

# IN SIDE

## ROWE MAGAZINE

**ROWE**<sup>®</sup>

### ALWAYS TRY TO STAY COOL

ROWE coolants always ensure safety throughout the year.

### AWARD-WINNING COMMITMENT

ROWE is awarded "Silver" in the sustainability evaluation from EcoVadis.

### A STRONG BRAND, WITH IMPRESSIVE APPEARANCES

Successful trade fairs in Frankfurt, Las Vegas and Dubai.



**con·fi·dence**

noun

having faith  
in a positive development  
in the future



# DEAR READERS,

When 2022 commenced, we all had hopes that it could be a year in which a bit of normality would start to return to our lives. Unfortunately, the unexpected outbreak of aggression in Europe quickly nipped those hopes in the bud.

The coronavirus pandemic, our unloved permanent companion, simultaneously continued to determine everyday life as well as our entrepreneurial activities. Nevertheless, we now seem to be gradually approaching normality here, we are also learning as entrepreneurs to live with COVID-19. Here at ROWE, we have been very successful in compensating for the impact of the pandemic on the supply chains. It has now paid off that we have always previously emphasised fair partnerships in our business relationships and that reliability is our top priority.

Despite all the crises and challenges which we have had to

face, there have also been numerous positive events at ROWE during the past twelve months. The current issue of INSIDE can testify to that. For example, we were finally able to meet up with customers again without any restrictions at trade fairs, for example in Frankfurt, in Las Vegas or in Dubai, we have also located a significant new partner in Austria and significantly strengthened our sales in Germany.

As far as sustainability is concerned, we are keeping up with the pace of transformation, which has been confirmed by our good EcoVadis evaluation score including a "Silver Medal". Another very visible sign of this progress is the new photovoltaic system located at our Bubenheim site. Our lubricants based on renewable raw materials, which are being utilised by more and more customers every day, are also particularly sustainable products.

Many innovations determined 2022 here at ROWE – from the modernisation of our coolant product range through to new products, facilities and plants at our subsidiary Palbo and up to, and including, numerous digitalisation projects, which our hard-working IT department implemented with great commitment.

We have started the new year of 2023 full of drive and hope, not least because of the many encounters with inspiring people, the passion demonstrated by our members of staff and the great trust in our business partnerships.

We would like to wish you a lot of pleasure and joy when reading this report and that it will pass on some of our confidence to you for the upcoming months.

Best wishes from Michael Zehe,  
Dr Alexandra Kohlmann





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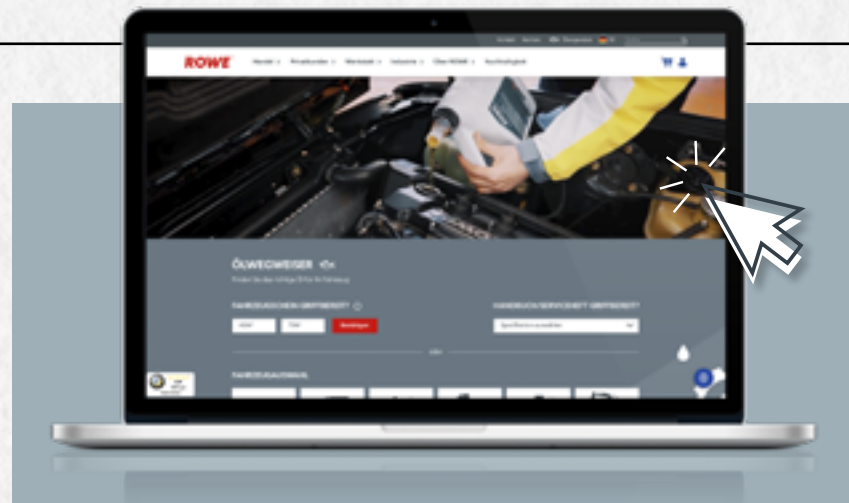


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## NEW ROWE WEBSITE



Our new site has been online since autumn 2022! We aligned the entire structure to our different customer groups with their specific needs or requirements – something which is already reflected in the main navigation area. This means that you can now find tailor-made content for trade, workshop, private customers or industrial customers with the first click. We have also placed special emphasis on the new customer area and the online ordering process.

The best thing to do is to take a look immediately at:

[www.rowe-oil.com](http://www.rowe-oil.com)

## LIQWOTEC WITH INCREASED MOMENTUM



liqwotec provides highly specialised products for protection against corrosion and sludge formation in water-controlled heating systems and cooling or refrigeration units. liqwotec GmbH, which was founded in Worms in 2020, has had a new website since 2022 which provides comprehensive information about the joint venture of the ROWE Group and the energy service provider EWR AG. A “fresh wind” is also blowing in the Sales Department at liqwotec, where Uwe Dockhorn, an experienced sales professional, is now driving the business forward.

Go to the new website here:

[www.liqwotec-international.com](http://www.liqwotec-international.com)



## UPDATE FOR OUR ADVERTISING MATERIAL



There are some new ROWE advertising materials available now. We have updated some of our most popular advertising material. For example, there are now stickers and workshop signs which feature the BMW M4 GT3, which has been in use at ROWE RACING since the 2022 season.

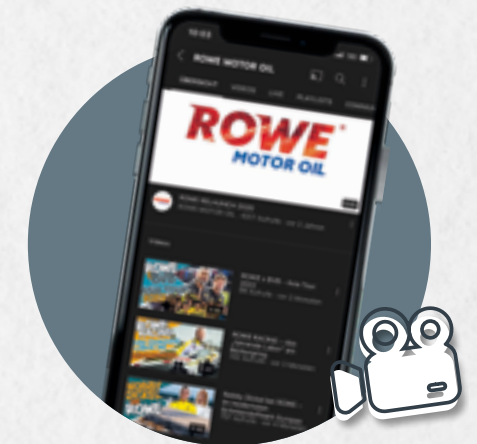
## A GREAT HONOUR FOR DR ALEXANDRA KOHLMANN

ROWE CEO, Dr Alexandra Kohlmann, was awarded the Rhineland-Palatinate Women Entrepreneurs' Prize for 2022 in December. The Ministry of Economy, Transport, Agriculture and Viticulture as well as the Ministry of Family, Women, Culture and Integration of the Rhineland-Palatinate State Govern-

ment, as well as the Investitions- und Strukturbank Rheinland-Pfalz presented the award for the very first time.

Dr. Alexandra Kohlmann received the award from the hands of the State Ministers, Daniela Schmitt and Katharina Binz, at a ceremony in Mainz. “I am incredibly pleased to receive this great award, not just for myself but also for the entire ROWE company,” explains Dr Alexandra Kohlmann.

“ROWE as a company is characterised by a deep conviction to always act sustainably, which grows out of corporate responsibility. The award therefore recognises our holistic commitment.”



## LATEST VIDEO CONTENT



ROWE Marketing once again produced many new videos in 2022, which represent our company in all its varied facets. From a video about the visit of BVB legend, Nobby Dickel, to the utilisation of our lubricants at the Nürburgring 24h race and up to, and including, contributions about our commitment to sustainability, we have tried to always focus on exciting topics.

You can view the new content on our YouTube channel:

[@ROWEMOTOROILOFFICIAL](https://www.youtube.com/@ROWEMOTOROILOFFICIAL)



# ALWAYS TRY TO STAY COOL

## ROWE COOLANTS ALWAYS ENSURE SAFETY THROUGHOUT THE YEAR

There is one fluid which is just as important for combustion engines in cars and commercial vehicles as the fuel to drive them and the right oil for lubrication: the coolant. It dissipates the heat that is generated during combustion and thereby protects the drive unit from overheating. A small quantity of antifreeze is simply added to the water in the radiator in order to ensure that this also functions in winter and that the coolant does not subsequently freeze, correct? Not really, because ROWE's coolants are much more than just a simple antifreeze which enters into the water, rather more like high-tech products with outstanding capabilities which they can contribute all year round. In 2022, ROWE supplemented its extensive product range in the coolant sector with two new articles: the HIGHTEC ANTIFREEZE AN 12 EVO® and the HIGHTEC ANTIFREEZE AN 18 LC®. Both products have been explicitly designed to be also particularly well suited for use in HGVs and commercial vehicles.

## ROWE COOLANTS FULFIL THE STRICTEST SPECIFICATIONS

The new coolants are not just a reaction to rising temperatures caused by climate change, as one could maybe assume. "The actual reason for the new development is that new materials are constantly being utilised in modern engines," explains Nils Mayer, Automotive Product Manager at ROWE. New metals and plastics, new generation alloys, wafer-thin plasma coatings – all these components create new demands, especially also for the coolants. "The main issue which we are faced with is the material compatibility of our products with the latest engine generations," says Nils Mayer. And providing safety in the future. The new coolants from ROWE fulfil all the requirements of the current REACH regulation (Registration, Evaluation, Authorisation and Restriction of CHemicals) of the European Union, one of the strictest chemical laws in the world, which prescribes that the companies themselves must ensure that the chemicals they manufacture and market are utilised safely for people and the environment.



## ROWE EXPERTISE IN OUR OWN DEVELOPMENT SECTION

The new variants of ROWE coolants have also been created entirely in the in-house laboratory of ROWE's R&D Department in Worms, which is characterised by their willingness to perform, experience and a great deal of know-how. "All the ingredients required for the desired products are selected there, the perfect composition is subsequently developed and then extensively tested," explains Nils Mayer. The excellent quality of the ROWE products, which are also 100 per cent produced in Germany, is also repeatedly confirmed by various external laboratories. Independent tests clearly indicate that the coolants from Worms exceed the requirements of international standards excessively. As one of only a few coolant manufacturers worldwide, ROWE is certified according to the IATF 16949 automotive standard and enjoys the trust of many well-known vehicle producers and engine manufacturers, as shown, for example, by OEM approvals from VW, Deutz and MAN.

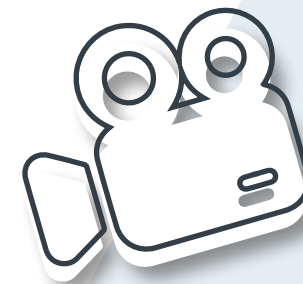
The new HIGHTEC ANTIFREEZE AN 12 EVO and the HIGHTEC ANTIFREEZE AN 18 LC fulfil the requirements stated for the latest vehicles from BMW and Volkswagen as well as from manufacturers such as Deutz and Cummins, companies which produce large engines for HGVs or construction machinery. HIGHTEC ANTIFREEZE AN 12 EVO, for example, has therefore been granted Deutz DQC CC-14 approval and is qualitatively equivalent or recommended for numerous other international and manufacturer-specific standards, for example those from ASTM and SAE as well as from BMW, Deutz, Fiat, Ford, IVECO, MAN, MB, MTU and Toyota. In the case of Volkswagen vehicles, HIGHTEC ANTIFREEZE AN 12 EVO fulfils the modern specification TL 774-L (G12evo) and is therefore also backwards compatible for many other VW specifications. HIGHTEC ANTIFREEZE AN 18 LC fulfils the modern BMW LC-18 and LC-87 BMW specifications and can therefore be utilised in many vehicles from the Bavarian vehicle producer.

Both new coolants, which are available in container sizes starting from 1.5 litres, are long-term radiator antifreeze concentrates that are based on monoethylene glycol and are nitrite-free, amine-free and phosphate-free. They also provide reliable protection for aluminium engines and cast iron engines. The special additive technology, which has been utilised in the products, combines the advantages of both silicate-containing and silicate-free coolants. In this specially developed PSi-OAT technology, the various inhibitors have been precisely coordinated with each other so that excellent and long-lasting corrosion protection could therefore be combined with optimum heat transfer and high-temperature stability.



## EXPLANATORY VIDEOS WITH BRAND AMBASSADOR CHRISTIAN MENZEL

For all those people who find these descriptions for the new coolants somewhat too technical, ROWE also provides an alternative way of approaching the subject of coolants and their great importance. In several explanatory videos, Nils Mayer and racing driver and ROWE brand ambassador Christian Menzel provide an easy to comprehend introduction to the subject matter. The most important statement: "Coolant – it's more than just cooling." In principle, water alone would also be sufficient to dissipate the heat generated during the combustion process of an engine. "Unfortunately, corrosion would subsequently occur in the engine's cooling system and the engine would eventually rust," says Nils Mayer. "One already knows this problem from the corrosion of water pumps," confirms Christian Menzel based on experience. Utilising pure water as a coolant would also cause problems in winter. "In the worst-case scenario, the engine would subsequently break down because freezing water is known to expand," explains Nils Mayer. "That's why we have various other components in our coolants: on the one hand, components which prevent corrosion, the so-called additives, plus anti-freeze mainly through glycol and, on the other hand, the water as the main component to dissipate the heat."







The modern ROWE coolant products also protect against so-called engine cavitation. Their special ingredients mean that the boiling point of the coolant can be shifted upwards and thereby reduce the danger when vapour bubbles are formed in the engine, which can occur when the liners are pulsing due to piston movement. When these small vapour bubbles subsequently implode, then tiny particles can break out of the metal surface areas in the engine casing and cause serious damage in the long term.

If the coolant level is too low or the coolant is too old, then the corrosion protection and cavitation protection will start to weaken. The coolant should always be topped up and/or exchanged without fail in such cases. "Don't however just fill it up with water," says Nils Mayer "because that would only dilute the coolant." Therefore, special coolant should only be utilised according to the engine manufacturer's specification. The manufacturers also specify the intervals at which the coolant should be exchanged completely.

## SPECIAL COOLANT FOR MOTOR RACING APPLICATIONS

Coolants are also utilised in racing and can play an important role there. For example, the ROWE RACING team relies on HIGHTEC RACING COOLING SYSTEM PROTECTION from the ROWE product range in its two BMW M4 GT3s. "In racing, it's always very important to cool the engine to the maximum possible level. And we therefore have our own coolant for this," explains Nils Mayer. This includes the same anti-corrosion properties as other coolants, although only a very low antifreeze content and may therefore only be utilised at temperatures above zero degrees. The advantage gained here is better heat dissipation from the engine in tough racing conditions or on a track day. Christian Menzel knows this from his own racing experience. "One had around three to four degrees lower coolant temperature and, when it was really hot outside and you had about 100 degrees



"We might have also won a race in the end."

Celsius in the coolant when you were driving in the slipstream, you were very grateful for those three to four degrees of lower temperature," he says. Because this factor meant the car could be driven at the limit for longer, without the engine having to reduce power, or even switch to an emergency operation programme because of the threat of overheating. "As a result, we might have also won a race in the end," Christian Menzel recalls.

## NEW FORMULATIONS FOR ROWE COOLANTS: NO 2-EHS IN FUTURE

As of 23 November 2023, 2-ethylhexanoic acid (2-EHS) will be reclassified throughout the EU. For the chemical, which plays a major role in the ROWE product range for coolants, the hazard statement H360D will subsequently apply from this date. During our preparation for this new classification, ROWE has been working intensively on new formulations and will be launching all the products which previously contained 2-EHS on the market in a revised form in the coming months. In the future, ROWE will completely dispense with 2-EHS in the production of coolants for the passenger car and HGV sector. Comprehensive tests guarantee that the revised products are absolutely equivalent to the previous ones in terms of quality. The respective application areas and specifications will also remain identical.



Click here for the videos with Christian Menzel and Nils Mayer.



# PALBO: EVEN MORE FLEXIBLE WITH A NEW MACHINE



## NEW ROUND BOTTLES AND RECTANGULAR BOTTLES EXTEND THE PRODUCT RANGE

Palbo GmbH is continuously expanding its product range. The former purely in-house producer of containers, which also now serves customers who are not part of the ROWE Group, has purchased a new machine for this purpose in order to be able to produce round bottles, bottles with handles and flat bottles more selectively, even in smaller quantities. The Bekum 206 is a single-station blow-moulding plant which the company acquired in Sweden. "We updated the machine to the current status after the acquisition and are therefore now even more flexible and efficient in our production," says Sandro Schuck, CEO of Palbo GmbH. The new machine has now been producing flat bottles for cleaning agents and descaling agents in various dimensions since the beginning of November 2022. Round bottles and bottles with handles with a capacity of 250 millilitres to 2 litres are also being planned.

## SEVERAL NEW CUSTOMERS ALREADY GAINED SINCE COMMISSIONING

"We have already gained two more new customers due to the new blow-moulding plant. This therefore confirms that we are continuing on our path of expansion, which we embarked on in the winter of 2021/2022," explains Sandro Schuck. A total of nine machines are now in operation at Palbo, which are producing containers for a wide variety of purposes. In addition to the new bottles which are produced with the new machine, the container producer has recently added three more bottles to its product

**"This also means a more efficient use of resources."**

range. These comprise of two rectangular bottles for disinfectants in the sizes of 500 millilitres and one litre, and a 1.5-litre round bottle with a 42 neck opening. Palbo has reduced the weight from 62 grams to only 50 grams for this bottle. "For our company, this also means 20 per cent less material used and thereby a more efficient use of resources," says

Sandro Schuck. Sustainable production is very important for Palbo GmbH, which is why the company is also constantly testing new recyclable materials, including those made from old oil bottles, for their characteristics, properties and potential uses. "New materials continue to appear on the market, so we are always in close exchange with various reproprocessors and recycling companies," explains Sandro Schuck. All the Palbo containers are currently available with a flexible recycled content of up to 98 per cent.

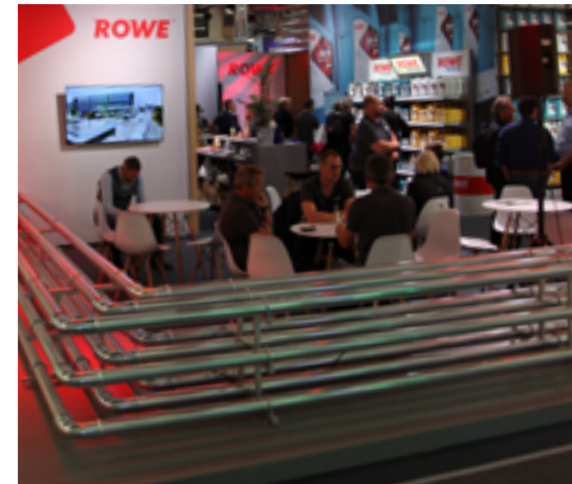




# A STRONG BRAND, WITH IMPRESSIVE APPEARANCES

Successful trade fairs in Frankfurt,  
Las Vegas and Dubai

After the long, corona-related enforced break, 2022 was once again a year for ROWE which was characterised by impressive appearances, interesting customer contacts and successful discussions at several trade fairs around the globe. Commencing with the most important leading trade fair for automotive suppliers in Germany, the Automechanika in Frankfurt am Main, the hot autumn of trade fairs started for ROWE in September, almost at the factory gates because, after all, Frankfurt and Worms are only about 50 kilometres apart as the crow flies. Michael Zehe, CEO of ROWE, explains this situation: "ROWE attended this 'home game' with an exciting concept in which we were completely inspired by our factory in Worms, the most modern of its kind in the whole of Europe. The trade fair stand was correspondingly designed to be elaborate." With pipework which is also utilised in the factory itself, a recreated production line as well as many other details, to enable the visitors to almost feel like they were in the ROWE main factory. Of course there was also something on offer for racing fans: "As an additional highlight, the BMW M4 GT3 from ROWE RACING attracted many of the motor-sport-savvy visitors to our stand," explains Michael Stöppler, Head of Marketing at ROWE.



## A STAND CONCEPT THAT CATCHES THE EYE

"We spent a long time tweaking the concept and the final result was impressive," reports Michael Stöppler. "It made us proud to be able to present such an individual stand at the fair." Immo Kosel, Head of Sales and Member of the Executive Board of ROWE, confirms: "It was the first time that so many people, even those from other companies in our sector, came up to me and spoke about our successful appearance at Automechanika. Many were actually of the opinion that we had the most beautiful stand at the whole fair."

**"Many were actually of the opinion that we had the most beautiful stand at the whole fair."**

Project Manager Gudrun Milch from ROWE Marketing supplements this: "Many thanks also to our stand builder Thomas Pfeil. The whole concept was incredibly well received by visitors and provided the sales team with the perfect environment for stimulating discussions with customers and the other interested parties." Last but not least, ROWE could also show their vision for sustainability with the trade fair appearance: large parts of the stand can be reutilised. It is important for Gudrun Milch to also mention ROWE's technical team in this case:

"None of this would have been possible without Uwe Guth and his staff. And our trainees and apprentices have also contributed with their amazing commitment. You all did a fantastic job!"





## ENTIRE USA SALES TEAM IN ACTION

At AAPEX, the focus was concentrated less on the stand concept and rather more on the new, prominent location in the main hall of the Expo Center of the legendary "The Venetian" hotel in Las Vegas, as well as the advantages provided by ROWE products. "In the spirit of sustainability, we utilised our previous year's stand here once again before, next year, we would like to orientate ourselves on the design of the two Automechanika appearances with a new stand and thereby position our modern production in the foreground," explains Marcel Lees. "All the more reason for us to focus on the many high-quality contacts with customers from the USA, Canada and Latin America." The complete sales team of ROWE USA was present at the start to quickly get into conversation with the many visitors. "We received many interested enquiries on the stand, especially about our modern oils and coolants," says Marcel Lees.

## RACING AND "MADE IN GERMANY" ARE OBVIOUSLY THE MAIN ATTRACTIONS

ROWE was also to impress at AAPEX in Las Vegas and Automechanika Dubai, both of which took place in November. The design elements of the stand concept from Frankfurt were successfully adapted in Dubai. "We definitely had one of the most attractive stands at the location," reports Marcel Lees, Business Development Director at ROWE International GmbH. "ROWE RACING and 'Made in Germany' – these were therefore the main attractions in Dubai. Our stand at the German Pavilion was correspondingly well frequented." Jennifer Hüttner, Head of Order Processing Export/Sales Controlling Export at ROWE, hereby agrees with him: "One could clearly realise that people had been longing to visit Automechanika Dubai after the corona measures which were previously in place. It was also a positive aspect that our local distributor, who specialises on workshops for German and other European cars, was present at the stand." In terms of products, the focus was primarily concentrated on high-quality, fully synthetic lubricants.



## HIGHTEC MADE IN GERMANY



## HIGH-QUALITY CONTACTS AT ALL TRADE FAIRS

And how did the contacts at the three fairs come across from a sales point of view? "We were able to have many good discussions and numerous high-quality contacts at all the appearances," explains Jennifer Hüttner. "In the case of Frankfurt, of course, many of our stand visitors came from Europe, in Dubai it was mainly prospective customers from the Middle East and other parts of Asia. Especially from former Soviet republics such as Kazakhstan, Uzbekistan etc., but also from Pakistan, Bangladesh and India, there was a lot of interest. Marcel Lees adds to this point: "What actually surprised me to a

great extent was the large proportion of South American visitors. At AAPEX, one obviously expects this but, also in Frankfurt and in Dubai, there were interested people from Peru, Chile or Brazil. We were able to have some very good discussions here."

"The trade fairs in Dubai, Las Vegas and Frankfurt complemented each other perfectly as far as our international target groups are concerned," says Jennifer Hüttner. "In terms of brand awareness, our memorable trade fair appearances have also certainly paid off as well," Michael Stöppler concludes positively.



# "CONVERTING TO NEW IDEAS PAYS OFF TWICE OVER"

**TIELKE opts for products which are based on renewable raw materials**

The injection moulding specialist, kunststoff:tielke, from the Sauerland region of Germany has made a name for itself for many years now, especially as a high-performance and innovative company. The Attendorn-based company also sets benchmarks when it comes to sustainability. As one example, TIELKE utilises almost exclusively lubricants which are based on renewable raw materials in its modern production facilities. These originate from ROWE.

Anton Tielke GmbH & Co. KG, with its registered office in Attendorn, is a genuinely traditional business. Going back to 1939, the name of TIELKE has always represented quality, reliability, flexibility and inventiveness in the Olpe district. The company's history began in 1939 with sheet steel machining and processing including, among others, for central heating radiators and tanks. It is no real surprise that they concentrated on this area because, after all, the southern Sauerland region has been known for its sheet metal and thin sheet products for centuries.

**kunststoff: tielke.**

## A VERSATILE SPECIALIST FOR PLASTICS

Products which used to be made from sheet steel are now produced in thermoplastics and thermoplastic elastomers. For more than 50 years, the specialists at the company have been processing various plastics for a wide range of industries – from domestic technology and sanitary engineering through to safety engineering as well as the construction industry and up to, and including, the automotive sector and electrical industries. Around 35 people currently work at TIELKE and create sophisticated parts and assemblies for their customers every day. One is also very proud of the company's own competent toolmaking department.

The managing partner in the family-managed business is Dipl.-Ing. Ingo Rüggeberg, who now manages the company in the third generation. "State-of-the-art production technology, combined with perfectly coordinated logistics, create the basis for TIELKE's extensive production capacities. Quantities, often up to millions of units, are delivered punctually according to deadlines with the highest possible quality and with unit weights from 0.1 g to 1,400 g. We process all thermoplastics and thermoplastic elastomers to achieve this," says Rüggeberg, clearly outlining his company's capabilities.



## TOGETHER WITH ROWE FOR MORE SUSTAINABILITY

Customer satisfaction and economic efficiency have always been indispensable although the issue of sustainability is now also playing an increasingly important role for Rüggeberg. "Social and ecological responsibility are core subjects within TIELKE's corporate activities. Sustainably protecting our environment is a central guiding principle of our

corporate philosophy. TIELKE considers environmental awareness as an opportunity for our company, and the interests of future generations as an asset which is worth protecting," says Rüggeberg, explaining the reasons why he is vigorously driving the transformation forwards for increased sustainability.





## PERFECT FOR INDUSTRIAL APPLICATIONS

After a successful initial test phase, plastic injection moulding machines from Arburg and Battenfeld have been successfully filled with SUNLUB ULTRAINDUSTRY® at TIELKE for more than ten years, thereby contributing to sustainable action. The hydraulic oils of the SUNLUB series enables ROWE to specifically focus on sustainable products for industrial applications, and these are also characterised by exceptionally good technical properties. These include a high viscosity index in order to reduce energy consumption or utilising particularly ageing-stable base oils to extend the lubricant exchange intervals.

“When it comes to the requirements for the lubricants, we always place particular emphasis on long service life. Energy consumption also plays a role here although, with today’s speed-controlled pumps, this factor is no longer so serious – quite unlike the constant-speed pumps which were common in the past,” says Rüggeberg. “The 40,000 hours of use for the oil is also impressive; this therefore means almost a lifetime oil for our machinery! We have also noticed that the hydraulic systems are less soiled when we are using SUNLUB,” is how Rüggeberg lists additional advantages for the oil.

Commencing with the careful selection of energy and raw material suppliers to the economical use of all available natural and synthetic resources, TIELKE has completely geared its processes to environmentally friendly production. Investments in more modern and increasingly energy-efficient production facilities have long been the order of the day at TIELKE. The lubricants utilised in production are also therefore an important component in the process. The Sauerland company has been working with ROWE products, which are based on renewable raw materials, since 2009. “We initially became aware of the lubricants through an article in a trade mag-

azine, whereupon we contacted Otto Botz,” says Rüggeberg. As Product Manager for Native Lubricants and Automotive at ROWE, Otto Botz is also an expert for the product range based on renewable raw materials. He explains: “Sustainability is not just considered to be a slogan for ROWE, we have been practising this principle for many years now. This is also reflected in the range of products we can provide, where we develop energy-saving lubricants by utilising renewable raw materials. These therefore simultaneously cover the ecological aspects and economic aspects of the sustainability principle, basically “hightech with a good conscience.”

## A SUCCESS STORY WITH A FUTURE

His conclusion is also correspondingly positive. “We have never regretted the decision which we took in 2009 to utilise the hydraulic oils developed by ROWE and respectively NATOIL, and we still fill newly delivered machinery with SUNLUB ULTRAINDUSTRY today. ROWE promised us significantly longer oil change intervals, and this has proven to be correct in practical use”, Ingo Rüggeberg confirms. In addition to the products themselves, he was also convinced by ROWE’s excellent advice and service, especially during the introductory stage. “I can only say one thing: the conversion has paid off twice for us, not only from an economic point of view but also for reasons of sustainability.” In the meantime, almost all the machinery at TIELKE is filled with ROWE products – and Rüggeberg also wants to continue this in the future.





Der führende Spezialist  
**Kastner**  
für Werkstatteneinrichtung  
Autoersatzteile - Zubehör  
Werkstattengeräte

 Locations  
 Representatives



# ROWE AND KASTNER: SEARCHED FOR AND FOUND

## NEW EXCLUSIVE PARTNERSHIP WITH A MARKET LEADER IN AUSTRIA

Since the beginning of the year, ROWE is now also making strides in Austria. In their role as an exclusive partner, Autobedarf Karl Kastner enables a nationwide presence in the Alpine republic. "We have been looking for the right partner for taking the next step into Austria for a long time and have now found it. As family-managed businesses, Kastner and ROWE create a perfect match," says Markus Bayer, Head of Trade Sales at ROWE, who, however, needed a lot of patience until the new partnership was concluded: "We initially held talks three years ago, but then there were repeated delays due to the pandemic and the Ukraine invasion issue, for example. But in the end, patience paid off." In autumn 2022, the time had finally arrived and Markus Bayer was able to personally present ROWE as a new partner to 40 to 50 Kastner members of staff on site.

## EIGHT LOCATIONS, 240 EMPLOYEES AND CUSTOMERS THROUGHOUT AUSTRIA

Autobedarf Kastner is represented at a total of eight locations throughout Austria, with the company's head office located in Innsbruck. Out of a total of 240 staff, 20 alone work in field sales and support and look after customers all over the country. Kastner is considered to be the market leader in workshop equipment and ranks among the top three companies in Austria in the parts trade. A new catalogue is published every two months and, in the January issue, ROWE products were listed for the first time as the new number one brand in the premium segment. The complete range of lubricants is therefore provided. There will also be workshop equipment supplied with ROWE branding.

## NEW STAFF AND START IN NEWLY OPENED BRANCH AT THE CENTRAL WAREHOUSE

At the beginning of January, ROWE products initially appeared in the newly opened branch in Graz at the recently constructed central warehouse. Located in the immediate vicinity of Graz airport, Kastner now has 4,500 m<sup>2</sup> of storage space at its disposal which is distributed over three floors, a larger sales room and numerous parking spaces available there. The other locations in Innsbruck, Rankweil, Judenburg, Bärnbach, Weiz, Gralla and Brunn will also be gradually converted to the new product range. Strengthened and supported by advertising materials and branded accessories, the objective is to help ensure that the ROWE brand quickly becomes synonymous with top quality among the Austrian customers. A new position has also been created at ROWE in order to accompany this process in the best possible way. Our new member of staff, Manfred Köck, will be out on the road in cooperation with the colleagues from Kastner throughout Austria in order to increase the awareness and acceptance of the brand.





# ONE STEP TOWARDS MORE ENERGY SELF- SUFFICIENCY

## PV plant in Bubenheim in operation since February 2022

Especially in these times of increasing prices for electricity and gas, it has now become clear how important it is to be as independent as possible from the volatile energy markets. ROWE has realised this and is therefore consistently continuing to implement its strategy towards greater energy self-sufficiency. In February 2022, the next milestone was reached and the photovoltaic plant at the Bubenheim company location was commissioned. "In addition to the increased supply reliability for the Bubenheim factory, the subject of sustainability also plays a major role of course," says Leonhard Bachmann, Head of Technology and Maintenance at ROWE. "The CO<sub>2</sub>-neutral PV electricity now makes the energy mixture at ROWE even greener."

Image: PV plant ROWE factory, Worms

### A TRIED AND TESTED PARTNER FOR INSTALLATION

The key figures for the new plant, just when considered alone, are very impressive: the PV plant which is installed in an east-west direction has a nominal output of 488.4 kWp, which is fed by 1,320 modules. Altogether, the solar panels cover a total area of no less than 2,441 square metres, which is the equivalent of about 3.5 tennis courts! Eight KACO Blueplanet inverters subsequently convert the direct current of the solar cells into grid-compatible alternating current. The plant was once again installed by our reliable partner, AVANTAG Energy from Luxembourg, who have already installed the PV plants at the Worms factory.

### ELECTRICITY FOR MORE THAN 300 HOUSEHOLDS

"The PV plants in Worms and Bubenheim mean that ROWE and Palbo now have a total generator output of 1,238 kWp," explains Leonhard Bachmann. "We therefore expect to produce about 1,200,000 kWh of electricity per year through both our plants. Most of the PV energy which is generated will be consumed by both ROWE and Palbo independently, a good two-thirds of it in fact." The projected surplus of around 400,000 kWh will be routed into the grid. Not everyone can immediately make sense of these figures, therefore Leonhard Bachmann is happy to provide a comparison in order to illustrate the point: "The energy generated would be sufficient for 300 four-people households with an annual average consumption of 4,000 kWh. The quantity of electricity we sustainably produce ourselves is therefore greater than that which is consumed by all ROWE and Palbo staff together with their family members in one year!"

**"The quantity of electricity we produce is greater than that which is consumed by all ROWE and PALBO staff together with their family members in one year!"**



### ROWE LIVES CLIMATE PROTECTION

Last but not least, the environment also benefits considerably from the new PV plant. Leonhard Bachmann has calculated that both PV plants could prevent around 236,000 kg of CO<sub>2</sub> emissions annually. "We have implemented a very specific and effective measure for more climate protection with this measure. Of course, this is not the end – we are still working towards our target of becoming even more sustainable in our energy supply."



# AWARD-WINNING COMMITMENT

## ROWE is awarded "Silver" in the sustainability evaluation from EcoVadis

Everybody here at ROWE is already strongly committed to sustainability - but we still want to become even better in this area on an ongoing basis. In order to achieve this goal, ROWE had its sustainability commitment put through its paces and evaluated by the recognised provider, EcoVadis, in the late summer of 2022, so that we could be able to specifically identify potential for ongoing optimisation.

### TAILOR-MADE CRITERIA

The EcoVadis methodology is based on recognised international standards for sustainability, which also include the Global Reporting Initiative, the United Nations Global Compact as well as ISO 26000. The sustainability rating, a so-called scorecard represents a company's performance in a total of 21 indicators and in four subject areas: environment, labour and human rights, ethics and sustainable procurement. Every company is evaluated with regard to the subjects as relevant to its size, location and industry. These evidence-based evaluations are subsequently translated into scores and, at the end, into medals (bronze, silver and gold). Moreover, the scorecards can highlight strengths and areas for improvement which the assessed companies can thereby utilise to concentrate their sustainability efforts on and create corrective measures plans to improve their CSR performance.



ENVIRONMENT



LABOUR AND HUMAN RIGHTS



ETHICS



SUSTAINABLE PROCUREMENT

### BECOMING MORE SUSTAINABLE IN A TARGETED MANNER

Immo Kosel, Head of Sales and Member of the Executive Board at ROWE, explains the motivation behind the EcoVadis evaluation procedure: "We are already on a very good path, although our goal is to implement very targeted measures in order to become even more sustainable. This therefore required a precise analysis which indicates our strengths, but also makes it transparent for where we can still improve. In EcoVadis, we have located a very competent partner for this and therefore we voluntarily initiated the evaluation with them." The evaluation process in the four areas was very detailed and time-consuming; the questionnaire comprised no less than 70 pages in total. Several departments at ROWE had to therefore be involved

in the project. The Legal Department and IT Department were responsible for the subject of ethics, whereby labour and human rights were looked after by the Quality Management Officer Heiko Best, the Human Resources Department and Legal Department, and answering the questions about sustainable procurement, was the task of the Purchasing Department. Special importance was attached to the subject of the environment, where the Environmental Management Officer, Anna Kirsch, worked closely together with the Energy Management Team, the Laboratory Management, the Dangerous Goods Officer and the Emission and Water Protection Officer. All the answers entered in the questionnaire had to be credibly supported by documents.



## “SILVER” FOR ROWE

At the end of the day, our answers were not quite good enough for a “Gold Medal”, but still a good result which was rewarded with “Silver” by EcoVadis. “Especially in the area of environment, we are already very well positioned here in comparison to the rest of the industry,” Anna Kirsch draws an initial conclusion. “The experts at EcoVadis rated the numerous measures which we have already implemented – irrespective of whether for production, energy management or on our company premises – as ‘advanced’, i.e. with the second highest possible mark.”



Sustainability performance

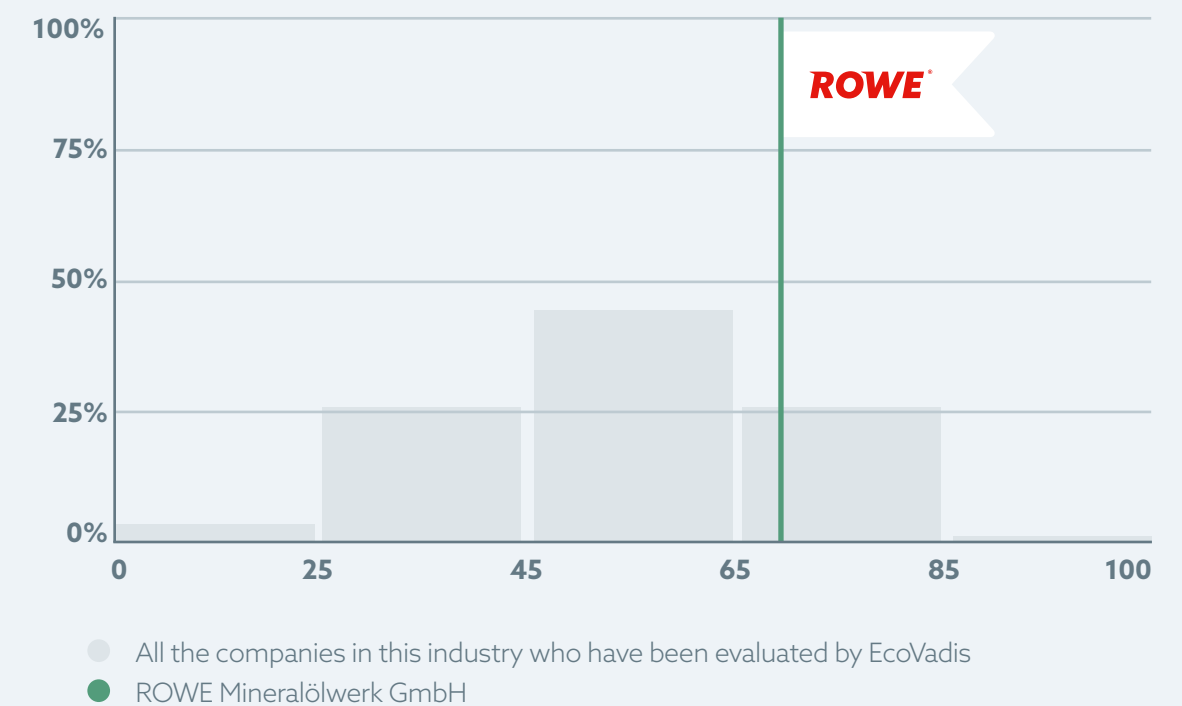
- Insufficient
- Incomplete
- Good
- Advanced
- Excellent

— Average rating

## ABOUT ECOVADIS

EcoVadis was founded in 2007 and, since back then, it now states that it has developed into the world's largest and most reliable provider of corporate sustainability evaluations and assessments, building up an international network of more than 100,000 assessed companies. EcoVadis' objective is to provide reliable, globally recognised sustainability ratings and insights which can enable all companies to reduce risk, drive improvement onwards and accelerate positive impacts on the planet and society.

## POINTS DISTRIBUTION FOR THE ENVIRONMENT



## IMPROVEMENTS ALREADY IMPLEMENTED

In all the four areas concerned, ROWE achieved a minimum of one good result, but opportunities for improvement were also clearly identified. “The result of the EcoVadis evaluation clearly indicates where we can set our priorities in order to raise optimisation potential as efficiently as possible,” says Immo Kosel. “It has clearly shown that we have already achieved a lot, but that there are still metaphorical ‘building sites’ in our company which we now really need to address.”

The initial environmental measures have already been implemented since the evaluation period, as Anna Kirsch explains: “We haven't just rested on our laurels, rather we have, for example, additionally optimised the separation of waste in the administration in January 2023.” The current EcoVadis scorecard is valid until August 2023. After that date, ROWE is aiming for a new evaluation which should make progress in all sub-areas transparent.

## YOU TOO CAN BE A PART OF IT

It is up to all of us to create our economic activities as even more sustainable. Do you have ideas on how we can achieve this? Or would you like to contribute some inspiring ideas or success stories from your private environment with us? If yes, then we look forward to hearing from you.



# CELEBRATING ONCE AGAIN!



## Our summer festival focused on sustainability

There were quite a few years in which it was not possible to celebrate at ROWE, mainly because of the corona pandemic. For this reason alone, the 2022 summer party was something which was really special for the staff. Moreover, ROWE also really wanted to set an example: That's why the

motto of this year's party was "sustainability". "The objective was to try and make the celebration as resource-friendly as possible and, simultaneously, convey interesting facts about our commitment to environmental protection," explains Anna Kirsch, Environmental Officer at ROWE.

### DEVELOPING A COHERENT CONCEPT

With this concept in mind, the project team led by Marketing Manager Michael Stöppler and Event Manager Gudrun Milch had developed and implemented a sophisticated concept. When they were selecting the caterers, for example, they attached importance to organic quality and a largely regional origin for the food to be ordered, disposable tableware was also completely dispensed with. "Of course, the food which was on offer was not just tasty, rather it also offered a wide selection for vegans and vegetarians as well as meat lovers," reports Gudrun Milch. The members of staff and their families were also able to experience ROWE's commitment to sustainability very closely at the information stands. Guided tours were organised on the roof of the factory, where the guests could admire the extensive photovoltaic plant and learn about interesting facts from Technology Manager Leonhard Bachmann.

### FUN AND EXPERIENCES FOR THE WHOLE FAMILY

Exciting – especially for the younger people – was the barefoot path which was created especially for the occasion and the recycling station, where children were introduced to the subject of recycling in a playful way. One highlight for young and old alike was also the BMW M6 GT3, with which ROWE RACING were victorious in the 2016 season at the 24h race in Spa. "The adjacent information station regarding lubricants based on renewable raw materials also showed how strongly ROWE is already positioned in this area," said Anna Kirsch.

### GREAT PRIZES IN THE RAFFLE

Things also started to get exciting in the evening too, when the raffle fairy Dr. Alexandra Kohlmann, Managing Director of ROWE, started drawing out the lucky winners in a high-class raffle. The main prize of a compact PV system worth several hundred euros attracted the masses.

"My thanks to everyone involved in the project team, also to our apprentices, trainees and the ROWE technical team," said Michael Stöppler. "Only the many dedicated hands and minds in the company could make it possible that the party was a success." In the end, all the participants could feel like winners, as Michael Stöppler makes very clear: "Celebrating together, having fun, laughing and finally being able to experience the ROWE community feeling again after the pandemic – that's what it was all about for us!" And all those who were present can confirm that this objective was achieved.





# THE BYTE-RICH



## IT always ensures smooth processes at ROWE

When they bring in new notebooks or monitors, exchange a defective mobile device or install hardware, then we also get to see them. But they are constantly active in the background: the "byte-rich seven" from the IT department, without whom

(almost) nothing would ever function at ROWE. "We are not really any different from other departments, because we are just another indispensable cog in the company," says Matthias Köppler, Head of IT, who has been employed at ROWE since March 2009.

Almost every procedure in the company – starting with recording and maintaining master data, through to controlling processes in the mixing area and up to, and including, telephoning and much more – is handled digitally. Much of this is now made available in a centralised form on the intranet, which has continued to expand from 30 pages at the beginning to over 3,000 today.

### 90 SERVERS, OVER 180 LAPTOPS, GIGABIT INTERNET

"We can't implement everything completely digitally yet, such as expense reports. But we are working on it every day to get a little better," says Matthias Köppler who, together with Daniel Dietz, has contributed a lot to digital modernisation at ROWE. Since even the Enterprise Resource Planning (ERP) software "Sage", which had been introduced in 2012, could not do everything, according to Matthias Köppler, the trained programmer expanded the intranet on a step-by-step basis and adapted it to the needs at ROWE.

As the company grew, so did the electronic infrastructure. In the meantime, this is now mainly planned by the Team Leader for IT Infrastructure, Daniel Dietz, who has been an essential part of IT since August 2009. Figures document this growth: for example, in the period from 2009 to 2022, six servers became approximately 90 and, instead of about 40 client devices which were present at that time, there are now more than 180 in the company network, instead of just two WLAN access points, there are now 140 and the Internet speed has increased from 1 to 1,000 Mbit/s.

### CORONA RESULTS IN A DIGITALISATION LEAP

The requirements which arose during the corona pandemic have once again massively accelerated this development. "In order to implement as much working from home as possible, we worked out a new office concept in coordination with the Management Board and subsequently equipped all workplaces with laptops including docking stations," explains Daniel Dietz. This therefore led to a leap in mobility, flexibility and energy savings.

At the same time, the network and WLAN were expanded, next-generation firewalls were introduced for comprehensive hacker protection and the fail-safe for the complete system was improved. "We built in several redundancies and got even better after each outage in order to be able to work in emergency scenarios. Most importantly, we have now ensured that production is never disrupted by a failure," says Daniel Dietz.

CHANGE OF TIME

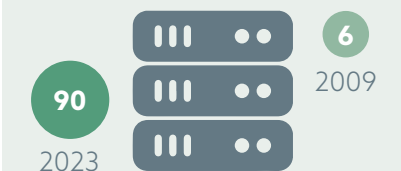
#### MOBILE PHONES IN USE



#### WLAN ACCESS POINTS



#### AMOUNT OF SERVERS



#### VPN CONNECTIONS





## PLANNING ALIGNED FOR THE LONG TERM

Daniel Dietz's staff in the infrastructure department are Timo Ihrig and Justin Hofmann as well as Ali Acer, a third-year trainee at our company. They have all contributed with strong support for digitalisation throughout the years. Just a few examples of the many involved are the complete new cabling work for the server rooms, a revised printer concept, centralised virus scanners and much more. Moreover, they provide all first-level support by telephone, email, teams or via personal contact. "One shouldn't underestimate the amount of work which happens here. During the peak periods, each of us had 100 telephone calls a day," says Justin Hofmann.



TEAM INFRASTRUCTURE



TEAM DEVELOPMENT

The general supply bottlenecks also cause problems for the IT Department in their projects. One way to try and counter this problem is to plan well and with foresight. "It is not enough to just go with the flow. We always have to align our planning as long term. For example, in the case of our storage facilities, we have projected the demand for the next six years, which we can cover with the systems which are

currently available. In the field of digitalisation, one basically has to prepare for many possible alterations or amendments and build up a corresponding buffer in all resources, which will then be required over and over again," he says. The short service channels at ROWE, however, enable us to be very versatile in this regard in order to quickly provide the necessary resources."

## INDIVIDUAL, EFFICIENT DEVELOPMENT

Flexibility is also the strength of the development department. Because very many processes can be controlled via the intranet, which is programmed and maintained in-house, Matthias Köppler, back end developer Alexander Deschler and front end developer Szymon Hartwik can always react individually to requests or new requirements. "It would be impossible to handle all the requirements alone. Isolated solutions should also be simultaneously prevented. This therefore required capable programmers who like not only their work but also ROWE and can respond to all requests. I can be very grateful that we have such people in our department," says Köppler.



## NO ONE DAY IS LIKE ANOTHER

Everyday life, everyone agrees, often looks like this: One can make a plan in the morning and can already throw this plan overboard, shortly after "selecting" it, due to the many other requests. Nevertheless, the "byte-rich seven" never let this put a downer on the good mood in the IT department. One accepts a lot of things with humour, like Justin Hofmann, who says "IT is only too dry for those who aren't really interested in it."

Justin Hofmann also has a small wish to pass on to his colleagues on the other side of the support channels. "We would be really pleased when our colleagues could accept that not all topics can be dealt with simultaneously. So when it sometimes takes longer once again..."



"We are far from being finished," says Matthias Köppler. "And we also want to keep making a difference instead of just resting on our laurels." In the near future, additional ongoing optimisations in the areas for network, automation and support processes are on the agenda at ROWE. In conclusion, Matthias Köppler expands on this: "I wouldn't want to miss any of my people and I still enjoy working together as part of the team. I look forward to implementing more projects in order to drive ROWE onwards."





# "EVERY RUNNER IS A WINNER"

## Many members of staff were involved in sports again in 2022

It has been a tradition at ROWE for quite some time that a group of staff, who are all keen on running, get together every now and then to grind the rubber off the soles of their shoes. There were opportunities available for this again in 2022.

"ROWE and the Nürburgring belong together. What functions well in racing should also be feasible on foot," says Sebastian Schrod, Head of Production at the Bubenheim location, thereby describing with humour the motivation for some ROWE staff to sign up for the famous StrongmanRun at the Nürburgring. "This event demands men and women who are strong and possess enough stamina to run a challenging obstacle course of six, twelve or 24 kilometres," explains Sebastian Schrod.



### PERFECT CONDITIONS AT THE START

He and his fellow competitors prepared for D-Day with targeted training during a number of weeks. Some of the staff went out running several times a week, some concentrated on weight training and others switched their diet. "On the other hand, some of them felt so 'strong' already that they didn't do anything beforehand," laughs Sebastian Schrod. The runners from Worms and Bubenheim subsequently went to the start on 30 April 2022 together, with around 6,500 other sports maniacs with an almost perfect ten degrees outside temperature. Most of the ROWE team members opted for the smart ROWE shirt which the company had provided them with – only a few competed in rather extravagant outfits, although this fitted in well with the fun character of the run.

### NOT FOR THE FAINT-HEARTED!

The men from Bubenheim and Worms had decided on the 12-km course, which included 18 different obstacles. "We had to climb over wooden blocks and mounds of earth, jump over holes, fight our way through stacks of tyres, swim through an ice-cold pool of water, climb up over containers and things like that," Sebastian Schrod describes the course. "When

**All had a lot of fun and arrived healthy at the finish line.**

we eventually arrived at the finish line, completely soaked and totally knackered, we posed for a winner's photograph because, for me, every participant is always a winner. Everyone really had a lot of fun during the run and reached the finish line in good health, and that is exactly what is important. This event is about pleasure and community," is how the Head of Production sums it up. Sebastian Schrod and Benedikt Köpp ended up in very good positions at 22nd and 24th.

### TRADITIONAL RUN IN WORMS

The most important running event in Worms is the Nibelungen Run, in which Sebastian Schrod also competed in September 2022. Every year, more than 2,000 participants from many different nations go down to the starting line, making the Nibelungen Run into a really colourful sports festival.

Only a small team of five ROWE staff members joined together for the 19th edition at this event here last year. "This was a great event which offered exciting disciplines from the 5 km run to the half marathon. It's a bit of a pity that we couldn't manage to get a few more people from the company to take part at it," says Sebastian Schrod. That is why he makes an appeal to his colleagues: "No matter whether it's the Strongman-Run or the Nibelungen Run – there are always numerous routes and age groups which can provide something for almost every fitness level. Just join in! If you wouldn't like to run, then you can just watch what's going on and the great atmosphere will make you feel how much fun it is to run together.





# A CAREER START AT ROWE MEANS A FUTURE

## Training opportunities at ROWE as the basis for professional success

The people who work for ROWE create the foundation for the company and its performance capability. For this reason, we always attach particular importance to providing our staff with the best possible support. This commences with a training programme which imparts professional skills at a high level and also offers trusting and pleasant supervision.

### ROWE OFFERS INTENSIVE SUPPORT

ROWE provides an open atmosphere where it is fun to work together. Irrespective of whether in production or administration, short communication channels, flat hierarchies and an impressive community feeling, are simply part of ROWE," explains Romana Fuchs, Head of HR at ROWE. "Our trainees also appreciate this every year. We provide training for young people in a total of six promising occupations, from industrial clerks to IT specialists. We place a lot of emphasis on directly integrating our trainees into the company's processes from day one and thereby

making their start in professional life as easy as possible," explains Sarah Hüttner, HR Officer at ROWE. "On the one hand, they are able to provide support for the specialist departments in handling day-to-day business although, simultaneously, they are also permitted to supervise their own projects, which they tackle alone or also jointly in a team with other trainees." It is important for ROWE that they always have a contact person at their side, someone who always has an open ear for them and accompanies the young people throughout the entire training period.

### EXPERIENCE THE COMMUNITY AT THE TRAINEE DAY

One of the highlights in the calendar for all trainees is the "ROWE Trainee Day". Shared experiences can strengthen the sense of togetherness and cohesion of the group. "The trainees employed at ROWE always look forward to the trainee day," says Anna Peter, HR Administrator at ROWE. "Our trainees plan and organise the day on their own in a small team and therefore are able to learn what it means to work independently as well as function as a team. They have to come up with a suitable excursion destination, which must also include a challenge for the trainees to jointly overcome, thereby strengthening team spirit." The trainee day can therefore be organised in many different ways. The day can comprise everything from llama hikes to a visit to the high ropes, forest course and up to, and including, an excursion to an "Escape Room" which have already been scheduled in the past.





**PETROL ENERGY**  
LUBRIFICANTI | ADBLUE | FLUIDI | FILTRI | CAMBIO AUTOMATICO | OIL



### WORKING IN "BELLA ITALIA"

Although there were sometimes sweaty temperatures of up to 38 degrees centigrade during the day, he really enjoyed the work. "The colleagues were all very cordial and, despite language barriers, we got on really well."

**"Despite language barriers, we got on really well."**

In typical Italian fashion, Jan Feldmann and his Italian colleagues ate pasta together every lunch break, which also strengthened the team feeling. If the days were quieter, and also at weekends, Jan Feldmann liked to take advantage of the nearby Mediterranean Sea so he could

enjoy a well-deserved cool-down. Being so close to Rome, he also wanted to see as much of the "Eternal City" as possible. "I viewed all the classic sights, like the Colosseum, St. Peter's Basilica or the Trevi Fountain. As well as these well-known buildings, one passed by impressive buildings every two minutes which would probably be considered as the landmark in any other city," Jan Feldmann expresses how impressed he was.

**In typical Italian fashion, Jan Feldmann and his Italian colleagues ate pasta together every lunch break.**

### BEYOND THE USUAL TRAINING PATHS

ROWE always offers opportunities for trainees to gain experience which exceeds the usual way. This has also been the case for industrial clerk Jan Feldmann. He says: "As part of an additional qualification for my training course as an industrial clerk, I completed a three-week internship abroad at Petrol Energy in the summer of 2022." Petrol Energy is a distributor which sells lubricants and, in this case, mainly ROWE products throughout Italy. Petrol Energy's main location is in Lunghezza, which is situated about 20 kilometres away from Rome. Jan Feldmann's professional home was located there for a few weeks. He reports: "My tasks at the company included receiving, sorting and picking goods. On average, HGVs from ROWE arrived there twice a week. I unloaded and stored the goods by utilising industrial floor trucks and a fork-lift truck, together with the Petrol Energy employees from the warehouse. We also had to inspect whether the right articles had been delivered in the corresponding, ordered quantities."

"In general, it was a very good experience and I was able to additionally fulfil the requirements for the supplementary qualification. That's why I would like to thank all the members of staff at Petrol Energy once again, who really gave me a very warm welcome. In addition, I would of course like to thank all my colleagues at ROWE – who organised the internship and supported me in planning it – and of course the ROWE Management Board." Romana Fuchs would like to make it clear that such an internship is always a win-win situation, not only for the trainees but also for ROWE: "We are very pleased that we were able to offer Jan this internship with one of our largest export customers. Both he and we as a company will be able to benefit from the professional, but also cultural and human experience which he gained there."





# REINFORCEMENTS FOR SALES

## Four key account managers are currently on the road in Germany

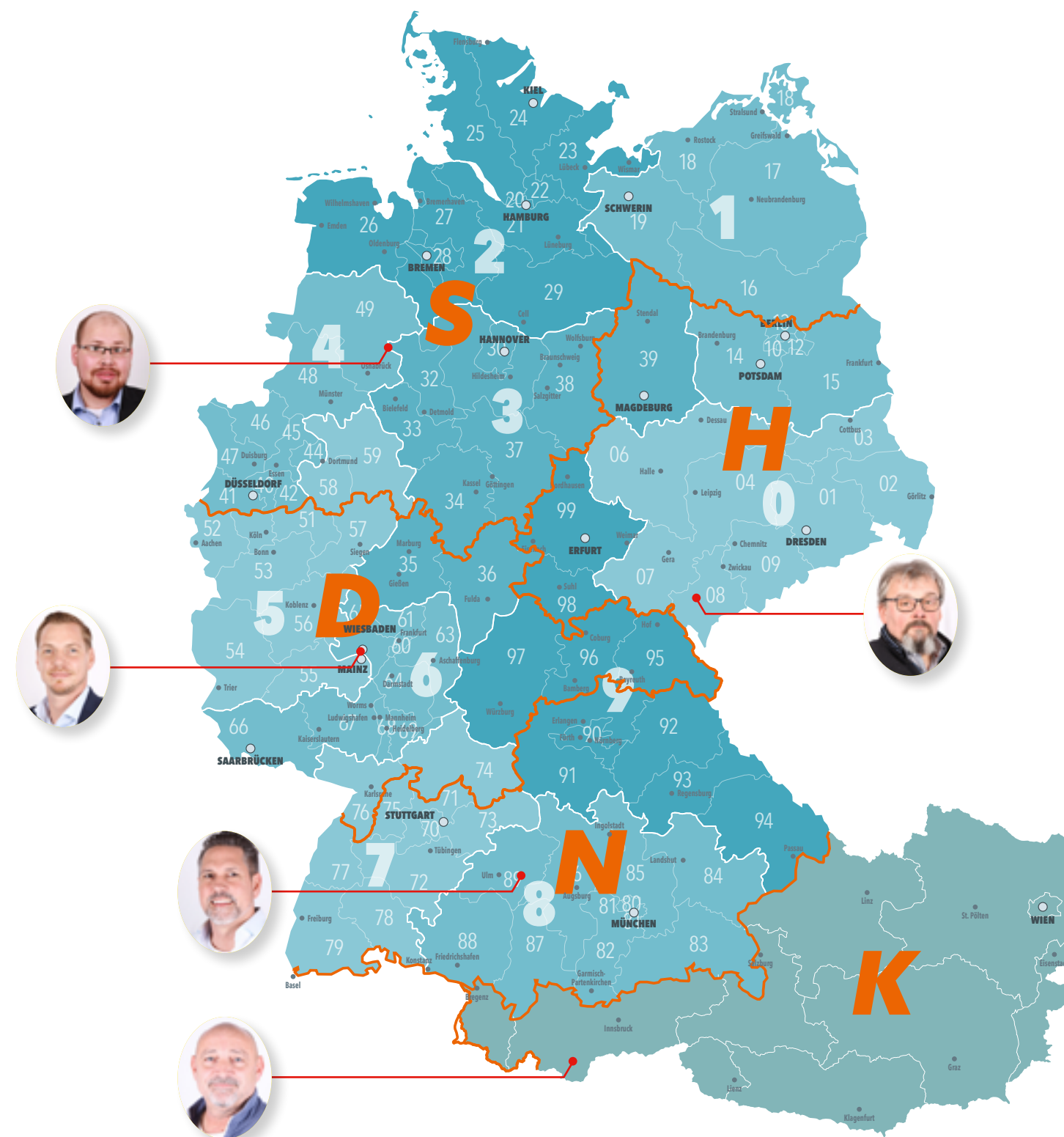
The ROWE Sales Team has expanded again. Along with Manfred Köck, who is responsible for Austria in cooperation with the new partner company of Autobedarf Karl Kastner, André Nützel has also joined the company as Key Account Manager. "The development of the ROWE brand continues to accelerate quickly, which is why we have once again

strengthened our field service team. We now have four colleagues, which enables us to cover Germany very well," says Immo Kosel, member of the Management Board, Authorised Signatory and Head of Sales: "And therefore Markus Bayer, as Head of Trade Sales, can also turn more intensively to strategic sales tasks again."

### NEWBIE TO TAKE CARE OF SOUTHERN GERMANY

The reallocation of sales tasks will now enable the key account managers to concentrate even more intensively on looking after ROWE customers and business partners. One of the focal points on the sales professionals' agenda is the ongoing expansion of the workshop business, one important growth area for ROWE.

The subsequent increase in personnel will now ensure that the ROWE Sales Team can now service the whole of Germany without any gaps. André Nützel will be responsible for looking after ROWE customers and business partners in large parts of Southern Germany. North of this region is the area which Christoph Drenker supports. In rough terms, it comprises the centre of Germany, with regions in North Rhine-Westphalia and Saarland in the West through to Bavaria in the East. Marcus Schwarz is out on the road in the north. North Hessen is part of his sales region, as is northern North Rhine-Westphalia, the whole of Northern Germany as well as some parts of eastern Germany. Last but not least, the majority of Eastern Germany as well as the capital Berlin are the territory of Dirk Hackenberger. As mentioned above previously, Manfred Köck rounds off the team with the sales region of Austria.



### LOTS OF TIME SPENT "ON THE ROAD" AND SENDING CORRESPONDENCE FROM THE HOME OFFICE

The Key Account Managers in the Sales Team are "on the road" for most of the time and visit partners, dealers and workshops in the field. They present the ROWE products and also assist in the selection of workshop equipment such as oil extractors and storage cabinets during their visits. They mainly take care of their correspondence when they are in the home office, thereby retaining the distances to the customers as short as possible.





# "AT LAST, BACK TO ROWE AGAIN!"

## The cooperation with the day care centre in Worms has been reactivated after the corona break

The corona break was a long time, far too long. But eventually back in June 2022, it was time for Nadine, Lisa, Alexandra, Constantin and Caroline from the day care centre of Lebenshilfe Einrichtungen GmbH to say "at last, back to ROWE again!" Together with their supervisors Celine Hartmüller and Dino Curcuruto, the five of them are now once again welcome and valued staff at the ROWE factory in Worms for around two hours every Friday. They help

with packaging the advertising materials, distributing leaflets, have lots of fun shredding files, collect rubbish and assist with tidying up, shopping and setting the table for meetings. "The courage of the ROWE company to enter into a cooperation with the day care centre, to try and find out what is feasible and to open up a platform for inclusion in the company is exemplary. People with disabilities belong as a matter of course here – and were allowed to find

their own little niche," says Nora Ringhof from the area management team of the day care centre about the project, which commenced in January 2017 and had to be put "on hold" for a long time during the pandemic.

### ROWE TRAINEES LOOK AFTER THE VISITORS AND LEARN AT THE SAME TIME

On behalf of ROWE, Personnel Officer Sarah Hüttner and Personnel Administrator Anna Peter coordinate the weekly visits. "I discuss and arrange the dates and coordinate the allocation to our trainees. One or two, from a total of eleven trainees, always look after the visitors from the day care centre. In this way, our younger staff members can learn personal responsibility and develop their organisational skills. Our trainees can thereby develop a greater openness in dealing with people with disabilities and become more mature in this project," says Anna Peter. "The contact with the day care centre initially came about back then through the wife of an employee who works there. We are very pleased to give people with complex disabilities or handicaps access to everyday working life at ROWE," explains Sarah Hüttner.



**Lebenshilfe**  
Worms



### TWICE A YEAR: SMOOTHIES FROM THE "JUICE SHOP"

Twice a year – once in summer and once in winter – the visitors from the day care centre also bring their "juice shop" with them to our company. Then they prepare delicious smoothies on site at the ROWE factory in Worms and also at the Bubenheim factory, which are subsequently handed out free of charge to the members of staff and distributed by the visitors in the building. And there is always one clear favourite here: the "Wachmacher". Well here we go, cheers!



# FAREWELL, TESSY!

## Our beloved office dog has passed away

All the staff members were really shocked when Michael Zehe informed them in October about the unexpected death of our office dog Tessy. In his email, he tried to make it clear how important the Giant Schnauzer dog, with its loyal eyes, was not only for him but also for the people in the company. "For many of us in the office, she was a haven of constant joy and often on hand when one of us was under the weather. She was a faithful companion to me for almost eleven years right up to the end, and she will be greatly missed by my family and I, but also by many of you."

## THE "BOSS" ALSO REMEMBERS FONDLY

A few weeks later, we spoke to the CEO of ROWE about Tessy. Michael Zehe, for example, also can remember the first day together quite well: "Accompanied by Sarah Hüttner, I picked up Tessy from a breeder located in Geesthardt near Hamburg. A whole heap of puppies were already waiting for us when we arrived there and, as is always the case, each dog was cuter than the other. Tessy, however, made our choice easy. She was the only one of the litter who immediately sought to get close to us. There was no doubt in my mind, that is the one for us."

Michael Zehe can still remember many anecdotes which relate to Tessy, just like they had happened only yesterday. For example, her original time at ROWE, back then still at the Bubenheim location. She was only eight or nine weeks old, not yet house-broken, so basically she still wanted to mark her territory. Frauke Diehl, order processing clerk at ROWE, also still recalls the somewhat less pleasant aspects from that time. "I can't remember how often I had to wipe up Tessy's mess, which I found in front of the reception desk, sometimes when I was also not in such a good mood! Then she just came flying up to me, wagging her tail so hard that her little body almost fell over, and looked so incredibly cute with her beady eyes, and everything was simply forgotten straight away."

**"She always had a fine nose for moods and provided comfort in her natural way."**

was not so good." One question still remains unanswered, which is certainly on the minds of many of the staff at ROWE: Will there be a successor for Tessy? "Not in the immediate future," says Michael Zehe. After a moment's thought, however, he adds: "But when I get another dog, then definitely another Giant Schnauzer. They're simply the best."



## THE SCHNITZEL THEFT FROM THE NÜRBURGRING

The ROWE boss could go on with anecdotes for hours. For example, thinking back to the time when Tessy stole the schnitzel from a customer's plate at the Nürburgring in one unguarded moment. "The tables which were set up in the hospitality area were very low, Tessy was however quite tall. And when a tasty, fragrant schnitzel starts to attract you at eye level – then the strongest dog becomes somewhat weak." But that was just a one-off "slip-up", he stresses. "Tessy was a special dog," he continues. "Especially smart, very docile. I never had to get loud with her. But she was also exceptionally sensitive. She always had a fine nose for moods and provided comfort in her natural way, especially when she noticed that the current mood was not so good."





# ICY TEMPERATURES BUT STILL THE BEST MOOD

## More than 300 guests were able to experience a special Christmas party

A Christmas party with a difference was provided for the ROWE members of staff in 2022, also of course for their partners and families as well as for ROWE pensioners. At the "Christmas fair", which took place outdoors at the beginning of December, the numerous guests were able to enjoy a particularly varied evening.

In addition to the booths and huts with their delicious food, there were also stands with mulled wine and other hot and cold drinks, a varied entertainment programme also ensured the best mood. Magicians, artists and musicians created a wonderfully nostalgic atmosphere at the Worms factory location, just like that from a fair from days gone by.

### AN OPEN FORMAT WITH MANY BENEFITS

Project manager Gudrun Milch, from ROWE Marketing, explains why one decided on the "Christmas fair". "On the one hand, in order to make sure that the celebration would be possible. When we started planning, no one really knew how things would be with our unloved, permanent companion corona on this evening. We thought we'd be on the safe side with an outdoor event." On the other hand, the format also offered many opportunities. "Our Christmas fair enables guests to walk around, discover things and, above all, quickly get into conversation with colleagues." Gudrun Milch would like to express her gratitude to all those who contributed: "I would also like to especially single out the trainees and apprentices, who did a really great job, as they also did at the summer party, and to all of those people who spontaneously agreed to help."



### THE MANAGEMENT BOARD AS "GOOD LUCK FAIRIES"

One of the highlights was the drawing out the winners within the context of the ROWE idea management process. Every year, good ideas are collected at ROWE in order to make ROWE even better. In 2022, the staff submitted 44 ideas, more than half of which were followed up on and investigated. From these submitted proposals, Dr Alexandra Kohlmann drew out three members of staff who were able to enjoy tickets to races or football matches. Dr Alexandra Kohlmann thanked the staff for their great commitment and hopes that many more good ideas will be submitted in 2023.

CEO Michael Zehe was also allowed to play the "good luck fairy". He raffled off 15 Christmas trees among all the members of staff. As is his custom, he managed to keep all the winners in a good mood with his light-hearted remarks. The people who were present could overcome the icy temperatures with upbeat music and good humour! It started to really warm up during the show later on, when two artists showed their skills with torches and flames. A small, but hardy core of party-goers, still remained after the show and braved the cold until late in the evening.

### SUPPORT FROM LEBENSHILFE WORMS

Energetic and motivated support was provided by Lebenshilfe Worms, who supplied handmade biscuits and noodles, for example, as well as Christmas decorations for the contents which ended up in the goody bags. These gifts were sponsored by the ROWE Executive Management and all the staff were allowed to take them home at the end of the

day. In addition, the colleagues from the local Lebenshilfe served the mulled wine, which came from Velis Vineyards, and there was also a portrait artist present who made sketches of the visitors on request. ROWE and Lebenshilfe Worms have been jointly cooperating for many years to date.



# ROWE RACING SETS SIGHTS ON 24-HOUR VICTORIES

## The BMW M4 GT3 starts optimistically into the 2023 season

It was a start with teething problems for the BMW M4 GT3 – although ROWE RACING's new race car had already showed its enormous potential at the second highlight of the 2022 season at Spa. Following

**ROWE RACING wants to once again make a serious contribution to who will be victorious at the 24-hour classics.**

on from the early retirements nine weeks earlier at the 24h Nürburgring, the team's two BMW M4 GT3s functioned like clockwork, the six drivers worked absolutely flawlessly and only one puncture respectively prevented a possible third Spa victory after 2016 and 2020 at the end of the day. With all the

experience gained from the 2022 season, the goal for 2023 is now therefore clear: ROWE RACING wants to once again make a serious contribution to who will be victorious at the 24-hour classics in the Eifel (20/21 May) and the Ardennes (1/2 July).

### **EIGHTH JOINT YEAR WITH BMW M MOTORSPORT**

In order to achieve the objectives, ROWE RACING is relying on continuity in its joint eighth year with BMW M Motorsport and will also be contesting the 2023 season with two BMW M4 GT3s respectively at the Nürburgring-Nordschleife and in the GT World Challenge Europe: All in line with the motto "same procedure as last year". In addition to the winner's trophies from the two 24-hour classics, which ROWE RACING won before in 2020 within just four weeks, the team is also now targeting the title in the GTWC Endurance Cup, which thereby includes race meetings at Monza (23 April), Le Castellet (3 June), the Nürburgring (30 July) and Barcelona (1 October). "That has to be the ambition of ROWE RACING and BMW M Motorsport, and that's what we are working for every day," says ROWE RACING Team Principal Hans-Peter "HP" Naundorf.





### “OIL DISCUSSIONS” WITH THE RACING DRIVERS

In 2022, about 60 guests were able to watch the GTWC home race at the Hockenheimring from a dedicated ROWE box located at the circuit, which overlooked the start-finish straight. A very short walk through a tunnel brought them to the paddock area, where they were also able to have a few “oil discussions” with the racing drivers in the ROWE RACING pit stop area. 25 customers from Poland and Albania came to the season’s final meeting in Barcelona.

### SPECTACULAR PREMIERE ON THE NORDSCHLEIFE

ROWE RACING set some highlights on the track in 2022, such as the pole position and the first Nordschleife victory for the BMW M4 GT3 immediately with the new car’s first outing in Round 3 of the Nürburgring Endurance Series (NLS) and another pole and second and fourth places on the first race day of the new, two-part 24h qualifiers. However, some technical problems were also experienced – which is not unusual for a completely new car in the early days. The double retirement at the 50th edition of the 24h Nürburgring, caused by a collision and an accident following suspension damage was however quite bitter – especially after strong practice rounds and qualifying performance and the second consecutive front row start after pole position in 2021.

### RACE TRACK VISITS WITH GREAT ADDED-VALUE POTENTIAL FOR ROWE CUSTOMERS

ROWE RACING is not just a perfect rolling test laboratory which operates under racing conditions. Visits to the race tracks also provide great added value for ROWE customers. „It’s the perfect opportunity for us to be able to maintain our existing customer relationships as well as gain new customers,” says Oliver Kornisch, Head of Sponsoring & Sales Marketing at ROWE Marketing: „That’s why we’ll be expanding our activities around the ROWE RACING entries once again in the 2023 season.” In 2022, the GTWC race in Imola, Italy, provided a perfect start for us. “Races in Italy are always highlights during the season, especially due to the great commitment shown by our local partner Petrol Energy,” explains Oliver Kornisch. 30 guests were at the event and were rewarded with exclusive insights behind the scenes during pit tours. BMW M factory driver Augusto Farfus from Brazil, who also speaks perfect Italian, was able to explain the details of the BMW M4 GT3 to the visitors in their native language. At the 24h of Spa, ROWE had set up its own shared hospitality for all team members and its 30 guests for the first time. Following on from the successful premiere, this has now been planned for all GTWC races in 2023.



### WITH THE BMW JUNIOR TEAM IN THE GTWC, A STRONG PERFORMANCE IN SPA

Things went considerably better at the second highlight, the 24h of Spa in the GT World Challenge Europe, where Augusto Farfus, Nick Yelloly and Nick Catsburg were joined in the #98 by the BMW Junior Team comprising Dan Harper, Max Hesse and Neil Verhagen. Their race number 50 actually commemorated the “50 years of BMW M” anniversary, and they celebrated this by scoring their first points in fourth place at the second round in Le Castellet. In Spa, both crews were busy collecting leading-car laps, with one ROWE

RACING car in the lead after six and twelve hours respectively, and there was even a double leading position when the race was interrupted at night due to weather conditions and the subsequent restart. In the end, only one respective puncture prevented a possible victory, with the Junior Team finishing fifth and their team-mates sixth. “That was an outstanding performance, although it still felt initially disappointing because we were absolutely competitive and led the race for a long time,” said Hans-Peter Naundorf.



# ASIA TOUR WITH BVB

## ROWE accompanies Borussia Dortmund to Singapore, Malaysia and Vietnam

As part of their role in the long-standing collaboration as champion partner, ROWE again prominently accompanied the eight-time German champions on their traditional "summer tour" in 2022, which this time was a "winter tour" due to the special circumstances this year. The reason for amending the date this time was the 2022 World Cup, which was held in the desert state of Qatar for the first time in winter. While a total of eleven BVB professionals, including the young English

star Jude Bellingham, the Portuguese Raphael Guerreiro and the German international players Karim Adeyemi, Julian Brandt, Youssoufa Moukoko, Nico Schlotterbeck and Niklas Süle flew to Qatar in mid-November, BVB used the Bundesliga's World Cup break for an "Asia week" for the team. These participants included, among others, the injured captain Marco Reus and the ex-national players Mats Hummels and Emre Can.



Watch the  
ASIA TOUR  
aftermovie



### SLEEVE SPONSORSHIP AT THREE MATCHES IN SINGAPORE, JOHOR AND HANOI

The "Black and Yellows" travelled to Singapore, Malaysia and Vietnam from the 21st November to 1st December. Oliver Kornisch, Head of Sponsoring & Sales Marketing at ROWE Marketing, was part of the BVB team as the liaison officer with the BVB officials, as was Robert Niegel, Executive Director of ROWE China, who took care of the invited customers during the trip. The ROWE logo was placed on the jersey sleeves at all three friendly matches, and was also present on the team bus as well as on the advertising boards in the stadiums.

### FIRST STOP: SINGAPORE

The first stop on the tour brought BVB to the city state of Singapore with its spectacular skyline. Besides some sightseeing and a well-attended autograph session, the first match against the Lion City Sailors was also part of the programme. Thanks, among others, to a hat-trick from Donyell Malen, a 7:2 victory against the runners-up of the Singapore Premier League was achieved in front of almost 10,000 spectators at the sold-out Jalan Besar Stadium – and for ROWE customer Level Up Performance, a VIP package and a meet & greet with BVB legend Roman Weidenfeller, World Champion of 2014, was also arranged.







SPONSORING



## SECOND STOP: MALAYSIA

After six days in Singapore, a two-hour bus ride took the team across the border to Malaysia, where the "Black and Yellows" received a particularly rapturous welcome from a local partner of our distributor in Malaysia, Racing Tech Lubricants. Wizard Auto Werks hosted a big public event in one branch in Johor. About 250 fans and ROWE customers turned up for an autograph session with Roman Weidenfeller and his former team mate Patrick Owomoyela, who put their BVB knowledge to the test in a quiz and tested their own football skills in football target shooting. 220 representatives and guests of Wizard Auto Werks were subsequently also among the more than 30,000 spectators at the Sultan Ibrahim Stadium. BVB were able to celebrate a clear 4:1 victory against the Johor Southern Tigers, who have recently won nine championships in a row and are the current "triple" holders.

oyela, who put their BVB knowledge to the test in a quiz and tested their own football skills in football target shooting. 220 representatives and guests of Wizard Auto Werks were subsequently also among the more than 30,000 spectators at the Sultan Ibrahim Stadium. BVB were able to celebrate a clear 4:1 victory against the Johor Southern Tigers, who have recently won nine championships in a row and are the current "triple" holders.



## THIRD STOP: VIETNAM

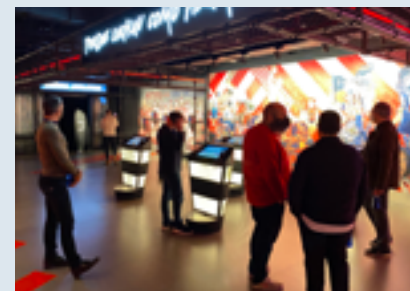
The third and last stop on the trip was the Vietnamese capital of Hanoi. As part of the 1:2 defeat against the Vietnamese national team, in which Dutchman Donyell Malen also managed to get on the score-sheet in the third game in front of more than 30,000 spectators, there was also a meet & greet with four potential new customers for ROWE – all BVB fans, of course. Back in September, Roman Weidenfeller and Patrick Owomoyela had played a friendly match with the BVB legend team in Vietnam. The match, which took place then in Ho Chi Minh City, where the Borussia team won 4:1 with Karl-Heinz Riedle, Dede, Julio Cesar, David Odonkor, Jan Koller, Kevin Großkreutz and, for the first time, the long-serving Marcel Schmelzer, among others, was watched by 2.5 million viewers on the livestream – and therefore the ROWE logos on the advertising boards and the sleeves of the match jerseys were also seen. ROWE had already put together a similar package for a legend team match in Ghana's capital Accra in June.

# CHAMPIONS LEAGUE ATMOSPHERE AT ATLÉTICO MADRID

In addition to BVB, ROWE also supports Atlético Madrid in the football sector and thereby utilises the appearances of the 2021 LaLiga champions for exclusive customer events. In April 2022, for example, representatives from SARL BFMB from Algeria, from JAM from Iraq and guests from Petrol Energy from Italy watched "Atléti's" Champions League quarter-final, second leg against Manchester City at the Wanda Metropolitano stadium.



In October the same year, guests from SADI in Nuremberg as well as from Kazakhstan attended the Champions League home match against Club Bruges at the stadium in the Spanish capital. And in early January 2023, customers from Germany, Austria, Lithuania and Saudi Arabia also experienced the LaLiga home match against FC Barcelona close up.





# UPCOMING EVENTS\*



## ROWE EVENTS

- SAKKOH CONCERT,  
RHEINHESSENHALLE MONSHEIM  
27.05.2023
- SAKKOH CONCERT, KURHAUS WIESBADEN  
28.05.2023
- ROWE SUMMER FESTIVAL  
24.06.2023
- ROWE CHRISTMAS PARTY  
02.12.2023

## FAIRS

- AUTOZUM SALZBURG  
TOGETHER WITH KASTNER  
20.06.-23.06.2023
- AUTOPROMOTEC, ATHENS  
TOGETHER WITH TSAKALAKIS  
29.09.-01.10.2023
- AUTOMECHANIKA DUBAI  
02.10.-04.10.2023
- AAPEX LAS VEGAS  
31.10.-02.11.2023
- TRANSPORT-CH, BERN  
TOGETHER WITH PETRO LUBRICANTS  
08.11.-11.11.2023

## GT WORLD CHALLENGE EUROPE

- 3H MONZA (IT)  
23.04.2023
- 1,000 KM LE CASTELLET (FR)  
03.06.2023
- 24H OF SPA (BEL)  
01./02.07.2023
- 3H NÜRBURGRING (GER)  
30.07.2023
- 3H BARCELONA (ES)  
01.10.2023

## NÜRBURGRING NORDSCHLEIFE

- NÜRBURGRING ENDURANCE SERIES 1  
18.03.2023
- NÜRBURGRING ENDURANCE SERIES 2  
01.04.2023
- NÜRBURGRING ENDURANCE SERIES 3  
15.04.2023
- ADAC 24H RACE NÜRBURGRING  
20./21.05.2023

\* under reserve





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