

ROWE[®] INSIDE



SEASONAL REVIEW

ROWE IN THE
FAST LANE

FACTS IN 2016

THIS YEAR AT AN
ACCELERATED PACE

BEHIND THE SCENES

THE SUCCESSORS AT ROWE



ROWE - SIMPLY A *great* TEAM

2016 was once again a very successful year for ROWE. With the high level of quality required, we were able to stand out in the German market and within the scope of our international operations. A number of further releases from major vehicle and machine manufacturers confirms that we are able to live up to the increasing requirements of state-of-the-art technology with our HIGHTEC products. The high recognition that the ROWE brand achieves in the readers' survey of the 'sport auto' magazine reflects our positive presence with our customers.

The successful positioning of new products – both in the automotive and the industrial segment – has led to a market-driven adaptation and expansion of our range of products. With the 'ROWE friends' point system, we were able to open up new avenues for customer loyalty and product marketing and win new friends in the best sense of the word. The recognition value of the ROWE brand has been strengthened by the personification with the well-known 'PS professional', J.P. Kraemer.

Through reliable product quality, continuous market cultivation, intensively maintained partnerships and strong appearances at major trade fairs, we have succeeded in expanding our national and global network, creating confidence and further improving the image

of ROWE. The export business recorded above-average growth and continues to gain in importance. In 2016, our commitment to motorsports and many other disciplines such as triathlon or squash also played an important part in our brand development. It is therefore particularly gratifying that the performance of our drivers and athletes has been accompanied by considerable success in many cases.

We would like to thank all the employees working at ROWE and all those who advocate this brand and feel connected to it. This is because they make this success possible. Our community has grown even closer. Each and every individual has played an important part in this. Against this backdrop, we will be able to master 2017 as well.

We wish everyone every success in realising this objective!

Yours faithfully
ROWE Management

Michael Zehe and Dr Alexandra Kohlmann

COVER STORIES

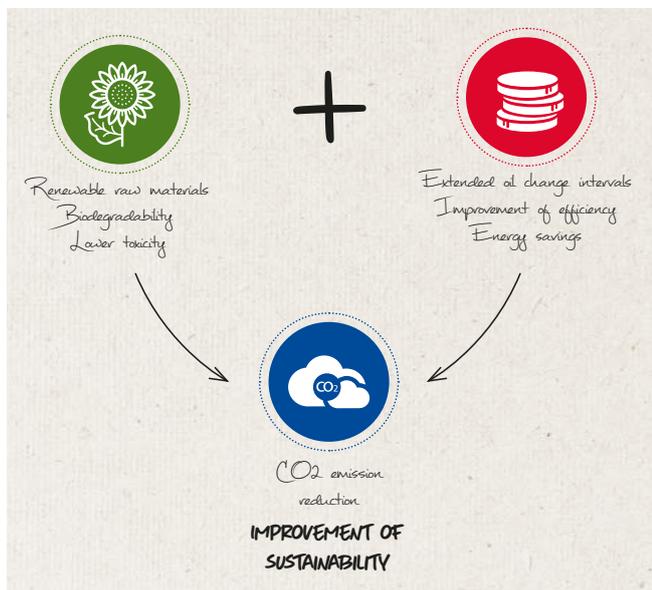
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GOOD PROSPECTS WITH QUALITY 'MADE IN GERMANY'



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HIGHLIGHTS OF THE YEAR



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STRONG DEBUT ON THE STREETS OF MACAU

TOP TEAM TOP SEASON TOP CAR

New car – new happiness! ROWE RACING has delivered an excellent performance in 2016 with the two BMW M6 GT3s, which were used for the first time this year. The DMV 250-mile race at the Nürburgring yielded a successful conclusion to the 2016 season. Here is a brief overview of one of the best years that ROWE RACING has had until now.

Great final on the northern loop

The great win in Spa, several times on the podium and many good rankings – the ROWE RACING team principal Hans-Peter Naundorf was able to draw an exceedingly positive conclusion after the first year with the BMW M6 GT3. Particularly pleasing: On 8th October 2016, ROWE RACING was able to say goodbye to the season from the northern slope with a strong second place.

"This was a really nice conclusion here on the northern loop, where we feel very much at home. I am delighted for my team that the entire year has delivered a fantastic performance where we have no period managed to get the maximum out of every situation.", Naundorf said after his team had crossed the finish line.

During the DMV 250-mile race, the ninth race of the VLN endurance championship, the team from St. Ingbert missed out on a win by only 33.552 seconds after four hours of racing time and 28 rounds of weather conditions typical to the Nürburgring, including fog and rain. The second place for ROWE RACING in the first year with the

BMW M6 GT3 was the best result in the 'Grüne Hölle' ['Green Hell'] after achieving third place in the 24-hour qualifying race as well as fifth place in the 24-hour race and the seventh VLN race respectively.

In the early stage of the slightly delayed race due to bad weather conditions, BMW's official driver Alexander Sims from Great Britain brought the BMW M6 GT3 with the #23 from start position seven to the top of the field with a strong performance and a perfectly placed tyre change after just two rounds.

Due to a different fuel stop rhythm than the competition and a yellow flag phase, the team later fell back to second place, which the Dutchman Stef Dusseldorp, who had taken over the cockpit from Sims, successfully defended in the final stage with a great performance despite the onset of rain yet again. In the end, Dusseldorp had a lead of more than eight seconds ahead of third place and thus carried home the class victory in the SP9.



3rd April: VLN prelude at the Nürburgring

The racing premiere of ROWE RACING with the new BMW M6 GT3 was the test drive under racing conditions at the start of the VLN endurance championship 2016 at the Nürburgring. The first impressions were positive, as the ROWE RACING team leader Hans-Peter Naundorf stressed. A forecast which the team was able to confirm many times over in the following racing season.

17th April 2016: 24-hour qualifying race, Nürburgring

During the 24-hour qualifying race at the Nürburgring, ROWE RACING achieved the first podium place for the new BMW M6 GT3 on the northern loop. After 41 laps around the GP track and the northern loop, the trio – Maxime Martin, Philipp Eng and Alexander Sims – was just 2:38 minutes behind the leading car and was also happy about the third quickest lap.

15th May: Blancpain GT Series Endurance Cup, Silverstone

ROWE RACING celebrated the fourth place finish at the Blancpain GT Series Endurance Cup on the British Grand Prix circuit at Silverstone like a win. The BMW DTM driver Maxime Martin from Belgium battled alongside the two regular drivers, Alexander Sims from Great Britain and Philipp Eng from Austria, in the BMW M6 GT3 with #99 for a top place, although the team from St. Ingbert actually wanted to take the vehicle out of the race after only 13 of the 83 rounds of the three-hour race due to a gear failure. »

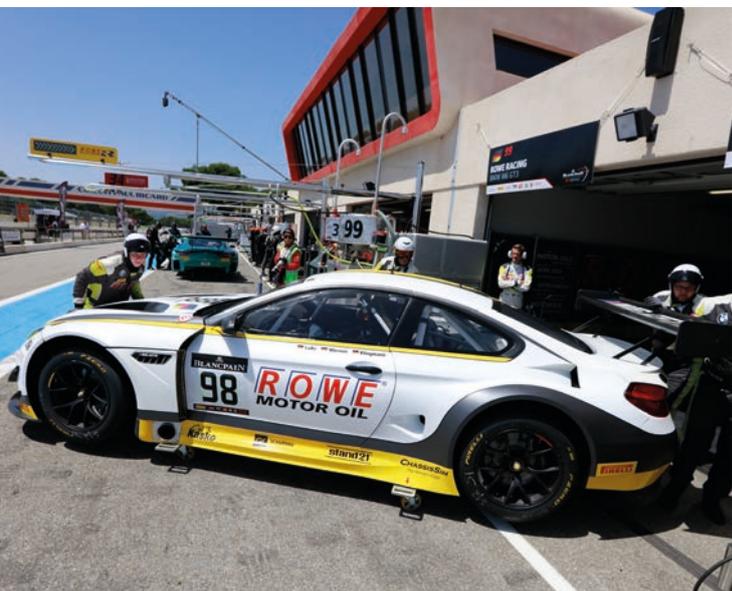
Suspense, pleasure, fierce fights, setbacks and great successes – this is what the racing season entailed for ROWE RACING in 2016. A review.

10th April:
Blancpain GT Series Sprint Cup, Misano
 ROWE RACING just celebrated a podium finish in its debut in the Blancpain Sprint Series.



Both of the BMW official drivers, Philipp Eng from Austria and Alexander Sims from Great Britain, finished in third place in the BMW M6 GT3 after a hard-fought race at the season opener in Misano and bestowed the first trophies of the season upon the team in their first appearance ever on the 4.2-kilometre Misano World Circuit Marco Simoncelli.

» **29th May: 44th ADAC Zurich 24-hour race, Nürburgring**
 ROWE RACING took a very good fifth place in the 24-hour debut with the new BMW M6 GT3 at the Nürburgring. In a spectacular race with a three-hour break due to a storm, the #23 car from the team from St. Ingbert with the four official BMW driver Dirk Werner from Germany, Maxime Martin from Belgium, Alexander Sims from Great Britain and Philipp Eng from Austria was not only the BMW vehicle to come in first, but also the best non-Mercedes.



26th June: Blancpain GT Series Endurance Cup, Le Castellet
 The south of France was not worth the trip for ROWE RACING this year. After taking fourth place in the previous year, the team was dogged by bad luck during the 6-hour race at Le Castellet in the Blancpain GT Series. The hopes for points had already ended in the early stage of the race during the night for both BMW M6 GT3s.

3rd July: Blancpain GT Series Sprint Cup, Nürburgring
 The first home fixture for ROWE RACING in the Blancpain GT Series 2016 yielded two points, but no completely happy faces. At the first ever Blancpain Sprint race on the GP track in the Eifel region, the team from St. Ingbert took eighth and ninth place with their two BMW M6 GT3s in the lively setting of the International ADAC Truck Grand Prix.

31st July: 24-hour classic in Spa-Francorchamps
 With the victory at the 24-hour classic in Spa-

Seized by racing fever

ROWE Romania took the opportunity to visit the premiere of the Blancpain GT Series on the Formula 1 circuit in front of the gates of Budapest in August with managers, sales staff and customers from the regional market. Everyone could share in the excitement, as ROWE was confronted with a proper battle during the thrilling race. But not only the race itself was on the agenda. The ROWE guests also had the opportunity to look behind the scenes, get to know the paddock, drivers and mechanics, and marvel at the racing cars. *“These were unique moments, because you do not get to see this kind of thing every day,”* according to the participants. The race date in the neighbouring country was an impressive experience for the Romanian ROWE team and its 15 guests from a total of eight companies. In addition, they did not have to travel to Germany to see the BMW M6 GT3 with the ROWE logo in action. The visit was rounded off with an evening boat trip on the Danube. Everybody agreed: In 2017, they are



all looking forward to travelling together again and keeping their fingers crossed for the ROWE RACING team.

Francorchamps, ROWE RACING celebrated its biggest success to date and won the 68th running of the 24 hour race in Spa. After a suspense-packed and an exciting race with a number of yellow flag phases and safety car deployments, which set the nerves of all participants on edge due to for the most part capricious weather conditions, the Briton Alexander Sims drove the BMW M6 GT3 with the #99 on the roller-coaster track in the Belgian Ardennes over the finish line as the winner after 531 laps and 3,719,124 kilometres.



Together with his regular ROWE colleague Philipp Eng from Austria as well as the BMW DTM driver Maxime Martin from Belgium, Sims had led the race for a long time, during which he also had to defend or win back the leading position in a fascinating duel with the Bentley crew. It was the first win in Spa for all three of the official BMW drivers.

The ROWE RACING team leader Hans-Peter Naundorf was thrilled: *"This is the biggest win for our team. After so many attempts at winning such a big race, we can hardly contain our excitement that it has finally worked out with the new car and our new manufacturer partner BMW."*

27th August: Blancpain GT Series Sprint Cup, Hungaroring

The Hungaroring was not a good terrain for ROWE RACING at the premiere of the Blancpain GT Series on the Formula 1 circuit in front of the gates of Budapest. The regular duo Philipp Eng and Alexander Sims ended up in 13th place. Nick Catsburg and Stef Dusseldorp finished 15th.

3rd September: 7th race of the VLN Endurance Championship, Nürburgring

During the 'home' race in the seventh race of the VLN endurance championship, a good fifth place was achieved at the Nürburgring. At the ROWE 6 hour ADAC Ruhr-Pokal race, where ROWE Mineralölwerk GmbH was the title sponsor, the team from St. Ingbert delivered a

flawless performance with the #22 in the BMW M6 GT3 on the 'long Saturday' in the Eifel region. With six hours of racing, it was the longest VLN race of the year.

18th September: Blancpain GT Series Endurance Cup, Nürburgring

ROWE RACING is rewarded with a point for a strong catch-up race at the second Blancpain home fixture at the Nürburgring. During the second home fixture of the Blancpain GT Series, the team from St. Ingbert only started from grid position 34 and 37 in the last season run of the Endurance Cup after bungled qualifying but were then able to fight their way up to 10th and 15th place.

2nd October: Blancpain GT Series Sprint Cup, Barcelona

ROWE RACING failed to take the opportunity to reach the top ten places during the season final of the Blancpain GT Series. During the last race of the Sprint Cup on the Formula 1 circuit in Catalonia's capital, the team from St. Ingbert, which was competing in a GT race at the Circuit de Catalunya for the first time ever, occupied the positions 15 and 24 with their two BMW M6 GT3s.

The triumphant finale was the adventure at the long-established GT race in the Chinese city of Macau from 17th to 20th November. It was the first time the ROWE RACING team had flown half way around the world for a race. Read more about it on [page 44](#) in this edition.

“THE SMELL OF *warm oil* REMINDS ME OF HOME”

Many medium-sized companies are now desperately looking for a successor. Why is this the case?

Dr Alexandra Kohlmann: For many potential successors from the immediate family, the temptations in the big wide world are simply too big. Most of the time, they have successfully completed their studies away from their hometown, were abroad and now want to climb the career ladder at an accelerated rate. Here, the need for self-realisation and breaking away from the parental home often resonates with the will to go their own way and leave their own mark.

You have dealt with exactly this topic during your doctorate. What have you learnt for your own life in the process?

It's true. Broadly speaking, my dissertation addresses the topic of 'succession in family-owned companies'. In three and a half years, I had the opportunity to accompany and interview ten medium-sized tradesmen's workshops during their company succession. I learned a great deal in the process and translated it into scientific knowledge, which of course also benefits me now. After this, I was relatively well prepared for what is associated with an entry into a company such as ours and it was fairly clear to me what exactly I wanted to do differently to ensure a successful succession. As it always takes two to tango – the party handing over and the party accepting responsibility for the company! I have, so to speak, collected experiences and practiced in anticipation of an emergency which could one day affect me. I successfully attained my doctorate in May 2016.

Oil has been part of your life since your childhood. Has this influenced your decision?

Definitely! I grew up with this company, although even I have made stops at different stations far away from home along the way. Nevertheless, I remember very »



A top team:
Father and daughter are now
running ROWE together –
with heart and mind.

With Dr Alexandra Kohlmann, the daughter of the company founder Michael Zehe, the second generation has now entered the company management of ROWE from March 2016. ROWE INSIDE talked to the graduate business economist (PhD) about her professional career, her goals and what is important to her in life.



»Well the company from the very beginning, when the business premises were still located directly next to our house and residential apartment and my father stood in the mixing area at night. Even his clothes smelt of oil. The smell of warm oil is therefore firmly rooted in my mind and my feeling of home and even today I still remember my childhood each time the smell is transmitted to my nose.

So would you call yourself a typical child of a company owner? Does it lie in your genes to continue the family tradition?

You could say that. *(she smiles)* We children of company owners know no other reality than this close connection between company and family. While other employees have the opportunity to close their office door and go home, distance themselves from events and start afresh the next morning, we are preoccupied by our company day and night. It never lets you go. Even at the dinner table, topics about the company are always popular and are often the main focus. It is important to realise that this combination will always play a role.

Nevertheless, there was a time 'far from home' for you.

This was indispensable for me to develop my own personality, to gain my own experiences and to obtain assuredness about what I actually would like. It has always been important to me to make a conscious decision for the company and my entry into the company. After successfully completing my studies in technology and management-orientated business management with a focus on controlling and human resources at the Technical University in Munich, I completed my PhD at the same university directly afterwards. All in all, I spent just under eight years away from my original home – a research trip to New York rounded off my academic career.

Did you ever get tempted to pursue an academic career?

In the beginning this was by all means an option, but there are different priorities and objectives in the academic world. After my time at the university, I was sure that I would not remain faithful to the theoretical realms, but rather wanted to expose myself to new shores with a more practical orientation. My desire to design, travel and implement was awakened – I am simply too

impatient for paper pushing with journals and books. Furthermore, it was important to me to preserve what my father had built over the last 20 years. Of course, as the only daughter, I have a certain sense of responsibility, but my decision was always independent of this, and was only based on what I could envisage myself doing in the future. It is not so much about preserving traditions, but rather perpetuating, continuing and expanding what has been built.

So, in February 2016, you packed your bags...

... and I moved from the world metropolis Munich to a small village with 650 inhabitants. Cell phone reception is not possible here, instead there is a glass fibre internet connection. *(she sighs)* The entry happened at exactly the right time, since we have been expanding our international presence since last year. With our foreign subsidiaries in Russia, Bulgaria, Poland and Romania, we have increasingly expanded our activities in the East. The internationalisation towards the west will follow next year. In addition, our Group is constantly expanding its product line, which is placed in our own subsidiaries. The fact that my father is no longer able to shoulder this workload alone in addition to our core business was obvious. To support him, to create the necessary structures and to accompany the very young companies as they move towards success is a very good task for a start.

Did you find it easy to settle into your new function?

Getting started wasn't a problem at all. But overall, it is a long-term task for me to grow into the role in the company which my father has built up on his own from a young age. Establishing a company and seeing it grow is one thing, taking over a company at a time when the structures already exist is a different matter altogether. My father laid the foundations for future success – with our new plant in Worms and its current capacities, all options are in place to be able to be successful in the future. Our technology and equipment are state-of-the-art and we have motivated and well-trained staff. Even though the necessary conditions have been created, we are nevertheless not permitted to remain satisfied with the status quo. The wheel keeps turning and so we are also striving to constantly remain at the cutting edge with regard to the market, the customers and the products.



You are now forming a leadership duo together with your father. Does this give you peace of mind?

Yes, because I know very well that succession is a long process! For this reason I am delighted that my father will remain in the company for several more years and that I can benefit from his knowledge and skills. The transfer of such a fast-growing company, which requires a great deal of expertise for the market and the products, is not something that can be tackled overnight. A keen sense of perception and quick thinking are required for complex contexts, and perseverance. We therefore see ourselves at the top together over the next over the next few years, and we are discussing the strategic direction with management. Traditionally we are also involved in the operative business, but in the future we will devote our time and energy to the strategic goals, to incorporating new ideas and ensuring functioning processes and structures. This 'double pack' may be a little bit unusual for employees, but we are sure that this will change over time.

The lubricant industry is very male-dominated. How does it feel to be a woman in this industry?

Actually very good. The fact that a woman dares to head one of the most successful lubricant producers in Germany in the coming years may perhaps (still) be a

surprise to many market participants. I think, however, it is a positive statement that women too can feel comfortable in such industries and can and want to make a difference. There are now an increasing number of women who successfully work in senior positions in lubricant companies and really have a fundamental grasp of our business segment.

Might I ask one last question, which I would probably not ask a man. How is it possible to reconcile family planning and responsibility in a dynamic family business?

Very well – with the right partner and the right organisation. Women in leadership positions are a recurrent topic of discussion. As my husband and I are expecting a baby at the beginning of next year, I am fully aware of just how difficult it can be for women to combine career, profession and family and to fulfil everyone's needs. We, as employers, need to adapt to changing conditions in the future, because when we talk about the future, we must not forget the most important thing: family and children. Thus maybe the third generation in the family business is already secured with the announced offspring – if he or she is interested.

Many thanks for this interview and all the best for the future – in both your professional and private life!

Sustainable

HIGH-PERFORMANCE LUBRICANTS

Hydraulic oils are supposed to have good lubricant properties, a high resistance to ageing and an optimal viscosity-temperature behaviour. Typically, they are formulated using mineral oils. However, in the quest for improved sustainability and a reduction in CO₂ emissions, the question arises as to whether the required performance

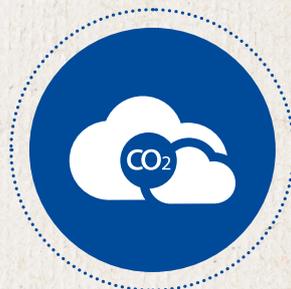
characteristics of hydraulic oils can also be achieved with renewable raw materials. The ROWE product manager Otto Botz says 'yes' and cites two examples that show how this works. In so doing, even the overall economic situation can be improved in comparison with mineral oil-based products, especially in the field of industrial hydraulics.



Renewable raw materials
Biodegradability
Lower toxicity



Extended oil change intervals
Improvement of efficiency
Energy savings



CO₂ emission
reduction

IMPROVEMENT OF
SUSTAINABILITY

High-oleic sunflower – the special sunflower oil

The high-oleic sunflower oil as a raw material is characterised by special properties. First, it is renewable – fully in line with sustainability. Through its use, the finite resources of fossil fuels are spared. In addition, high-oleic sunflower oil can be produced, processed and used locally. In addition to the added value in its own country, the environmental impact is reduced by shorter transport distances. Even when compared to rapeseed, the greenhouse gas burden of the high-oleic sunflower is lower, since it thrives well without laborious soil fertilisation.

However, the chemical properties of the high-oleic sunflower are, particularly interesting as a basis for manufacturing hydraulic oils. Commercially available sunflower or rapeseed oils are, for the most part, composed of polyunsaturated fatty acids and a small proportion of saturated fatty acids such as stearic or palmitic acid. What is highly desirable for a healthy diet causes major problems for lubricants, as these fatty acids are very prone to oxidation, tend to build resin and are therefore far from ideal for technical processes.

The proportion of monounsaturated oleic acid with only one double bond predominates in high-oleic sunflower. In contrast to rapeseed oil, the very reactive three double bonds are not present. A double bond – the actual lubricating element of the compound – can be easily stabilised by additives. A base oil with a fatty acid distribution of this kind is therefore highly suitable for industrial applications. This spectrum of fatty acids also explains the name ‘high-oleic’ which stands for ‘high in oleic acid’.

‘HIGHTEC SUNLUB® ULTRA INDUSTRY’

The ‘HIGHTEC SUNLUB® ULTRA INDUSTRY’ developed by ROWE is, on the one hand, a classic industrial hydraulic oil with industrial releases. On the other hand, classed as a classic bio-oil, it also meets the ISO 15380-HETG based on high-oleic sunflower. Two experiments are described below using the oil based on high-oleic sunflower in comparison with products based on mineral oil.

Field test: High-oleic sunflower oil lives up to its promise

Whether at the Contitech test facility or during the field trial in Blechformwerke Bernsbach: The ‘HIGHTEC SUNLUB® ULTRA INDUSTRY’ developed by ROWE saves energy, increases performance, extends the service life and exhibits better wear behaviour. In addition, the high-oleic sunflower-based industrial hydraulic oil demonstrated advantages for the improvement of the overall efficiency in comparison with HLP products based on mineral oil. Ecology and economy are thus optimally combined.

Experiment efficiency measurements

At the Contitech test facility in Hanover, comparative measurements were performed with the sunflower oil-based ‘HIGHTEC SUNLUB® ULTRA INDUSTRY’ to determine whether the fluid has an influence on the efficiency of the hydraulics. A typical HLP ISO VG 46 and the HIGHTEC SUNLUB® ULTRA INDUSTRY ISO VG 46 were tested in each case.

As can be seen in **Figure 1** (page 16), the measurement has resulted in a significant energy savings. The energy savings are shown in % on the ordinate. The zero line or reference consumption line for the HLP 46 is shown on the abscissa. The mean values of the smallest and largest cycles are indicated in each case.

The energy savings may be different depending on the application and hydraulic system. The results shown here relate specifically to the JOOS LAP200 press.

This experiment has also shown that the hydraulic oil based on sunflower oil had an influence on the time of the test cycle. The cycle time could be reduced by 3.5 seconds in comparison with the mineral oil-based hydraulic oil. In relation to the run time of the hydraulics, this corresponds to a reduction in the cycle time of 5.4 percent. »

Figure 1

EXPERIMENT BY CONTITECH IN HANOVER
JOOS LAP200 PRESS



TYPICAL
HLP ISO VG 46



HIGHTEC SUNLUB®
ULTRA INDUSTRY
ISO VG 46

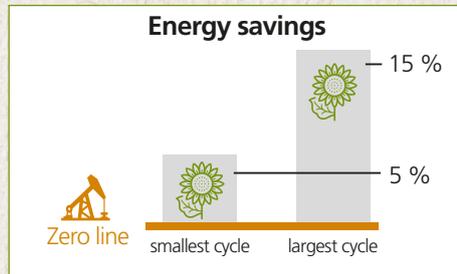


Figure 2

EXPERIMENT BY BLECHFORMWERKE BERNSBACH
LINDE GABELSTAPLER



TYPICAL
HLP ISO VG 46



HIGHTEC SUNLUB®
ULTRA INDUSTRY
ISO VG 46

AGEING STABILITY (minutes) (RPVOT — ASTM D2272)	
234	315 Fresh oil
117	230 Used oil
-50 %	-27 %
WEAR (millimetre) (VKA — DIN 51350)	
0.4	0.4 Fresh oil
0.7	0.4 Used oil
79 %	0 %
RUN TIME (hours)	
3000	4000

Ageing twice as fast

wear behaviour is approx. 80 % worse

No change in the wear behaviour

tested with 33 % more operating hours

» The shorter cycle time is due to the fact that the oil based on sunflower oil has a compression modulus* which is approx. 10 percent higher than the variant based on mineral oil. This lower compressibility of 'HIGHTEC SUNLUB® ULTRA INDUSTRY' has a practical benefit: It leads to a more precise control of the hydraulic system and can, for example, elicit a higher part output from the press.

In order to make a statement about the long-term use of the sunflower oil-based hydraulic oil, the fluid was left in the system for seven years with a total of 12,000 operating hours. The viscometric data have changed only marginally during the field test. In line with expectations, the natural viscosity index has remained high. No noticeable problems in terms of the wear values are to be seen after seven years of use. Particular attention was paid to ageing stability. The acid or neutralisation number (NZ) allows a conclusion to be drawn about the oil oxidation in comparison with the fresh oil values. This value was therefore also determined, which is still extremely low with 0.12 mg KOH/g after seven years and which corresponds to the NZ of high-quality fresh oils. The fluid was not changed due to the very good used oil parameters. The author assumes that it can remain in use for several years under these conditions.

Experiment Linde forklift – Blechformwerke Bernsbach GmbH

Another field trial with a 'high-oleic sunflower'-based hydraulic oil was performed at the Blechformwerke Bernsbach GmbH. A forklift from the company Linde was used as a test vehicle. The manufacturer specifies a mineral oil-based hydraulic oil of ISO VG class 68 for the vehicle and recommends an oil change interval of 3,000 operating hours.

To test the wear and ageing behaviour under difficult conditions, the oil change for the sunflower oil based hydraulic oil was extended by 1,000 operating hours (corresponds to 33 percent), while the ISO VG class was lowered by two levels at the same time.



The author Otto Botz presented the tests at the 'NYNAS industrial lubricant forum' at the UNITI mineral technology forum in Stuttgart in April 2016. Interested parties can find a more detailed description in the 'Mineral oil technology', issue 10/2016, published by UNITI-Mineralöltechnologie GmbH.

Consequently, the 'HIGHTEC SUNLUB® ULTRA INDUSTRY ISO VG 32' was used with an oil change interval of 4,000 operating hours.

Oil samples were taken both before the test phase and after the test end and tested for ageing stability and wear behaviour. The ageing behaviour was tested during the RPVOT test according to ASTM D2272, the wear behaviour during the VKA hourly test according to DIN 51350 method B. The tests were performed on the fresh and used oils respectively. Although the service life of the hydraulic oil based on sunflower oil was extended by a third

and the ISO VG class was reduced by two classes, the hydraulic oil based on mineral oil aged about twice as fast as the environmentally friendly variant (**Figure 2**). The positive effect of the unsaturated, polar compounds was clearly visible with regard to wear protection. While no deviation from the fresh oil value could be recognised despite the significantly lower viscosity with a longer run time with the 'HIGHTEC SUNLUB® ULTRA INDUSTRY ISO VG 32', the wear protection behaviour for the mineral oil-based variant was reduced by approx. 80 percent.

In summary, it can be said that in the applications shown, a high-oleic sunflower-based industrial hydraulic oil demonstrated advantages for the improvement of the overall efficiency and the oil service life in comparison with mineral oil based HLP products. The investment in such a product is therefore doubly worthwhile for the user. Ecology and economy form an ideal basis for sustainable and economic action. Cost-effectiveness, environmental protection and state-of-the-art technology can thus be combined into a worthwhile and sustainable approach in the field of industrial hydraulic oils.

* All substances have the property to counter a compression with resistance. As a physical dimension, the compression modulus (K) describes which pressure change is necessary to elicit a certain change in volume.

IMAGES OF THE YEAR // 2016 RACING SEASON



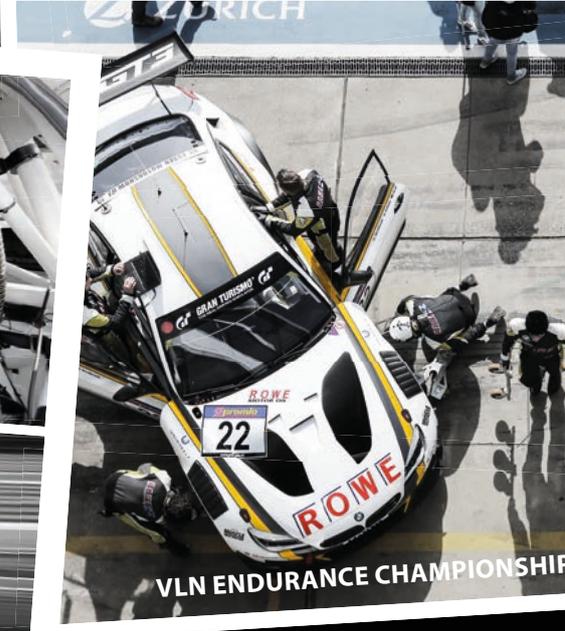
TOTAL 24 HOURS OF SPA 2016



BLANCPAIN ENDURANCE SERIES



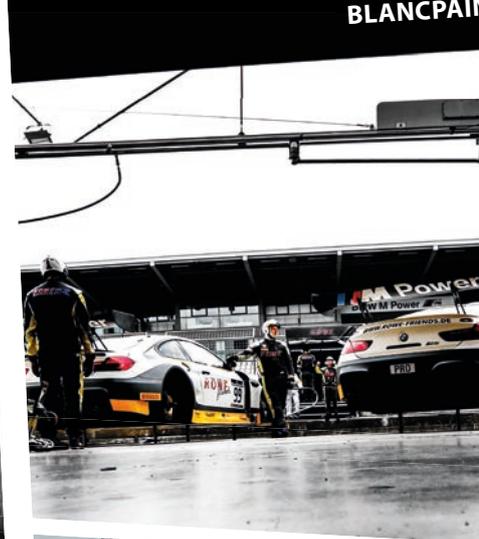
BLANCPAIN ENDURANCE SERIES LE CASTELLET 2016



VLN ENDURANCE CHAMPIONSHIP



BLANCPAIN SPRINT SERIES BRANDS HATCH 2016



BLANCPAIN

BLANCPAIN SPRINT SERIES BARCELONA 2016



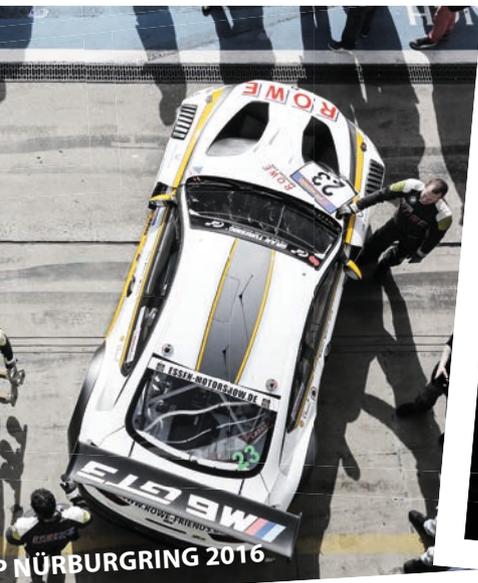
2016 RACING SEASON // IMAGES OF THE YEAR



ES MONZA 2016



FIA GT WORLD CUP MACAU 2016



NÜRBURGRING 2016



TOTAL 24 HOURS OF SPA 2016



BLANCPAIN ENDURANCE SERIES NÜRBURGRING 2016



TOTAL 24 HOURS OF SPA 2016



BLANCPAIN SPRINT SERIES BARCELONA 2016



ADAC ZURICH 24h RACE NÜRBURGRING 2016

FACTS IN 2016

JANUARY – MARCH

ROWE at the premiere for the Automechanika in Jeddah

The first Automechanika in Jeddah will be taking place from 26th to 28th January. As one of the first companies from Germany, ROWE took the opportunity to present its range of products at the trade fair in Saudi Arabia specifically geared towards the automotive aftermarket. Numerous new contacts with Saudi Arabian companies enable ROWE to continue to expand its business in this region.

Lubricating grease production facilities running at full speed IMAGE 1

The lubricating grease production facility which was newly commissioned in Worms in 2015 fully meets the expectations placed on it. ROWE already has seven products in the lubricating grease segment. The facility's capacity of 4,000 tons of high-performance greases per year can be well utilised.

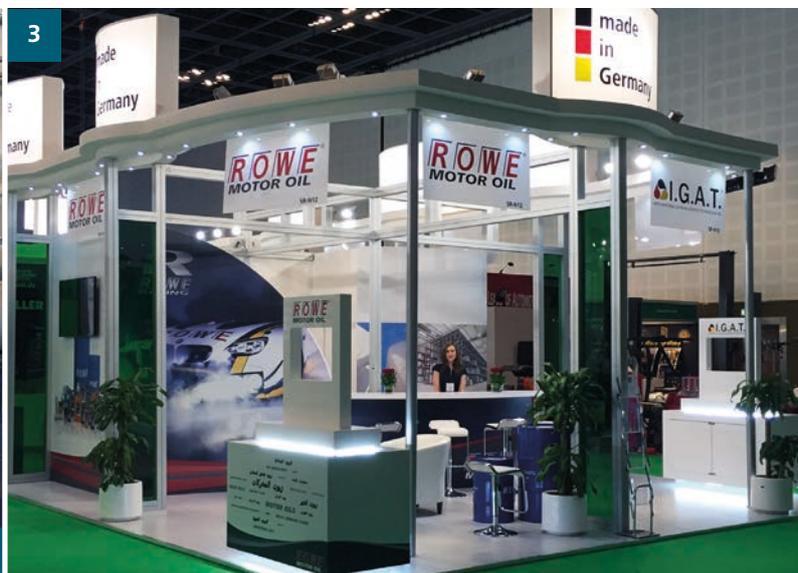
Winter chemistry at ROWE

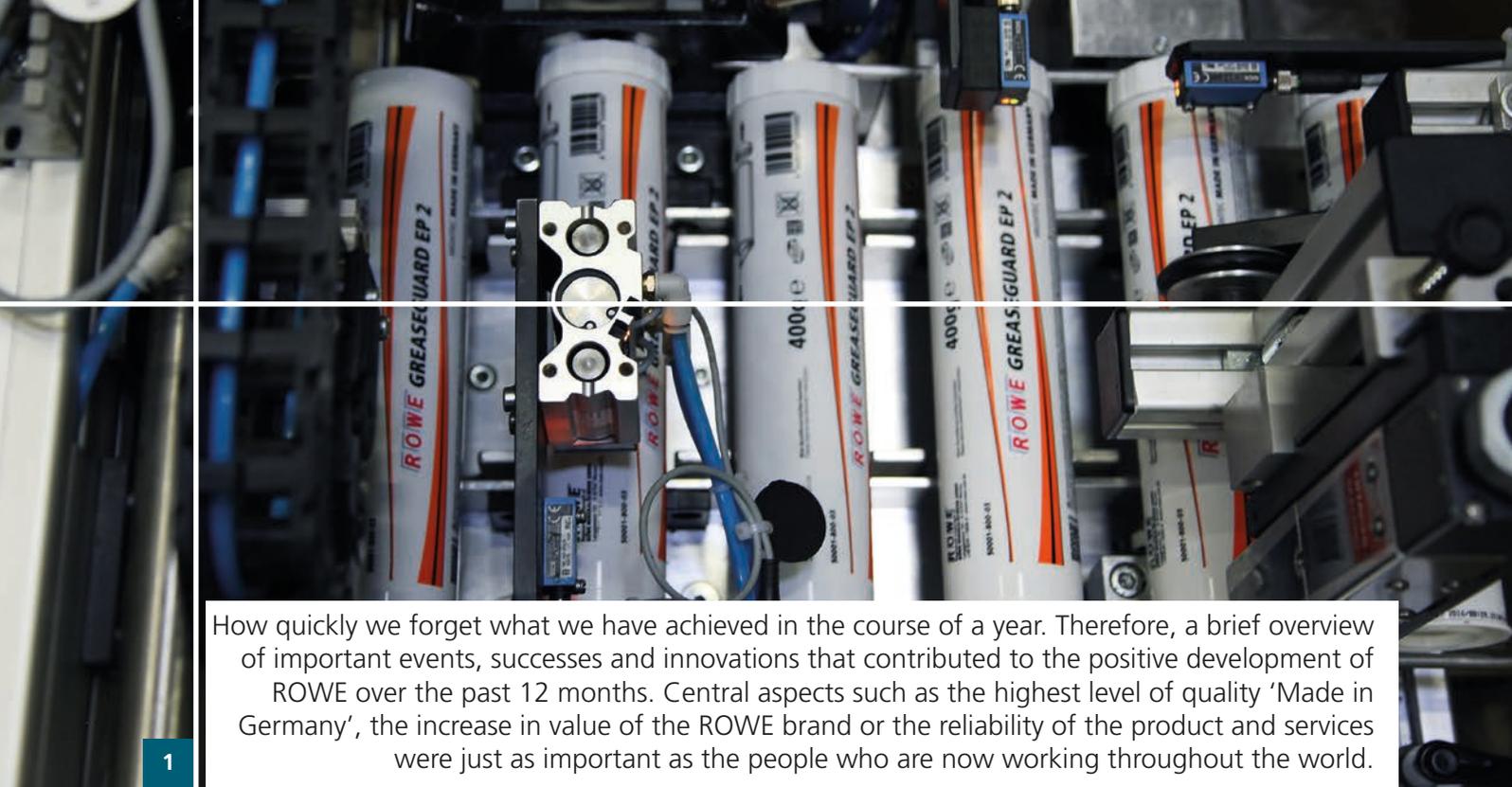
Under the term 'winter chemistry', ROWE offers a broad

spectrum of more than 20 different automotive liquids with different functions. These include windscreen wiper liquids and coolant, which are available throughout the world under the trade names **HIGHTEC SCREENWASH** and **HIGHTEC ANTIFREEZE**. The liquids are produced at the business location in Bubenheim using state-of-the-art load cell technology. ROWE is pressing ahead with the development of new high-performance products in the research department in Worms.

Best lubricants for the largest engines IMAGE 2

The **HIGHTEC POWERPLANT SAE 40** was specially developed for stationary gas engines in the heavy-duty sector, which are operated with natural gas and biogas. A modern additive system in combination with high-quality base oils and a high oxidation stability guarantees maximum oil change intervals and operational safety due to minimal wear and excellent engine cleanliness even at high combustion chamber temperatures. The high-performance gas engine oil demonstrates a strong performance in CAT and Waukesha engines. Releases for units were made by GE Jenbacher and MWM.





How quickly we forget what we have achieved in the course of a year. Therefore, a brief overview of important events, successes and innovations that contributed to the positive development of ROWE over the past 12 months. Central aspects such as the highest level of quality 'Made in Germany', the increase in value of the ROWE brand or the reliability of the product and services were just as important as the people who are now working throughout the world.

1

APRIL – JUNE

A new online sales concept begins on 1st April with the point system 'ROWE friends'. This has opened up new avenues for customer loyalty and product marketing. Emotionality, international presence and an increased level of awareness of the ROWE brand can thus be perfectly combined. With the launch, marketing efforts are significantly intensified, for example through advertisements in daily newspapers or advertising at major events such as the Nürburgring.



Handy 20-litre containers for ROWE HIGHTEC products

From April, the transition from the previous 25-litre container to our new 20-litre container has been underway. The new size is handy, customer friendly and safe. The new 20-litre

containers have a number of **advantages for workshops and dealers**. In addition to their better handling, they are characterised by a modern, contemporary design.

A separate vent valve ensures better pouring properties.

ROWE in Mexico

Latin and South America is a key market in the future with enormous potential. A good reason for ROWE to exhibit at the Automechanika in Mexico City from 13th to 15th April. The main focus of the trade fair is on the automotive aftermarket in particular. Objective: The **expansion**

of the Latin American market. Among the visitors at the ROWE trade fair stand were distributors, mechanics, workshop operators and numerous end consumers.



The new HIGHTEC MULTI SYNT DPF SAE 0W-30 is here!

In April, ROWE will be introducing its new HIGHTEC MULTI SYNT DPF SAE 0W-30 engine oil, **specifically developed for the Volkswagen specifications 504 00 and 507 00.** Alongside our product HIGHTEC MULTI SYNT DPF SAE 5W-30, which has been proving its worth for years, the

portfolio has been expanded to the new product for the 504 00 / 507 00 VW Engine Oil Specification, following the introduction of the SAE 0W-30 Viscosity Class. Both oils and viscosity classes can be used equally in almost all VW AG vehicles (e.g. Volkswagen, Audi, Seat, Skoda). Thanks to its lower viscosity, the HIGHTEC MULTI SYNT DPF SAE 0W-30 ensures a quicker lubrication of the engine during a cold start, even in the coldest regions and at the lowest temperatures.

'Made in Germany' scores in Dubai IMAGE 3

The ROWE trade fair team will be welcoming specialist trade visitors from the Gulf States, West Asia, Eastern Europe, CIS and North Africa at the **Automechanika in Dubai** from 8th to 10th May. ROWE is no longer an unknown entity in Dubai – thanks to the collaboration and ongoing work of many years. Little by little, it was possible to tap into the regional economies. »



» **HIGHTEC with a clear conscience**

The **fully synthetic and climate-friendly high-performance engine oil HIGHTEC SUNSPEED® RS 0W-20** offers an optimised viscosity-temperature behaviour and a superior performance combined with exceptional environmentally-friendly properties. The unique combination of a high viscosity index, fully synthetic base oils and advanced additive technology guarantees a particularly high level of performance. The high-performance engine oil is especially recommended for sports cars which are driven at full throttle and under difficult conditions.

particulate filters. With this innovation, ROWE is adding a product that meets the new PSA B71 2312 specification. This specification is required by current vehicles such as the Citroën C4 Cactus, Peugeot 308 GTI and Toyota Pro-Ace.

J.P. Kraemer, the face of the ROWE brand IMAGE 4

At the **photoshoot** with the 'PS professional' J.P. Kraemer in the Dortmund workshop of JP Performance, it was demonstrated once again that the chemistry between J.P. Kraemer and ROWE works like a charm. 'J.P.' has been the face of ROWE since 2013.



New in the product range – HIGHTEC SYNT RS SAE 0W-30 HC-C2

The new HIGHTEC SYNT RS SAE 0W-30 HC-C2 involves a **multi-grade engine oil based** on fully synthetic and HC synthetic base oils for petrol and diesel passenger car engines including those with

New Ford WSS-M2C913-D release for the HIGHTEC SYNT RS SAE 5W-30 HC-FO

The ROWE HIGHTEC SYNT RS SAE 5W-30 HC-FO has the **approval** of the vehicle manufacturer Ford according to the Ford WSS-M2C913-D specification. With this, ROWE is expanding its portfolio of manufacturers' approvals for engine oils with an important specification.



6



5

Especially for Volvo

The new HIGHTEC SYNT RSV SAE 0W-20 is an extremely **fuel-efficient, high-performance engine oil**. It has been specially developed for Volvo models that demand an oil of the VCC RBS0-2AE specification and is thus suitable for many current Volvo vehicles from the S60, V40, V60, V70, XC60, XC70 and XC90 model series.

Working together - celebrating together

This year's **ROWE summer festival** takes place against the backdrop of the European Football Championship on 18th June. Close to 200 employees spend a fun-filled day together with their families on the company premises in Worms. Whether a goal-shooting contest, football bouncy castle, an oversized football table or an informal chat outside the workplace – there is something for everyone.

Another family member of the ROWE family emerges IMAGE 5

In June, **ROWE Romania** gets off to a flying start with the launch of a further division of its international business. After the first beginnings at the end of 2015,

a five-member ROWE team is now working on further expanding this market, which, straddling central and south eastern Europe, offers many interesting prospects.

JULY – SEPTEMBER

The VW release for HIGHTEC MULTI SYNT DPF SAE 0W-30 arrives

After the **particular VW approval** for the HIGHTEC MULTI SYNT DPF SAE 0W-30 had arrived, two ROWE engine oils approved according to the **LONGLIFE III VW 504 00/507 00** specification are available on the market with HIGHTEC MULTI SYNT DPF SAE 0W-30 and HIGHTEC MULTI SYNT DPF SAE 5W-30 (item no. 20125).

ROWE HIGHTEC corrosion protection for modern solar panels IMAGE 6



The SZ Water Treatment System GmbH – the exclusive development partner of ROWE – has developed a high-quality **heat carrier liquid** with the SZ SolarFluid HT -30°C, using finely tuned additives from the latest technology. It can be used in heat pumps, solar panels and hot water heating systems. SZ SolarFluid HT -30 °C protects the most common types of metals and alloys used in solar panel construction, such as aluminium alloys, cast iron, »



» steel, tin solder, brass and copper, and reliably protects against a wide range of manifestations of corrosion and cavitation.

Manufacturer approvals for ROWE automatic gear oils

Due to the manufacturer's approval of HIGHTEC ATF 8000 and HIGHTEC ATF 9000 from MAN, Mercedes-Benz, Voith and ZF, ROWE can expand its **expertise and quality** in the field of automatic gear oils.

Release agents for the concrete industry

In cooperation with reputable industrial partners such as the Xella Group, ROWE is developing its HIGHTEC RELEASE OIL series, starting at ISO VG 10 to ISO VG 460. The portfolio can thus be expanded to include an **important industrial application**. The products from the ROWE HIGHTEC RELEASE OIL series are suitable for both the manual and automated application. The release agents are formulated on the basis of mineral base oils and other surface-active substances and offer a wealth of advantages. In addition, ROWE has an almost complete release agent series based on synthetic base oils.

The MB approval for HIGHTEC MULTI SYNT DPF SAE 5W-30

The high-performance engine oil receives the **Mercedes**

Benz approval 229.31 and is thus approved for a total of four specifications.

Automechanika in Frankfurt

After three successful trade fairs abroad, ROWE went on to crown its trade fair commitment with a home game at the **Automechanika in Frankfurt** from 13th to 17th September 2016. At the leading international trade fair for the automotive sector for equipment, parts, accessories, management and services, ROWE has further strengthened its strong position as a local and globally recognised lubricant specialist. A special highlight is the exclusive autograph hour with J.P. Kraemer on the opening day.

What's new for the cold season

The new, high-quality anti-freeze ready-mix agent **HIGHTEC SCREENWASH -20 °C** offers a multitude of advantages such as its outstanding cleaning power and speed. It achieves the best cleaning effect and frost protection down to -20 °C.

Prior to the market launch, the new HIGHTEC SCREENWASH -20 °C passed various tests relating to cleaning performance and compatibility with polycarbonate, plastic, rubber, lacquer and metal with flying colours.

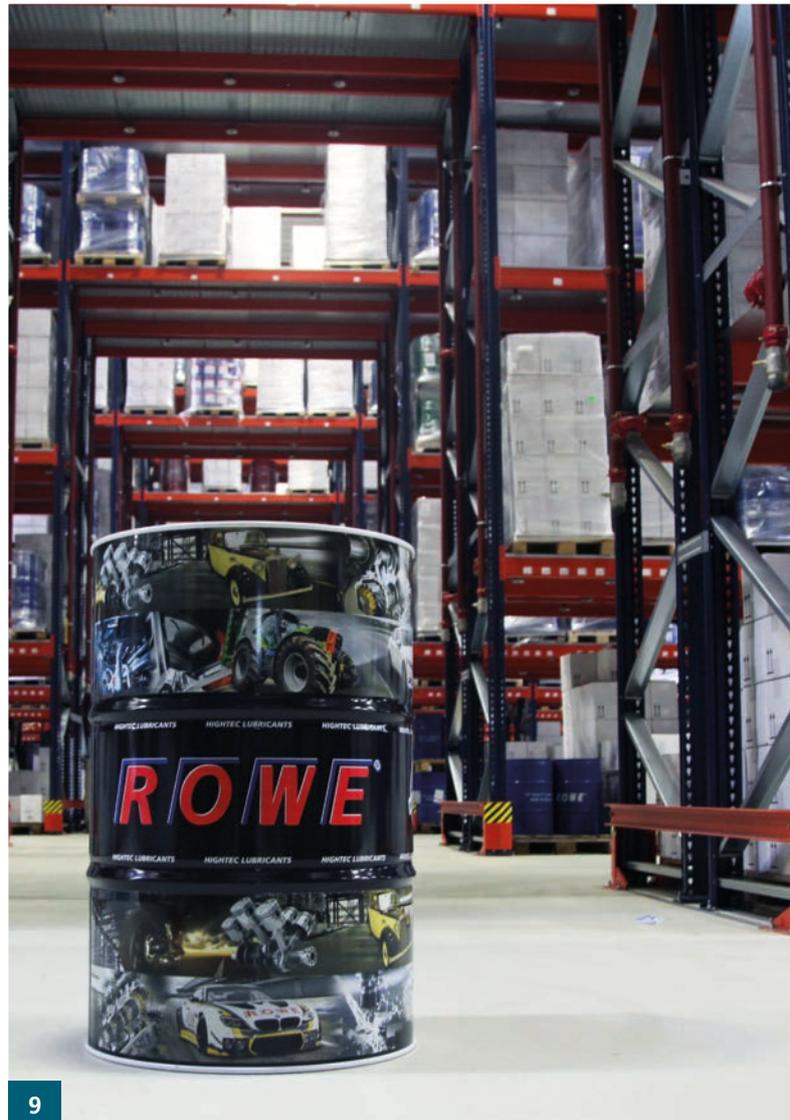
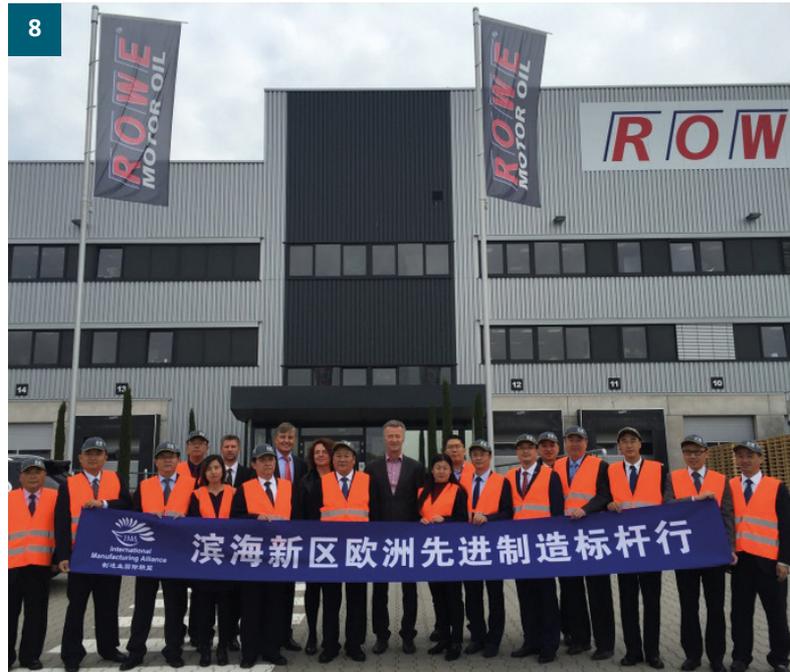
Massey Ferguson approval for ROWE HIGHTEC SUPERTRAC SAE 10W-30 IMAGE 7

The HIGHTEC SUPERTRAC SAE 10W-30 (item no. 20027) is a high-quality, modern multi-purpose oil for agricultural machines and vehicles. Based on HC synthetic base oils, it is designed for use in engines, gearboxes, hydraulic systems, wet brakes and clutches. ROWE is highlighting the quality of its STO products (Super-Tractor-Oil-Universal) with the OEM approval Massey Ferguson CMS M1145 for the product HIGHTEC SUPER TRAC SAE 10W-30.

AS OF OCTOBER

Tianjin delegation in Worms IMAGE 8

In October, a **high-ranking economic delegation** from the Eastern Chinese city of Tianjin in Rhineland-Palatinate is visiting the cities of Worms and Ludwigshafen. The group consisting of managers of important companies is informed, among other things, about the status of the development in the 'Industry 4.0' field in Germany. One of the aims of the Chinese is the lubricant specialist ROWE. During a tour, the Managing Director Michael Zehe and Sales Manager Nicolai Sablowski present the company's production processes and quality control as well as the company's digitised control centre.



ROWE improves its ranking by one place!

In the 'Best Brand' readers' survey of sport auto magazine for particularly successful brands produced in high quality, ROWE is improving its ranking in the lubricants category to a sixth place compared to the previous year. ROWE can thus stand the test

of the great brands. Explained objective of Michael Zehe: "We will reach the TOP FIVE in the coming year."

New 200-litre barrel IMAGE 9

The new barrel design ensures **greater visibility at the customer** and documents the exceptional quality required by ROWE. At the same time, the visually appealing barrel set up in sales rooms is not only decorative. It is also used for the corporate image management and increases attractiveness in the market.



Things worth seeing

IRRO

IN ONE MINUTE



View the promotional video here

WWE[®]

Do you want to know what makes our ROWE plant into one of the largest and most modern lubricant plants in Europe? No problem. In just over a minute, the newly created promotional video answers this question comprehensively. And at the end the viewer is surprised that it is already over so quickly. It is best to watch it again, because many impressive pictures and data can be seen. **Have fun watching!**

OIL CHANGE

WHAT MUST BE *done?* WHAT *works?*

There is oil and then there is oil. To avoid problems, there are clear rules throughout Europe for the purchase and use of lubricants and other fuels – for vehicle manufacturers, lubricant companies and customers.

Throughout the whole of Europe, harmonised framework conditions apply which address questions relating to the use and warranty of lubricants and other fuels and also govern competitive aspects. This is important for the companies involved, such as vehicle manufacturers (OEM ⁽²⁾) and lubricant suppliers, and ensures safety for consumers. Anyone who wants to know the exact particulars can obtain additional information in a flyer which the independent umbrella organisation for the European lubricant industry UEIL ⁽¹⁾ has published.

technical requirements of the OEM. The OEM would have to prove that this is not the case to prevent the use of a specific lubricant.

How do I know what product is correct?

The OEMs must provide the necessary technical information (including technical specifications) to all persons using lubricants and other fuels to facilitate a correct application. This is particularly true for vehicle operators, as lubricants are considered to be spare parts in the European regulation.



Fair and free competition

The whole thing also has consequences in terms of competition law: Since the OEMs have a significant market share, restrictions of competition agreed between OEMs and other market partners with regard to lubricants or other fuels fall within the scope of the European Regulation on Vertical Restraints (Article 101 TFEU). This may sound quite legal, but it simply means that vehicle manufacturers are not allowed to dictate sales prices to lubricant suppliers or to provide maintenance packages that include specific lubricants. Such regulations are essential for lubricant suppliers. They ensure free and fair competition and non-discriminatory access to the market.

Which oil should I use?

Only an OEM that pays for the products can insist on its own lubricants and liquids being used in its vehicles or a certain lubricant producer being used. The OEM can, however, give simple recommendations and demand a minimum quality as well as certain levels of performance (for example API, ACEA, manufacturer standard).

If the lubricants and fuels used meet these requirements in terms of quality and technical performance, an OEM can not withdraw its warranty or exclude the statutory warranty.

The end customer or workshop is therefore free to opt for a desired lubricant brand as long as it meets the

Customers can choose freely and rely on the quality of the products offered to guarantee the smooth operation of their vehicles and units.

⁽¹⁾ Union Européenne de l'Industrie des Lubrifiants (Lubricant industry in the European Union)

⁽²⁾ Original Equipment Manufacturer

J.P. KRAEMER *explains* KNOWLEDGE IN IMAGE & SOUND

ROWE TV for any laptop, iPad or mobile phone – the fastest way to learn everything about ROWE.



Currently, five video clips with a total length of around 53 minutes are available, in which J.P. Kraemer explains, in an easily understandable way, both the ROWE product range and the individual steps that are needed in the ROWE plant to ensure that every product is released onto the market with the highest level of quality guaranteed.

Interested? Simply call up the videos using the QR code or download them from the Internet at: rowe.com.de/service-und-tools/downloads/videos/



'IT WAS ONCE WORTH IT.'

From 13th to 17th September, 136,000 visitors from more than 170 countries visited the Automechanika in Frankfurt am Main – the leading international trade fair for the automotive industry for equipment, parts, accessories, management and services. ROWE was in the thick of things with its product offer and also had several highlights to offer this year.

On the opening day, J.P. Kraemer invited participants to an exclusive autograph hour. And for all motorsport fans, there was the new BMW M6 GT3, with which ROWE RACING celebrated the first successes in 2016. With its strong presence and the large trade fair team,

ROWE documents its growing share in the national and international lubricant business at the Automechanika in Frankfurt every two years. The ROWE trade fair stand attracted guests from all over the world, including Eastern Europe, Arab and Asian countries, as well as North and South America. *“Our presence at the trade fair is an important indicator of the reliability, economic strength and market position of our company. The trade fair is therefore very important for our image, as our customers reflect on this very accurately. If they represent our brand in their countries, they also want to find appropriate products at such an event,”* the Area Sales Manager Nicolai Sablowski says.



AGAIN

This Automechanika was once again a success for ROWE. *"We hardly had a free minute to spare. We had arranged many appointments beforehand and were able to meet many of our partners, both strengthening existing contacts and also acquiring new customers,"* Sablowski says.

The latter was particularly pleasing for him and the entire ROWE team. After the trade fair, ROWE was already able to conclude concrete agreements with customers coming from regions where ROWE was previously not or only marginally represented. Sablowski's conclusion of the Automechanika 2016 in Frankfurt is therefore quite clear: *"It was once again worth it."*



Ironman Hawaii – Böcherer wins fifth place

The runner-up of the European championship Andi Böcherer, who has been wearing a jersey with ROWE as the new sponsor since the beginning of 2016, had been working towards participating in the IRONMAN World Championship in Hawaii throughout the year. The successful track record of the triathlete this year is impressive. In addition to the race for the German championship title in Heilbronn, Andi also won the Ironman 70.3 in St. Pölten and the Challenge in Fuerteventura. In Hawaii he wanted to achieve a place in the top 5. And he did! The 33-year-old from Freiburg was actually rewarded with a strong fifth place on the 8th October.



Anja Beranek from Bamberg can look back on an impressive track record: The triathlete was the Ironman winner in 2013 and 2015, has won the Ironman 70.3 European Championship (2012) and is the reigning German champion for the long-distance triathlon (2015).



Michael Göhner wins the triathlon

In Steinheim an der Murr, the ROWE triathlete Michael Göhner completed more than 700 m of swimming, 30 km of cycling and 7.5 km of running to achieve a perfect start-finish victory at the beginning of May, successfully reclaiming the long-distance run for himself. For 2017, the 36-year-old Reutlinger wants to further increase the running distances and the intensity of the running training sessions.

Age-Groupers in the ROWE jersey

Not only the triathlon professionals are enthusiastic about wearing the ROWE attire in 2017. Competing for ROWE as amateurs (so-called Age-Groupers, as unlike the professionals, they are divided into age groups) are: Dieter Holz (who has been wearing the ROWE jersey for quite some time now) and new to the team: Jana Uderstadt and Gregor Schreiner.



First Triathlon Bundesliga again with two teams from Worms

The ROWE Triathlon Bundesliga teams continue to attack during the 2017 triathlon season. It involves the German team championship, which is played as part of the Bundesliga matches. After achieving fifth and seventh place during the first Bundesliga season, the teams, which start in the Bundesliga with the licence from the stimmel-sports e.V. association, want to reach the podium in 2017. Team manager Jana Binninger has teamed up with Jörg Stimmel to create a top motivated, young and very international team.



PLAYING FOR BOTH OF THE ROWE BUNDESLIGA TEAMS IN 2017 ARE

Women: Jana Binninger (GER), Jana Uderstadt (GER), Therese Feuersinger (AUT), Anne Struijk (AUT) Alissa König (CH), Estelle Perriard (CH), Déborah Vauthey (CH), Anne Holm (DEN), Jolanda Annen (CH), Noémi Sárszegi (HUN), Ekatharina Matiukh (RUS), Elena Danilova (RUS), Rianne de Croock (NED), Klaudia Sebök (HUN), Sara Papais (TA) and most likely Léa Duchampt (FRA).

Men: Linus Stimmel (GER) Paul Stimmel (GER), Domen Dornik (SLO), Nik Kojc (SLO), Matevz Planko (SLO), István Király (HUN), Johannes Vogel (GER), Felix Studer (CH), Max Studer (CH), Lars Holenweger (CH), Emil Holm (DEN), Itamar Alster (ISR), Ran Sagiv (ISR), Shachar Sagiv (ISR), Stan Vandendriessche (BEL), Jason Wilson (BRA), Andrey Bryukhankov (RUS), Alexey Kalistratov (RUS) and most likely Stefan Zachäus (Lux), Felix Duchampt (FRA).

WELL- POSITIONED

The squash team under the ROWE flag

The 'Black & White Racket Club' in Worms, which is sponsored by ROWE, will continue to compete with talented and internationally experienced Bundesliga players in the coming season. The coach Davide Bianchetti (formerly ranked 24th place in the world) is therefore optimistic about the next round.

The current world champion **Karim Abdel Gawad** was already able to win 16 titles on the PSA tour. He occupies second place in the world ranking list at present.

Mohamad Elshorbagy is currently at the top of the world ranking list for the Professional Squash Association (PSA) and has been ranked first in the world for a total of 24 months. The Egyptian was runner-up in the World Championship in 2012 and 2014.

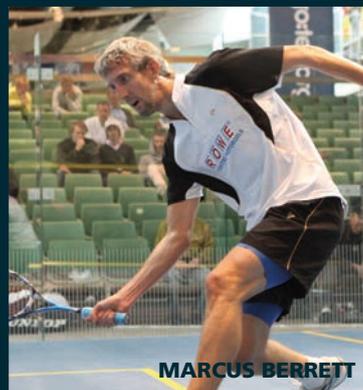
Nick Matthew is currently ranked fourth in the world and can look back on world championship titles from 2010, 2011 and 2013. The Englishman was world champion for a total of 19 months in 2011, 2012 and 2014.

Miguel Angel Rodriguez, who was born in Colombia, has won 25 tournaments on the PSA World Tour so far and is presently ranked ninth in the world.

The French squash player **Gregoire Marche** began his professional career in 2009 and is currently ranked 24th in the world.

Ben Coleman started his career in 2009 and has won eight tournaments on the PSA World Tour since then. In September 2016, the Englishman achieved his highest ranking in 50th place in the world ranking.

The Australian **David Palmer** was World Champion in 2002 and 2006 as well as World Champion with the team in 2001 and 2003. In 2001 and 2006, the former professional squash player was ranked first in the PSA world ranking list for a total of five months. Palmer remained in the top ten in the world for a decade.





REX HEDRICK



GREGOIRE MARCHE



CARSTEN SCHOOR



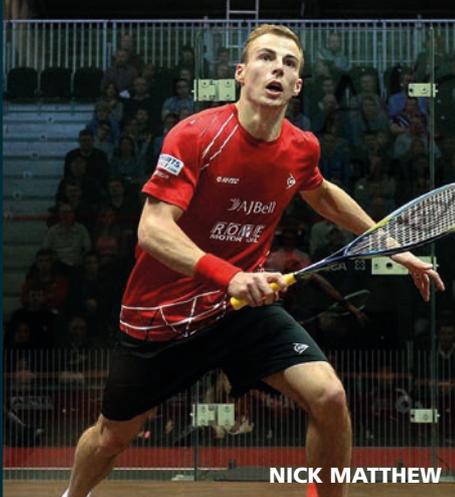
MIGUEL ANGEL RODRIGUEZ



MOHAMAD EL SHORBAGY



THOMAS SCHROERS



NICK MATTHEW



TIM WEBER



DAVID PALMER



DAVIDE BIANCHETTI



OLIVIER GRACIA

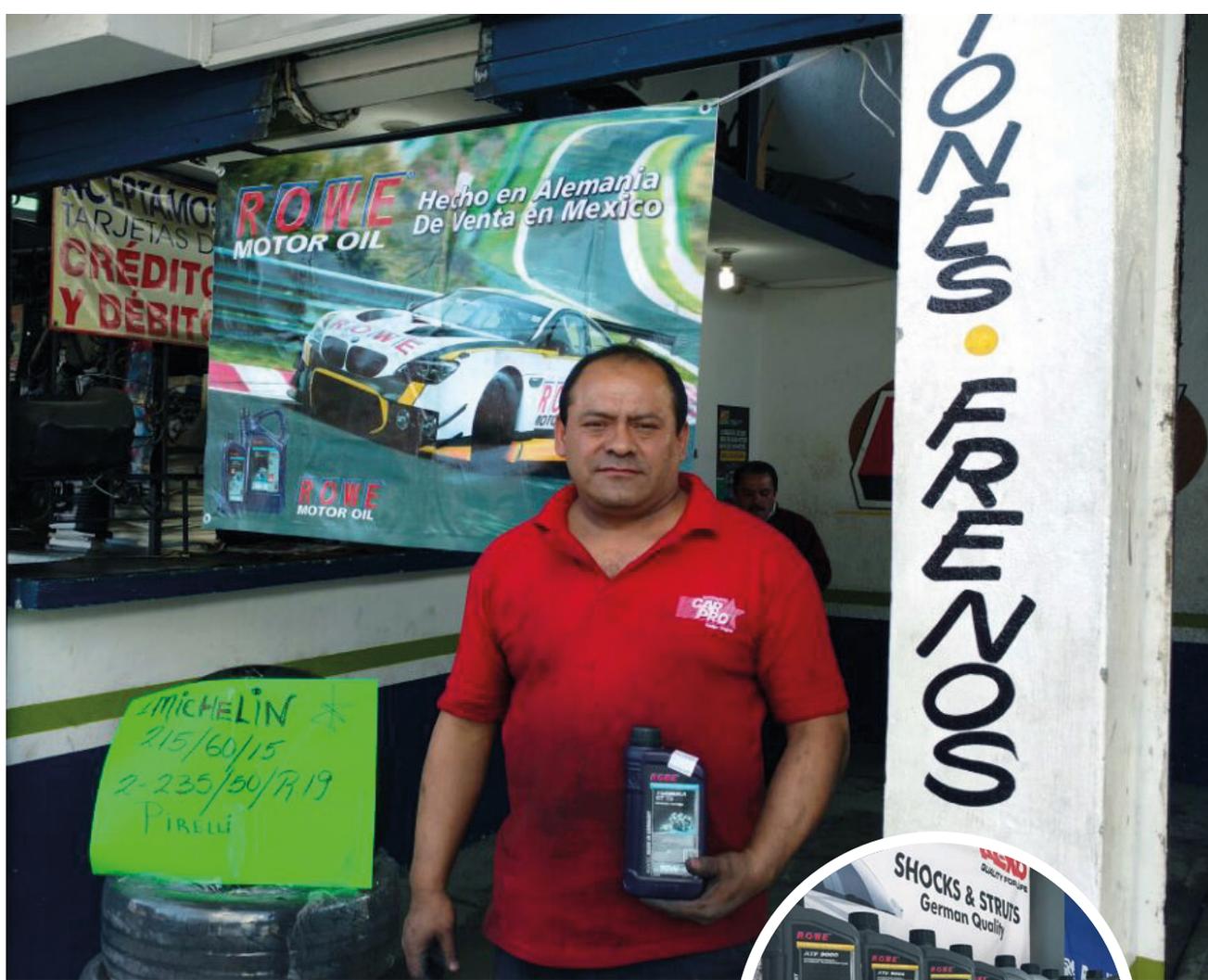
OTHER SQUASH PLAYERS FROM BLACK & WHITE

Amr Shabana (ranked 10th in the world), Rex Hedrick (ranked 55th in the world), Jens Schoor (ranked 63rd in the world, 3rd in the German ranking list), Marcus Berett (formerly ranked 37th in the world), Tim Weber (ranked 4th in Germany), Carsten Schoor (ranked 364th in the world, ranked 6th in Germany), Jan Koukal (Czech national champion (17 titles (2000–2016, in 2005 he reached his best world ranking to date in 39th place)), Carlos Cornes Ribades (ranked 81st in the world), Daniel Hoffmann, Cedric Peeters, Olivier Gracia, Jörg Schoor, Jeroen Saurngani, Thomas Schroers, and Matthias Scholl.



ROWE is tapping into a new market with North and South America for its automotive products. Due to the high number of German and European vehicles in the US and the countries of Latin and Central America, ROWE can position itself well here as a competent supplier. A successful trade fair visit demonstrates the great potential. The establishment of a ROWE company in America is already in full swing.

Since September 2016, the Area Sales Manager Manfred Fischer has been responsible for the expansion of the American business at ROWE and is continuing the construction work of his colleague Nico Sablowski. His first business trip took him over the large pond to Las Vegas. The Automotive Aftermarket Products Expo (AAPEX), which is comparable in meaning to the Automechanika in Frankfurt, and the SEMA Show, the largest tuning trade fair in the world, took place here at the beginning of November. The German lubricant manufacturer used the opportunity to discuss existing customer relationships and new prospective buyers at the booth of the ROWE sales partner Atlantic Im & Export Corporation from Branchburg, New Jersey. For Fischer, this was an important cornerstone in its efforts to enter the American



Good prospects with quality **'MADE IN GERMANY'**

market. *"Here, there many German and European cars driving on the road. This provides ROWE with a unique selling point because, unlike American lubricants, we have the OEM releases for these vehicles,"* the ROWE salesman says. All products for the US Aftermarket are produced in Worms and Bubenheim. Mainly German oils are in demand in America, but also radiator antifreeze.

The import regulations and country-specific requirements pose a challenge. Even the containers also have their own design with special safety instructions, since there is

a stricter product liability in the US than in Europe. The ROWE customers are mainly wholesalers for car spare parts and accessories.

In Mexico, the first ROWE employee has been working with Jorge Bekris in the region for a number of years. Additional sales staff are to be hired on site after the US branch has been successfully established in the first quarter of 2017. *"In this way,"* Fischer is confident, *"we will be able to further expand our business in America and make even better use of the available potential."*

BETWEEN *a blaze of lights* & WORLD AFFAIRS



There was a varied programme for the ROWE staff at the big company event at the end of the year: a good atmosphere, clear assessments of current events and the company's own achievements as well as an optimistic outlook for the coming year.

If after the Christmas party the staff still speak highly of the chief executive's speech, then the ROWE chief executive Michael Zehe obviously hit a nerve among his people. He succeeded in spanning the gamut from world politics to the Trump election, the effects of industry 4.0 on the modern world of work and the refugee crisis, which is still continuing despite the decline in media exposure, and finally the company and the people who work here. For everyone is affected by the events of our time – in one way or another. Topics such as the possibility of increasing 'right-wing' developments in Europe or lobbying in a society damaging medium-sized companies or climate policy changing lives are topics which not only raise questions and trigger uncertainties, but are also simply part of our everyday lives.

It is thus even more valuable to be part of a strong medium-sized company. When Michael Zehe then announces his aims to reinvest the profits generated in 2016 back into the company and forecasts a good growth for ROWE, which is due to new customers and the company entering into new markets, among other things, then it is a good occasion for the employees to look to the new year with a good feeling.

It was then, of course, much easier to celebrate. The jazz and pop band Acoustic Avenue with its stylish live music ensured everyone was in high spirits.



THE SYMPHONIC ACCORDION ORCHESTRA IN HESSEN

Passion & zest for life

The Symphonic Accordion Orchestra of Hessen (SAKkOH) will again fill the KURHAUS in Wiesbaden and the WORMSER theatre hall in Worms with its special sounds in 2017. Under the proven management of Thomas Bauer, the ensemble is set to continue its series of extraordinary concerts.

The SAKkOH is presenting a two-part programme this year. The first half of the concert is dedicated to the musical creation of a former conductor of the orchestra: Fritz Dobler.

As a composer, conductor, lecturer, official, federal conductor of the Federal German harmonica association, accordion teacher and player, Fritz Dobler has made outstanding contributions to the accordion instrument like no other. He is celebrating his 90th birthday this year.

On this occasion, SAKkOH will bring compositions by Dobler to the listening ear.

In the second half of the concert, the SAKkOH will take listeners on a journey through the history of tango. During this impressive evening, the guests will be presented with a collage of texts, pictures, dance with the award-winning Tango duo 'Reinhold y Britta' (German champion in 2014 and runner-up world champion in 2011) and, of course, unrivalled music by Piazzolla, Gardel, Stravinsky, Brehme, Hippe and many others.

The ROWE chief executive Michael Zehe, of course, never misses out on the opportunity to continue to promote SAKkOH and to actively demonstrate his musical versatility by playing the accordion himself.

We will be giving away three sets of two tickets each to readers of ROWE INSIDE.

Simply send us an email with the catchword »SAKkOH-2017« to: info@rowe.marketing

ADMISSION: 17.30 // BEGIN: 18.00

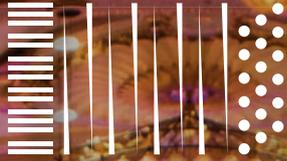
20 MAY 2017

THE WORMSER
THEATRE HALL

ADMISSION: 16.30 // BEGIN: 17.00

21 MAY 2017

SPA HOTEL
WIESBADEN



SAKKOH

AN EXCEPTIONAL CONCERT

PART 1
MUSIC TO CELEBRATE THE 90TH
BIRTHDAY OF FRITZ DOBLER

PART 2
THE HISTORY OF TANGO

TOLD BY NICK BENJAMIN,
DANCED BY THE RUNNER-UP WORLD CHAMPIONS TANGO ARGENTINO (IDO)
WITH PICTURES FROM MORE THAN 100 YEARS OF TANGO HISTORY





ROWE *Top in the capital city*

Top Autoteile – the largest supplier of vehicle parts in Berlin and Potsdam – exclusively sells ROWE products to over 6,000 workshops and to many other end customers.

The family-owned company Top Autoteile, founded in 1997, is THE dealer for ROWE in the greater Berlin area and in Potsdam. And there are good reasons for it, Oliver Jäckel reveals: *“The brand is now well established in Berlin, quality and price are right, and with ROWE, we have the entire product range for the car – from engine oil to greases, gear oils and cooling liquids to cleaning products from a single source.”* Diesel additives are particularly popular. *“With these additives – the vitamins for the engine so to speak – the units simply run more smoothly,”* Jäckel is convinced.

The more than 6,000 workshops and around 9,000 satisfied customers of the car supplier appreciate the reliable quality of the ROWE products. *“We present the ROWE range of products in its own shelf unit. Every customer can thus quickly find what he or she needs,”* Jäckel says. With this very valuable appearance, a real win-win situation arises for both parties, as described by Markus Bayer, who is in charge of the ROWE partner. *“Top Autoteile benefits from the quality of the ROWE products, improves its image as regional market*

leader for car accessories and ROWE is able to expand its market presence with the strong sales know-how of the Berlin car specialists.” Top Autoteile has become a large, long-standing and important customer for Bayer. The positive assessment is by all means mutual. Oliver Jäckel is equally satisfied with the cooperation: *“We always find a competent contact at ROWE to answer our questions. ROWE demonstrates the ability to make quick decisions and we are able to work together without any problems.”*

“Use only ROWE products”

The main focus and service of Top Autoteile is mainly on the workshop customers. *“We are the trade for the workshop,”* according to Jäckel. Everything is in stock – from 1 litre small containers to 200 litre barrels. This creates flexibility and allows a speedy delivery. The 55 delivery vehicles and the three trucks drive to the customer five times a day. Customer service representatives and field sales representatives are on the road every day in 10 BMWs. The large fleet is serviced in



the company's own workshop. "Here, we use only ROWE products, and all of our vehicles are driving on the road with these," Jäckel says. "This is the best argument for critical customers. Whoever is convinced is also able to convince others."

Top structure in the Berlin market

Around 160 employees work in the six branch offices. In addition, there is a call centre and the administration department. The company's own online shop provides fast access to the products around the clock and is used to publish promotional offers and new products. The customers are regularly informed about everything important from the company Top Autoteile with a newsletter.

The Berlin employees have further improved their branch office structure in the past year. Two new business locations are replacing existing ones in Weißensee and Tempelhof. Sales and storage areas have been enlarged and are now located directly on the main road. As a result, the accessibility for the customers has also been improved, just as the availability of goods. "We have really become trendy," Jäckel smiles. The official reopening of the new Berlin Tempelhof branch in June 2016 was also really trendy. With large advertising banners and an information booth, ROWE participated and presented its extensive range of products to its customers in Berlin.

After one and a half years of construction, the new training and event centre for Top Autoteile was opened in October 2016. The complex is located only about one hour from the capital city, in the middle of the idyllic

Spreewald spa town of Burg. The new rooms offer opportunities for seminars and workshops. The right place to experience the latest in ROWE products in a pleasant atmosphere. The 'Alte Backhaus' also offers overnight accommodation.

Under the slogan »We make the race«, Top Autoteile and ROWE in Berlin are in the fast lane and excellently positioned in the market.



More at:
www.topautoteile.de

STRONG *debut* ON THE STREETS OF MACAU



At the spectacular FIA GT World Cup, ROWE RACING went on to crown the season with a successful finish: Seventh place at the premiere on the city circuit and second place for the Independence assessment.

ROWE RACING has successfully completed its 2016 racing season with a strong debut at the FIA GT World Cup in Macau. During the last race of the year, the team from St. Ingbert took seventh place in the world final of the GT racing on the famous city course in the former Portuguese colony in the south of China with Dutchman Nick Catsburg in the BMW M6 GT3, and took second place in the Independence assessment.

Incidents and premature cancellation

The race itself was exceptional considering the often chaotic conditions in Macau and ended with a spectacular bang. The first safety car already appeared after the first round and then there was a one-hour interruption of the race because a barrier had been damaged by a crash caused by a competitor and had to be repaired. After the new start, there was still around 15 minutes of racing time, but the race was finally finished after only a few seconds. Laurens Vanthoor, the Belgian, had just fallen back from first to second place as he overturned his car in a spectacular fashion and slid several hundred metres further on the roof. Vanthoor, however, remained uninjured in the process and had also won the jackpot

in the player paradise: After the race was cancelled prematurely, the racing times on the lap preceding the accident were judged and Vanthoor was thus declared the winner.

As Nick Catsburg explains, *"The track is unique and very difficult. The team and I were here for the first time, so it was a big challenge. We have been getting faster with every session. During the main race everything just spiralled out of control. The main thing is that Laurens is okay after his accident. For us, of course, the race was not very exciting as we only ended up driving for a while. Overall, it was a sensational experience to be driving so close to the crash barriers in the BMW M6 GT3 at high speed."*

The ROWE RACING team leader Hans-Peter Naundorf thanked the entire team, *"that they had done a very good job throughout the entire year."* The premiere in Macau was a beautiful and successful end to the season. As a newcomer, ROWE RACING was able to produce a good performance on this unique track during its first attempt, which all the team members can be proud of. Now the team is looking forward to taking a break and, of course, to the coming season.





FAR EASTERN RENDEZVOUS

“Without personal contacts it does not work”, Area Sales Manager Nicolai Sablowski knows from his own experience. In order to maintain exactly these contacts, ROWE invited a total of 144 sales partners and customers from Taiwan, the southern Chinese city of Guangzhou and from Kuala Lumpur to the FIA GT World Cup in Macau.

All the guests already had ‘petrol running through their veins’ for professional reasons, because most came from repair shops, where ROWE products are used. Imagine their delight as they were able to get to know racing driver Nick Catsburg from the ROWE RACING team in person on the first night. Photos were taken, autographs were collected on the t-shirts and caps distributed and, of course, racing sport stories were exchanged to their hearts’ content.

On the day of the race there was then the unique opportunity to visit the pit lane. *“With a length of 200 metres and a width of 10 metres, the pit lane in Macau is much smaller than at the Nürburgring,”* Sablowski recalls. It was only possible to ‘guide’ the guests through in groups. But this experience was a great addition to the motorsport event, as the race itself had to be cancelled prematurely.

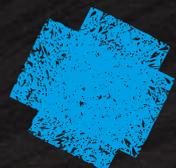
Just how proud the Asian customers are of ‘their’ brand became clear immediately after meeting them on the race track. They first wanted to wear their ROWE t-shirts and then refused to take them off the entire day. They then went to the race dressed alike.

“This is very important in the Far Eastern market,” Sablowski said. *“Our customers value us because of our reliable quality and also expect a personal contact to convey the credibility of our performance.”* The partners are grateful to their lubricant supplier from distant Germany and show their gratitude with a refreshing enthusiasm and loyalty to the ROWE brand. In the Far East, this is by no means a matter of course.

“Here, there is so much product piracy,” Sablowski estimates, *“which makes it very important that we represent our »Made in Germany« quality time and again through our sales team, which has become known in the meantime from the many customer visits. This is hard work and it takes time – but it pays off in the end.”*



Audit at ROWE



Guaranteed quality

12 internal audits have been conducted at the Worms and Bubenheim business locations in the course of the year.

This ensures that the high ROWE quality standards are met at any time and everywhere in the company.

From management through to product development, purchasing, production, filling, storage, test equipment usage, sales, order processing, workshop and mixing area – all areas are recorded. The internal audits are carried out according to the quality management standard ISO 9001, the environmental management standard ISO 14001 and the ISO/TS 16949. The latter contains general requirements for quality management systems in the automobile industry. 'TS' stands for the technical specification which is based on ISO 9001. The last audit was conducted in December 2016.

At the same time, Dekra also carried out the external audits according to the above standards at the end of the year. This ensures and provides an independent confirmation that ROWE meets the standards set out in the standards and internal directives.

For ROWE, these audits are an essential basis for being able to survive as a competitor in the market and to be a reliable provider for its customers. The exact compliance with the standards is by no means 'red tape'. It is a working basis for every employee, regulates all processes within the company and thus offers the highest degree of operational safety not only for its external operations, but for its internal operations at the same time.

IMMO KOSEL CONFIRMED AS UNITI MANAGEMENT BOARD MEMBER

At the end of September, the members of the UNITI Bunderverband mittelständischer Mineralölunternehmen e.V. (federal association of small and mid-sized mineral oil companies) unanimously confirmed Immo Kosel as a member of the management board for his third term. Here, he actively represents the interests of the lubricant companies and is, at the same time, the spokesperson for the lubrication committee of UNITI. This committee is dedicated to technical and political issues in the lubricant business and cooperates closely with authorities and associations in both Germany and Europe.

TRADE FAIR

- 31.01. - 2.02. Automechanika in Jeddah
- 29.03. - 01.04. INAPA Jakarta
- 7.05. - 9.05. Automechanika in Dubai



visit us at  ROWE MINERALÖLWERK GMBH

The ROWE brand has improved its ranking by another place to sixth place during the 'Best Brand' readers' survey by sport auto magazine. The aim is to reach the 'TOP FIVE' for the coming year.

The collage features several automotive magazines and a table of lubricant rankings. A prominent red arrow points from the 'BEST BRAND 2016' magazine towards the 'Schmierstoffe' table.

Rank	Brand	Percentage
1	Castrol	63.6 %
2	Liqui Moly	58.8 %
3	Mobil	37.2 %
4	Aral	25.2 %
5	Shell	22.6 %
6	Rowe	14.7 %
7	Agip	14.3 %
8	Motul	12.5 %
9	Valvoline	11.1 %
10	Fuchs	10.6 %

Other visible magazine content includes 'LESERWÄHL', 'sport auto', and 'PURE LUST!' featuring various car models and racing events.

RACING DATES BLANCPAIN

13-14.03.2017	Official Blancpain GT Series Test Day Paul Ricard
1-2.04.2017	Misano (ITA) - Sprint
22-23.04.2017	Monza (ITA) - Endurance 3 hours
6-7.05.2017	Brands Hatch (GBR) - Sprint
13-14.05.2017	Silverstone (GBR) - Endurance 3 hours
2-4.06.2017	Zolder (BEL) - Sprint
23-24.06.2017	Circuit Paul Ricard (FRA) - Endurance 1000km
04.07.2017	Official Test Day Total 24 Hours of Spa (BEL)
27-30.07.2017	Total 24 Hours of Spa (BEL) - Endurance 24 hours
25-27.08.2017	Budapest (HUN) - Sprint
15-17.09.2017	Nürburgring (DEU) - Sprint
30.09-11.10.2017	Barcelona (ESP) - Endurance 3 hours

SAVE THE DATE 27-28.05.2017
 ADAC Zurich 24h Race at the Nürburgring

More dates in the planning stage

GUESS AND WIN

'Did you know' in a different way and a little tongue-in-cheek. Test your knowledge and increase your attention span through training. The ROWE INSIDE editorial staff hopes that you will enjoy the quiz.

► What is a compression modulus?

- A an orthopaedic aid
- B a physical quantity
- C an amusing paraphrase for a boxing glove

► What is high-oleic sunflower?

- A a new sun cream with a particularly high sun protection factor
- B a sunflower oil with special chemical properties
- C a fashion trend from the 60's

► What is the Blue Angel?

- A a valuable Christmas decoration made of crystal
- B a nice traffic warden
- C a colloquial expression for an eco-label

► What is meant by Pourpoint?

- A the lowest temperature at which oil still flows
- B the moment when the dishwasher switches off
- C degree of pollution which still leads to white snow

► What are dispersants?

- A ancient Roman fighters in the arena
- B additives which prevent the formation of large particles
- C a particularly dangerous dinosaur genus



Send your answers to info@rowe.marketing with the subject line »INSIDE5 prize competition« and stand a chance of winning a ROWE power bank. Entry deadline: 30.03.2017

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