

Midlander

NEWS FROM MIDLAND - AN OEL-BRACK AG BRAND.

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Midland Maxtra: ideal for mixed truck fleets



Midland Maxtra 10W-40, the latest innovation from Midland, has been especially developed for the latest generation of heavy duty diesel engines. The

new high performance motor oil fulfills a variety of manufacturer standards and is the ideal solution for the mixed truck fleet. More on page 3. ▲

RACING

Erbacher: two-times European champion!



At the FIA European Finals in Santa Pod, Great Britain, Urs Erbacher and Lorenz «Lo» Stäubli left the competition standing: Urs has become FIA European Top Fuel Champion 2010 and Lo, who before the finals had a lead of only two points, got the title as the UEM Super Twin European



Champion 2010. The jubilation in the team and at Midland as the sponsor knows no bounds.

A special honor: in December the Top Fuel Dragster of the «fastest Swiss» was displayed at the official FIA Prize Gala in Monaco. ▲

RACING

Hänni: world champion!

It has taken an incredible 28 years for one of the best sidecar copilots in the world to collect the long coveted world champion title. The dream finally came true in September 2010: the 55-year-old sidecar rider Adolf Hänni from Thun won the world side car championship with his pilot Pekka Päivärinta. Only a little later, the successful team came in third in the IDM Sidecar 2010.

Midland has been Adolf Hänni's partner for many years. ▲



EDITORIAL



I love the variety of my job.

I started in '72 in Aarau, back then still for Alfred Brack AG (sister company, sells natural vegetable oils, more under www.alfred-brack.ch). I filled bottles, 7dL and 1L. After relocation to Hunzenschwil I worked more and more in Oel-Brack AG. There I filled bottles and help out with repairs and refurbishment work. Even today, anywhere where another pair of hardworking hands is needed, I'm there. My job is very varied. For example, I helped to repaint the large tanks in compulsory stocks when these were still there. Then I have increasingly become a gardener. Today I still take care of the factory and grounds at Hunzenschwil.

At Oel-Brack AG I only work part time. My main job was with the Post Office, until restructuring there made it possible for me to take early retirement. In the meantime I have passed normal retirement age, but I'm still working at Brack. I would like to do another 2 years. Privately I do a lot of travel with my wife. Since our three children have grown up and left home, we do long trips all over the world – to Kenya, Dubai, Hong Kong, India, but also to the North Sea, with the bicycle to Lake Constance or motor bike racing just across the border. I must always be doing something, doing nothing is not for me.

*Hans «Schang» Hirt,
All-rounder*



YOUNG TALENTS

No-one is too young to be champion



The young Schumachers from Safenwil shake up the MXRS Series: Jessica Schumacher (13) comes in in a very respectable 12th place in the 85cm³ class in a field of 3 woman and 61 men after 36 races. Her little brother Kevin Schumacher (9) was able to successfully defend his champion's title of last year in the 50cm³ category with 32 victories in 36 competitions. In 2011 he moves over to the 65cm³ class. ▲

RACING

Walter Senn becomes European champion Classic 50+



Walter Senn, managing director and owner of Moto Senn AG, is 57 years old and still takes part in international motocross competitions. And with success: in 2010 he achieved the European championship title in the category Classic 50+. In this class, the driver must be over 50 and his motorbike must be over 40 years old. The suspension travel of these classic bikes is significantly smaller than their modern counterparts and maintenance is much more time-consuming. Therefore even more credit is due for the success of multiple Swiss champion in a field of 50 drivers. ▲

RACING

Marcel Steiner wins through



«No-one can stop Steiner» was the title of the September issue of Automobil Revue, after Marcel Steiner secured the Swiss mountain championship for racing cars in 2010 at Les Paccots. He has a turbulent season behind him in which he even had to change his car. With

nine stage wins, three second and two third places, an absence and the title, the balance even so has turned out alright. And with the new Osella FA30/Zytek, Marcel Steiner is once more back on form: simply unbeatable. ▲

RACING

Three podium places for ASR Kawasaki



Team manager Adi Schwegler has every reason to be happy: Pascal Nadalet is the Swiss champion in the category Superstock 600, next to him on the podium stood his team colleague Chris Burri (vice champion) and Dominik Plüss (3rd place).

With the Superstock 1000, Lorenz Sennhauser (4th place) only narrowly missed a place on the podium. The only fly in the ointment: Pascal and Dominik are retiring. For the time being... ▲

INNOVATIONS/PRODUCTS

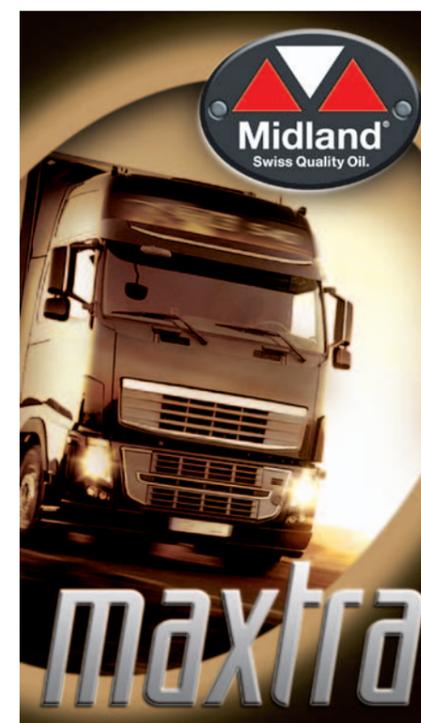
For the trucks of the future: MIDLAND MAXTRA SAE 10W-40

Midland Maxtra SAE 10W-40 is the new universal oil for the transport industry.

The latest innovation from Midland is a fully synthetic low SAPS motor oil that has been developed with a focus on the latest generation of heavy duty diesel engines with complex exhaust gas treatment systems. Midland Maxtra is one of the first oils worldwide to be suited for the coming Euro 6 diesel engines and for the Euro 3, Euro 4 and Euro 5 units. In addition, Midland Maxtra SAE 10W-40 also fulfills and exceeds the internationally most important specifications and standards of various manufacturers and is thus the first choice for companies with mixed truck fleets.

The advantages of Midland Maxtra 10W-40 at a glance

- Fulfills the most common specifications worldwide of ACEA and API: ACEA E4-08, E6-08, E7-08, E9-08 und API CJ-4, CI-4+, CI-4, JASO DH2*.
- Fulfills and exceeds even now a large number of manufacturer standards: MB 228.51, 228.31, MAN M 3477, M 3575, MTU type 2.1/3.1, Volvo VDS-4, VDS-3, Scania*, Caterpillar ECF-3, ECF-2, Cummins CES20081, Mack EO-0 Premium Plus, RVI RXD, RLD-3, RLD/RLD-2.
- Ideal universal oil for the transport company, suitable for diesel engines from Euro 3 to Euro 6.



- Functions perfectly with the complex exhaust gas treatment systems of today and tomorrow.
 - Suitable for operation with increased proportion of biodiesel (up to 7%).
- The new Midland Maxtra 10W-40 will be available in the 1st quarter of 2011. ▲
*Still in test phase.

PRODUCTS



Ideal for multi-brand operations: MIDLAND AXCEPT SAE 5W-30

The fully synthetic fuel economy motor oil Midland Axcept 5W-30 – developed with a special focus on the standard Dexos 2 of GM/Opel – is an excellent universal oil for garages with a multibrand philosophy. It fulfills and exceeds numerous manufacturer standards from BMW to Volkswagen:

- BMW Longlife-04 • FIAT 9.55535-G1 • FORD M2C917-A • GM/OPEL Dexos 2/GM-LL-A-025/B-025 • MB Approval 229.51 • Renault RN0700 • VW 502.00/505.00/505.01

INNOVATIONS/PRODUCTS

Fulfills the new SCANIA authorisation LDF-3: MIDLAND SYNQRON diesel SAE 10W-40



The modern, synthetic fuel economy motor oil Midland Synqron diesel SAE 10W-40 has already exceeded the highest existing standards for modern truck and van diesel engines. Now it has been certified as compliant with the SCANIA standard LDF-3.

Suitable for operation with natural gas: MIDLAND NOVA SAE 10W-40

The fully synthetic fuel economy motor oil Midland Nova SAE 10W-40, especially developed for heavy duty diesel engines of the Euro 5 and Euro 6 category, fulfills with immediate effect the standards IVECO 18-1809 NG2 and MAN M 3271-1 for buses and trucks/vans that can be operated with natural gas (CNG).

A warm welcome to "Fiatisti": MIDLAND SYNQRON SAE 10W-50

The fully synthetic motor oil Midland Synqron SAE 10W-50 for the increased requirements of high performance driving – tested under the hardest conditions in motor sport – fulfills with immediate effect the standard FIAT 9.55535-H3 and ensures even more driving enjoyment and lubrication reliability.





EVENTS

Intermot



With his fast machines, the Swiss Performance Team led by Ruedi Steck was also at the Intermot in Cologne – and guaranteed for Midland a high profile presence at this major motorbike exhibition in Germany. ▲

EVENTS

Only for Opel: the Roadrunners



On 19 September 2010, the Opel Roadrunners Club in Baar held the "1st International End of Season Meeting 2010". With over 150 vehicles and 200 other visitors it was a great success. A varied entertainment program ensured that the Opel fans, who even arrived from Germany and Austria, were on good form. ▲

RACING

Daltec wins team title



For the third time running, the Daltec Racing Team won the team title of the LO Formula Lista Junior. In an exciting season with 12 circuit races on 5 Grand-Prix tracks, the Daltec drivers won 8 pole positions and 5 victories. The team's most successful driver, Yannick Mettler from Kriens, came in second in the entire category and is the vice-champion of the LO Formula Lista Junior. ▲

INNOVATION

Swiss on the record trail



Inspired by the film, the «World's Fastest Indian» with Anthony Hopkins, Ruedi Steck had only one objective in 2007: to drive on the Great Salt Lake in Utah. This has resulted to date in twelve speed records.

Speed records are not achieved by waving a magic wand but by hard work. This is something that is understood by Hans Versfeld and Ruedi Steck, who with his Swiss Performance Team wants to build the fastest motorbike in the world. His Streamliner, whose planning is already advanced, is designed one day to leave everything standing,



powered by bioethanol E85 on the Great Salt Lake in Utah. With E85 the Swiss Performance Team has already had experience – and broken records.

The partners of Ruedi Steck also include since this year Oel-Brack AG with the high performance Midland lubricants. ▲

RACING

TKR Suzuki successful Europe-wide



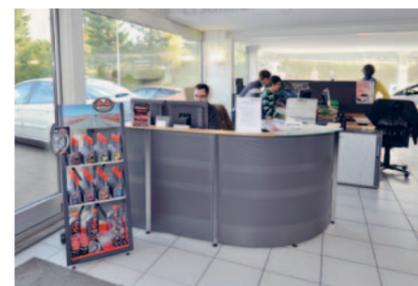
With two victories on the Slovakia Ring, Patric Muff achieved a great success: he has become Swiss champion in the category Superstock 1000. Meanwhile Christian von Gunten and his "orange lightning" (TKR Suzuki) has been making waves in the IDM Supersport. Patric Muff collected a sensational 2nd starting place in the IDM Superbike in Oschersleben and was even able with a wildcard to start the European Championship in Albacete (Spain), where he astonished the competition in training as the fastest Suzuki rider and in racing with place 8. The Swiss Minibike Trophy was also a success: Marcel Brenner and Jarno Kausch qualified to participate in the Honda NSF 100 world final in Albacete (Spain) and despite bad luck with the draw and a crash for which he was not responsible still achieved 26th and 27th places. In the Swiss Minibike Trophy, Marcel Brenner was in the centre spot on the podium framed by Timo Kugler (2nd place) and Jarno Kausch (3rd place). ▲

OUR CUSTOMERS

Sustainable: H. Bühlmann AG, Winterthur



The converted headquarters of H. Bühlmann AG is equipped with photovoltaic elements on the facade and roof.



In 1973 Hans-Rudolf Bühlmann opened his first business in Brütisellen at that stage without a brand dealership. Bühlmann who always wanted to open his own garage was happy that his wife supported him. Some years later the company, which by this stage was an official Honda and Lada dealership, moved to the present address at Steigstrasse in Winterthur.

Lada disappeared, to be replaced by Chrysler and Jeep, and later also Dodge. Recently they were joined by Citroën. To create space for the large range of brands and models, the H. Bühlmann AG has extended the building and created additional showroom space. The integrated photovoltaic elements on the south side of the building are highly visible, which along with others on the roof generate around 24,000 kWh of power each year that is fed into the national grid.

The company thus makes a contribution to sustainability, which is something close to the heart of the Bühlmanns – both father and the son, who is gradually taken over the business. With the latest hybrid and clean diesel vehicles, the offer of H. Bühlmann AG can fulfill this commitment. ▲



Markus Bühlmann and Hans-Ruedi Bühlmann

Hans-Ruedi Bühlmann has worked in the car business since he was 13 years old. For us he looked forwards and backwards in a short interview:

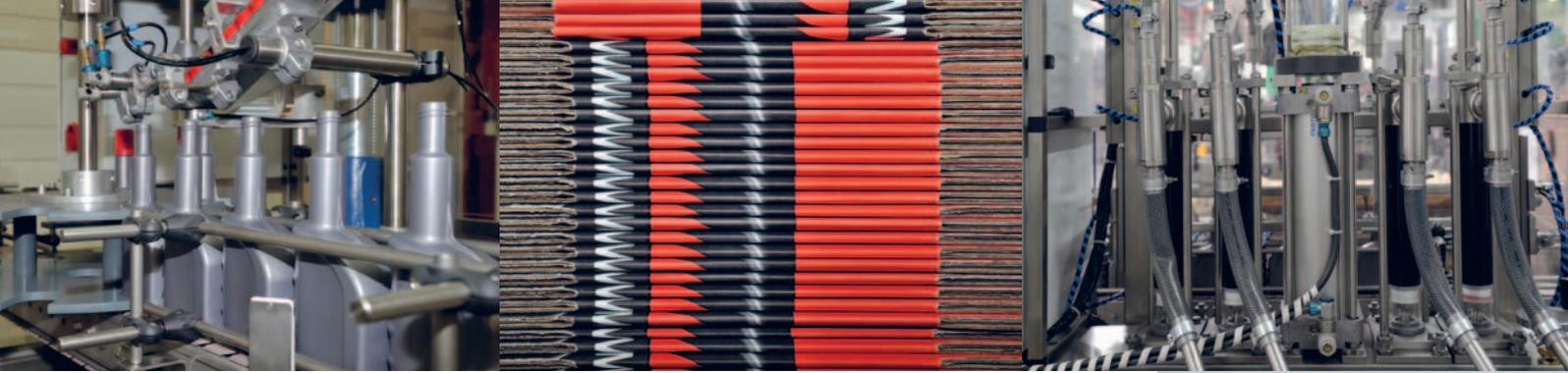
Mr. Bühlmann, you expanded the business in 2010. In the middle of the financial crisis? We have always been anticyclic: in 1973, when we opened the business, Switzerland was in the middle of the petroleum crisis. And even so – or perhaps because of this – we are still around today.

What will happen to Chrysler, Jeep and Dodge, is uncertain. Was this why you wanted Citroën? Citroën complements our range which is why we wanted this dealership. As for Chrysler, Jeep and Dodge, time will tell. However I am not worried.

You are slowly handing over the business to your son. How is this proceeding? The important point is that I am not handing over the business to my son, but that he is actively taking it over. Step by step. That creates continuity – for customers, employees and suppliers.

We are also one of your suppliers. Are you satisfied? Yes, very satisfied. Biagio Bruno has taken care of us for years. He knows how we operate and recently very competently advised about the diesel from Citroën, which was something new for us.

What does your motto "Car and sustainability" actually mean? The keyword with cars is downsizing. Small, supercharged engines with a cubic capacity of under 2 liters will set the pace. And of course hybrids and electric cars. We will see more and more of these.



INTERNAL

New filling system for small bottles



Oel-Brack AG has commissioned a new filling system which makes it possible to fill the required additives and braking fluids even more efficiently. This smooths operating procedures and reduces production times. "We have thus become even more efficient in production", said Fredi Brack, Head of Production/Logistics. ▲



DEPARTMENT/STAFF

20 years Oel-Brack AG



Federico Ruta
Regional advisor
Cantons BE, FR,
part of SO

We congratulate Federico Ruta on his anniversary, thank him for his good work and look forward to working in the future with our long-term employee.

New at Oel-Brack AG



Ruedi Weber
Sales
Representative
with special
responsibilities

We welcome Ruedi Weber to our team and wish him a good start!



RACING

Dezsoe Krivan is back

The committed drag racing driver, who has been competing for the last 30 years sped himself into the semifinal at Hockenheim. At the finals in Santa Pod he even got onto the podium in second place. He will be stepping on the gas again in 2011: as he wants to compete for the European champion title in the Top Methanol Funny Car Class. ▲

Midland moves Switzerland www.oelbrack.ch

RACING

1st Night Motocross Frauenkappelen



After an air show by the PC-7 team of the Swiss air force, the final competitions started on 31 July 2010 at 19.00 hrs on the first night motocross Frauenkappelen with an international field.

The route with many jumps and tight bends both challenged and excited drivers. Midland supported this night-time spectacle as sponsor. ▲



Midland – a brand of Oel-Brack AG

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