

ABRO Ecuador Race Car Team Wins Six Hour Race in Peru

CONGRATULATIONS
TEAM ABRO

FEBRUARY 12, 2017
Seis Horas Peruanas - Lima, PERU



ABRO TEAM WINS

PLACE 1, 2 & 4



After battling fierce competition from start to finish, winners of the 6 hour race were the brothers Xavier and Miguel Villagómez from Ecuador, representing Team ABRO.



Luciano Sarbag, Javier Gonzalo Villagomez, Mario Manta, and Xavier Villagomez hold the trophy





COMPETITORS


ABRO OUTLASTED THE AUDI AND FERRARI IN THE 330 LAPS RACE



WINNING CAR

 Peru 1-2

 India 3-5

 Sri Lanka 6

Visit to ABRO World Headquarters

 India 7


 Kuwait 7


 Yemen 8

Latin America:


 Honduras 9


 Colombia 10


 Paraguay 10


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ABRO Ecuador Race Car Team Wins Six Hour Race in Peru

Twelve months ago, Xavier Villagomez was victorious at the six hour of Ecuador and the equally grueling six hours of Columbia. His team was full of enthusiasm when in February 2016 they arrived in Lima only to place second behind the much talked about and photographed Audi RX 8, driven by well renown rally racer, Nicolas Fuchs. The young Ecuadorian side had been edged out by the Fuchs who is ranked 12th in the world.

Xavier made himself a promise to return the following year better prepared to win the title. On February 11, 2017 after 330 laps and six grueling hours of racing, the ABRO ECUADOR team stood on top of the podium and celebrated the victory with a champagne shower.



ABROnizing India



Mr. A.K. Gupta (left) with Sonny Sohrab meet with the ABRO sales team and key staff in Delhi.

Under the leadership of Mr. A.K. Gupta, the sales and marketing team in India has done an unbelievable job of promoting the ABRO name as a major player in the hardware,

industrial and automotive fields. Through creative marketing and continuous education of distributors, ABRO has now been firmly established as a major brand that can



AIPL ABRO is ABRO's distributor with the largest sales team and the most creative ideas to promote the ABRO brand. Just to name a few items: corporate newsletters, product placement guides for store owners, how-to-use booklets for end users, promo give aways at shows.



Sonny Sohrab with Mr. Ramaratnam from Sri Lanka and Mr. A.K. Gupta at the dinner reception in Delhi.

compete with any competitors from within or outside of India. ABRO is prominently represented in every regional tradeshow throughout the country. A solid foundation has now been laid for continuous and aggressive growth in India for many years to come.

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India - Continued from page 3



Reception in Mumbai.



ABRO sales team and key distributors in Mumbai.

Mr. Gupta's factory in Delhi has gone through a major enlargement and will go through another expansion phase by next year to keep up with the demands for the tape products in India. The ABRO sales staff along with key distributors were invited to Mumbai for a reception to celebrate the impressive growth of ABRO products during the last year. The level of excitement amongst the newly assigned distributors was quite impressive and we certainly expect to see our growth continue due to the hard work of our entire sales and marketing team along with our dedicated distributors.



Mr. A.K. Gupta and the team in charge of masking tape operations.



New four color printing machine at Mr. Gupta's factory



Mr. Ramaratnam and Mr. A.K. Gupta at the converting facility in Delhi.

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India - Continued from page 4



ABRO AIPL staff members at the main warehouse in Mumbai.



The new ABRO warehouse in Mumbai is filling up with ABRO products very quickly.



Chanan Rohiwal in the spray paint aisle of the main warehouse.

In order to serve a large market like India, you obviously need to have a very sophisticated distributor network.

The imported products arrive at the main warehouse in Mumbai where they are counted and where bar codes are put on each individual box. From there, the products are either shipped directly to individual distributors or sent in bulk to other warehouse locations throughout the country which serve their specific regions.

Creative marketing schemes have allowed our products to be displayed front and center in many retail stores throughout India. A large number of products are specifically designed for our market in India in smaller cans that are much more affordable for the end users. This strategy has been a key part of ABRO's growth in India.



Creative point of purchase displays in the market in Mumbai.



Sonny Sohrab visiting a retail store in Mumbai.

Sri Lanka - ABRO Trade Show in Colombo



ABRO Lanka Pvt. Ltd. in Sri Lanka has invested heavily in a yearly trade show in Colombo for the past few years. We now have the largest, and by far, one of the nicest booths at the show, which has given us great visibility in the automotive field in Sri Lanka. The major investment in advertising and promotion of ABRO products in Sri Lanka has started to pay off and we have seen a clear correlation between the increase of our ABRO promotion and the fast growth of our sales in Sri Lanka. Under the leadership and vision of Mr. Ramaratnam, ABRO is now the #1 brand in Gasket Maker, Carb and Choke Cleaner, Coolants and a number of other products.



Visit to ABRO World Headquarters



Mr. Reny Varghese of Crown Tapes in India visits ABRO Headquarters in South Bend for the first time. He is one of the largest tape customers of ABRO Industries and his entire business has revolved around converting and selling the ABRO Masking Tape throughout India. He and his team serve many of the retail shops throughout Mumbai and in the South-east region. They specialize in selling ABRO products to more sophisticated industrial customers who have been the backbone of our growth with Crown Tapes.

Peter Baranay , Mr. Reny Varghese, India, with Sonny Sohrab.

It was a pleasure for us to receive a visit from Mr. Rakesh Bahl and his wife, Anju, in October 2016. Mr. Bahl is from Construction Materials Center Co. based in Kuwait. They are long term business partners in Kuwait and we appreciate the effort made to stop in and visit our world headquarters in South Bend.

We had a very productive meeting and discussed our new business ideas and strategies that will be implemented throughout 2017.

We also appreciate their continued business and promotion of ABRO in the Kuwaiti market over the past several years.



Mr. Rakesh Bahl and wife, Anju, from Kuwait with Peter Baranay, Steve Leddy and Sonny Sohrab.

Yemen Business Soaring Despite Extraordinary Challenges

All businesses at some point have to face challenges in order to survive and prosper. In the case of Yemen, Al-Alimi Brothers was hit with unbelievable challenges and difficulties over the last few years due to a raging civil war, port closures, severe economic hardship and currency problems. Al-Alimi Brothers decided to meet these challenges head on and actually increased their orders and targeted lubricant business. ABRO Industries continued to support Al-Alimi Brothers and managed to keep the shipments going despite the great risk to both ABRO and Al-Alimi Brothers.

As a result, not only we were able to continue our business, but astonishingly our business in Yemen went up by more than 100% as they are now one of our top five customers in the world. Through an aggressive and comprehensive advertising campaign, almost every gas station and service station in the entire country has been painted with the ABRO logo or has prominent ABRO signs to promote all ABRO products, especially ABRO lubricants. We hope and pray that this civil war will end soon and that Yemen can once again get back to normal operations.



Mr. Al Alimi and Sonny Sohrab met in Dubai to discuss business in Yemen.



Large billboards, street banners and car stickers are visible in every town and city throughout Yemen.



Honduras - Seminar and Show Room



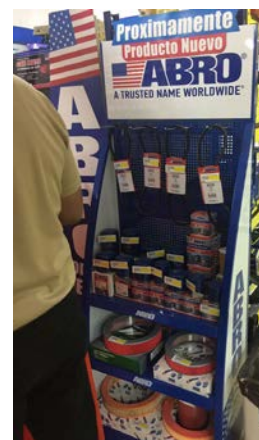
Mario Manta, Joaquin and Israel Revolori meet in San Pedro Sula, Honduras to conduct a presentation on oil filters for Agencia La Mundial.

Catchy Novelty

This tool kit, in a replica of an oil bottle, was passed out by Agencia La Mundial at their show.



Twice a year, Agencia La Mundial in Honduras hosts a show for its distributors. All ABRO products were exhibited and the new line of ABRO V-Belts was introduced with great success.



Colombia - Sales Meeting



Harry Barbosa addresses the customer base of Cellux Colombia and talks about the successful sales of AB-80 in its three new presentations. Cellux Colombia was the first ABRO distributor to launch the AB-80 in its new display carton and new size.

Paraguay - Race Car

Rally driver and ABRO distributor, Carlos Cortazar, of Asuncion Paraguay successfully competed to a top ten finish in rally racing this season.



Panama - Sales Meeting

Guillermo Herrera, Juan Silvera and Mario Manta met on February 9th in Panama City to discuss the introduction of the ABRO car jack line. Grupo H.S. in Panama will be one of the first ABRO distributors to market and sell the new line of car jacks.

Argentina - Distributor Meeting



ABRO distributors' meeting in Buenos Aires

On January 17, 2017, Rodrigo Fornari and Fernando Ruggiano from Pintura Megalux arranged a meeting of all their distributors in Buenos Aires. Distributors traveled from all corners of Argentina to attend the seminar led by Mario Manta of ABRO U.S.A. We expect 2017 to be the break out year for this nation that has been dormant for so long.



Guatemala - Expo Motriz 2017



On March 5, 2017, ABRO exhibited for the first time at Expo Motriz in Guatemala City. Andres Oliva, Alvan Aleman and Sandra Figueroa organized the ABRO booth. The show was very well attended by Guatemalan distributors and customers. Between traditional products and the ABRO lubricants, we had a 15% growth over 2015.



Nicaragua - 30 Years of Working together

January 5, 2017

Eduardo Morales, Roberto Moreira, Roberto Morales, Sr., Mario Manta and Roberto Morales, Jr. celebrate 30 years of doing business in Nicaragua.

The relationship began 30 years ago when Roberto Morales, Sr. and Mario Manta met at the Camino Real Hotel in Guatemala City.



Ferro Bolivia - Celebrating 30 Years of Business

January 21, 2017

Another anniversary - a relationship that began 30 years ago when Leon Waldman bought a single container of ABRO Masking Tape for Santa Cruz, Bolivia.



Thirty years later, Ferro Bolivia is run by Leon Waldman's widow, Hilda, and assisted by Marcelo Parada and Magdalena Daza. On March 24th, ABRO will be holding a second event in Santa Cruz to introduce the new products of the automotive line.

Costa Rica - Record Year

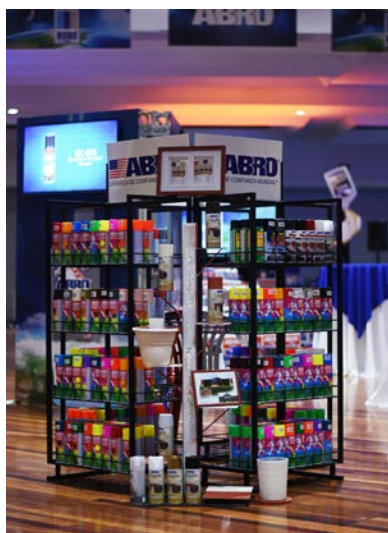


ABRO was ranked Brand of the Year 2016 in a national survey in Costa Rica.

Criteria:

- Which brand is always available in stores?
- Which brand is most sought by customers?
- Which brand is easiest to sell?
- Which brand is backed with efficient deliveries by its supplier?

March 4, 2017 Grupo ReRe in Costa Rica invited their customers to celebrate the record performance of 2016. In 2016, Grupo ReRe increased its sales of ABRO products by more than 30% and ABRO was voted one of the most recognized brands in Costa Rica. Marvin, Eduardo and Orlando Retana continue to head up the company and have made project 2020 their main priority.



New Zealand - Automotive Supplies

Last December, ABRO salesman, Michael Molnar, traveled to Auckland, New Zealand to visit with Automotive Supplies NZ Ltd. This meeting was very important because the company was recently purchased and is now a division of GPC Asia Pacific Ltd. After meeting with the team in Auckland, we are confident that there are possibilities to grow the business on what was already a strong foundation. Next time you are in New Zealand, make sure that you pick up a copy of Motor Equipment News and look for ABRO.



Georgia - Line Media

Recently, ABRO salesman, Michael Molnar, traveled to Tbilisi, Georgia to review the current business situation. One big project that is scheduled to launch in 2017 is a full line of ABRO professional car wash products. If these products work well in Georgia, we will consider adding this ABRO product range in other markets. ABRO advertising can be found in the Georgian version of Auto Bild magazine.



ABRO Russia West

In a recent race, Dmitry Goncharov took 5th place in the Rocky Mountain Rally Championship of the Southern Federal District. Dmitry performed especially well last season, ending the year in 2nd place in the Rally-Sprint Pro Championship. Dmitry won the 3rd grade in motor racing at the end of 2016.



ABRO Russia West



As business grows, companies need to invest in the business to remain competitive. ABRO Russia West has a rapidly growing business and they continue to find ways to not only promote the ABRO name, but to also meet the high demands of their customers. The newest delivery van is going to be very busy in 2017.

Let's Share Ideas

ABRO Promo Boxes to Change

ABRO is in the process of changing the contents of our ABRO promo boxes.



ABRO's past Promo Boxes.

Do you have any suggestions regarding what you would like to see included in the new promo boxes?

Please contact your sales manager and give us your input.



We liked one of the many great ideas from ABRO's supplier in India so well, that we decided to include a similar drink coaster into the next Promo Boxes.



Newly designed stickers will be included in the new Promo Boxes.

Meet ABRO's Staff

Susan Quickstad

Meet Susan Quickstad, ABRO's Assistant to the Controller!

Susan joined ABRO 2 years ago and plans on being here “until I retire” she says. She is both loyal to the job and to her boss, ABRO’s Controller, Ashley Schmitt Reed.

ABRO provides variety in the everyday operations and within the environment we work, that keeps her job exciting and interesting.

Susan has been married for 30 years to her husband, John, and they have three adult children. Her oldest was married this past November. She likes going to the beach in the warmer months and in the winter months, she enjoys staying indoors. Susan also likes to read.



—Susan Quickstad
Accounting Assistant
ABRO

**Grenada -
Sebastian Paul †**

With great sadness we must inform you of the passing of Sebastian Paul, ABRO's long-time distributor in Grenada.



Sebastian Paul

Sebastian Paul, CEO of SP's International Trading Ltd., has been a fixture at the Las Vegas Show. He has been a loyal ABRO distributor for almost 15 years. He will be dearly missed by family, friends, suppliers and customers. We at ABRO hope to continue working with the family on the solid foundation laid by Sebastian.

"Though the sudden loss of Sebastian left a void, which no one close to the organization was expecting to fill so soon, his passing has challenged staff to get even stronger and more committed in their efforts to build this company. His daughter, Mrs. Selisha Paul St. Bernard, has stepped into the role as CEO of the organization and has all the business and experiential acumen to do an outstanding job at the helm of the company; therefore, ensuring that Sebastian's imprint will always be a part of the organization. Sebastian has inspired the growth of a formidable spirit within the organization that will endure; his vision was never to create a legacy around himself as an individual, but to build an organization with its own lifeblood, with a dynamic and conscientious staff that embraced and perpetuated the vision and values of the organization."

SP's International Trading Ltd.