

Midlander

NEWS FROM MIDLAND – AN OEL-BRACK AG BRAND.

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INNOVATIONS/PRODUCTS

Strong duo for GM: Axcept and Sensomatic



Midland Axcept 5W-30 recently obtained official Dexos 2 approval from General Motors and now appears on GM's Internet list of recommended Dexos 2 engine oils. Naturally, this fuel-economy engine oil, now available on the market for about two years, has met the specifications of Opel/GM ever since its market launch – but now it has the official blessing from the top of the tree.

Yet another immediate winner and top product for Opel, Chevrolet and all other GM brands is the new low viscosity ATF Sensomatic: it meets and outperforms the requirements of GM Dexron VI and is recommended for all of the latest generation of GM automatic transmissions. ▲

RACING

Midland and SAM: Supermoto partnership

SAM, the Swiss association of drivers and motorbike riders is known for the motorbike racing events it licenses, with national and international renown. These events also include the official Swiss Supermoto Championship (SMC) that is being co-represented and supported by Midland since 2012. Superbike races are more than just races – they are real shows with drifts,

duels, wheelies and burnouts. In Switzerland every year, almost 300 riders of all ages compete on their Enduro and Motocross bikes, with up to 60 hp in the superbike class. The majority of onroad and offroad races take place during motocross events.

Dates and details at www.s-a-m.ch. ▲

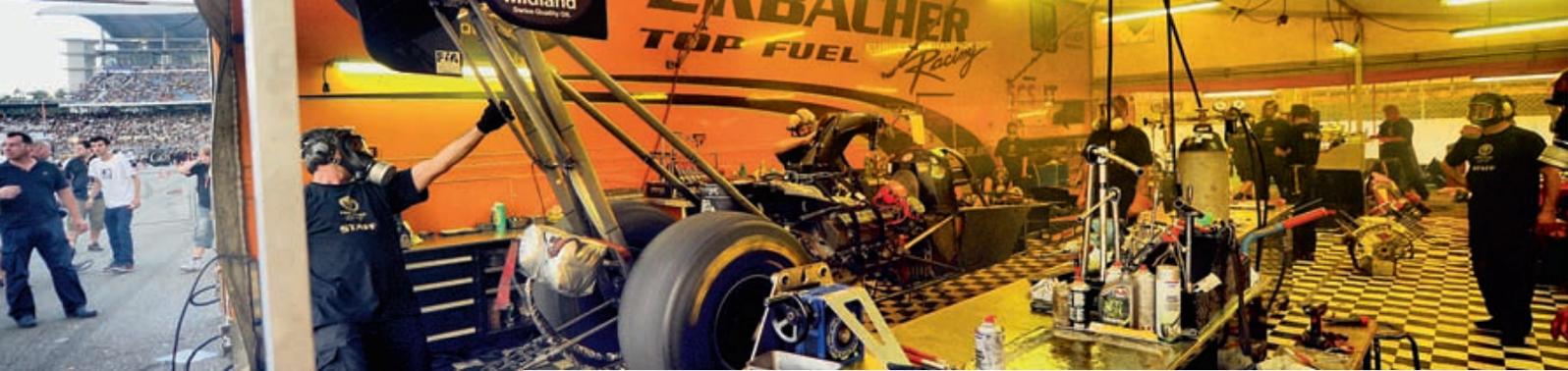


RACING

HPS: first overall rally victory



Urs Hunziker and Melanie Wahl win the 'Fürst von Wrede' Rally in April 2012 in Bavaria and achieve their first overall victory. They prevailed over more than a hundred contenders some of whom had more than a 100 hp power benefit. The Wrede event has an open regulatory regime but Urs Hunziker, who normally drives in Group N, competed in Group N trim with a restrictor, so 'only' had 285 hp to call upon. Nonetheless, he left everyone else behind as he crossed the finishing line and sums up the outcome as follows: "The car suits me more and more". Congratulations to him from lubricant supplier and partner Midland.



EDITORIAL

Interview



Ruedi Weber
Sale Representative with special responsibilities

Ruedi Weber, tell us about your experience after eighteen months at Midland? It's all been great. I feel well integrated in the team. For me, it was the right decision to join Midland. The field service was new for me, but I enjoyed the change – as well as the work with existing and new customers.

Do you have a 'success philosophy'? I find that it's not just about selling but is also about what happens beforehand and afterwards. After focused clarification of needs and the provision of advice, I feel my job is also to be there for my customers after a transaction has been concluded, and to ensure that they are satisfied.

What 'responsibilities' are closest to your heart? I am the link between the outside and the in-house sales function. Whenever I'm in the office, I'm answering technical and product-related queries, looking after key customers and working on special projects. And I deputize for others.

Ruedi Weber, do you have a hobby? Since early this year, my two sons (6 and 3 years old) have had a baby brother. My wife and I therefore have our hands completely full. I enjoy my time as a family father, so right now I don't need an additional hobby.

RACING

Erbacher: pit stops en route to the USA

The drag racing ace from Arlesheim wants to get to the USA – the homeland of drag racing – winning a race this year; as his appointments

calendar shows, his schedule also involves him having stopovers in Europe and Switzerland:

29 June – 1 July 2012	Trucker-Festival	Interlaken	Switzerland
10 – 12 August 2012	NitrOlympx	Hockenheimring	Germany
23 – 26 August 2012	Scandinavian Internationals	Tierp Arena	Sweden
21 – 23 September 2012	Drag Race Show	Ambri	Switzerland
12 – 14 October 2012	Swiss Performance		
	International Motorshow	Lucerne	Switzerland
25 – 28 October 2012	Drag Race NHRA USA	Las Vegas	USA
08 – 11 November 2012	Drag Race NHRA USA	Pomona, Los Angeles	USA

This year, Urs is taking part in fewer races, but can be found much more at shows and events at home and abroad. This six-times European champion – a star close at hand - is always delighted to meet every fan. Urs Erbacher and his team have placed their trust in high-performance lubricants from Midland for years. ▲



TALENTS

TKR starts IXS Moriwaki GP3 Junior Cup



In collaboration with FMS, and for the first time ever, TKR Track Event is convening the IXS Moriwaki GP3 Junior Cup for talented youngsters between the ages of 13 and 22. "The series serves as a springboard to the Motor3 Class", explains initiator Thomas Kausch. This new Cup, involving 10 races in which 21 riders from Holland and Switzerland ride identical 250 cm³ Moriwaki motorbikes to victory brings Kausch a decisive

step closer to his vision of seamless talent promotion all the way from a rider's very first steps to the royalty class. This is proven by a number of things, including the fact that four of the riders in contention for this year's IXS Moriwaki Cup were last year still in the Pichard Racing Swiss Minibike Trophy fighting for the top places.

www.moriwakigp3.ch. ▲



INNOVATIONS/PRODUCTS

Three innovations for transmissions and differentials

Midland Sensomatic

This new high-performance ATF was developed for the latest generation of automatic transmissions for which a low-viscosity ATF is specified. Midland Sensomatic is a low-viscosity automatic transmission fluid that does not replace the classic Dexron/Mercon grades which have a higher viscosity. It assures excellent friction control for smooth shifting at all ambient temperatures and load conditions. Thanks to its lower viscosity, this fully synthetic high-performance grade of ATF reduces fuel consumption and meets the performance requirements of a great many automatic transmission manufacturers: Dexron VI (GM) • Hyundai/KIA/Mitsubishi SP-IV • JASO 1A • Mercon LV (Ford) • MB Approval 236.12, 236.14 • Nissan Matic S • Toyota WS (JWS 3324/NWS 9638). Midland Sensomatic is not suitable for CVT transmissions.



Midland Cryptogear 75W-80

The recipe for this tried-and-tested longlife high-performance transmission fluid has been improved, enabling it since the start of this year to comply with specification ZF TE-ML 02L, 08, 16K. Cryptogear 75W-80, suitable for transmissions with normal and hypoid gear geometry, is now also compatible with molybdenum, sinter and carbon synchronizers, meaning it can be employed in a much more versatile manner.



Midland Limited-Slip Axle Additive

This powerful limited-slip axle additive helps to alter the friction characteristics of gear lubricant in limited-slip differentials. The addition of Midland Limited-Slip Axle Additive to API GL-5 transmission fluids helps to eliminate the chatter in limited-slip differentials. The additive is also suitable for use in limited-slip rear axles of all manufacturers. ▲



INNOVATIONS/PRODUCTS

New with API SN/CF

The following products are being upgraded to the new API SN/CF specification (instead of the previous SM/CF)

- ▲ Midland Axcept 5W-30
- ▲ Midland Econova 5W-30
- ▲ Midland Avanza 5W-40
- ▲ Midland Synqron 5W-40

New with API SN/CF and GM Dexos 2

With immediate effect, the following products can be used in an even more versatile range of ways with specifications API SN/CF (instead of the previous SM/CF) and GM Dexos 2:

- ▲ Midland Synova 5W-30
- ▲ Midland Synova 5W-40
- ▲ Midland Special Blend 5W-40





OUR CUSTOMERS

Daily ultra-tough operation at Hupac



Hupac Intermodal AG operates ten terminals for the trans-shipment of containers from rail to road and vice versa.

Founded more than forty years ago, Hupac Intermodal AG is considered a pioneer of combined transport and, at the present time, it relieves the road network of roughly 800,000 truck journeys annually. The heart of this company takes the form of its ten wholly-owned terminals, extending from Antwerp to Milan. Using these efficient interfaces between road and rail, this intermodal transport specialist handles roughly 700,000 road dispatch operations annually.

One of these Hupac terminals is based in Aarau. Here, 180 shipments a day are processed. For this, powerful mobile crane systems are needed to trans-ship containers and load bridge units day and night. The hydraulic drives on these mobile cranes, known as 'reach stackers', are operated using high-performance industrial-grade

oils from Oel-Brack AG – and that now dates back over 20 years. The newest reach stacker bears the designation Hyster RS 46-33 IH and has been in operation since September 2011. This yellow monster weighs 90 tons and is capable of lifting 42 tons. "And all that without support, i.e. within its mobile range", adds Andreas Buob with pride. He is head engineering mechanic at Hupac and is responsible for servicing, maintenance and new procurement at the Aarau, Basle and Chiasso sites.

"It's a good thing for us that we are able to cover all of the lubricant needs for all three sites with just one multigrade oil from Midland", he explains. Buob values the good price-performance ratio and the smooth-running collaboration with Oel-Brack AG. He and his regional advisor Manfred Steiner have known each other for the last twenty years. "Whenever something crops up, we get our heads together and come up with an immediate solution", he says with a smile. ▲





SPORT

Midland at the logging championship in the Aargau

© photos: Martin Zürcher



Over the weekend of 27/28 April 2012, the 20th Aargau logging championship was held. No fewer than 180 competitors faced up to the challenges. There as guests were the national teams from Liechtenstein and Switzerland.

Also there was Team Felder associated with forestry equipment business Felder AG in Emmen, a customer of Oel-Brack AG for very many years. Team Felder also includes the two brothers and national team members Urs and Philip Amstutz from the Bernese Jura. Both use nothing but Midland Bio Rotax for their chainsaws. Urs Amstutz, taking part in this year's World Championships, explains this in the following words: "We are loyal to this great Swiss product because its unusually good viscosity never lets us down in winter. Moreover, we use less oil and our blades last longer, even under the most arduous of conditions. Mechanical wear is tangibly smaller and even if you only

have to buy one or two new blades less, that's still a very respectable saving to make."

A vegetable-based, bio-degradable product, Midland Bio Rotax is ideal for competitions and professional use in forests and the great outdoors because the chain lubrication of chainsaws is essentially a loss-driven form of lubrication. ▲



Midland Bio Rotax

Is almost entirely bio-degradable within a very short period of time – 97% within 21 days.





© photos: Rolf Thieme

RACING

The new ASR BMW RR Power Team



ASR has become the ASR BMW RR Power Team: its 'pilots', Chris Burri and Lorenz Sennhauser, remain the same, but in 2012 both of them will be driving in the Superstock 1000 category. Moreover, on their BMW S 1000 RR bikes, they will be fighting for the front places. Adi Schwegler introduced the new team at the Midland stand at Swiss-Moto 2012, at which

one of the new ASR BMW racing bikes was also on show. The ASR riders clocked up a first victory even before the season started: Together, at Easter, they won the ADAC-backed '1000km Hockenheim' long-distance race, in which two riders alternate. They accomplished this in category 5 'Open'. www.asr-racing.ch. ▲



FACEBOOK

Up to date: Midland on Facebook

Become our fan on Facebook: we link you to the Midland Racing teams and keep you informed about all the latest regarding 'Swiss Quality Oil'.

www.facebook.com/midland.swissqualityoil

EVENT

Swiss Performance Int. Motorshow Lucerne

From 12 to 14 October 2012, the first Swiss Performance International Motorshow is being held in Lucerne. The focal points lie in tuning, accessories and exclusive vehicles. As well as a prominent place for mobility concepts and 'drives of the future'. Indeed, the Motorshow dedicated an entire hall to the active club scene which, under the aegis of Premio Tuning, showcased its most precious automotive treasures. There too is Midland – Swiss Quality Oil. More at www.swissperformance.ch. ▲

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RACING

On the big screen: the Reitnau 2012 hill race



On Sunday, 1 July 2012, the picture-postcard farming village of Reitnau once again becomes the motor racing Mecca of Switzerland: the 47th Reitnau Hill Climbing Race is held. As a long-standing partner of ACS Mitte, Oel-Brack AG and Midland are once again on hand while the heroes out on the hill fight for tenths of a second. Equally popular are the show rides between the race events – this time with Egon

Allgäuer in his 1600-horsepower race truck. For the first time ever, there will be a giant projection screen on the large spectator hillside which will transmit live footage of the race up on the top section of the route. That will enable people to follow how the riders acquit themselves on the decisive top part of the track. More information about this event at www.bergrennen-reitnau.ch. ▲

RACING

Revival of the Hemberg classic

A long-cherished dream becomes reality: the Hemberg hill climbing race is being revived. For five years, a group of unrelenting motor racing fans have been expending vast amounts of time and life blood to breathe new life into this classic hill climbing race. Now it's really about to happen.

On Sunday 23 September 2012, the engines roar back into life, the air is charged with petrol fumes, and in the driver's compound, it is possible to make contact with the racing drivers. There is tension in the air as, after a gap of 20 years, about 160 'pilots' – including Swiss Hill Climb Champion Marcel Steiner – take to the road that climbs up to the village of Hemberg. Midland – Swiss Quality Oil – is there as a partner. More at www.bergrennen-hemberg.ch. ▲





EVENT

Time travel to the Fifties



Hot-rods, tail fins, pin-up girls: at Hangar Rockin' on the airfield at St. Stephan you feel you are back in the America of the Fifties.

Thousands of fans from right across Europe make the annual pilgrimage to the Simmental valley to celebrate the Fifties. The oldtimers on show are divided into 'pre 1960' and 'pre 1968'. However, this year it will not just be cars and motorbikes that delight the eyes and ears of its devotees – this year for the first time, legacy aircraft from that era will be present. One of the best loved attractions is the Car Boot Sale – a flea market where you can find everything from LPs and fur-

niture to clothes and souvenirs as well as vehicle components and cars. And those who come thinking that they might have spotted Marilyn Monroe, Elvis Presley or James Dean in the crowd may not be completely wrong. On Friday evening, Saturday afternoon and evening, authentic bands and DJs deliver mood music in 4/4 time. On Saturday, if the weather is good, a few of the more powerfully motorized entrants may even engage in 1/8 mile races on the airfield tarmac.

11. Hangar Rockin'. On 29/30 June 2012 at the airfield in St. Stephan. More information at: www.crazyeventik.ch. ▲





OUR CUSTOMERS

Triumph Alpnach relies on Midland

For three years, 'Triumph Alpnach' in Central Switzerland is the top address for everyone dedicated to the legendary British brand.

No other brand of motorbike has enjoyed such a high rate of growth in numbers over the last few years as Triumph. These motorbikes from Hinckley (GB) are very much the flavour of the moment: the range of motorbikes extends from the stately cruiser through to cult-inspired retro and 'naked bikes' and on out to red-hot road racers and Enduros. All of this accompanied by stylish clothing and any amount of accessories. At Triumph Alpnach, Managing Director Martin Burri and his expert team deal with the 'Triumphals'. In their modern, visually appealing store, they offer everything that raises the pulse rate of every true Triumph fan.

Only Midland in the workshop

Ever since Martin Burri took over the brand franchise for Triumph, he has placed his trust in products from Midland and is therefore more than satisfied: "Midland engine oils satisfy our most stringent quality requirements and guarantee best-possible engine service lives with minimal mechanical wear."

In the workshop where Hans Vogler oversees work on the motorbikes, Midland lubricants are the only ones ever used: "The broad range of Midland products makes it easy for us to define the right oil for each motorbike. That is particularly important because we also have a large number of veteran motorbikes in our customer base", he explains.

Support makes all the difference

The entire team from Triumph Alpnach is also delighted by the great service provided by Midland. Burri: "The support we receive from Dani Mahler, Sales Representative at Midland, is outstanding and the exchange of experience works superbly. Our relationship with Midland is a triumphal win-win situation." And on the basis of that famous motto "Never change a winning Team!", Burri intends to remain loyal to Midland. ▲



The Triumph team around Martin Burri (on the motorbike) places its trust in Midland



The 'Triumph World' of Triumph Alpnach



The Triumph Alpnach workshop



OUR PARTNERS

Filling station in Zetzwil



Forty years ago, Margrit and Hans Graf set up their garage, Graf AG. Two years later, they took over the Opel franchise.

The commercial vehicle franchise followed in 1979, then came the filling station. Now this family-owned business on the main street in Zetzwil is a company comprising two firms: Granu Nutzfahrzeuge AG for Iveco vans and the Graf AG garage with cars from the Opel and Chevrolet brands as well as quads from SMC. And last but not least: petrol and diesel from Midland.

The Grafts source more than their fuel from Oel-Brack AG: they also purchase all of their lubricants from them too. "And we've been doing that for almost 20 years", says Hans Graf with a smile. "We are totally satisfied and have never had grounds for complaint", he adds. On the fuel side, he praises the flexible logistics of the locally based company. With the lubricants, Hans Graf is pleased that Midland always satisfies the latest requirements from the engine manufacturers, meaning that they – and their customers – can rely upon them absolutely. ▲



Recently extended: the showroom

MIDLAND

Midland Bass barrel



Marco Scheibler from Safenwil used a free Saturday afternoon to install a sub-woofer in a Midland 1/4 barrel. The bass includes a loudspeaker with a 32-cm diameter and a power of 500 watts. It stands on an aluminum profile that suppresses the natural vibrations, and it fills Marco Scheibler's private rooms with sound. The electrician, who in his free time also works in event technology, intends to develop an optimized version using a second barrel. But additional examples are not scheduled, however. ▲




Midland – an Oel-Brack AG brand

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