

CLASSIC Lubricants and EMKA Lubrication Technology Combine Their Strengths - Together for a Successful Future

Strategic partnership creates new opportunities for automotive parts retailers, workshops and shared customers. The established EMKA brand will be retained and further developed.

Hoya / Bretzfeld - CLASSIC Schmierstoff GmbH & Co. KG and EMKA Schmiertechnik GmbH are combining their expertise in a long-term strategic partnership to strengthen their market positions and offer customers an expanded range of products and services.

As part of the partnership, CLASSIC Schmierstoff is acquiring a stake in EMKA Schmiertechnik GmbH. **The EMKA brand will retain its distinct identity and market positioning.** Continuity, reliability and new opportunities for development will remain central for customers and business partners.

Preserving Proven Strengths - Creating New Opportunities

EMKA Schmiertechnik is an established partner to the automotive parts trade and workshop sector. The company offers a broad range of high-quality lubricants, practical workshop concepts, AdBlue® solutions and technical services.

Working with CLASSIC Schmierstoff opens up additional opportunities in product development, procurement, logistics, digitalisation and international market development. The aim is to create a product range fit for the future, efficient supply solutions and further improvements to existing services.

Stronger Together for Customers and Partners

Both companies share many years of experience, industry expertise and a medium-sized business approach. The partnership is intended to complement existing strengths and create new opportunities for growth.

“EMKA is a strong partner that has established itself successfully, particularly in the automotive parts trade and workshop sector. We share a commitment to high product quality, customer focus and reliable partnerships. Together, we want to unlock new potential and drive EMKA's development forward. It is important to us to preserve and strengthen the brand's identity and our existing customer relationships,” says **Sebastian Thaysen, Managing Director of CLASSIC Schmierstoff GmbH & Co. KG.**

EMKA Schmiertechnik is also optimistic about the partnership.

“For EMKA and our business partners, this partnership is an important and positive step. Our close customer relationships and clear focus on the automotive parts trade and workshops will remain. At the same time, we gain new opportunities to develop our product range, services and market presence. Our customers and partners, in particular, are set to benefit,” says **Volker Kilthau, Managing Director of EMKA Schmiertechnik GmbH.**

A Clear Path to the Future

The collaboration will be expanded step by step. The focus is on combining the companies' expertise, tapping into new market potential and continuously improving the offering for retailers, workshops and industry.

The shared goal: to preserve what works, seize new opportunities and continue to be strong, reliable partners for customers.

Sebastian Thaysen

Managing Director

CLASSIC Schmierstoff GmbH & Co. KG

Volker Kilthau

Managing Director

EMKA Schmiertechnik GmbH