

# AAPEX Show in Las Vegas ABRO Introduces Many New Product Lines

by Peter Baranay



Dr. Cosmas Maduka, Joshua Ozioma and Tim Demarais at ABRO's 1,500 square foot booth, which was once again the meeting point for ABRO's distributors, suppliers and staff.



Peter Baranay discussing the new ABRO Brake Pads with Saad Sabra and Hadi Sabra.



Sasan "Sonny" Sohrab with Michel Ovadia and Avi Dayan from Israel.

Barely a month after the tragic events in Las Vegas, the ABRO family gathered in the Entertainment Capital of the World to exchange ideas, best practices, evaluate new products, and just spend time together. Due to a number of factors, including unstable condi-

tions in their home countries or U.S. Government imposed restrictions on travel, overall distributor attendance was down from prior years. However, those that



## U.S.A.

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Sasan "Sonny" Sohrab (middle) welcomes ABRO distributors from multiple African countries.



Mario Manta and Lizzy Salazar in one of the four meeting rooms discussing new products with ABRO's customers from Peru.



Peter Baranay with Nancy Flanders, Curt Hansen, Dr. Cosmas Maduka, Felix Maduka, Tim Demarais and Mike Matulis.



One of the new product lines introduced this year was the ABRO Motorcycle Batteries.

attended  
were enthusiastic  
and agreed that the time spend  
in transit and away from their of-

fices was more than compensated by their attendance.

Throughout the three days of the show, the ABRO booth was an active and bustling place. ABRO's prime location on the AAPEX Automotive Parkway once again meant that we were always busy.

Numerous new products were on display including Brake Pads, Motorcycle Batteries, Wiper Blades, Car Seat Covers, Car Covers, Motorcycle Covers, Hub Bearings, Reflective Tapes, Traffic Cones, Hydraulic Car Jacks, Air Duster Spray and a com-

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## Latin American Dinner Celebration at The Palm



*Almost 40 ABRO customers and their families gathered at the Las Vegas Palm on Monday night. It was a great event where 14 countries were represented. We truly appreciate the time we spent together where we shared laughter, excellent food and left energized and ready to tackle 2018.*





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## CANALETTO: ABRO Dinner Event



plete new line of Air Fresheners. Clearly, there is nothing more important than to see and feel a new product up close and personal. The four private meeting rooms were constantly in use and often meetings were conducted in the main part of the booth as well.

On Monday the social part of the AAPEX experience kicked





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off, as it has for many years, with Mario Manta hosting distributors from Central and South America at the Palm Restaurant. This event is held at the Caesars Palace complex bringing back memories of days long ago at Caesars Palace when the ABRO events were much smaller. The Palm has done a great job for us and Mario joked that they renovated the facility just so they could more easily accommodate our growing group.

When ABRO made the decision to relocate to the Venetian/Palazzo facility, it was not a decision made lightly. One of the considerations was ABRO's Distributor event on Tuesday and would we be able to find a suitable venue. Clearly, our Tuesday event at Canaletto Restaurant has exceeded even ABRO's high standards. Located in the Venetian Shops, overlooking "St. Marks Square" with the canals and the gondolas floating by, the





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## THE PRESTIGE ABRO Hosts Appreciation Night



*Peter and Nancy Baranay (front) welcomed nearly 300 guests to ABRO's Appreciation Night at the exclusive Prestige Club at the Palazzo Hotel.*

event has been a great success. The challenge of preparing a selection of foods that will appeal to distributors from, literally, the four corners of the world was achieved once again. No one left hungry!

After two hectic days at the exhibition, ABRO's "Appreciation Night" was held on Wednesday in the exclusive Prestige Club at the Palazzo Hotel. Nearly 300 members of the ABRO family – staff, distribu-

tors, suppliers, industry friends, and representatives of AAPEX and the Venetian – gathered for an evening of small talk, serious business discussions, great food, and enjoying each other's company.





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Peter Baranay thanks Tim Demarais for his 43 years of dedicated service to ABRO.



Arriving guests were greeted with photographs depicting the “Decades of Demarais” chronicling the 43 years of Tim’s dedicated service to ABRO. It was an emotional moment for Tim, Peter, and the hundreds of people that Tim has worked with since 1974. Well done Tim!





## MAURITIUS EAL MAN HIN & SONS, LTD.

The 2017 Motor Show was held from August 4th-6th. The annual event attracts about 80,000 visitors. Most of the local car dealers – including EAL Man Hin & Sons who represent HONDA in Mauritius - exhibit their vehicle range and make the general public aware of the latest models and new advanced technologies in the automobile sector.

EAL Man Hin & Sons has also taken this opportunity to provide a stand for the ABRO products to pro-



mote brand awareness. The team took the opportunity to introduce both current and future car owners the wide range of ABRO car care products through displays and demonstrations. They had a good response from the public and achieved some new sales as well.

In continuing to promote ABRO in Mauritius, a new delivery truck has been designed to promote the wide range of ABRO products available in the market. The commitment to ABRO and the re-investment in the ABRO brand continues to pay off for EAL Man Hin & Sons.





## RUSSIA - 2017 Moscow Interauto Show



ABRO's distributors in Russia have once again come together in Moscow for the annual Interauto Show. This is the 11th consecutive year that we have participated in this show. As always, a unique booth was constructed to show the attendees just who ABRO is in Russia. Constructive meetings were held between the two distributors in Russia as 2017 has a strong finish. Many customers and potential future buyers of ABRO products stopped by the booth to visit and learn more.

We are very happy with the 2017 results for ABRO in Russia and we are projecting that 2018 will be another year of growth for ABRO in Russia. We will begin planning for the 2018 show soon.



## HONDURAS

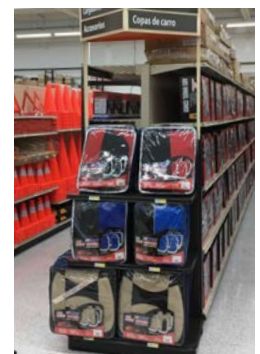
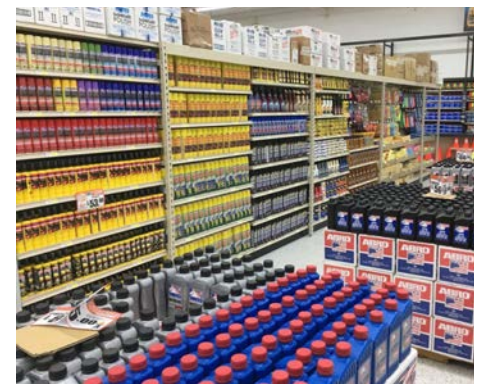
### El Progreso Inauguration of Store # 11



On Thursday, November 2nd, Agencia La Mundial in Honduras inaugurated their 11th store in El Progreso. So far, this will be the largest of all the stores. The new ABRO Motorcycle Batteries arrived just in time for the store opening and were prominently on display.

The opening ceremony was very well attended by distributors and was carried live by one of the local TV networks. Mario Manta presented the Yuja Family a commemorative gift. For 2018, Agencia La Mundial is looking to expand to Choloma and have a total of 15 stores by the year 2020.

As one attendee commented privately, "ABRO and La Mundial have the perfect marriage in Honduras".





## Visitor to ABRO Headquarters



*Tim Demarais, Peter Baranay, Mr. Guy Pambou Mabiala and Sasan "Sonny" Sohrab.*

After the AAPEX Automotive Show, Mr. Guy Pambou Mabiala of Congo made a special trip to visit ABRO Headquarters for the first time in South Bend, Indiana. He has been promoting ABRO lubricants in the Republic of Congo for many years now and ABRO is a well-known lubricant brand in Congo. He is expanding his business to include other ABRO products which would mean an even faster growth of ABRO in 2018. In the picture above, Mr. Pambou presents Peter Baranay with a friendship trophy which will be proudly displayed at our ABRO Headquarters.



## Meet ABRO's Staff

—Mary Claire Martin  
Sales Assistant  
ABRO

*Mary Claire Martin joined ABRO in October 2016 as Sales Assistant in the Latin American Division.*

*She works with ABRO's customers to process their orders, coordinate the logistics and assists Mario and Lizzy.*

*Mary Claire has been speaking Spanish since living in Mexico for a year. She also studied a couple years of Spanish at Central Michigan University.*

*Outside of work, she likes to stay active by playing soccer, practicing yoga and riding her horse on a regular basis.*

*Mary Claire loves to travel, try new things and to live a balanced lifestyle.*