

**aapecx**  
ahead of the curve

**automechanika**  
FRANKFURT

## New Venue | New Booth!

### ABRO's Tradeshaw Events in 2016

*The Venetian and Palazzo Resort Hotel & Casino will be ABRO's New Hotel & Venue Location during the 2016 AAPEX Trade Show in Las Vegas.*



ABRO's new venue will allow us to conveniently stay much closer to the AAPEX show.

ABRO Industries is very excited to announce that our new venue for the 2016 AAPEX Automotive Show (November 1-3, 2016) will be at the luxurious Venetian and Palazzo Resort Hotel and Casino in Las Vegas. This will be ABRO's headquarters during the 2016 AAPEX Automotive Show in Las Vegas and where our annual Customer Appreciation Night will be held.

The Venetian Resort, complete with frescos, canals, gondolas and



strolling performers offers spacious, beautifully appointed suites and an impressive upscale shopping center and a wide variety of gourmet restaurants and cafes. In addition, it is a short walking distance to the AAPEX Automotive Show which will

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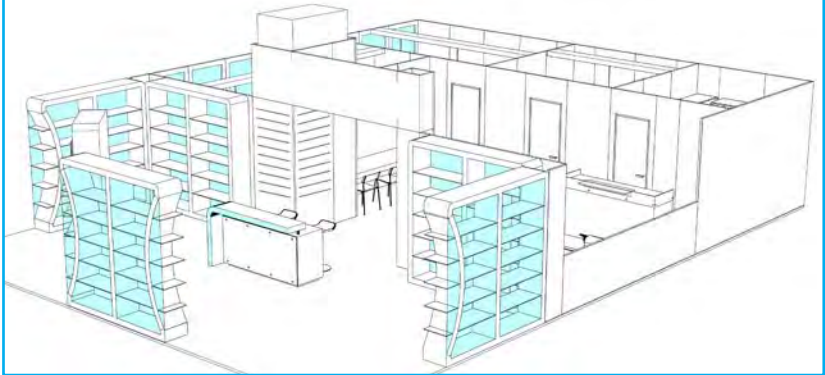
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*ABRO Tradeshow Events in 2016 - Continued from*

make it much more convenient for our overseas guests and visitors. We certainly welcome you to join us at the Venetian in Las Vegas for the 2016 AAPEX Automotive Show as we are certain that once you stay there, you will be saying "Ah, la dolce vita – the Good Life!"

In addition, we are pleased to advise you that ABRO Industries will have a stunning new and expansive booth at Automechanika in Frankfurt which will be held September 13-17 of 2016. The booth will be much larger and more functional to handle our overseas guests. We also look forward to seeing you in Frankfurt for the Automechanika Trade Show this fall.

***At the 2016 Automechanika Trade Show in Frankfurt Germany, the ABRO booth will be completely new construction. The design will be similar to our ABRO booth in Las Vegas.***



## ABRO TRADE SHOW EVENTS IN 2016

### automechanika

FRANKFURT **ABRO Booth: F69 in Hall 9.1**

**Tuesday, September 13 - Saturday, September 17, 2016**

**TRADE SHOW & TICKET INFO: MESSE FRANKFURT**  
<https://automechanika.messefrankfurt.com/frankfurt/en/besucher/willkommen.html>

**HOTEL INFO: THE WESTIN GRAND FRANKFURT**  
<http://www.westingrandfrankfurt.com/>

**Please join us for the  
ABRO Hospitality Events  
in the evenings,  
Tuesday through Thursday,  
Sept. 13-16, 2016**

**Tuesday: Chinese Dinner  
at San San, Westin Grand Hotel**

**Wednesday: Persian Dinner  
at Hafez Restaurant**

**Thursday: Boat Cruise Dinner  
on ABRO Boat**

**DOWNLOAD PROGRAM HERE**



### aaapex

**ABRO Booth: 5052** *ahead of the curve*

**Tuesday, November 1 - Thursday, November 3, 2016**

**SHOW & TICKET INFO:**  
<http://www.aaapexshow.com>

**HOTEL INFO:**  
**The Venetian and Palazzo Resort Hotel & Casino**  
<http://www.venetian.com/>

**ABRO will be in a different  
hotel in Las Vegas this year!**



**More Info to come!**



## Travel Report Africa

*Vice President, Tim Demarais, Reports From His Recent Sales Meetings*



*Tim Demarais with Elizabeth Izekwe, Dr. Cosmas Maduka, Josiah Samuel, Felix Maduka.*

*Tim Demarais with ABRO's largest sub-distributor in Nigeria, Ecobel*

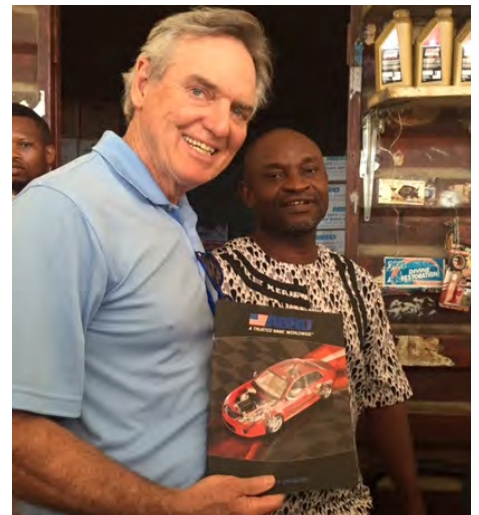
Earlier this year, Tim Demarais visited Nigeria and Ghana, our two largest markets in Africa. Despite the fact the region had been hit hard by plunging oil prices and a most unstable exchange rate, our business in Nigeria and Ghana has drastically increased since the same period last year. The primary reason for this up-tick in sales is that Coscharis Nigeria and Coscharis Ghana remained steadfast in their total commitment to serving our ABRO customer base in the respective markets despite the economic malaise that plagued the region in 2015. Coscharis continued with their active marketing campaigns in both countries as well as continuing to import their regular range of ABRO products. Coscharis also introduced several new ABRO products the past six months such as our ABRO Generators,

ABRO Wood Lacquer and ABRO Filters which all have been successfully embraced by our customers in both Nigeria and Ghana.

While in Nigeria, Tim worked closely with Coscharis' Product Manager, James Mogbo, to fine tune and develop our new ABRO Kombi Putty which is now available.

It has not been an easy time period for Coscharis based on such uncertainty in the region, but Dr. Maduka has weathered this type of economic storm in the past and has always come out of these difficult times much stronger and more focused on how to grow our ABRO business in his market.

While in the region, Tim Demarais also met with Felix Maduka who is the Managing Director of SOCARI – our ABRO exclusive distributor for the Ivory Coast. Felix also



faced a great deal of adversity in dealing with the economic downturn in his country but also has seen an increase in sales the first part of 2016. Recently, Felix exhibited at the Abidjan International Trade Fair in which he showcased a number of ABRO products that were well received by the visitors to the Trade



*Travel Report for Africa- Continued from page 2*

Fair. Our ABRO sales continue to grow in the Ivory Coast and this year, Felix hopes to successfully introduce some of our new ABRO products that have been developed for the West African market. TD



Raphael Agbasionwe, Coscharis Ghana, with Tim Demarais



Raphael Agbasionwe, Coscharis Ghana, with Tim Demarais and Paradise (Ghana ABRO distributor)



Tim Demarais with the ABRO sales team in Lagos Nigeria, Uzor Obuzo and James Mogbo.



↑ Felix Maduka with his customers at a recent Trade Show in Abidjan Ivory Coast.

← ABRO products displayed at the Trade Show



## Cameroon - Grand Opening of New VIP Retail Outlet Store



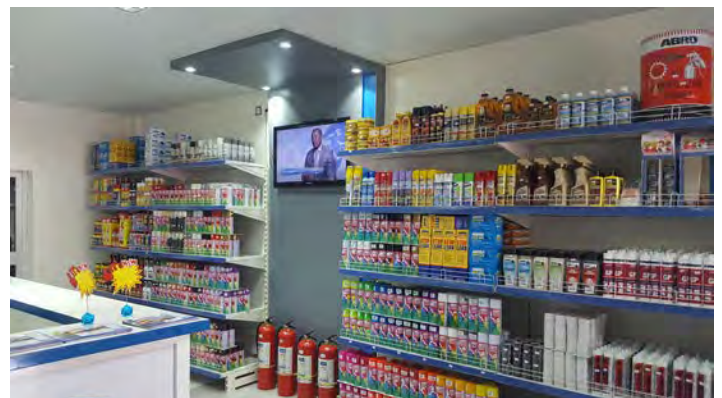
*Joshua Ozioma (4th from left) with sales team in the newly opened VIP retail outlet store in Douala, Cameroon.*

Recently, Joshua Ozioma, Managing Director of Ozone International in Cameroon, visited our corporate headquarters at ABRO Industries to discuss his marketing plans for the remainder of 2016. Ozone's business continues to grow in Cameroon and Joshua clearly is on pace to surpass last year's sales. Joshua has doubled his Body Filler sales due to an innovative marketing strategy he has developed and he also hopes to be adding ABRO Sandpaper and our new ABRO Kombi Putty to his marketing mix.

In addition, Joshua just opened up a VIP retail outlet store in the center of the bustling commercial district of Douala which should have a very positive impact on his ABRO sales. Joshua continues to develop ways to keep our ABRO products in front of his customers which should result in a very strong finish the second half of this year.



*Joshua Ozioma (center in back) with sales team in front of the newly opened VIP retail outlet store in Douala, Cameroon.*





## Peru - ABRO Lubricants



Guillermo Makabe with Mario Manta in Lima, Peru, promoting the ABRO lubricant line. ABRO oil sales in 2015 to 2016 have exceeded all expectations.



Lunch with the Shurtape Peru team at the Hornero restaurant in Lima.

From left to right: Jorge Lara, Wilfredo Egoavil, Mario Manta, Carlos Yenobi, Trinidad Chieng, Milagros Marchena, Guillermo Makabe, Koki Lara, Danilo Guerara, Mikio Makabe, Roberto Soto, Kurio Makabe

## Colombia - Promoting the ABRO Line



Left to right: Milena Junes, Sales Advisor; Pedro Duque, ABRO customer; Jeniffer Ramirez, Sales Advisor; Gustavo Barbosa, ABRO distributor.

Gustavo Barbosa of Cellux Colombia in Medellin, is promoting the ABRO line. Gustavo has aggressively undertaken a campaign to recapture market share in Colombia.





## Paraguay - Showroom in Asunción



*The showroom in Asunción, Paraguay of La Ruta, managed and run by Carlos Cortazur. Carlos has launched a strong campaign in the automotive field, selling ABRO lubricants, filters, and batteries.*

## Belize - Future Plans



*Mario Manta With Ena & Eduardo Martinez of Home and Garden in Belize.*

During his first trip to Belize, in July, Mario Manta visited with Ena & Eduardo Martinez of Home and Garden in the City of Orange Walk. They discussed their plans for a new facility and the future of new ABRO product lines for the upcoming year.

## Puerto Rico - “Expomecánica”



*Abraham López, Virginia Godoy, Richard Orjuela, Juan Bernal and Jaime Cabrera (Zorrilla Commercial)*

ABRO was present at the first annual convention: “Expomecánica” that took place on July 10th in Puerto Rico. This event was focused on reaching out to mechanics in the area.



## Dominican Republic - Oil Filter Presentation

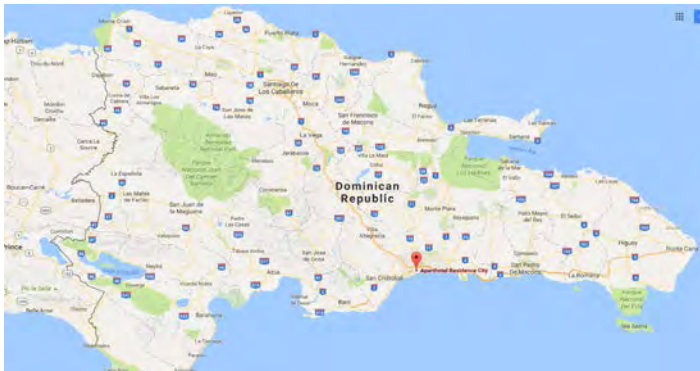


*New ABRO sign at the Petroquímicos Automotrices facility*



*Mario Manta addressing distributors during the ABRO oil filter presentation*

On July 21st, 2016, ABRO Dominicana, Petroquímicos, launched the new line of ABRO oil filters. Mario Manta addressed over 60 distributors and emphasized ABRO's commitment to the Dominican market, "We are very excited to be back in the filter business, it complements our oil line very well" said Petroquímicos, President, Pedro Ureña. ABRO is present in over 150 cities of the Dominican Republic and has over 5,000 active customers that buy and distribute the line.



*Map of the Dominican Republic*



*Display of the new line of ABRO oil filters in the Dominican Republic*



*Mario Manta, José A. Espinal, and Pedro Ureña in front of the ABRO filter display*



*José Peña, María Ysabel Ureña, Mario Manta, María Ysabelita Ureña and Pedro Ureña after the presentation*



## Mexico - ABRO Race Car

*Rolando Medina, of Distribuidora MEGA, sponsors an ABRO race car at the "Autometro de Monterey." The driver, Marcelo, "El Terco" Gonzalez, finished 2nd.*



## Nicaragua - New Lubricant Warehouse



The new ABRO lubricant facility is going up in Managua, Nicaragua. The warehouse is being built by Joaquin Ixcoy, to further grow this ABRO oil business in this area. Joaquin has done a tremendous job promoting the ABRO lubricant business in both Guatemala and Nicaragua.



## Honduras - Store No.10 to Open



Kenny Yuja, Kenny José Yuja and Mario Manta at the site where the construction of the new store has started. Agencia La Mundial has 10 stores strategically located throughout Honduras.



In San Pedro Sula, Honduras, with Kenny Jose, and Kenny Yuja. Store No. 9 will be inaugurated in August of 2016.

La Mundial will open store No. 10 in Tegucigalpa in October of 2016.

## Guatemala City - ABRO Ads on 18 City Buses



Centracasa in Guatemala launched an advertising campaign on the back of 18 public buses. CEO, Sandra Figuerou, and the new manager, Alvan Aleman, have launched an advertising campaign throughout Guatemala City.



## Visit to ABRO

### Costa Rica



Peter Baranay, Eduardo Retana, Mario Manta and Marvin Retana at ABRO in South Bend, planning the future at ABRO in Costa Rica.



During a second visit, Eduardo, Orlando and Marvin Retana attended the USA vs Costa Rica Copa America Centenario game in Chicago with Mario Manta.

ABRO's Masking Tape distributor from Togo visited our headquarters in South Bend, Indiana in June. Tim Demarais and Sasan Sohrab had a very productive meeting with Dr. Kodjo Amegnihe and discussed different strategies to increase our Masking Tape business in Togo during this year and going forward. Plans were also made so that Sasan Sohrab will visit Togo for the first time during the 1st Quarter of 2017.

### Togo



Sasan Sohrab with Dr. Kodjo Amegnihe and Tim Demarais at ABRO in South Bend



## Auto Expo 2016 in India



Once again, Upjit Industries had a major presence at this year's trade show in Delhi. We had a brand new expanded booth and it still was not large enough to accommodate the large number of people that wanted to visit our booth on a daily basis. This was by far the most successful show that we have had in India. Our automotive products are becoming popular and are now selling in



*Chanan Rohiwal, A.K. Gupta and Sasan Sohrab, at the Auto Expo in India.*

every corner of the country.

We also had our customer appreciation where the different channel partners and distributors of ABRO products met for dinner and socializing. The comradery and team building was very impressive and we are 100% confident that just like ABRO Masking Tape, our hardware and automotive products will soon dominate the markets in India.



*Sasan Sohrab was guest speaker at the AIPL ABRO reception.*



*A.K. Gupta and Sasan Sohrab taking a group picture with key staff.*



**P.49 ROYAL EAGLE<sup>®</sup>**  
**LIGHT WEIGHT BODY FILLER**

Quick and Easy to Apply  
Superior Sandability and Feather Edging  
Tack-Free for an Ultra Smooth Finish  
Available with Blue or Red Hardener Cream  
Gallon Size Includes Spreader



<b>PART NO. P.49-ROYAL EAGLE-QT-RED</b>	
1 QT./827g	12/CASE
<b>PART NO. P.49-ROYAL EAGLE-GL-RED</b>	
1 GAL./3.31kg	4/CASE



**new**  
**Available at the**  
**ABRO warehouse**  
**NOW!**



<b>PART NO. P.49-ROYAL EAGLE-QT-BLU</b>	
1 QT./827g	12/CASE
<b>PART NO. P.49-ROYAL EAGLE-GL-BLU</b>	
1 GAL./3.31kg	4/CASE



**POLAR FREEZE<sup>™</sup>**  
**134a REFRIGERANT\***

Premium Refrigerant for Auto A/C  
Environmentally Safe, 3 Piece Can  
DOT Approved, Non-USA Origin

<b>PART NO. R134A-AM-3P-DOT-10</b>	
10 OZ./284g	12/CASE

\* Currently not available for mixed orders  
from warehouse. Ships directly from factory.



**POLAR FREEZE<sup>™</sup>**  
**134a REFRIGERANT\***

Premium Refrigerant  
Environmentally Safe  
DOT Approved  
Non-USA Origin

<b>PART NO. R134A-AM-DOT-CL</b>	
30LBS/13.6Kg	1 CYLINDER

\* Currently not available for mixed orders  
from warehouse. Ships directly from factory.



**POLAR FREEZE<sup>™</sup>**  
**134a REFRIGERANT\***

Premium Refrigerant for Auto A/C  
Environmentally Safe, 2 Piece Can  
DOT Approved, Non-USA Origin

<b>PART NO. R134A-AM-2P-DOT-12</b>	
12 OZ./340g	12/CASE

\* Currently not available for mixed orders  
from warehouse. Ships directly from factory.



## Trade Show in Colombo, Sri Lanka

Our distributor in Sri Lanka, ABRO Lanka, has made a commitment to participate in all the local shows and advertise ABRO products heavily. The results speak for themselves and we have already seen consecutive record sales in Sri Lanka over the last three years. This year has already started very strong and we expect another record year there.



ABRO signage promoting ABRO products in Sri Lanka



ABRO Lanka Trade Show booth in Colombo Sri Lanka

## First Visit to Chad

Sasan Sohrab was the first ABRO employee to visit Chad and had a series of meetings with Mr. Atteib Abdelkerim and some of the key customers in the market. Sasan also had the pleasure of meeting with Mr. Atteib's father who is Elhadj Abdelkerim Doutum. He is the proprietor of this business in Chad. Plans have been made to expand our business in Chad during this year to include many of our new products including Filters and Batteries.



Mr. Elhadj Abdelkerim Doutum and Sasan Sohrab in the store in Chad.



Mr. Elhadj Abdelkerim Doutum with his son, Atteib Abdelkerim



Sasan Sohrab visiting with Atteib Abdelkerim



## Trip to Dakar Senegal

Sasan Sohrab traveled to Senegal and visited the newly redesigned store in Dakar. Despite all of the difficulties in the market and the many challenges that we have faced in Senegal, Mr. Balde Ibrahima has been able to have a major presence in the market and offers the entire range of ABRO products to his customers. We are very optimistic and looking forward to a bright future in the next few years in Senegal.



Balde Ibrahima with his sales team in Dakar, Senegal



Store front of the ABRO store in Senegal



Sasan Sohrab with Balde Ibrahima



Great Idea: ABRO information tower

## ABRO Visit to Bamako Mali



Store front of the ABRO Distribution Center in Bamako, Mali

A large assortment of ABRO products is offered at the store

Left photo: Mr. Diallo Boubacor (far right) with his sales team and Sasan Sohrab (center)

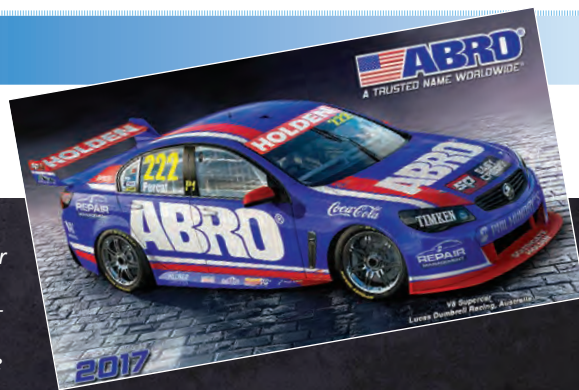
ABRO distribution has steadily grown in Mali over the years. Despite the extremely difficult economic conditions and political upheavals in Chad, our business is growing and almost every ABRO product that we produce can be purchased in Bamako.



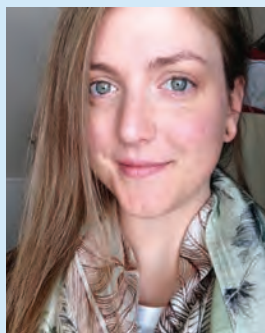
## Let's Share Ideas

### Promoting ABRO in Australia

We are pleased to be associated with Lucas Dumbrell Motorsports of Melbourne, Australia. Lucas' father, Garry Dumbrell, is the Managing Director of ABRO Australia and he is making great headway in penetrating Australia with our ABRO products. Lucas Dumbrell Motorsports has developed a Champion V8 Super Car Team that features the enclosed ABRO Super Car that has done quite well in Australian competition and has thrilled fans throughout the region. This sleek, powerful V8 Super Car will grace the cover of our 2017 ABRO car calendar. We certainly would like to thank ABRO Australia and Lucas Dumbrell for allowing us to use the photo for our car calendar.



## Meet ABRO's Staff



— **Jamie Clark**  
Graphic Designer

Jamie joined the ABRO team in January of 2015 as a Graphic Designer and Sales Assistant. She has since moved to full time Graphic Designer at ABRO under the creative direction of Birgit Sommer and enjoys working with everyone on the ABRO team.

ABRO has given Jamie the opportunity to put her educational background of a Bachelor's degree in Fine Arts with a concentration in Graphic Design to great use. She especially enjoys being able to put her skills to work on an interna-

tional scale working with the extended ABRO family and customers all over the world.

When she is not at ABRO, Jamie enjoys being with family and friends and spending as much time outdoors as possible. She and her husband welcomed their first child this June and are looking forward to another exciting chapter in their lives.



Recently ABRO staff members with their families participated at a Family Fun Walk in South Bend, Indiana.



The shirt, designed by **Jamie Clark**, and sponsored by **Peter Baranay**, was very well liked and the ABRO team won a prize for wearing these great shirts.