

## GUATEMALA - ABRO Sponsors EXPO MOTRIZ Show

For the second time, ABRO Industries participated in EXPOMOTRIZ Guatemala. However, in 2018, we were not just exhibitors but corporate sponsors. ABRO flags were flying high at the show entrance and both Distalsa and Centracasa had very attractive booths. It was great to see our competitors with their name tags held by ABRO lanyards. Over 18,000 of



Mario Manta speaks at the ribbon cutting ceremony of Expomotriz 2018. The ceremony was presided by Fernando Lobo, current CEO of Expomotriz.

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## INDIA - ABRO Represented at Auto Expo Show



Chanan Rohiwal, Sasan "Sonny" Sohrab, A.K. Gupta and D. Ramaratnam at the recent Auto Expo Show in India.

Auto Expo 2018 was a great success in India. Our business in India has been growing by leaps and bounds every year and ABRO is now one of the most famous brands in India. In fact, ABRO was

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## INDIA ABRO Represented at Auto Expo

awarded the prestigious title of “Power Brands’ Rising Star” in India in 2018.

ABRO is now proudly represented at every national, regional or local trade show throughout India. With the dedicated sales force of almost 300, we fully expect to grow our business by an average of 20% every year.



Chanan Rohiwal and A.K. Gupta presenting awards to the top Sales Managers during the reception at this year's Auto Expo.



Our booth at this year's Auto Expo Show with emphasis on the automotive products.

## INDIA ABRO Stores Visit



Sasan "Sonny" Sohrab visiting the market in Delhi.



ABRO automotive products display in Delhi.



Small ABRO delivery truck to be able to navigate the busy streets of Mumbai.



Guatemala - Continued from page 1

## GUATEMALA - ABRO Sponsors EXPO



(Top) Distalsa Stand at Expomotriz 2018 in Guatemala City.  
(Top Right) Guillermo "Tito" Herrera makes ABRO Motor Oil Presentation to Expomotriz Attendees



them were distributed to exhibitors and attendees. We are working closely with show organizer, Fernando Lobo, to be present in 2019.



(Right) The ABRO flag flying high at Expomotriz 2018



Dinner in Guatemala City with the Distalsa and Centracsasa Sales Teams



Centracsasa Stand at Expomotriz 2018



## NIGERIA and GHANA



*Tim Demarais, ABRO and Dr. Cosmas Maduka, Coscharis Nigeria*



*Sasan "Sonny" Sohrab, ABRO and Raphael Agbasionwe, Coscharis Ghana*



*Dinner with ABRO Sales and Marketing Team and their families in Lagos, Nigeria*

Our business in West Africa and particularly in Nigeria and Ghana was severely affected due to the economic slow down and currency devaluation. Through the leadership of Dr. Maduka and the hard work by our entire staff in Nigeria and Ghana, we managed to keep our business going even during the most challenging times. The situation in the market is now slowly improving and we fully expect to have a very good year in 2018 and be back to a normal business level by 2019.

We are planning a marketing campaign in both Nigeria and Ghana to promote and highlight ABRO as a premiere, high-quality brand in West Africa. We are also counting on huge growth for our new products such as Filters and Brake Pads in these markets.



*James Mogbo, Sasan "Sonny" Sohrab and Uzor Obuzo visiting the automotive market in Lagos, Nigeria*



*ABRO products displayed on a billboard in the heart of the market in Accra Ghana.*



*Sales and marketing meeting in Accra, Ghana*



*Meeting with Felix Maduka from Ivory Coast, and Nonso Echendu from DRC in Lagos.*

## IVORY COAST

During a recent visit to Nigeria, we managed to meet with Mr. Felix Maduka from SOCARI and Mr. Nonso Echendu of Champion Motors in the Democratic Republic of Congo. Our business in Ivory Coast has been picking up since last year and we are now shipping ABRO products to all corners of Ivory Coast and expect our business to grow significantly this year.

## CONGO

While things have been very difficult in the Democratic Republic of Congo due to political instability, low economic growth and the lack of foreign exchange, we are still maintaining our presence in the market and hope we have gone through the most difficult time already. We see good signs that the market conditions are improving in 2018 and hope that they will translate into renewed growth for ABRO in this large market.

## Visit ABRO at the Automechanika in Germany

**September 11-15, 2018**

Don't miss the All New Special  
**ABRO Appreciation Night**  
Thursday, September 13, 2018

**ABRO BOOTH:**  
**Hall 9.1, Stand F69**  
**Messe Frankfurt**

WEBSITE:  
<https://automechanika.messefrankfurt.com/frankfurt/en.html>

## MESSE FRANKFURT





## HONDURAS - Agencia La Mundial Trade Show



(Top) Agencia La Mundial Sales Team

(Left) Kenny Juja, owner of La Mundial and Mario Manta, ABRO



La Mundial customers and distributors gather around the ABRO tradeshow booth.



The new La Mundial Lube Center, located at the store in Pedregal, Honduras.

Twice a year, once in February and once in August, Agencia La Mundial organizes their own trade show at their headquarters in San Pedro Sula, Honduras. Over 50 exhibitors are present. However, ABRO is the only one allowed to man their own booth. It is a great opportunity to interact with the owners, Kenny & Jenny

Juja, the sales force and customers of La Mundial that travel great distances to attend this extraordinary event. Between 400-500 distributors attend the event and a Saturday night dinner where customers can dance, mingle and win prizes.



## SUDAN - Alsahil Akhwan International Co. Ltd.



▲ Michael Molnar & Mr. Sanoussy Diakite at APEX 2017 in Las Vegas

Store in Khartoum, Sudan ►



The United States Government announced in 2017 an end to its 20-year-old trade embargo against Sudan. Upon word of this announcement, ABRO was immediately contacted by numerous companies wanting to buy ABRO products. Mr. Sanoussy Diakite came to the United States for the 2017 AAPEX show and finalized

his first order. We are proud to announce that ABRO Motor Oils are now selling in the Sudanese market. This container was one of the first containers from any company in the United States to be sold to Sudan in 20 years. We are looking forward to expanding the business in Sudan in 2018.



Jasmin Abaspahic, Aiden Abaspahic and Vanela Sojtarić

## BOSNIA - HERZEGOVINA - AVANTI

Many of our distributors have been able to tap into the power of the ABRO Brand and the buying power of ABRO to launch new product ranges such as Filters and Brake Pads. Avanti, whose headquarters are in Sarajevo, is the first ABRO distributor to launch a full range of ABRO Bulbs. AVANTI had previously been buying Bulbs from this factory for more than 17 years and wanted to ABROnize them. The factory has a full range of Bulbs for every make and model of car. Having an initial order of a new product is always exciting... but not as exciting as the second order, and third order. This is now repeatable ABRO business for AVANTI. We hope that there will be other ABRO distributors that will invest in this product range. Congratulations to the AVANTI team on the successful launch of ABRO Bulbs.





## SAUDI ARABIA - FALCON and ABRO Celebrate Silver Jubilee



*Peter Baranay talking to the Falcon Team about the founding of ABRO Industries and when ABRO and Falcon launched their strategic alliance.*



*Mr. Badr M. Abdulaziz Al-Rahji, CEO of parent company of Falcon Plastic Products, Sales Manager, Steve Leddy, and President, Peter Baranay, ABRO presenting Falcon Plastic Products Co. with the strategic partnership award for 25 years.*



*Mr. Badr M. Abdulaziz Al-Rahji, CEO of parent company of Falcon Plastic Products Co., and ABRO President, Peter Baranay, receiving award for 25 year partnership from Falcon Plastic Products Co.*



*Eng. Nabil Milhem, COO of Falcon Plastic Products Co., and Eng. Faisal Haddawi, CEO of Falcon Plastic Products Co. gave ABRO a personal plant tour and stopped to take a photo in front of ABRO masking tape pallets preparing for shipment.*

On February 12, 2018, ABRO President, Peter Baranay and Sales Manager, Steve Leddy, visited Falcon Plastic Products Co. in Saudi Arabia to celebrate our 25th Anniversary Silver Jubilee as our strategic partner for converting and marketing our ABRO branded tapes.

This Jubilee was celebrated in Riyadh, Saudi Arabia and key

guests included the CEO of the parent company of Falcon Plastic Products Co., Mr. Badr M. Abdulaziz Al-Rahji, CEO of Falcon Plastic Products Co., Eng. Faisal Haddawi, and COO of Falcon Plastic Products Co., Mr. Nabil Milhem.

Both Peter Baranay and Eng. Faisal Haddawi took the opportunity to share the history between

both companies and our ongoing dedication and support to continue this strategic alliance for another 25 years and beyond.

Business continues to grow with the complement of additional product categories including glues, FSK and aluminum tapes and many more plans for future growth.



## BOLIVIA EXPO COLOR Y PINTURA 2018



Mario Manta with the Ferro Bolivia sales team

For the first time, ABRO participated in a trade show in Santa Cruz Bolivia. The show had a focus on paint and hardware items. It was well attended and Ferro Bolivia was able to take several orders and connect with new clients. On Saturday evening, Hilda Waldman and the staff of Ferro Bolivia hosted an event for all their customers in attendance. The show has the potential to be an annual event and could grow to the levels of Automotriz Industrial in Guatemala. We are very happy and proud to be able to celebrate 30 years of working together with the Waldman family and Ferro Bolivia.



Hilda Waldman, Owner of Ferro Bolivia, 89 years young, with Mario Manta

## ABRO WINS 6 HOURS OF PERU



The ABRO Ecuador Racing Team has now won the 6 Hours of Colombia, Ecuador and Peru. Drivers Miguel Villagomez and Xavier Villagomez, Jr. are very well-known within the Andean Sports Circle.

For the second consecutive year, Team ABRO has won the 6 Hours of Peru



## ABRO RUSSIA WEST - New “ABRO Home” Product Line



Marketers of ABRO Home, Julia Averyanova and Natalia Bondaruk



Business Development Director, Igor Martovitsky

In 2017, our distributors in Western Russia decided that they wanted to invest in a new range of products, household chemicals. Home products are not currently at the core of ABRO business, so the marketing team worked together on many concepts and decided to brand all products in this range as ABRO Home. More than 30 items are now being filled and sold in Russia. Everything from hand soap, to dishwasher pods, to toilet bowl cleaner. The initial feedback from the

market has been very positive. We are learning a lot as we move forward. There is a specific team just to sell these ABRO Home products and they even participated in a trade show exclusively as ABRO Home. To all of our distributors, if you have the vision, we want to discuss the possibilities of bringing that vision to life. Congrats to everyone involved in launching ABRO Home. We are excited to see how big ABRO can grow this business!



A New Lisi-M Auto Store in Pristina Kosovo. Gjakush Çapari, Michael Molnar and Erblin Xërxa.

## KOSOVO - Lisi-M Stores

ABRO salesman, Mike Molnar, visited Kosovo this past February and met with the sales team from Lisi-M.

ABRO is well represented at gas stations, super markets, and now Lisi-M stores! We are looking forward to trying to beat 2017 sales and so far, 2018 is off to a good start.



## AUSTRALIA - Vyrtext

2018 is a big year for ABRO's newest distributor in Australia. This year Vyrtext has officially opened their new ABRO DISTRIBUTION CENTER in Sydney, Australia. They were also one of the sponsors of the inaugural AUTOCARE 2018 Convention & Expo held in Sydney on May 4th & 5th.

It's not quite AAPEX... but the Convention & Expo is a new initiative of the Australian Automotive Aftermarket Association. The show attracted some 110 exhibitors who displayed their products to an estimated 3,000 + industry attendees during the course of the show.

The ABRO stand attracted a constant stream of visitors from all States and Territories of Australia – which kept Australian ABRO Distributor Director, Robert Bergner, together with the sales and marketing team of Trevor Luck and Ron James, very busy.

A major highlight of the stand was the new ABRO OIL STABILIZER (Part # OS-RB-032). It was introduced to the Australian market at the show and orders from many existing ABRO customers and several new ABRO customers were made.

With new Australian management and a renewed marketing focus, ABRO is generating significant attention in the Australian market. The range of Gasket Makers and Sealants, in particular, are proving to be an ideal fit in the local retail and workshop markets due to their top-quality performance coupled with the value pricing that ABRO offers.

The premium range of appearance products were also highlighted at the show and, again, received plenty of interest due to the favorable comparisons with higher priced appearance brands. A consistent comment from all visitors to the stand was the strength and appeal of the 'new look' ABRO packaging and display presentation material. A long-time ABRO retail customer encapsulated this with his comment "Your product now looks like a genuine retail item rather than a workshop only line".

Overall, the show generated significant new leads and was a great opportunity to engage with existing clients and introduce the range to a targeted group of potential new customers. The ABRO Australia team is now servicing a host of inquiries and is looking forward to expanding sales and the local customer base as a result of participation in the show.

**ABRO AUSTRALIA**

✓ **ticks all the boxes**  
ABRO products help you to grow profitability and build client loyalty with:

✓ **RELIABILITY**  
Speedy inventory turnaround and efficient stock controls ensure quality and prompt supply of the ABRO range – plus check out our ABRO guarantee replacement policy.

✓ **QUALITY**  
Over 90% of all ABRO speciality automotive lines are produced in the USA by leading manufacturers and suppliers.

✓ **ASSURANCE**  
For over 78 years ABRO has consistently stood for quality and value. The ABRO team distributes to over 185 countries and territories around the globe and is a multi-winner of the prestigious President's Award for export excellence.

✓ **VALUE**  
ABRO delivers a high gross profit for sales without compromise to quality or reliability. We believe in supporting our partners to grow and expand their customer support and growth with our operational mantra of –

**"TURNOVER is VANITY... only PROFIT is SANITY"**

**In a congested and competitive marketplace, ABRO helps you to succeed and prosper.**

FOR MORE INFORMATION, TO SAMPLE ABRO PRODUCTS OR TO ENQUIRE ABOUT REGIONAL DISTRIBUTORSHIP OPPORTUNITIES, PLEASE VISIT US AT:

**STAND E28 at AUTOCARE 2018**

or CONTACT:  
Trevor Luck, email: [abroaustralia@com](mailto:abroaustralia@com)  
mob: 0418 682 651



**ABRO® OIL STABILIZER**  
HEAVY DUTY

**ABRO®**  
A TRUSTED NAME WORLDWIDE®

**OIL STABILIZER**  
Eliminates Dry Starts & Wear in New Engines  
Seals Worn Cylinders to Slow Oil Consumption  
Cools and Quiets Engines and Gear Boxes  
Provides Extra Protection in High Performance Engines

- Stops thermal breakdown
- 100% petroleum. Contains no Teflon, No sulphur and No chlorine
- Easier starting at any temperature, extends oil life at least 50% longer
- Slows blow-by for less pollution and oil contamination
- Raises oil pressure, will not sludge or varnish
- Blends with any lubricants, ATF, mineral oil and synthetic oil
- Reduces friction for less wear, higher fuel mileage and more power
- Ensures against oil breakdown in case of overheating

**Part No.**  
32 oz.

**OS-RB-032**  
12/Case

**ABRO®**  
A TRUSTED NAME WORLDWIDE®

**HEAVY DUTY OIL STABILIZER**  
Eliminates Dry Starts & Wear in New Engines  
Seals Worn Cylinders to Slow Oil Consumption  
Cools and Quiets Engines and Gear Boxes  
Provides Extra Protection in High Performance Engines

**16 Performance**  
MADE IN U.S.A.



## Let's Share Ideas



ABRO Sales Team during the annual sales meeting

## INDIA - Sales and Marketing Meeting

Mr. A.K. Gupta is congratulating his staff of over 250 sales and marketing staff for the record year that they were able to reach in India during their fiscal year that ended in March. During this annual event, Mr. Gupta and Mr. Chanan will present all of the staff with awards for reaching their goals in their particular areas. We also used this opportunity to continue educating the staff with the most recent product knowledge and selling techniques. Mr. Gupta is also promoting corporate and social responsibility which will ultimately benefit the society as a whole.



A.K. Gupta congratulating his successful sales team



## Meet ABRO's Staff

### Jennifer "Jenn" Canarecci

*Jenn joined ABRO in October of 2017. She works for International Sales Manager, Sasan "Sonny" Sohrab's division. She handles order fulfillment and processing, data entry and assists with shipment documentation.*

*Jenn has a Business Degree from Ivy Tech/Baker College.*

*Outside of work, she enjoys spending time with her son, interior decorating and traveling to new places/countries. Jenn volunteers and mentors young children with United Way and homeless shelters locally.*



—Jenn Canarecci  
Administrative Assistant  
ABRO