw cutters, various square and round balers, and various sowing machines are found there on this rainy day. Under the awnings of the hall, further soil cultivation machinery, dosing carts, silo carts (swap body system with dumper, manure spreader and platform) as well as a Jumbo Pöttinger forage cart with an 8-wheel suspension are there to be admired.

Unlike at other companies, in agriculture the work takes place outside on the field. Managing Director Christian Giger explains: "We depend on achieving above-average performances in the periods of good weather, which are sometimes short. It is therefore important that our machines, which are mainly maintained in our own workshop, be fit for use."

In the process, the very highest requirements are repeatedly set of engines, gears, axles, and hydraulic systems of the tractors and other machines: High loads and extreme demands in a very short time. Here, optimal lubrication is of central importance. "Here, we trust fully in Midland's products," says Christian Giger. Contractor Giger is served by Midland regional sales representative Harry Faszt, who supports the Gigers with help and advice.



■ Christian Giger and Hans-Adam Giger

MIDLAND "TOU" TRACTOR HYDRAULIC FLUID is a multifunctional UTTO (universal tractor transmission oil), which can be used in farming and construction machines as hydraulic and gear lubricant. It is also eminently suitable for equipment elements with wet brakes. At the contractor Giger, it is used in many machinery.



CONTRACTOR GIGER
 Christian Giger
 Guschastrasse 150
 9475 Sevelen
www.lu-giger.ch



■ The motorcycle meeting point in the Lower Aare Valley: Keller Motos with three brands on 1,200 m².

“NOWADAYS, MORE IS EXPECTED IN GENERAL”

Keller Motos recently celebrated its 30-year anniversary with a big party. However, founder and boss Werner Keller likes to look ahead just as much as he likes to look back.



■ Werner Keller in his shop.

Whereas in previous times a few brochures sufficed, today a whole fleet of motorcycles must be available for test sitting and testing riding. And more scooters and motorcycles are sold when the bike the customer wants is in stock. Werner Keller can look back at three decades of experience with his company Keller Motos AG in Siggenthal-Station, between Brugg and Baden.

The increased expectation is no problem for Werner Keller. Even the proximity to the German border holds no fear for him. On the contrary: “The price differences have decreased and we have already acquired customers from nearby Germany,” explains Werner Keller. In times of price transparency, it perhaps also benefits him that he represents three brands in Kawasaki, Yamaha, and Aprilia.

Werner Keller has been involved in racing for countless years. In 1988 he founded Keller Corsa and began to offer courses and professional race track training for the clientele. Conversions and customizations are also part of Keller Motos’ identity. One of its creations attracted countless admiring glances at the Midland stand at Swiss-Moto 2015.

Motorcycle professional Werner Keller relies on professionals when it comes to oil as well. Thus, both in his workshop and on international race tracks Midland lubricants are the only option for him. His reasons? “We have had no problems down to this day,” he replies. And should there ever be any, he knows he can rely on his Midland regional sales representative Dominik Hilfiker.

Keller Motos



KELLER MOTOS AG

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5301 Siggenthal-Station
Phone +41 56 281 13 13
www.keller-motos.ch
info@keller-motos.ch

Founded: 1985
Sales area: 1,200 m²
Employees: 11

BRANDS CARRIED:
Kawasaki, Yamaha, Aprilia

SERVICES

- > New motorcycles / Used motorcycles / Motorcycles for hire
- > Clothing / accessories
- > Tuning and customizing
- > Courses
- > Race events

In addition to other lubricants and additional products from Midland, it is mainly **MIDLAND MOTORCYCLE 10W-40** that is used in the Keller Motos work-



shop. The synthetic four-stroke motorcycle engine oil impresses – even in the hardest conditions – with permanent lubrication, the lowest wear and additives to prevent clutch slip.



OPENING: MIDLAND PETROL STATION IN SCHÜPBACH

TMS Automobile has been represented in Schüpbach for more than 20 years. The official Mitsubishi dealership in the Emmental includes also a petrol station. It is now a Midland petrol station.



■ US car and rarity specialist.

In addition to a garage and a workshop, TMS Automobile also runs its own body shop, a breakdown service and now also a Midland petrol station. Unleaded 95 gas and diesel can be acquired here 24/7. Customers who have a TMS customer card and pay in advance benefit from a 2-centime discount on the current petrol price.



TMS AUTOMOBILE GMBH
Mitsubishi dealership
Hauptstrasse 6a
3535 Schüpbach

Phone +41 34 497 14 56
www.tmsautomobile.ch
tmsautomobile@bluwini.ch

■ Now Midland petrol station attendants: Roland Tröhler (in the car) and Gerhard Müller.

MIDLAND EVENTS 2015

Kustom Shakedown

Indoor Hot Rod, Custom &
Rock and Roll Show



Vianco Arena Brunegg

October 30/31

www.kustomshakedown.com

Auto Zurich

Automotive trade fair for the
Greater Zurich Area



Zurich Trade Fair

October 29 – November 1

www.auto-zuerich.ch

transport-CH

Swiss Commercial
Vehicle trade fair



Bern Expo

November 12 – 15

www.transport-ch.com

MIDLAND EVENTS

MORE WEIGHT IN BERN: TRANSPORT-CH TRADE FAIR

Every two years, the transport industry meets in Bern. From November 12 to 15, 2015, it will do so again.



Approaching a new visitor record: transport-CH in Bern.

The decision makers meet in the halls of the BEA Expo. All industry associations and all major manufacturers are represented here. Even European and world premieres of the latest commercial vehicles are on show here. In short: It is definitely worth a visit. Midland will also be there. We look forward to seeing you in Hall 1.2 at Stand A033 at the 8th Swiss Commercial Vehicle trade fair transport-CH.

→ WWW.TRANSPORT-CH.COM

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Marcel Maurer in the Formula Renault at the Slalom Bure 2015, photograph by Jan Fritz. More at jan-fotos.ch.

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