

September 10th, 2012

### Focus on Continued International Growth At Automechanika 2012 BIZOL Announces Impressive Revenue Development for third consecutive year

- ◆ BIZOL has established Exclusive Distributors in all geographies
- ◆ Flexible **User Innovation Model** geared to emerging markets has enabled impressive double digit revenue development
- ◆ Continued success of **BIZOL Green Oil**, a unique motor oil for city traffic
- ◆ BIZOL is exhibiting in **Hall 9.1, Booth C 64** at Automechanika 2012 with new products at larger stand

Berlin/Frankfurt. BIZOL, the motor oil brand created 15 years ago by physicist Boris Tatievski, is announcing impressive revenue development at Automechanika in Frankfurt. 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.

Exclusive distributors in 52 countries have already signed distribution agreements with BIZOL. The geographic spread of BIZOL products currently is at 35% in Europe, 17% in Africa, 11% in the Middle East, 10% in the Americas and 27% in Asia Pacific.

#### 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 specifically respond to emerging market needs, is definitely mature enough to now initiate a new phase of our international growth" says Boris Tatievski the founder and CEO of BIZOL. The focus areas for the remainder of 2012 will be on expanding distribution into the Americas and continuing to focus on expansion in the Asia Pacific region. "BIZOL will bring its internationally successful products to markets in these new regions." 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 double from 1 to 2 billion. City traffic, especially in developing markets 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 prob-

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ability 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.

The number of country exclusive distributors of BIZOL Green Oil has doubled from 20 in 2010 to 40 in 2012 and demand for this specific motor oil has steadily grown.

### **Exhibition Highlights: New Products and New Communication Strategy**

Visitors at Automechanika Frankfurt 2012 will be received at a larger Booth C 64 in Hall 9.1. BIZOL is presenting two new products specifically designed for the Asian market and one for international markets.

#### **BIZOL Pacific LF SAE 5W-30**

*Motor Oil for Passenger Cars*

A state of the art HC-Synthesis motor oil developed to PROTECT motors of JAPANESE and KOREAN car manufacturers by INCREASING PISTON CLEARNESS and MOTOR SLUDGE PROTECTION.

#### **BIZOL Pacific Antifreeze**

*Coolant for Passenger Cars*

A LONG-LIFE COOLANT developed for PROTECTION of the COOLING SYSTEM. It is NITRATE, AMINE, SILICATE, and BORATE FREE and MEETS the REQUIREMENTS of ASIAN CAR MANUFACTURERS.

#### **BIZOL Truck New Level SAE 5W-30**

*Motor Oil for Trucks and Busses*

This NEW GENERATION MOTOR OIL exceeds the HIGHEST REQUIREMENTS set for UHPD oils. It ensures ENDURANCE and OPTIMUM WEAR PROTECTION. It has CJ-4 API approval for the USA market and it fulfills the latest European and Asian car manufacturer requirements.

At Automechanika Frankfurt 2012, BIZOL will also be showcasing 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, billboard, 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://automechanika.messefrankfurt.com/frankfurt/en/exhibitor.details.html/bizol.html>

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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