

October 30th, 2012

### Focus on Distribution Expansion in North America following Continued International Growth

## At AAPEX 2012 BIZOL Announces Impressive Revenue Development for third consecutive year

- ◆ Entering the North American market aiming at the German Premium Car segment
- ◆ Flexible **User Innovation Model** has enabled impressive double digit revenue development now it will be geared to the North American market
- ◆ Continued success of **BIZOL Green Oil**, a specific motor oil for city traffic
- ◆ BIZOL is exhibiting for the first time at AAPEX 2012 in the **Upper Level** of the **Venetian Ballroom, Booth 34023** with new lubricants for the German Premium Car segment

Las Vegas. BIZOL, the technical fluids brand created 15 years ago, by physicist and self-made man Boris Tatievski, is announcing impressive revenue development at AAPEX 2012. In 2010, revenue increased by more than 120%, in 2011 by more than 80%, and in 2012 it is expected to grow by at least 55%. Main growth drivers in all geographies are BIZOL Green Oil, Full Synthetic, HC Synthesis and Mineral Oils.

Distribution has been established in 52 countries namely: 35% in Europe, 17% in Africa, 11% in the Middle East, 10% in the Americas and 27% in Asia Pacific. BIZOL is attending AAPEX with the intent to recruit Regional Distributors for the North American market.

#### Flexible Business Model

Most of BIZOL's innovations are inspired by specific user demands. Since 1998 BIZOL has adopted an "Open Innovation" model and a business model that optimizes existing supplier networks and networks of leading research automotive laboratories in Germany. "After 15 years in business, we can say the business model, originally designed to respond to emerging market needs, is definitely mature enough to be fine-tuned to the North American market. We are very excited to be, for the first time, here at AAPEX" says Boris Tatievski the founder and CEO of BIZOL. The focus areas for the remainder of 2012 and for 2013 will be on expanding distribution in the Americas and in the Asia Pacific region. "BIZOL will introduce in North America lubricants with the latest German Car Manufacturers approvals which are already successful internationally." says Alex Singer, BIZOL Chief Sales Officer.

#### BIZOL Green Oil Provides Motor Safety in City Traffic

By 2025, 2 billion people or 25% of the global population will live in 600 cities. Every year 65 million people move from the countryside to a city. The number of vehicles on the road will

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double from 1 to 2 billion. City traffic will increase, affecting human, economic and quality of life factors.

Increased urbanization entails increased city traffic. Motors operated in city traffic are 30% more idle, aggravating the rate of motor oil deterioration and therefore increasing the probability of failure with regard to various motor components. BIZOL Green Oil's innovative additive package combats motor oil degradation and viscosity breakdown which can occur while motors are idle in city traffic by offering maximum wear protection against these particular difficult conditions. Thus BIZOL Green Oil maintains the driver's safety – technically, financially and emotionally.

In 2012 BIZOL Green Oil is already being sold in 40 countries and demand for this specific motor oil has steadily grown.

### Exhibition Highlights: Lubricants for the North American market

Visitors at AAPEX 2012 in Las Vegas will be received in the **Upper Level** of the **Venetian Ballroom**, at **Booth 34023**. BIZOL is presenting three products aimed at the German Premium Car segment in North America:

#### BIZOL Green Oil Ultrasynth 5W-30

*Motor Oil*

This HC SYNTHESIS LOW FRICTION OIL has the latest API approvals enhancing SAFETY by PROTECTING MOTORS ALL YEAR AROUND in difficult CITY TRAFFIC conditions.

#### BIZOL Compatible SAE 5W-30

*Motor Oil*

This MODERN HC-SYNTHESIS MOTOR OIL FULLFILLS the REQUIREMENTS of the LATEST German CAR MANUFACTURERS (VW, BMW, MB, Porsche) MOTORS enhancing HIGH PERFORMANCE by REDUCING ASH CONTENTS.

#### BIZOL ATF Unidrive

*Automatic Transmission Fluid*

This HC-SYNTHESIS based AUTOMATIC TRANSMISSION FLUID enhances CONTINUOUS PERFORMANCE because of its EFFECTIVE ADDITIVE for AUTOMATIC and MANUAL TRANSMISSIONS for various EUROPEAN and US CAR MANUFACTURERS.

At AAPEX 2012, BIZOL will also be implementing its new communication strategy created by the new BIZOL Chief Marketing Officer Marcello Assandri, with the slogan "How you can MAKE MONEY with PREMIUM SAFE Lubricants - 100% PURE GERMAN". New communications materials such as product flyers, promotional items, advertising TV spots and corporate design will be presented to visitors.

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### About BIZOL

BIZOL is a new kind of technical fluids company. The BIZOL brand stands for consistent German production quality in six global market segments: passenger cars, buses and trucks, motorcycles, boats, home power tools and industrial applications. For the past 3 years BIZOL has doubled its revenues year on year in international markets: in 2009 BIZOL lubricants were present in 7 countries, in 2010 in 23, in 2011 in 48, and in 2012 in 52 countries. BIZOL partners with Exclusive Market Distributors offering them personalized sales and marketing support, tailored products for their specific markets, and responding to customers' needs with a flexible user innovation model. With all of its products, BIZOL improves personal safety by taking on global traffic challenges.

BIZOL was established in 1998 in Berlin, Germany as an international entity of talented people thriving for success and growth, who continue to share the founder's passion and the BIZOL winning culture. The BIZOL brand is wholly owned by Mr. Boris Tatievski, the founder of BIZOL, and is managed by the Holding Company Bitra Trading GmbH.

BIZOL's Company Overview is also available online at:

[http://www.aapexshow.com/myaapex/Public/Booth.aspx?BoothID=166323&FromPage=nz\\_ALExhibitorSearch.aspx&IndexInList=45](http://www.aapexshow.com/myaapex/Public/Booth.aspx?BoothID=166323&FromPage=nz_ALExhibitorSearch.aspx&IndexInList=45)

Videos about BIZOL products can be watched on YouTube at

[www.youtube.com/watch?v=IJBm10jZSE](http://www.youtube.com/watch?v=IJBm10jZSE)

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