

ADDINOL[®]

THE ART OF OIL • SINCE 1936



ADDINOL Marketing Manual

Support for our distribution partners



The world of ADDINOL

Corporate Identity

ADDINOL develops, produces and sells high-performance lubricants for automotive and industrial applications. Our company operates all over the world. High-performance lubricants of ADDINOL are distributed by international partners in more than 90 countries.

The production is located at the chemical site in Leuna/Saxony-Anhalt and carried out according to latest standards. Our quality and environment management system certified according to DIN EN ISO 9001:2008 and 14001:2004 respectively, tailored research and development and extensive service for our partners are the foundations for innovative solutions making possible joint achievements and successes.

The world of ADDINOL is international, the ADDINOL family a fascinating co-operation of people from different countries and cultures. All of them are experts on their field and have comprehensive tribological knowledge as well as practical experience.

High-performance lubricants of ADDINOL are used all over the world. And they are absolutely essential in their applications. Still, in most cases they operate in the background – often invisible and not tangible in any finished product. It is our responsibility to convey their importance to their users.

We want to provide our partners with the optimal solution for their respective lubrication-technical applications. And we place special emphasis on the development of long-standing business relationships. These relationships do not only depend on the quality of our products but also on our personal knowledge and dedication. We meet our customers with a high degree of understanding for their requirements. Honesty and personal integrity are of utmost importance to us. We always provide the highest level of performance and commitment to all our partners.

Maximum quality, personal integrity, our understanding for the requirements of our customers and our commitment – they are part of the corporate identity of ADDINOL. They determine all our activities and make a statement. All over the world we have a uniform corporate identity which makes us recognizable. It reflects our high standard and creates a clear and recognizable profile.

ADDINOL – Improve the performance!

Georg Wildegger
General Manager ADDINOL Lube Oil GmbH

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1. Information Systems

1.1. Login-Center on www.addinol.de – Password and contents

The Login-Center is available to our partners only. You receive your password from our Application Technology

In the Login-Center you have direct access to:

- all Newsletters and Highlights of previous years
- all issues of ADDINOL Inside
- Product Data Sheets and Safety Data Sheets
- Manufacturer certificates
- approvals for automotive and industrial lubricants
- machine database
- overviews and guidelines
- Performance Profiles
- the range of lubrication equipment
- all marketing tools such as printing data for all brochures, a photo archive, an overview of current advertising gifts, advertising material and ideas for the point of sale, promotion campaigns, our image video and much more.

1.2. ADDINOL Inside – Newsletter for distribution partners

ADDINOL Inside presents new ADDINOL high-performance lubricants, provides important technical information and keeps you up-to-date on approvals, specifications and possible legal changes. Besides, ADDINOL Inside reports on challenges which have been accepted successfully by ADDINOL high-performance lubricants in everyday applications, informs on fairs and events and introduces new materials as well as further marketing tools.

All issues of ADDINOL Inside are meant for in-house use only. They are sent via e-mail and are available for download in the [Login-Center](#) on the ADDINOL website along with Newsletters and Highlights.

>> DIRECTION: [Login-Center](#) >> [Inside/Newsletter/Highlights](#)

1.3. ADDINOL Customer newspaper – The World of ADDINOL

"The World of ADDINOL" is issued by ADDINOL Leuna usually once a year for our customers and partners. It is available in English and in German as printed version in the format DIN A3 and in digital form. Of course you can also issue "The World of ADDINOL" in your language. If you are interested in doing so, please just contact us.

2. The ADDINOL Marketing Manual

2.1. How to use the Manual

This ADDINOL Marketing Manual at hand is available in digital format and subject to continuous update. It can be downloaded in the Login-Center on our website www.addinol.de and also printed.

>> DIRECTION: Login-Center >> Marketing Manual

The Marketing Manual contains all information on ADDINOL's corporate identity and corporate design. The files for all logos, graphic elements, advertisements, brochures, flyers, and further printed matters can be found in the **Login-Center** under the heading Marketing. In addition, the PDF-files of all brochures and flyers are available under the button Downloads on www.addinol.de to all users.

There are two categories of digital data:

- files for PC, as for example Word and JPG
- files for Apple Macintosh, as Adobe Indesign, Illustrator and Photoshop, which are commonly used by graphic designers and printers.

For your understanding we want to give a short overview of the different **file formats** of the data available:

.pdf files

- » format for professional printing shops!
- » can be used flexibly and on both platforms (PC/Mac)
- » Adobe PDF files (.pdf) ready for printing
- » can be read by every professional printing shop
- » infinite scaling/enlargement possible
- » colour mode: four-colour-mode CMYK for offset and digital printing
- » contain so-called vector files with characters in curves

.jpg files

- » image files for PC
- » colour mode RGB, background white
- » usually not suited for professional printing, which requires four-colour mode CMYK

.png files

- » image files, resolution 300 dpi
- » colour mode RGB, background transparent
- » colours set up according to DTP standards for professional printing shops. (When printed with home-office printers their might be strong colour deviations, this cannot be influenced by us.)

We also present ideas for sales promotion, advertisements, promotion campaigns etc. in this manual. These chapters are constantly revised and completed. Please always refer to the current version of the Marketing Manual in the Login-Center under www.addinol.de.

3. ADDINOL Corporate Design

3.1. Basic Rules

ADDINOL has an own characteristic image which leaves a mark. To ensure and strengthen the worldwide recognition we have developed a concept for the corporate design. Our uniform identity all over the world signalises to all existing and potential customers that ADDINOL is the source of the message.

It is an absolute must to follow the guidelines of our corporate design to ensure the brand recognition of ADDINOL throughout the world.

Within our corporate design we offer a variety of modules following a uniform design. Used at the right place and time each element is an independent unity. Taken together all modules constitute our corporate design – a complex structure with many possibilities of variation.

3.2. Information on copyrights

ADDINOL and the graphic designers working for us buy photos as well as graphics from stock photo agencies. When buying such material, we specify the intended use, the circulation of the advertising material and its regional distribution.

If you use material, which has been bought by us or our graphic designers, for your own purposes, this use must be agreed upon with us beforehand. This also applies to the use of ready layouts including photo material which has been bought. It might be the case that the photo material needs to be bought again by you with giving its new and concrete usage.

If you do not follow this, you take an unnecessary risk. Due to worldwide networks and linking, abusive and improper uses are spotted quickly. In this case, recourse claims of the stock photo agencies and/or copyright owners will follow. If we point out that information on copyrights/sources these must be published with the photos, please do so in any case.

We emphasize that if you misuse the copyrights, neither ADDINOL Lube Oil GmbH nor the graphic designers working for us will bear the recourse claims of the stock photo agency or copyright owners.

3.3. ADDINOL Logo

The image of ADDINOL is more than just a logo – but the logo is its most concise element.

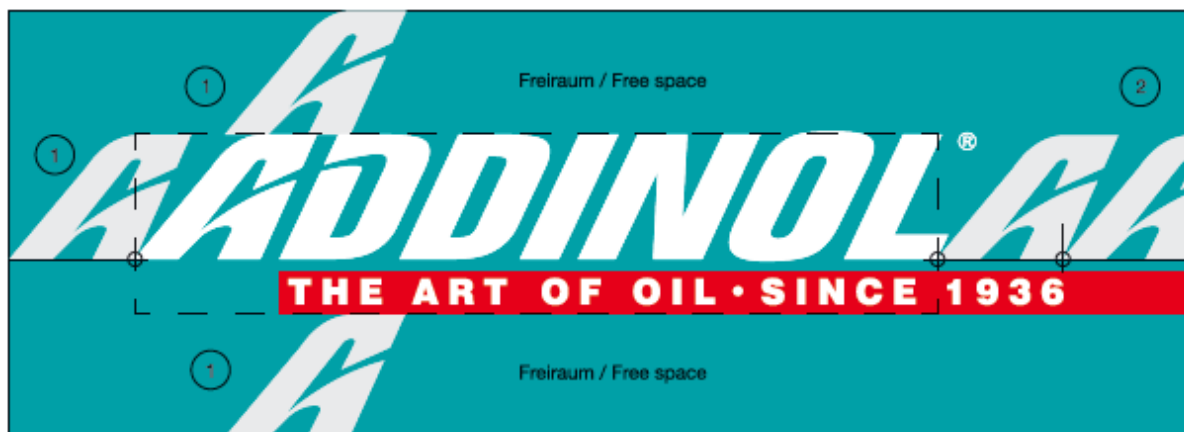


The logo must only be used in the given versions. The elements of the logo must not be changed in any way. The only exception is the proportional scaling (reduction/magnification). Please refrain from distortions, clippings, colouring and rearranging.

Positioning:

The ADDINOL Logo is usually placed on the right side of all printed matters and advertising materials; if possible in the upper right-hand corner.

The logo demands a visual “free space”, i.e. room to allow for its effect. No typography or graphic element must be placed within this space. For very small uses or cases where not much space is available, we provide a version with a reduced free space as well.



Free space Large



Free space Small

The logo consists of two elements:

- the logotype ADDINOL and
- the slogan "THE ART OF OIL - SINCE 1936"

These two elements constitute a whole.

The combination of logotype and slogan must be used in the given arrangement only. The slogan always starts beneath the first "D" of ADDINOL, also if the red bar is lengthened. Example: cover of the ADDINOL brochures.

The logotype ADDINOL may be used alone and without ® in exceptional cases only – as for example on advertising gifts with small printable space.

The Logo and its colour

In principle:

- 1) On a white background the logotype ADDINOL is depicted in turquoise.
- 2) On a turquoise background (Pantone 321) the logotype is depicted in negative white.
- 3) As an alternative light grey or matt silver can be chosen as background, this version is used with the ADDINOL logotype in negative white.
- 4) The lower block with the slogan beneath the logotype always is depicted in red. The letters of the slogan are negative white.



Other combinations or background colours must not be used.

The logo in black and white

- 1) Both the logotype ADDINOL and the block with the slogan are depicted in black; the letters of the slogan are white.
- 2) The logotype ADDINOL can be printed in 60 % black, the block beneath in 100 % black, letters negative white.



These representations of the ADDINOL logo are **NOT!!!** allowed, for example:



Wrong background colour

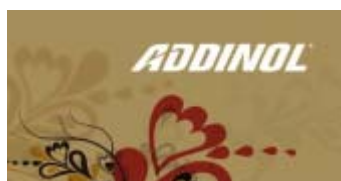


Wrong arrangement of logotype and slogan



Wrong and distorted depiction of the logo

Wrong depiction of the logo: wrong



background.

All logo versions are available for you to download in the three formats .pdf, .jpg and .png in the [Login-Center](#)!

[>> DIRECTION: Login-Center >> Marketing >> Logos and graphic elements >> \[Logo\]](#)

3.2. ADDINOL Colours

The corporate colour of ADDINOL is turquoise Pantone 321. It is complemented by the colour red Pantone 032. For brochures and other circulars also a dark turquoise Pantone 322 is used and for the background a light grey according to Pantone 423.

Please note: For the main colour turquoise Pantone 321 colour deviations can occur when printing. Therefore we strongly recommend providing a binding colour sample in order to give the printer the opportunity to adjust the colour exactly. You can just use one of our folders as colour sample, please just contact us if you need a copy for this purpose.



Main Colour Turquoise
CMYK: 100C, 0M, 40Y, 0K
Pantone: 321



Red
CMYK: 0C, 100M, 90Y, 0K
Pantone: 032



Additional Colour Dark Turquoise
CMYK: 100C, 30M, 40Y, 30K
Pantone: 322



Additional Colour Light Grey
CMYK: 0C, 0M, 0Y, 60K
Pantone: 423

3.3. ADDINOL Fonts

Font ADDINOL Logo

The **logo** is set in a special font; it must not be changed or set in any other type.

ADDINOL in texts of business letters and all other printed matters

The word ADDINOL is always written with capital letters.

Fonts for the PC

The font Arial is to be used for business letters, e-mails and all documents written with MS Word.

Font for Apple Macintosh

All brochures, circulars and advertising materials drawn up by a printer, graphic designer or typesetter with Apple Macintosh use types of Helvetica. If your printer or designer should not have Helvetica fonts available, these can be downloaded from our [Login-Center](#).

Please note! The licence purchased by us is only valid for printed matters and advertising material of ADDINOL! This means, if you translate and print one of our brochures, you can use the Helvetica fonts. For any other uses of the Helvetica fonts by you or your designer, you need to purchase these for yourself because typefaces are not royalty-free (similar to software)!

>> DIRECTION: Login-Center >> Marketing >> Data for printers and graphic designers >>
Fonts

3.4. Additional Graphic Elements

In addition to the logo there are graphic elements which are used in almost all brochures, circulars and on many advertising materials of ADDINOL.



German Quality
Red Pantone 032



Worldwide
Turquoise Pantone 321



Research & Development
Gold Pantone 871C



Top Product
Dark turquoise Pantone 322



80
Gold Pantone 871C



Added Value

Turquoise Pantone 321



Exemplary

Turquoise Pantone 321



The sign A

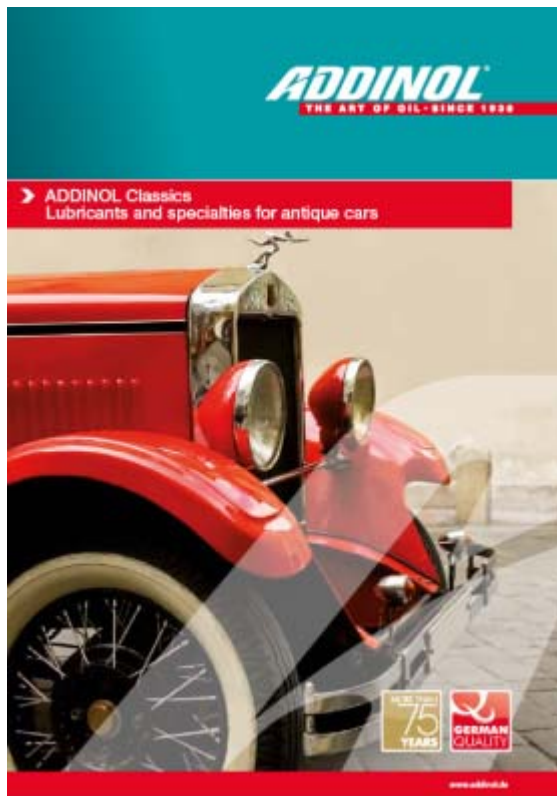
Turquoise Pantone 0321

white (only on turquoise and grey background)

40 % transparency

outline





Example transparency

The depiction of the ADDINOL A in following examples is **NOT!!!** allowed:



Wrong! Combination of A with ADDINOL logotype



Wrong! Logotype in A

World map



>> DIRECTION: Login-Center >> Marketing >> Logos and graphic elements >> [Graphic elements]

4. ADDINOL Business papers and artworks

4.1. Writing paper and business cards

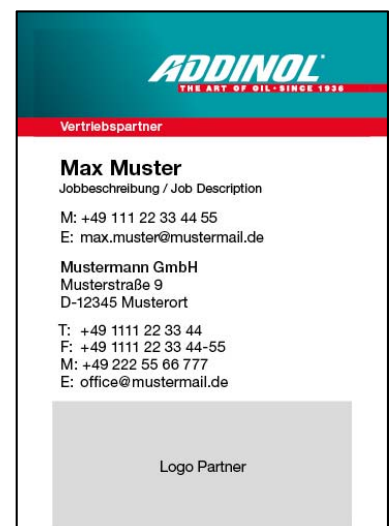
The ADDINOL Lube Oil GmbH, Leuna uses the business papers shown below. Partners of ADDINOL use documents adapted accordingly. If you have an own company logo, the ADDINOL Logo will be placed in the top right-hand corner.

ADDINOL Writing Paper and Business Card



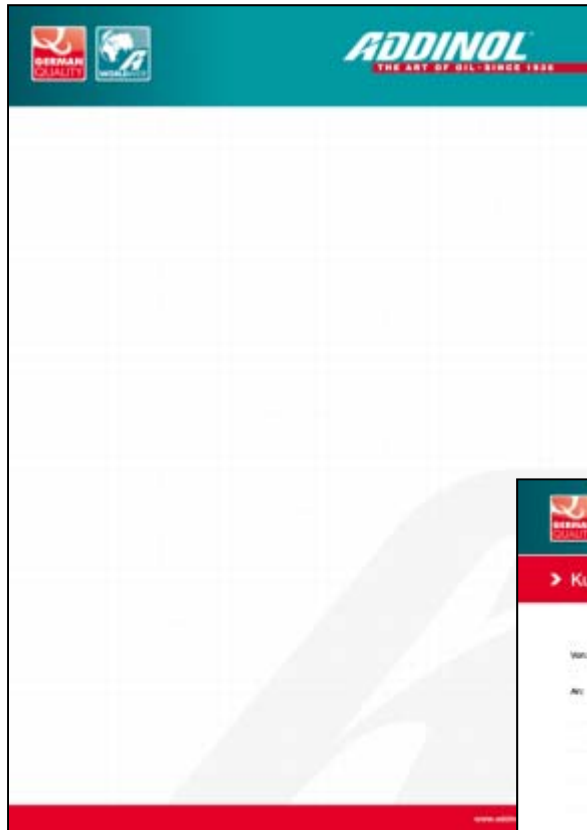
>> DIRECTION: Login-Center >> Marketing
>> Data for printers and graphic designers
>> [Business papers]

Ideas for partners



4.2. Artworks

For materials such as **Writing pads and memos** we have drawn up some artworks.



>> DIRECTION: Login-Center >> Marketing
>> Data for printers and graphic designers >>
[Business papers]



For creating documents such as invitation letters, synopses, product information and similar you can use the format of this document. It is available as .word file under the name "Layout Master" and can be easily printed on home-office printers.

>> DIRECTION: Login-Center >> Marketing >> Data for printers and graphic designers >>
[Business papers]

5. ADDINOL Power Point Presentations

5.1. Master for Power Point Presentations

For Power Point Presentations there are samples serving as a basis for your individual presentations.

>> DIRECTION: Login-Center >> Marketing >> Presentations



Headline 1 (45 pt)

ADDINOL
THE ART OF OIL • SINCE 1936

In addition, we provide a selection of photos which you can use in your presentations.

>> DIRECTION: Login-Center
>> Marketing >> Photo archives
>> [Material Presentations]



ADDINOL
THE ART OF OIL • SINCE 1936

Schlussformel (40 pt)
kann auch 2-zeilig sein

ADDINOL – Improve the performance!

6. ADDINOL Printed Materials

6.1. Flyer and Folder

All brochures and materials of ADDINOL are issued in German and English. You can obtain your printed copies of flyers, brochures and customer newspapers from your responsible ADDINOL contact. On our website all brochures and flyers can be downloaded as well.

You can inform yourselves about new and updated folders and flyers in the Login-Center of our website:

>> DIRECTION: Login-Center >> Information on changes

If you want to draw up the materials in your language, we provide the open printing data. Please note – only professional graphic designers and printing shops working with Apple Macintosh and the respective programmes Indesign, Photoshop and Illustrator can handle these files.

In order to make work for you and your designers/printing shops on the spot easier, we have prepared a manual for compiling the folders.

In some countries, designers and printing shops still work with CorelDraw. For these cases we have prepared one A4 folder and one flyer in this format, which you can use as a basis for your materials.

➤ ADDINOL Broschüren-Manual
für ein starkes einheitliches, internationales Erscheinungsbild

➤ ADDINOL Manual for brochures
for a strong, uniform international appearance

Flyer

Seite / Page	Inhalt DE	Content EN	Seite / Page
3	Format	Page size	16
4	Titelseite Druckvorgaben, Fals	Title Print specifications, fold	17
5	Seitenverlauf	Page layout	17
6	Schriften und Schriftgrößen	Fonts and font size	18
7	Info- und Produktseiten	Info- and product pages	19
8			20
9	Tabelle	Table	21
10			22
11	Rückseite	Final page	23
12			
13			
14			

ADDINOL Lube Oil GmbH, Am Flughafen 15, 42699 Soltau/Steinburg, Phone: +49 (0)4833 344 - 111, E-Mail: info@addinol.de, www.addinol.de

Seite 7 Page 7

>> DIRECTION: Login-Center >> Marketing >> Data for printers and graphic designers >> [Folder and flyer]

In this place you also find the respective word files which you can use as a basis for your translation.

7. ADDINOL Online Media

7.1. Website

The design and the contents of our homepage www.addinol.de are available to ADDINOL partners. Also single elements can be used. As this topic is very complex, please just contact the ADDINOL Marketing team if you are interested.



7.2. ADDINOL OilFinder



You can link your homepage to our ADDINOL OilFinder. For the practical realisation please contact the ADDINOL Marketing team.

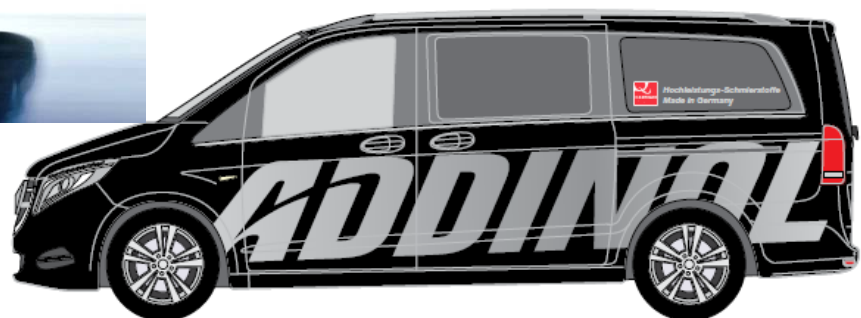
The ADDINOL OilFinder is available in German, English, French, Russian, Estonian, Czech, Danish, Serbian, Romanian, Chinese and Hungarian. Compared to conventional programmes for the search of the right lubricant it offers decisive advantages. Almost 2,200 different models, 27,000 vehicle types and more than 420 products are available. Agents like cleaner, corrosion protection and separating agents are included as well. Specific filling quantities are given as well. Furthermore, you can also enter the key number of the respective passenger car and the OilFinder provides the suitable products. In addition, the OilFinder gives comprehensive information on the single products.

8. ADDINOL Artwork for cars, vans and trucks

8.1. Passenger cars, trucks, vans

Decorate your company cars in the typical ADDINOL design. Suggestions for vehicles of all sizes are available:

>> DIRECTION: Login-Center >> Marketing >> Design for vehicles



9. ADDINOL Artwork for displays and fairs

9.1. Mobile displays, RollUps, Booth design

ADDINOL participates in international fairs on a regular basis. The basic design of the stands is uniform. The contents are adapted to the respective fair.

For producing displays and mobile equipment we provide some data in the Login-Center.

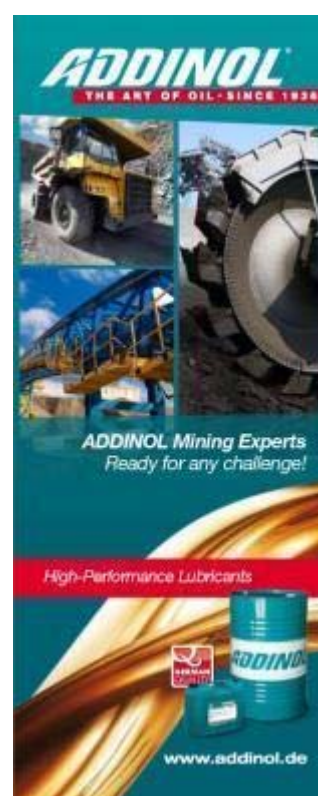
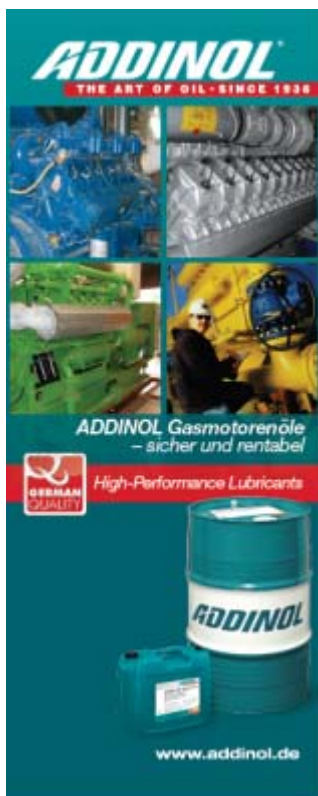


2014

Artwork mobile display



2013



Artwork RollUps

Artwork Fair booth

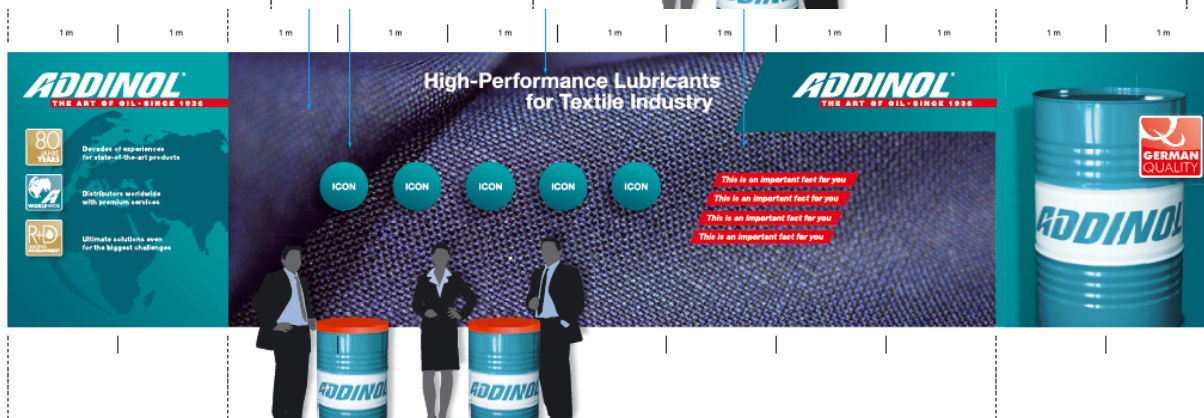


>> DIRECTION: Login-Center >>
Marketing >> Data for printers and
graphic designers >> [Stands]

If you require material for professional
stands as seen on this page please just
contact us!



Hannover Messe



Ideas for booth construction/Concept international partners



>> DIRECTION: Login-Center > Marketing >>
Data for printers and graphic designers >>
[Stands]

All print data and a manual for how to use the data are available in the Login-Center. Please contact us if you have any questions.

10. Point of Sale

10.1. Decoration inside



**Self-adhesive stickers for windows
and doors**
in the diameters 20 and 40 cm
Data for printing available in Login-
Center

[illegible]

Oilfinder poster for workshops: cars and trucks
Data for printing available in Login-Center
Printed copies also available in German

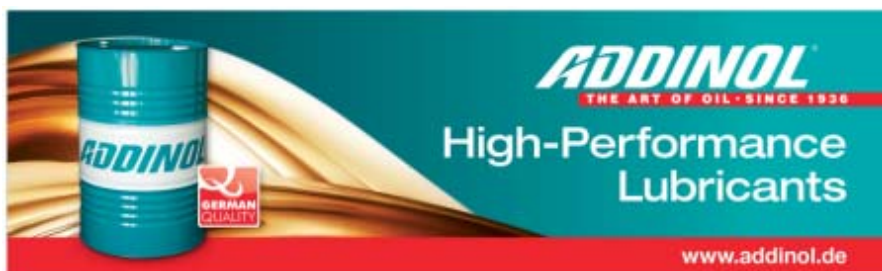


**Adhesive stickers for
windows and floors**
Available
material for order
(WB0003 and
WB0002)

10.2. Outside decoration



Billboard



Outside boards

Data available in Login-Center

>> DIRECTION: Login-Center >> Marketing >> Data for printers and graphic designers >> [PoS]

11. ADDINOL Advertising

11.1. Advertisements for print media

There are masters of ADDINOL advertisements for almost any purpose and in different formats, both black-and-white for daily newspapers or coloured. The texts of the advertisements can be adapted; the combination of the pictures cannot be changed. The masters are available for advertisement departments of papers, your advertising agency or your graphic designer. **Please contact us if you need one of the older motifs, which depict cans before 2016, with a new can. We will be happy to adapt the data for you!**

>> DIRECTION: Login-Center >> Marketing >> Data for printers and graphic designers >> [Advertisements]



11.1.1. IMAGE ADS ADDINOL

Theme: Drum and oil



Theme: Drum, oil and text



Theme: High-performance lubricants + Partner



Theme: High-performance lubricants
Get only our best sw

11.1.2. MOTIFS AUTOMOTIVE



Theme: Step ahead



Theme: Wall



Theme: Applause

ADDINOL
THE ART OF OIL · SINCE 1936

**RHYTHM & BLUES
FOR YOUR ENGINE**

Mehr als 150 Freigaben führender OEM für Automotive-Schmierstoffe von ADDINOL.
More than 150 approvals of leading OEM for ADDINOL automotive lubricants.

75 JAHRE
GERMAN QUALITY

GET ONLY OUR BEST!

www.addinol.de
ADDINOL Lube Oil GmbH, +49 (0)3461 / 845-111, info@addinol.de

Theme: Rhythm & Blues

ADDINOL
THE ART OF OIL · SINCE 1936

**Der satte Sound des Motors
ist Musik in meinen Ohren**

ER LÄUFT MIT EINEM HOCHLEISTUNGS-MOTORENÖL
VON ADDINOL – RUHIG, SICHER UND MIT MAXIMALER POWER.

ADDINOL-Hochleistungs-Schmierstoffe – das ist Qualität Made in Germany!
Unsere Motoren- und Getriebeöle verfügen über die höchsten international gültigen Spezifikationen und mehr als 150 namentliche Freigaben führender OEM. Dazu zählen u.a. die Volkswagen-Gruppe, BMW, Daimler, MAN, Porsche, Scania, Volvo und MTU.

Mehr als 150 Freigaben führender OEM für ADDINOL Automotive Schmierstoffe

www.addinol.de

Theme: Engine Sound

ADDINOL
THE ART OF OIL · SINCE 1936

**ROCK & ROLL
FOR YOUR ENGINE**

Mehr als 150 Freigaben führender OEM für Automotive-Schmierstoffe von ADDINOL.

75 JAHRE
GERMAN QUALITY

www.addinol.de
ADDINOL Lube Oil GmbH, +49 (0)3461 / 845-111, info@addinol.de

Theme: Rock'n'Roll Guy

ADDINOL
THE ART OF OIL · SINCE 1936

**ROCK & ROLL
FOR YOUR ENGINE**

ADDINOL SCHMIERSTOFFE HOLEN AUS IHREM MOTOR
DIE POWER, DIE WIRKLICH IN IHM STECKT.

Mehr als 150 Freigaben führender OEM

www.addinol.de

Theme: Rock'n'Roll Girl

ADDINOL
THE ART OF OIL • SINCE 1936

High-Performance Lubricants



GERMAN QUALITY

Great Performance by the Hidden Champion!

Motor- und Getriebeöle von ADDINOL erfüllen höchste Spezifikationen mit mehr als 150 namentlichen Freigaben international führender OEM, wie der Volkswagen-Gruppe, BMW, Daimler, MAN, Porsche, Scania, Volvo und MTU.

ADDINOL – Starke Leistung!

80 JAHRE YEARS

GERMAN QUALITY

www.addinol.de

Theme: Boxing

ADDINOL
THE ART OF OIL • SINCE 1936

High-Performance Lubricants



Great Performance by the Hidden Champion!

Motor- und Getriebeöle von ADDINOL erfüllen höchste Spezifikationen mit mehr als 150 namentlichen Freigaben international führender OEM, wie der Volkswagen-Gruppe, BMW, Daimler, MAN, Porsche, Scania, Volvo und MTU.

ADDINOL – Starke Leistung!

80 JAHRE YEARS

GERMAN QUALITY

www.addinol.de

Theme: Eishockey

ADDINOL
THE ART OF OIL • SINCE 1936

High-Performance Lubricants



Great Performance by the Hidden Champion!

Motor- und Getriebeöle von ADDINOL erfüllen höchste Spezifikationen mit mehr als 150 namentlichen Freigaben international führender OEM, wie der Volkswagen-Gruppe, BMW, Daimler, MAN, Porsche, Scania, Volvo und MTU.

ADDINOL – Starke Leistung!

80 JAHRE YEARS

GERMAN QUALITY

www.addinol.de

Theme: Stabhochsprung

ADDINOL
THE ART OF OIL • SINCE 1936

High-Performance Lubricants



Great Performance by the Hidden Champion!

Motor- und Getriebeöle von ADDINOL erfüllen höchste Spezifikationen mit mehr als 150 namentlichen Freigaben international führender OEM, wie der Volkswagen-Gruppe, BMW, Daimler, MAN, Porsche, Scania, Volvo und MTU.

ADDINOL – Starke Leistung!

80 JAHRE YEARS

GERMAN QUALITY

www.addinol.de

Theme: Sprint



Theme: Wall



Theme: Rock'n'Roll Girl



Theme: Engine Sound



Theme: Applause

ADDINOL
THE ART OF OIL • SINCE 1936

**RHYTHM & BLUES
FOR YOUR ENGINE**

Mehr als 150 Freigaben führender OEM für Automotive-Schmierstoffe von ADDINOL.

GERMAN QUALITY

ADDINOL
MULTIGRADE MOTOR OIL
5W-30 LIGHT RACING

www.addinol.de

Theme: Rhythm & Blues

ADDINOL
THE ART OF OIL • SINCE 1936

**ROCK & ROLL
FOR YOUR ENGINE**

Mehr als 150 Freigaben führender OEM für Automotive-Schmierstoffe von ADDINOL.

GERMAN QUALITY

**75
JAHRE
YEARS**

ADDINOL
MULTIGRADE MOTOR OIL
5W-30 LIGHT RACING

www.addinol.de

Theme: Rock'n'Roll Guy

ADDINOL
THE ART OF OIL • SINCE 1936

Mehr als 150 Freigaben führender OEM für Automotive-Schmierstoffe von ADDINOL

GERMAN QUALITY

ADDINOL
MULTIGRADE MOTOR OIL
5W-30 LIGHT RACING

Sieg nach Punkten für die deutsche Qualität!

GERMAN QUALITY

www.addinol.de

Theme: Boxing

ADDINOL
THE ART OF OIL • SINCE 1936

Mehr als 150 Freigaben führender OEM für Automotive-Schmierstoffe von ADDINOL

ADDINOL
MULTIGRADE MOTOR OIL
5W-30 LIGHT RACING

Sieg nach Punkten für die deutsche Qualität!

GERMAN QUALITY

www.addinol.de

Theme: Eishockey

11.1.3. MOTIFS INDUSTRY



Theme: HV Eco
(Calculator)



Theme: HV Eco (Excavator)

Theme: Biogas



Theme: Biogas



Theme: Biogas 2017



Theme: Eco Gear

ADDINOL
THE ART OF OIL · SINCE 1936

Hochleistungs-
Schmierstoffe
und dazu die
Top Beratung!

So muss es sein!

Service-Line:
+49 (0) 3461 845 - 201
E-Mail: info@addinol.de

GERMAN QUALITY

www.addinol.de

Theme: Advice

ADDINOL
THE ART OF OIL · SINCE 1936

**DIE
ERFOLGS-
FORMEL
FÜR
INSTAND-
HALTER!**

Hochleistungs-
Schmierstoffe
und dazu die
Top-Beratung.

**75
YEARS**

GERMAN QUALITY

www.addinol.de

Theme:
Maintenance

ADDINOL
THE ART OF OIL · SINCE 1936

**SICHERHEIT
+ EFFIZIENZ!**

**HOCHLEISTUNGS-
SCHMIERSTOFFE
MADE IN GERMANY!**

www.addinol.de

Theme: Efficiency

ADDINOL
THE ART OF OIL · SINCE 1936

**DAMIT
IHRE
ANLAGE
LÄUFT
UND
LÄUFT
UND
LÄUFT
UND
LÄUFT
UND
LÄUFT
UND
LÄUFT**

**Hannover
Messe
Halle 27
Stand H20/37**

www.addinol.de

Theme: Plant

ADDINOL
THE ART OF OIL · SINCE 1936

**EINE MARKE
FÜR ALLES!**

Hochleistungs-
Schmierstoffe
Made in Germany

www.addinol.de

Theme:
Brand_Industry

ADDINOL
THE ART OF OIL · SINCE 1936

**EINE
MARKE
FÜR
ALLES!**

Hochleistungs-
Schmierstoffe
Made in
Germany

ADDINOL
HOCHLEISTUNGSSCHMIERSTOFFE
Sieg nach
Punkten
für die
deutsche
Qualität!
e1L

www.addinol.de

Theme:
Brand_Automotive

11.2. Online advertisement/Banner ads



For your website and online advertisements.

animated banner ad .gif format Automotive



animated banner ad .gif format Wind Power



.gif file General

>> DIRECTION: Login-Center >> Marketing >> Online Banner

11.3. Radio advertising

With a radio commercial you attract interest, promote your company, and/or announce a sales campaign. It is mainly intended for the advertising of automotive lubricants.

We provide the key elements (text and music) to our ADDINOL partners free of charge. However, moderate costs for the copyrights incur in each country. Please clarify the issue of copyrights with the ADDINOL marketing department in Leuna before using the commercial.

We produced several musical elements for your radio commercial. All of these speak a symbolic language.

- 1) The rhythm: stands for the engine which is lubricated with ADDINOL and runs perfectly.
- 2) The guitar riff: the howling of the engine – expresses power, the pleasure of driving, openness to challenges
- 3) Jingle/song: strong female voice says “ADDINOL is something for real men only” – This element is at the end of each commercial.



If the music is edited accordingly it evokes all facets of a great drive: gliding, accelerating, sporty passages,

Text suggestions:

- a) On the way – sonorous male voice
“We are on the way, me and my car – no matter how far – high-performance is called for – the engine runs with an engine oil of ADDINOL – smooth, save and with maximum power – and we arrive.”
- b) Special offer
“There is nothing for free? – But there is! From ADDINOL! – If you buy a 4 litre can engine oil, you will get a 1 litre can for free! Where? In all leading workshops and in trade! Buy 4, take 5! Now!”
- c) The expert
A series of technical statements is possible, e.g. cold start behaviour, longlife etc.

Listen to the demo:

To listen to the radio commercial in German and to the single musical elements you need the Windows Media Player on your PC; you find the demo in the Login-Center.

Produce a commercial yourself:

The musical elements can be processed in any recording studio, a voice can be added. Commercials with a length between 15 and 30 seconds and short reminders can be combined.

If you need the basic material for an ADDINOL radio commercial please contact your responsible ADDINOL marketing department. And do not forget to clarify the copyright question for your country.

>> DIRECTION: Login-Center >> Marketing >> Radio commercial

