



WILDBRAIN CPLG'S LIFESTYLE DIVISION REVS UP MOTUL PARTNERSHIP

Licensing agency takes global rights to world-class engine oil brand

London, UK – 31 March 2021 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has been tapped as the global agent (excluding AsiaPac) for premium engine oil brand, Motul. Under the agreement, which marks Motul's first expansion into licensed products, WildBrain CPLG's dedicated Lifestyle division will develop a licensing programme targeting motorsports, motorcycle and car enthusiasts, automotive professionals, males and a growing female audience, and families. Key categories will include workwear, tools, car- and bike-maintenance goods and garage equipment, alongside lifestyle categories such as apparel, accessories, gifting, construction toys and kits, and retail loyalty promotions.

Originated in the USA in 1853, with the Swan & Finch Oil Corporation, Motul has become a world-class French company, specialised in the formulation, production and worldwide distribution of high-tech engine lubricants, which are ultimately aimed at the end consumer. Motorsports has been Motul's primary laboratory for creativity and innovation since it first stepped into racing in the 1950s, with the brand using racetracks and international motorsports events to develop, refine and test its products to the limits. As a result, the company has been a dedicated technical partner and official supplier to the finest teams and manufacturers in history. Motul is now present in over 160 countries, and recent event partnerships for the brand include the Dakar Rally, MotoGP, World WSBK, the 24 Hours of Le Mans, IMSA, Le Mans Classic and Goodwood Revival.

Victoria Whellans, Group Brands Director at WildBrain CPLG Lifestyle, said: "With Motul's rich heritage and reputation as one of motorsports' most notable players, the brand has excellent licensing potential in a diverse range of categories. We're already working closely with Motul to build a best-in-class consumer products offering, which will be closely aligned with the brand's core values – premium, specialist, ingenious, brotherly, passionate and authentic."

Romain Grabowski, Head of Brand at Motul, said: "It's with great pride that we announce our collaboration with WildBrain CPLG, as we both share the same ambition and they were immediately an obvious choice to us. The WildBrain CPLG team has an extensive network and impressive experience within the licensing world and we're confident they will carefully identify licensees that are matched with our primary focus on quality as well as with our unique spirit, which is a considered blend of authenticity, innovation, passion for racing and taste for adventure. The official Motul licensed products offering will soon be available across different markets and will give Motul fans, petrol-heads, drivers, riders, DIYers and mechanics the opportunity to enjoy a wider experience with the Motul brand."



Motul joins WildBrain CPLG's growing lifestyle portfolio, which also includes Absolut Vodka, Charlotte Posner, Karcher, Kikkoman, The Metropolitan Museum of Art, Osprey London, Parental Advisory, Chupa Chups, Mentos, Smint, Yale University and Harvard University.

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About WildBrain CPLG

WildBrain CPLG is one of the world's leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.

About Motul

Motul is a world-class French company specialised in the formulation, production and distribution of high-tech engine lubricants (two-wheelers, cars and other vehicles) as well as lubricants for industry via its Motul Tech activity.

Unanimously recognised for more than 160 years for the quality of its products, innovation capacity and involvement in the field of competition, Motul is also recognised as a specialist in synthetic lubricants. As early as 1971, Motul was the first lubricant manufacturer to pioneer the formulation of a 100% synthetic lubricant, issued from the aeronautical industry, making use of esters technology: 300V lubricant.

Motul is a partner to many manufacturers and racing teams in order to further their technological development in motorsports. It has invested in many international competitions as an official partner or supplier for teams in: 24 Hours of Le Mans (cars & motorcycle), FIA WEC, Super GT, IMSA, Dakar, MotoGP, World SBK, Enduro, Isle of Man TT, Le Mans Classic, Goodwood Revival and score of others.