

Midlander

NEWS FROM MIDLAND – AN OEL-BRACK AG BRAND.

EDITION NO. 9 / 2011

INNOVATIONS/PRODUCTS

New design of bottle labels



Photo: © 2011 Felix Bradmann

Midland redesigned the labels of the bottles (375 ml, 1 l and 4 l) so that such labels (for explanations, see page 3) show to the customers the oils that are particularly energy-saving and with low emissions. Thanks to fresh colours and silver elements, the labels also grant improved orientation at the shop. Introduction will be gradually; many products, in particular additives, are already available with the new design for some time. ▲

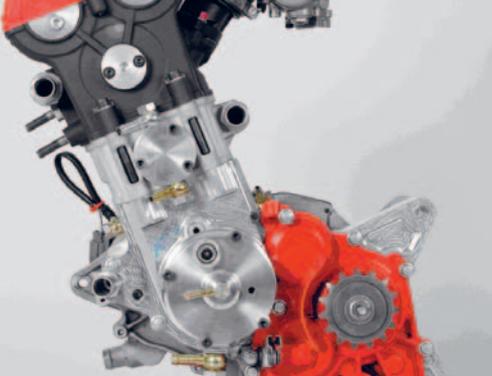
INNOVATION

Gölä sings «fast» for Swiss Performance

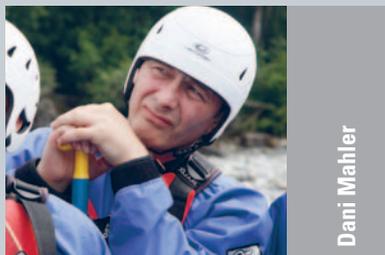
Ruedi Steck has new high-profile growth: dialect rocker Gölä wants to compose a song that should speed up the Swiss Performance Team even more.

However, he already has some time for this: Ruedi Steck wants to compete Rocky Robinson only in 2013. And the aim is to exceed his speed record of 606 kph. To achieve such aim, the team of Ruedi Steck builds a streamliner with the name Acabion, tries to get even more power from the Suzuki Hayabusa engine, and experiments with the correct mixture of the ethanol E85 fuel. And when it comes to lubricants that are suitable for most extreme stress, then Ruedi Steck fully relies on Midland. ▲





EDITORIAL



Dani Mahler

Not all red wines are the same.

I place central importance on quality. I rather invest some more and correspondingly receive a good quality. Price is only number two or three. This philosophy is of great help as being a regional advisor of Oel-Brack AG in Central Switzerland. It is just as with wine – not all oils are the same. «Swiss Quality Oil» – as it is produced at Midland with great care – is not comparable to any oil.

And I am convinced that such quality will remain of central importance also in the future. However, this will only be the case if we are willing to pay a corresponding price. Advice is another important factor: the matters become increasingly complex, and there are more and more questions on engines and manufacturer's requirements. We – as being «Midlanders» – are known for always being up to date. Advice has become more time-consuming, but it also strengthens the connections between me and my customers. This is above all a matter of trust and confidence.

I can well motivate myself – I set personal goals, but I am also sufficiently flexible to adjust such goals on the short term. Today, everything is short-dated so that you should always keep your eyes open. My positive attitude toward life makes up a large part of my motivation. I can work independently as a regional adviser. That's just my job. I cannot imagine to do anything else.

Dani Mahler
Regional advisor for Central Switzerland

INNOVATION

Swiss engine for Moto3



The 125cc class will be replaced by the Moto3 class next year. That is why two Swiss had the idea to develop a four-stroke engine that fits into the frame of the Honda 125 RS.

«There are thousands of Honda 125 RS motorcycles that only have scrap value due to introduction of the four-stroke category», says Maurizio Bäumle. That is why he and Willi Rüfenacht, engine developer and one-cylinder expert, decided to design a four-stroke engine with 250cc that fits into the chassis of every Honda 125 RS (as of 1996). «Willi designed and

manufactured the engine, and I built the motorcycle and took care of electronic system, fuel mixture preparation and exhaust system», says Maurizio Bäumle, who participates in races with his self-designed one-cylinder motorcycles for years. Midland as a partner for lubricants participated in development right from the beginning.

The project called R-Tech rapidly progressed; first interested parties already showed up at the IDM finals 2009, when the two pioneers presented their engine. Whilst the customers already wanted to order the engine, there was still a lot of testing and development at home in Switzerland. In mid-2010, the motorcycle made its first appearance at a race track. Unfortunately, it was realised that the financial means had not been sufficient for a small series. Bäumle left the project in the end of 2010. Rüfenacht continued optimisation work, and he is now able to start series production in case of corresponding funding. Any interested persons may contact him (ruefenacht-r-t@gmx.ch). ▲

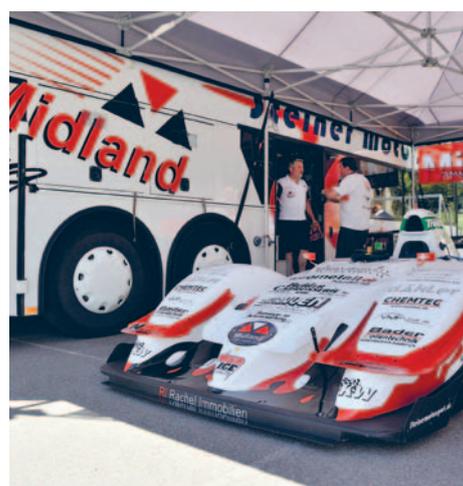
RACING

Steiner at full throttle

The team of Marcel Steiner – Swiss hill climb champion in 2010 – highly expanded. Steiner Motorsport lines up with three pilots in 2011. Marcel Steiner wants to defend his title with the Osella FA30, which was modified in winter and correspondingly should be even faster. Urs Müller starts with the Osella PA30. Thomas Zürcher, a former Clio Classic Cup driver, is the third starter. He will drive the newly designed Martini Mk-69. All three drivers will be supported by the family team Steiner Motorsport at the race track:

Marcel Steiner (35)
Osella FA 30/Zytek, group E2/SS (single seater)
3.0-l-V8 engine, 475 hp, weight: 575 kg

Urs Müller (57)
Osella Pa 30/Zytek, group E2/SC (sports car)
3.0-l-V8 engine, 475 hp, weight: 585 kg



Thomas Zürcher (40)
Martini Mk-69/BMW, group E2/SS
3.0-l six-cylinder engine, 300 hp, weight: 625 kg

Midland – long-term partner and engine oil supplier of Steiner Motorsport – is pleased about the growth and keeps the fingers crossed. ▲



MIDLAND

New advertising campaign started

Midland – totally your type.
Swiss quality engine oil for your darling. www.midland.ch

Midland – totally your type.
Swiss quality engine oil for your darling. www.midland.ch

A new advertising campaign in specialist journals and in the Internet focuses on the message that Midland offers the perfect oil for each character and vehicle type. The fresh subjects exaggeratedly play with the various characters, their «darlings» and «machines». ▲

INTERNAL

Subaru Nordic visits Midland



Midland AB, a subsidiary of Oel-Brack AG and located in Tollered, Sweden, started its cooperation with Subaru Nordic in 2005. The Japanese brand is one of driving forces for the success of Midland in the Nordic countries. In March, a delegation of Subaru Nordic visited Oel-Brack AG at the 81st International Motorshow Geneva. The Swedes were pleased about the professional appearance of Midland and thanked for the warm welcome. ▲

INNOVATIONS/PRODUCTS

Low emission



The low SAPS additive technology minimises the content of sulphate ashes (SA), phosphor (P) and sulphur (S). Low SAPS oils are particularly suited for turbodiesel engines with diesel particulate filter (DPF) because they grant clean operation of the highly complex exhaust gas cleaning systems and correspondingly create less emission.

Energy saving



Low-viscosity oil with lowered high-temperature viscosity (at 150 C) reduce friction of mechanical parts. Thanks to state-of-the-art additive technology they grant optimal lubrication with only a thin lubricating film. They lower fuel consumption and belong to the group of Fuel Economy Oils (FEO).

Energy saving – low emission



Low-viscosity oils with low SAPS technology and lowered high-temperature viscosity (at 150 C) combine the advantages of the categories stated above. Needless to say, they should only be used if the engine manufacturer authorises and recommends such oils.

Bio degradable



Biodegradable oils should be degraded by 97% within 21 days in accordance with standard CEC-L-33-T82 in order to be allowed to state the denomination «bio degradable». This includes, amongst others, chainsaw oils such as Bio-Rotax made of vegetable natural products as well as hydraulic oils on ester basis such as Bio Sintih ISO 46.



OUR CUSTOMERS

Emil Weber Motos AG in Rümlang



Motorcycle shop with role model function: Emil Weber AG in Rümlang



1500 sqm for Kawasaki, KTM and MV Agusta



Founder and owner: Emil Weber

In 1989, Emil Weber started with Kawasaki as one-man company in Winkel ZH. The company developed well and grew to four persons; in the mid-nineties, the company moved to larger premises.

Some years ago, the premises again became too small for Emil Weber Motos AG. Emil Weber found a suitable building in Rümlang that required some redesign. Since November 2007, the company does not only show in such building the motorcycles of the brands Kawasaki, KTM and MV Agusta, but also a comprehensive

offer of clothes and accessories perfectly adapted to the three brands. «Partially, the motorcycles are available in all colours. We do not only offer motorcycles for sale, but also for test drives and for rental», says Emil Weber.

Thanks to the comprehensive offer, the company did not experience a crisis during the past years, but actually a continuous boom. Emil Weber Motos AG now has nine staff members, and the boss thinks that the company «was pretty well» in doing the metamorphosis from a small company to a larger motorcycle shop.

However, there is one thing that Emil Weber never changed since 1989 – the oil supplier. The repair shop only uses Midland engine oil; starting with the move to the current location, the company also uses an oil dispensing system that further simplified engine oil handling. «A comprehensively clean and sound solution», states Emil Weber. It was not decisive for purchase that the system could be amortised with oil purchases, but this actually was «an appreciated side effect» in connection with all the investments required by a move. ▲

RACING

Erbacher wins at Abu Dhabi

The Erbacher Drag Racing Team travelled to Abu Dhabi at a sheik's invitation. The team erected the garage five days before the duel with the American Rod Fuller at the Yas Marina Drag Racing Track, directly adjacent to the Formula One race track. On race day the nerves were raw; Urs was deemed to be an underdog as compared to Rod Fuller, and his dragster

was not running straight. The time of 4.08 seconds on the 1000 feet track, i.e. 305 metres, was underwhelming, too. The team thought that it had lost. But after an engine blow-up of Rod Fuller, the tide had turned and Urs was the winner once more. Information on the current season of Urs Erbacher and Lo Stäuble can be found at www.speedgroup.eu. ▲





OUR PARTNERS

New Midland filling station



Since the beginning of the year, the filling station at the Reuss Garage is shining in «Midland» red! The very popular filling station – due to its central location at the country road – is now operated in cooperation with the old-established Aargau company Oel-Brack AG.

With its brand «Midland – Swiss Quality Oil», Oel-Brack AG grants reliable and sound supply of petrol and diesel. The filling station at the Reuss Garage is equipped with state-of-the-art pumps. Payment is possible with bank notes and cards.

Reuss Garage: forty years of Volvo professionalism

Since its foundation in 1967, the Reuss Garage in Gebenstorf is the Volvo representation in the

region of Baden-Brugg. The Garage has a good reputation as specialist for the Swedish brand even beyond the borders of the region. Repair shop and customer service work hand in hand, and individualisation as well as a comprehensive offer of accessories, such as fitting roof boxes, are also provided. ▲



HEATING OIL NEWS

Up and down?



«After the «Arab Spring» and the nuclear accident in Japan boosted the crude oil prices to new top values in April, the situation has slightly calmed down in the meantime. Experts mainly agree that the prices will rather increase on the medium and long term. On the short term, decreasing prices are possible, but the downward trend seems to be limited. Reasons: The «Arab Spring» is far from being over, and Fukushima resulted in an energy supply debate that will have an effect on the heating oil price. Only a break of the global economic driving force could result in significantly improved oil and fuel prices.» ▲

An estimation by Marco Büchli, head of the fuels and combustibles department at Oel-Brack AG.

DEPARTMENT/STAFF

25 years of Oel-Brack AG



Marco Büchli
Head of department
Purchasing/sales
Fuels and combustibles

20 years Oel-Brack AG



Hans Hängartner
Production/
warehousing/disposal

15 years Oel-Brack AG



Daniel Mahler
Regional advisor
Cantons LU, ZG, SZ,
OW, NW, UR, VS, GR

10 years Oel-Brack AG



Biagio Bruno
Regional advisor
Cantons ZH (region
Winterthur), SH, TI



Dominik Hilfiker
Regional advisor
Cantons SO, parts of AG
+ parts of ZH

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



RACING

«Good results are the best advertising»



HPS actually includes two teams – one team that is active at Supermotard for years, and one team that is active at the rally since 2008. Urs Hunziker is the driving force in the background.

Urs Hunziker was an international motorcycle race driver for ten years before establishing the HPS Team that is active in Supermotard since then. This year's drivers are Julian Meier, Nicolas Widmer, Philipp and Julia Prestel as well as Luc Hunziker, son of Urs. Here, this team can be definitely called «young team» as all drivers participate in the Youngster category, except for Julian Meier.

Urs Hunziker drives the Subaru Impreza Group N (Swiss championship) together with Mahiray Lugon. But racing is not just a hobby for the «maker», owner and boss of both teams.

«It is about good results and sports victories – because this is the best advertising for my company HPS Technik.» He already met some later customers first at the race track. And many customers visiting his shop in Staffelbach initially became aware of him due to his racing results.

Urs Hunziker is tied to Midland since foundation of his company. Due to the high requirements of Supermotard he even tested and participated in development of a new motorcycle engine oil. He highly appreciates the consistent cooperation and recommends Midland on any occasion. Particularly when tuning and checking engines, and his customers ask of his preferred oil, then he will recommend and sell Midland. This way, he already «exported» Midland engine oils to Sweden and Germany. ▲



YOUNG TALENTS

The little ones at full throttle

In the Swiss Minibike Trophy, Marcel Brenner and Jarno Kausch regularly compete in neck-and-neck races, show several overtaking manoeuvres per race, and make every race a thrilling event. The French championship in Alès in June showed the high level of the two drivers: despite international competitors, the two eternal rivals could distance themselves from the other drivers. Marcel Brenner has won the first race, and Jarno Kausch the second race. Midland supports the Swiss Minibike Trophy and its initiator, the TKR Racing Team. This team cooperates with Matteo Rightto, a shooting star of the Minibike Trophy, as well as Roman Fischer and Carmen Geissler at the International German Motorcycle Championship IDM. More information at www.tkr-racing.ch. ▲





OUR CUSTOMERS

Expert for Honda and Nissan



The company «Hirsch» is well known in St. Gallen and surroundings: the company represents the brand Honda for 25 years, and Nissan since 2009. The garage works with Midland lubricants for more than ten years.

Hirsch George AG dedicates itself to sale and servicing of Honda since 1988. The Japanese brand with the high innovation potential today offers a large selection of cars – from the city car Jazz to the compact Civic and the elegant Accord. Honda's role as a pioneer of hybrid technology is to be particularly highlighted –

currently, three models are equipped both with petrol engine and electric motor.

All current Honda cars can be visited at the large-area showroom at any time, and a test drive is also possible. A special feature of Hirsch: the company also offers exotic Honda cars as well as Acura models – Honda's luxury brand in the USA – by means of direct import. Hirsch delivers such cars to the customers in a ready-to-drive state with any required measures and documents already being completed.



Since 2009, Hirsch George AG also represents the brand Nissan. Besides passenger cars, also Nissan commercial vehicles are sold. Hirsch uses Midland lubricants for quite some time, i.e. for more than ten years. Hirsch praises the «good customer service and the excellent support» by Oel-Brack, and is pleased that a Swiss product easily meets the stringent manufacturer's requirements of Honda and Nissan. ▲

RACING

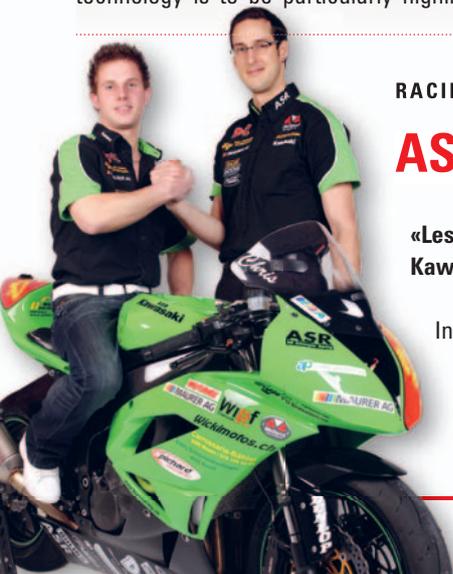
ASR: 2011 with two pilots

«Less is more», says Adi Schwegler, head of the ASR Kawasaki Racing Team.

Instead of four pilots, ASR started with two drivers at the Swiss championship in 2011: Lorenz Sennhauser (Superstock 1000) and Chris Burri, last year's ASR newcomer (Superstock 600) were the drivers of the new Kawasaki ZX-10R resp. ZX-6R. The colour

yellow is new to the machine – supplementing the glaring Kawa green. The team behind the drivers mainly remained the same.

«Focusing on two drivers quiets the team and allows us to work with increased concentration», says Adi Schwegler, who cooperates with Oel-Brack AG as oil supplier and partner for decades. And the objectives for 2011? «To win the championship.» ▲





INTERNAL

Team spirit on trial



As a thank-you for the tireless efforts at the front and also as team spirit-enhancing measure, the field sales force made an active trip lasting several days in June 2011. The car remained at home, and the regional heads and their boss were moved by SBB, Rhätische Bahn, mountain railways, ship and post van. Team spirit was required already at the begin-

ning, when the group started river rafting at Vorder Rhine only after brief introduction. The chosen river section between Ilanz and Reichenau flows through untouched nature, alongside high rock faces, and is also being called the «Grand Canyon of Switzerland».

Then, the team took the Glacier Express to Saas Fee and then to the Mittelallalin up to an elevation of 3500m. Here, the sales team visited the ice cave, a kind of glacier cellar of the Fee Glacier. Then, utmost concentration and good team play were required when crossing the dizzying «Gorge Alpine» canyon between Saas Fee and Saas Grund – by using ropes or



rope bridges. The homeward journey with the railway through the new Lötschberg tunnel and a boat trip on Lake Thun was slightly more relaxing. ▲

Midland moves Switzerland www.oelbrack.ch

INTERNAL

Midland is again «Best Supplier»



Midland received the award «Best Supplier» from Premio the second time in a row. The jury behind such awarding includes the more than 50 Premio partners all over Switzerland, who sell oils and additives of Midland for some years. Awarding was made on the occasion of the presentation of the Premio Tuning Catalogue 2011. The catalogue for every tuning enthusiast is available at kiosks, filling stations and at the Premio partners, at a price of CHF 6.50. ▲



Midland – an Oel-Brack AG brand

oelbrack®

Ruppertsweilerstr. 3, CH-5502 Hunzenschwil
Tel. +41 (0)62 889 10 30, Fax +41 (0)62 889 10 49
info@oelbrack.ch, www.oelbrack.ch