

ABRO Now Selling in the USA!



The ABRO Team exhibited for the first time at the NACE Automechanika in Chicago. Sonny Sohrab and Mike Molnar at the ABRO booth.

ABRO Industries, Inc. is now selling our products domestically for the first time in our 78-year history. The “Coming Home” campaign launched in July by exhibiting at the NACE Automechanika Show in Chicago. ABRO Salesmen Michael Molnar, Sonny Sohrab and Stan Santos spent time at the booth talking to many people about who ABRO is and what we have to offer.

The most common question that we receive is why haven’t we been trying to do business in the USA for all these years? The answer to that is not so simple, but essentially, from the very beginning, our focus has been on exporting products made in the USA to the rest of the world. We realized that we are very good at this and we grew the business under this core concept. Today, ABRO products are sold in over 185 countries. There are not many markets left with large potential that we can try to grow the business.

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Our distribution in the markets that we are invested in is mostly developed.

During ABRO's end of year meeting in late 2016, the topic of what's next for ABRO was discussed. Selling domestically was suggested and when the discussions ended, it was decided that we would be open to the opportunity.

Today you can buy eight ABRO items through AMAZON. We are currently in discussions with major distributors and retailers. ABRO will once again be at the AAPEX Automotive Show this October 31st - November 2nd in Las Vegas. We plan on selling ABRO products made in the USA to the USA market. We have plans to expand the range from eight items to 200 items over time. This is an exciting time for ABRO and we hope that this new part of the business will inspire new ideas and strategies for us to share with our distributors all over the world! The ABRO Family is growing and we are happy that you are part of it.



It's easy to order ABRO products at AMAZON:

1. Go to www.ABRO.com - On the Home page, click on the RED bar
 2. Available products will be displayed.
 3. By selecting a product you will be directed to AMAZON
- Or you can just go directly on AMAZON and search for ABRO.

Visit our ABRO booth at these Tradeshows



**AAPEX
LAS VEGAS, USA**

OCT. 31 - NOV. 2, 2017

LEVEL 2 - BOOTH 5052

www.aapexshow.com



**AUTOMECHANIKA
SHANGHAI, CHINA**

NOV. 29 - DEC., 2017

**Hall 2 - BOOTH 2H116
U.S. PAVILION**

<http://automechanika-shanghai.hk.messefrankfurt.com/shanghai/en/visitors/welcome.html>



**AUTOMECHANIKA
FRANKFURT, GERMANY**

SEP. 11 - 15, 2018

Hall 9.1, BOOTH F69

<http://automechanika.messefrankfurt.com/frankfurt/en/besucher/willkommen.html>

ABRO Sales Team Visits West Africa



James Mogbo, Tim Demarais, Sonny Sohrab and Uzor Obuzor visiting one of Coscharis' customers in Nigeria

ABRO's Vice President, Tim Demarais and Sales Manager, Sonny Sohrab, visited Nigeria and several other countries in West Africa to see how ABRO distributors in the region were weathering the economic slowdown in the region due to declining oil prices and currency fluctuations.

ABRO's largest market, Nigeria, slipped into a recession last year

as low crude oil prices cut government revenues which caused dollar shortages and slowed the economy. However, despite these tough economic times, it was encouraging to see Coscharis Motors continuing to maintain our leading market share on many of our ABRO products. The leading products are Oil Treatment, Masking Tape, ATF, Silicone Sealant, PVC Cement and ABRO Jet Batteries. The management at Coscharis Motors, led by Dr. Cosmas Maduka, was forced to take creative measures to keep ABRO products moving in the market. At the same time, they did a great job stay-

ing on top of their receivables, especially with the dollar scarcity in the market. Dr. Maduka admitted that "these are difficult times but we have been in this situation before. With the strength of the ABRO name and the strong distribution channels of the Coscharis organization, we are starting to come out of this and the ABRO name will be



Tim Demarais with Dr. Cosmas Maduka, President of Coscharis Group Ltd.

stronger than ever as the Nigerian economy recovers". Oil prices have increased in the second half of this year and the Naira has stabilized and we are seeing a nice acceleration of our ABRO business in Nigeria as we look forward to the 4th Quarter of 2017. Tim Demarais and Sonny Sohrab recently visited a number of Coscharis' customers in Nigeria. It was refreshing to see that the ABRO name is still synonymous with quality and value as ABRO has been in the market since 1971.

We were also pleased to see that our new ABRO Filters and ABRO



Ralph Agbasionwe and his wife with Tim Demarais in Ghana

West Africa- Continued from page 3



Tim Demarais, Ralph Agbasionwe and Sonny Sohrab with some of Coscharis Ghana's executives

Spark Plugs are starting to take hold in the Nigerian marketplace. We see some nice potential for these two products in the future and we also hope to add other auto accessories such as ABRO Brake Pads, Hub Bearings and Car Mats.

To cap off the week-long visit to Nigeria, Tim and Sonny hosted a gala ABRO banquet at the Ikeja

Sherraton which was attended by members of the Coscharis executive staff and their families. During the dinner, it was recognized by all that there were definite challenges facing our ABRO business in Nigeria because of the current economic malaise. However, we all agreed that tough times call for tough measures. Everyone who attended the ABRO event pledged to do whatever it takes to dig deep, rise up and overcome the current challenges that face ABRO today in Nigeria.

Tim Demarais and Sonny Sohrab also visited Ghana during their West African tour. They met with Managing Director, Ralph Agbasionwe, who is also facing challenges in Ghana because of the stagnant economy, but Coscharis Ghana is up to the task of maximizing their ABRO sales.

Ralph established an ABRO professional sales team that travels throughout Ghana visiting workshops, service stations, hyper stores and other sales outlets to spread the ABRO message and in-

troduce new products to customers. Ralph is optimistic that these promotional efforts will lead to stronger ABRO awareness in the market and result in increased ABRO business in Ghana this year.

Coscharis Ghana will be introducing our new ABRO Car Wash shortly and Ralph does expect nice sales activity on this new product. We also hope to see increased business on our Electrical Tape, Silicone Sealant and Silicone Gasket Maker in Ghana as we enter the 4th Quarter of this year and hopefully, end 2017 on a strong note.



Uzor Obuzor, Sonny Sohrab, Tim Demarais and James Mogbo with key Coscharis customers in Nigeria

ABRO professional sales team that travels throughout Ghana visiting workshops, service stations, hyper stores and other sales outlets to spread the ABRO message and in-



Tim Demarais in front of one of ABRO Ghana's promotional vehicles in Ghana

CAMEROON Business Dinner - Perception

by *Sonny Sohrab*



Sonny Sohrab was this year's guest speaker at Ozone's business dinner.

I was very excited to go to Cameroon for the first time and see the successful organization that Joshua has built over the last ten years. Through creative thinking, hard work, and detailed planning, Joshua Ozioma has been able to establish a very successful company in Cameroon. He is truly the reason why ABRO is now well known and respected throughout the country.

As part of his plan, Joshua has a yearly business dinner where all the staff and family members are invited for an evening full of comradery and team building, learning about new products and strategies, but, most importantly, having a fun evening. Aside from great food, drinks, dancing and fun games, we also had the pleasure of watching a PowerPoint presentation given by Joshua. The theme for this year's presentation was Perception. Joshua did an amazing job explaining to the group the importance of cre-



Sonny Sohrab with Joshua Ozioma, President of Ozone International

ating and communicating a clear message to the market on ABRO as a company and its products. It was very obvious that the staff and customers in the market clearly see ABRO as one of the premier brands in the market – something that will ensure our success this year and for many years to come. I would like to take this opportunity to thank Joshua, his family and all the staff and their families for a wonderful time during this year's business dinner in Cameroon.



Ozone's staff and their families had a wonderful time at the business dinner and party.

IVORY COAST

Over the last few years, we have had to overcome many obstacles in Ivory Coast which certainly affected our growth for this market. After visiting the market and having a strategy meeting with Mr. Felix Maduka, we decided that it is time to make a push to expand our business in Ivory Coast. Our plan was to start marketing the entire range of ABRO products heavily in the other regions of the country where



Sonny Sohrab and Felix Maduka



A large billboard is displayed on the store front of SOCARI, Ivory Coast.

we had not been active for several years. This strategy has already been implemented and we are serving these markets with direct sales and marketing teams. We have already seen the benefits of this strategy and fully expect to finish this year strong and have a record year next year.

SAUDI ARABIA



ABRO Industries and ABRO's distributor in Saudi Arabia, Falcon, worked closely together to create ABRO premium wood glue.

Saudi Arabia is one of ABRO Industries' most established markets in terms of brand recognition and sales volume. Falcon Plastic Products Co. has been a long-term partner in the Kingdom and has worked with ABRO Industries in converting ABRO masking tape and distributing it throughout the Kingdom. Steve Leddy, International Sales and Marketing Manager, recently met with Mr. Nabil Milhem, Chief Operating Officer, and Mr. Abdullah Althunyan, Supply Chain Manager of Falcon Plastic Products Co. to review our annual performance and discuss several new business objectives.

One of our key business objectives includes working with our long-term partner to create new and complementary products to add to our existing ABRO offerings. We have identified many new product ideas, but ultimately agreed that the sales potential of a high-quality wood glue could serve as a good complement to the existing ABRO masking tape customers. ABRO Industries and Falcon worked closely to create ABRO premium wood glue. This product is currently in production and distributed in the Kingdom. We are confident that this product will be successful and help us continue to capitalize on our well-established ABRO brand name.

Visits to ABRO World Headquarters in South Bend

CAMEROON + BENIN



Mr. Joshua Ozioma from Ozone International visited ABRO Industries to place orders for the 3rd and 4th Quarter of this year. We are expecting a strong finish to the year in Cameroon. This year, we also had the opportunity to meet with Mr. Uche Ozioma who is the younger brother of Joshua. He will be heading the operation in Benin and we have already started working on several orders for this market.

NIGERIA



We had the pleasure of hosting Dr. Cosmas Maduka of Coscharis Motors last month. Dr. Maduka spent a few days at ABRO headquarters before he flew to Las Vegas, Nevada where he was awarded the "Nnewi 2017 Excellence and Lifetime Award" for his philanthropy and good works in his home region in Nigeria.

IRAQ



Mr. Salar Agha visited ABRO Industries with his son, Mirwan Saleh, for discussions regarding the new opportunities in the Iraq market.

GUINEA



Mr. Issa Niane and his wife visited ABRO Industries and had meetings with Peter Baranay and Sonny Sohrab regarding the growth of ABRO in Guinea during 2017 and going forward to 2018.

ABRO Russia East - Drift Car



This ABRO Mint Nissan Sylvia stands out on the track!



The ABRO Mint is a fast and beautiful car. When it is really moving, the tires smoke and screeching tires are electrifying. The ABRO Mint Racing philosophy was created in 2015 and the car is currently competing in its 3rd consecutive summer in the Drift Series. The car has been racing all over Eastern Russia and throughout Siberia. The main driver of the team is Konstantin Gorchakov. Because of the car color, Konstantin got the nickname “Mint-lad”. At 6’5”, his car is not the only thing standing out before and after the races are complete. The team would not be complete without a top notch team of mechanics (all three of them are named Oleg). The dedication of Konstantin and the Olegs has thus far been blessed this year, and there have been no major accidents. The team is pushing forward to win more races this year with an ever-improving skill set and a devotion to winning. It takes the unity of skill and technical performance to achieve results.

The ABRO Drift Team participates in international ASIA PACIFIC D1 PrimRing GP. This is the outstanding venue with the racers from many countries.

In 2016, the ABRO drift car took first place in design competition and 4th place in the race series. We want to wish the best of luck to all the ABRO drift team in the upcoming 2017 race series.

ABRO Russia East - New Warehouse Grand Opening

The ABRO Russia East Logistics Distribution Center Grand Opening took place on April 20, 2017 in Vladivostok, Russia. This immense project launched in early 2013 from scratch. The initial idea of the construction was taken from ABRO’s main warehouse located in Savannah, Georgia USA. A special thanks to Tina Nixon who runs the major warehouse in the USA for ABRO and took time to explain ABRO USA’s warehouse design and concepts. The new warehouse in Russia has a lot of similarities to the one in the USA except, of course, for some serious adjustments due to specific Russian temperature issues.

The ABRO Russia East Logistics Distribution Center has all the modern features assembled together. Dock levelers and gates from Germany, energy saving ceilings from Korea, heating systems from Italy, forklifts from Japan and love coming from the heart.



President of ABRO Russia East, Evgenii Yakovlev, and Mike Molnar cut the ribbon.

This 50,000 square foot state of the art facility is the only one of its kind in all the area of Siberia and Far East. The facility has sufficient parking spaces for all the ABRO fleet and 18 wheelers coming from the seaport. There is an additional space for the construction of one more warehouse when the sales demand more space.

ABRO Russia East Logistics Distribution Center is located near the biggest sea port on the Russian Pacific coast. It is close to the Chinese border (50 miles), just 350 miles from Japan and only 400 miles from South Korea. The Port of Vladivostok is the main trade gate between Russia and America, Asia and Australia.

It was a great honor for all the ABRO Russia East team to have Mike Molnar from the USA, who provided a lot of help during the construction at the Grand Opening. Mike and the President of ABRO Russia East, Evgenii Yakovlev, cut the ribbon. Afterwards, a piece of the ribbon was packaged into the special frame and sent to Peter Baranay. This project would never have happened without him.

The ABRO Russia East Logistics Distribution Center improves logistics and customer service and gives endless opportunities to grow the ABRO business in Russia.

ABRO Russia West - Racing



Dmitry Goncharov in his trusty Mitsubishi Lancer Evo IX

This past severe and snowy winter marked the eighth season of stage races in Southern Russia that took place on February 18, 2017. The bad weather conditions resulted in a change of the venue for the race. Dmitry Goncharov, who has been competing for many years with the support of ABRO, became the prize winner of the first stage and ended up in 2nd position in the overall standings.

The second stage of the Open Krasnodar Region Championship and the first stage of the Open Republic of Adygea Championship took place one month later in March of 2017. The road surface consisted of soil and gravel and was new for both participants and guests. Dmitry took 4th place in this serious and intense race that was a difficult 6-km circuit. A large part of the race was a rally speed section that ended with a mountain race track. Congratulations Dmitry on your great results!

ABRO Russia West - Growing the ABRO Brand in Russia

At the end of 2014, a serious economic crisis hit the Russian marketplace. Many conversations were held between Alexey Avdeev (Vice President of ABRO Russia West) and Michael Molnar (ABRO Salesman). The conversations revolved around two main concepts. 1.) Keeping ABRO's market share in the current market and 2.) being ready to grow when the economy improved as a result of this planning. ABRO has done well to hold onto its market share in Russia and now that things are improving, we are ready. Larger investments are being made to promote marketing ABRO inside of Russia.

The largest International Automobile Exhibition "Interauto" will take place in Moscow from August 23-26, 2017. Read the report about ABRO Russia participation in the next ABRO Newsletter!



A company's car park can be used not only as a logistics tool, but as a good advertising resource. Attractive corporate vehicles create appeal, support product identity and increase brand loyalty. It looks quite impressive, doesn't it?



Honduras



Kenny Yuja with Mario Manta (ABRO) and Gabriel Yuja of Agencia La Mundial from Honduras.



With every \$20.00 ABRO purchase, you have the opportunity to win a car in Honduras!

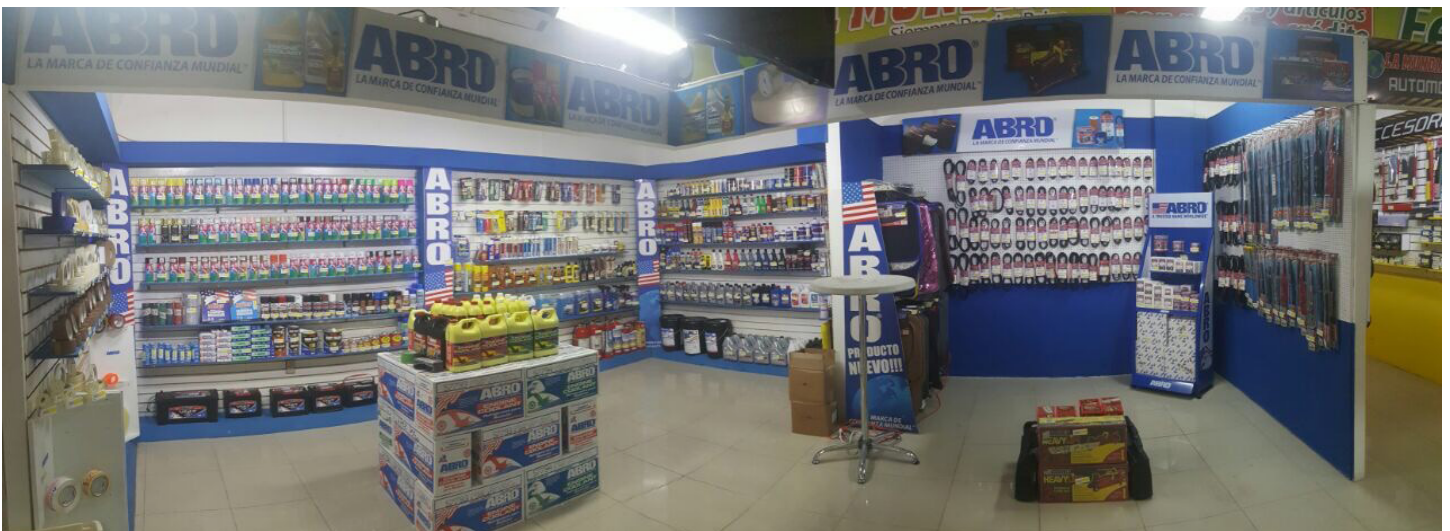
Agencia La Mundial in Honduras has successfully introduced the ABRO line of car and motorcycle batteries, car jacks, steering wheel covers, #134 refrigerant gas and many other new products. On August 11th, 12th and 13th, Agencia La Mundial had their bi-annual fair where all distributors are encouraged to attend and can buy ABRO items in quantity at discounted prices.



The combined efforts of the fair, introduction of new products and car raffles are vital to our continued growth in Honduras.



Agencia La Mundial's store #11 going up in El Progreso, Honduras.



El Salvador



The ABRO El Salvador team in front of the new warehouse facility in Santa Tecla, San Salvador.



We are expecting another record year for ABRO in El Salvador. The new warehousing capacity, combined with a new and revitalized sales force in ABRO El Salvador, have propelled us to new sales records in this market.



The ABRO El Salvador sales team at the Hacienda Real in Santa Tecla, San Salvador.

Dom. Republic



Dinner in Santo Domingo with Leonor Sosa, Claudio Hirojo and Maria Ysabel Ureña



ABRO once again had the annual sales contest in Santo Domingo, Dominican Republic. Winners achieved the highest percentage increase of sales of individual ABRO items. The winners this year were: 1st Place, Zoleiddi Montero, 2nd Place, Tomás Sanchez and 3rd Place, Isaac Santos. The sales contest has helped ABRO achieve higher sales in each of the previous three years in this market.

Bolivia



Ferro Bolivia recently launched an event for their distributors to introduce the new ABRO lines in Santa Cruz.

Colombia



Breakfast with Harry Barbosa at the Cartagena Hilton. Cellux Colombia has successfully introduced the AB-80 product in all three sizes.

Argentina



Pinturas Megalux created this beautiful artistic ABRO spray paint color swatch catalog.



For the first time, ABRO will exhibit at the Hardware Show in Buenos Aires. With the change in government in Argentina, ABRO is betting on the growth of this market. Working jointly with Pinturas Megalux, our goal is to grow 50%, introduce new lines and establish distributors throughout the entire country.

Panama Honduras Guatemala

The very successful line of car jacks were flying off the shelves in Honduras, Panama and Guatemala.




ABRO Family News



Panama - ABRO's Distributor Guillermo "Tito" Married



On July 29th, Mario Manta and Peter Baranay had the pleasure to attend the wedding ceremony of Guillermo "Tito" Herrera to Gema Morrone. Peter has known Tito since he was barely old enough to walk since his Father, also Guillermo, was the ABRO distributor in Panama City, Panama. Peter literally watched him grow up – not only physically but as a salesman committed to the sale of ABRO products. Tito took over full control of the business about 10 years ago and ABRO's business in Panama has never been better. Congratulations to Tito and Gema!



Solar Eclipse Viewing at ABRO Headquarters

On August 21, 2017, ABRO's staff witnessed a solar eclipse. While solar eclipses aren't uncommon, this one was significant. Why? Not only was it a total solar eclipse, meaning the moon completely blocked the sun from Earth, but it was also visible from the continental United States - and the path of totality stretched from coast to coast! Even though South Bend did not experience a complete eclipse, it was still a great view. Peter provided the entire staff with protective glasses.

Meet ABRO's Staff

Demisha Jennings

Demisha, who joined ABRO in July of 2016 as an Executive Assistant to Peter Baranay, works to ensure that all office management duties involving ABRO proceed smoothly and quickly.

Demisha is currently on maternity leave. She gave birth to her first baby, a boy named Jayce, in July of 2017. Demisha returns to ABRO September 5, 2017.

She enjoys reading, keeping up with fashion trends, watching basketball, eating Italian food and spending time at the spa.



—Demisha Jennings
Executive Assistant
ABRO