

## Automechanika Trade Show in Germany - Huge Success for ABRO

Bi-Annual Event Held September 16-21, 2008




*ABRO distributors, customers and suppliers were pleased to have more meeting space this time. The larger size of the stand allowed for simultaneous, private meetings.*


Attendance at this year's Automechanika confirmed the shows' role as the leading international trade fair for the automotive industry. New records were set with more than 166,000 visitors from 146 countries and 4,680 exhibitors from 80 countries.


The Automechanika exhibitors were very pleased about the increase in international visitors. The top three visitor countries from Europe after Germany were the UK, Italy and Poland. For countries outside of Europe, the U.S., China and Brazil led the way. The share of international visitors was around 50%.

This year's show was again a resounding success for ABRO. Distributors from many countries visited the ABRO stand. ABRO is particularly pleased about new contacts from Eastern Europe, North Africa and the Middle East. ▶

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**GERMANY**  
**Automechanika** *continued*



*Peter Baranay, President of ABRO with Mr. Rami Karmout, Jordan; Sonny Sohrab, ABRO U.S.A. and Mr. Issa Karmout, Jordan.*

◀ *Distributors from many countries came to see new ABRO products and met with ABRO staff.*



*Dr. Cosmas Maduka, Coscharis Nigeria, at a meeting with Daniel Pinkrah, Coscharis Nigeria and ABRO suppliers.*



*Tim Demarais, ABRO's Vice President is meeting with customers and suppliers.*



*Left to right: Joshua Ozioma, Cameroon; Tatiana Chumakova, Russia; Daniel Pinkrah, Nigeria. They enjoyed using the ABRO booth to check emails and make Skype phone calls.*



*Peter Baranay and Mike Molnar, ABRO U.S.A., with Yuriy Rabinovich from ABRO Ukraine, Boris Babenchik and Tatiana Chumakova from ABRO Russia*



ABRO attended the Automechanika Show in Frankfurt for the second time. In 2006, we started with a stand of 42 m<sup>2</sup> (452 sq ft.) This year we presented our products on 69 m<sup>2</sup> (743 sq ft.). The larger space enabled us to have several simultaneous meetings with our distributors and suppliers.

The fast growing European market is very important for ABRO and Automechanika provides an excellent platform to enter new markets. Many new customer contacts were made.

The next Automechanika will be held September 14-19, 2010.



■ *Automechanika gave ABRO the opportunity to meet with new and existing customers and distributors from throughout the world.*



## German Dinner with ABRO Distributors

ABRO distributors were treated to an evening of authentic German dinner while attending the recent show in Frankfurt. Peter Baranay took ABRO's distributors to the Zwölf Apostel (Twelve Apostles), a German restaurant and brewery.

Not surprisingly, a great time was had by all as the ABRO family gathered for a selection of European specialties.





## Main River Cruise in Frankfurt, Germany Hosted by ABRO



A majestic twilight river cruise down the Main River was hosted by ABRO to show how much we appreciate the hard work and loyalty of ABRO's distributors and suppliers. As the Wiking 1 floated down the Main, ABRO distributors and suppliers were invited to a spectacular sunset view of the city of Frankfurt. They were also treated to dinner and music, a combination which always goes well together.







*Peter Baranay welcomes ABRO distributors and suppliers from around the world to the much anticipated twilight cruise on the Main River.*



*We received many thank you letters from cruise participants. As an example, we would like to share the one from Cindy. She works for a longtime ABRO supplier.*

*Dear Peter,*

*What an absolutely exciting and memorable event! Tom, John and I truly enjoyed ourselves on the cruise. The food was exceptional, the sights far nicer than expected and the opportunity to have leisurely conversations with your diverse circle of "friends" is always, always enjoyable.*

*Thank you so very much for including us with your ever growing ABRO family. We appreciate the invitation and the opportunity to spend our last evening in Frankfurt with those we care the most about.*

*Most sincerely,*

*Cindy*





## RUSSIA ABRO featured in Automotive Magazine

### Beware of Cheap Counterfeit Products!

ABRO has become so popular in Russia that it is being counterfeited at an extremely high rate. In August, a well known automotive magazine, 5 КОЛЕСО, published an article about ABRO's counterfeit situation. The following is a translation of the published article:

Good quality brands are always targeted by counterfeiters. ABRO's counterfeit problem has been well documented in this magazine's past issues. The fight against counterfeit ABRO products in Russia and Ukraine continues. Here are the most recent counterfeit items that have been seen in the Russian and Ukrainian markets:

**Photo 1:** In Ukraine, a staggering amount of counterfeit gasket maker is being seen in the market. The counterfeit gasket maker has a hologram that says "Authentic ABRO", even though the real ABRO does not have this. This is a clear giveaway.

**Photo 2:** This ABRO Protect All counterfeit is packaged with a sponge! The bottle is very similar to the real ABRO bottle (**Photo 3** is the original ABRO Protect-All). They even copied the catalog number.

**Photo 4:** This counterfeit ABRO Chamois Cloth has a completely different looking label than the original ABRO Chamois Cloth (**Photo 6** is the original ABRO Chamois Cloth).

**Photo 5:** This counterfeit ABRO Chamois has the exact same artwork as the original ABRO Chamois Cloth, except that they changed the name from ABRO to GRAS! (**Photo 6** is the original ABRO Chamois Cloth).

Remember that the quality of original ABRO products are always superior to the cheap counterfeits. The best way to avoid purchasing counterfeit products is to buy from authorized ABRO dealers.

SHOW DETAILS:  
NOVEMBER 4 - NOVEMBER 6, 2008  
Sands Expo Center | Las Vegas, NV

EXHIBITORS  
Exhibitor Login  
GreenWay  
Exhibiting Information  
Exhibitor Guide  
Dates  
Education Seminars  
Sponsorship & Promotional Opportunities  
New Product Showcase  
New Packaging Showcase  
First Time Exhibitor Showcases  
Celebrities At AAPEX  
Meeting & Function  
Media Press Conference  
Magazine Bin Program  
Preparation for AAPEX  
Links

AAPEX website

More than 117,854\* professionals from every corner of the global automotive aftermarket community attended AAPEX 2007 - nearly 49,000\* of them were buyers with purchasing power, an 11% increase over 2006. Two thousand and sixteen exhibitors displayed their

**ABRO Booth:**  
**#4071 Sands Expo Center  
Las Vegas**  
**Show Dates:**  
**Tuesday, November 4  
through Thursday,  
November 6, 2008**

## AAPEX Las Vegas U.S.A.

It's AAPEX time again.

The ABRO show booth will be at the same location as last year, however, we will have plenty of new items on display for you to check out. New catalogs and ABRO CD's will be available.

Join us for a great surprise!



## RUSSIA MIMS Show in Moscow



ABRO's second largest market in the world is Russia. For the second year in a row, ABRO's Russian distributors had a booth at the Moscow International Motor Show. This year's booth was twice as big as last year's, and the design was modeled after the ABRO booths used at the AAPEX and the Automechanika shows. Displaying all of ABRO's wide range of products at the show proves that ABRO is a dominant brand in the Russian market. The show is not only a meeting place for existing and new customers, but it is an advertising tool for the ABRO's potential end users. Plans are already being made for next year's show.



*Mike Molnar (ABRO U.S.A.) with Igor Zorin, Boris Babenchik and Yuri Sergeev (ABRO Russia).*

### **RUSSIA - Growing and Moving Forward**

Due to the increased volume in ABRO sales in southern Russia, our distributor had to look at new options regarding the logistics of their operations. The solution was to buy a 2008 Freightliner truck! They purchased it in Charleston, SC, and it was stored at the ABRO warehouse until it was ready to be put on a ship. It is currently on a vessel somewhere in the Atlantic Ocean.





## Counterfeit Update (Part I)

### Successful Raid in China

A successful raid on a major Chinese manufacturer of counterfeit ABRO products took place recently. The raid resulted in the seizure of over 260,000 counterfeit ABRO products worth over U.S. \$200,000. More importantly, police arrested four people involved at the highest levels of the operation. Those four men are still in police custody awaiting trial and the hundreds of thousands of seized goods await destruction once they are no longer needed as evidence.

This very successful raid displays the great success ABRO has had in working with Chinese government authorities. ABRO has invested significant resources into addressing the problem of Chinese manufacturers of counterfeit ABRO goods and that investment is paying off. While other similar companies face tremendous loss of profits due to unchecked counterfeiting, ABRO is putting intense pressure on those who attempt to manufacture counterfeit ABRO items.



**ABRO**  
A TRUSTED NAME WORLDWIDE™

1991  
E  
ECONOMIC CRIME INSPECTION DIVISION  
CHINA

2005  
E  
ECONOMIC CRIME INSPECTION DIVISION  
CHINA

ABRO INDUSTRIES, INC.  
3580 Blackthorn Court, South Bend, IN 46628 U.S.A.  
Telephone: 574 232-8289 • Fax: 574 232-8295  
Internet: www.abro.com • E-mail: abro@abro.com

#### CHINESE POLICE RAID RESULTS IN ARREST OF FOUR COUNTERFEITERS

ABRO Industries, Inc., headquartered in South Bend, Indiana, USA, announced that on Friday August 22, 2008, a major raid took place in mainland China. While the name of the counterfeiters and the location of the raid are considered confidential and cannot be disseminated due to ongoing criminal investigations, it has been revealed that four counterfeiters were arrested and over 260,000 fake "ABRO" items were seized by police.

On August 22<sup>nd</sup> Chinese authorities of the Economic Crime Inspection Division of the Provincial Security Bureau (PSB) conducted a raid against a major Chinese counterfeiter. Accompanying the 20 police from the PSB were armed agents of the local police providing back up in case of an emergency. No backup was required, however, as the raid was carried out without incident.

"The officials of the PSB did a great job" said ABRO's President, Peter Baranay. "They handled a difficult situation amazingly well and shut down a significant threat to American industry."

At the conclusion of the raid the PSB arrested four persons on charges of producing counterfeit products. Those arrested included the owner of the factory, the factory's general manager, the plant manager and the shift manager.

The counterfeit products were being produced after the factory, which usually produces products similar to ones made by ABRO, closed for the day.

"This sort of thing, usually called a 3<sup>rd</sup> shift run, is a real problem" said William Mansfield, ABRO's Director of Intellectual Property. "During the day a factory will produce perfectly legal licensed merchandise. But at night, that same factory will churn out illegal counterfeits."

"Counterfeiters are certainly an enterprising bunch of criminals," concluded Mr. Mansfield.

During the raid the Chinese authorities identified and took possession of over 260,000 counterfeit "ABRO" items. The merchandise consisted of fake gasket maker and silicon sealant. The product packages were made to look like ABRO® packaging, but the counterfeiters replaced the "O" in the name ABRO with a "D".

"Counterfeiters often mistakenly believe that changing a single letter in our brand name allows them to trick law enforcement and avoid penalties," said Mr. Mansfield "but that is not the case. Any attempt to trick consumers by mimicking our packaging can and is addressed by law enforcement personnel. There is no misspelling loophole that will allow a counterfeiter to trick police."

And it was to those law enforcement agencies that ABRO's owner paid a strong complement. "The Public Security Bureaus of both Guangdong Kaiping and Guangdong Province are the real heroes today" said Mr. Baranay. "Both agencies did a great job catching these criminals and stopping a huge economic crime. Too often Americans don't hear about all the good work being done in China to fight counterfeits."

The counterfeit items seized by police are now being held in police custody as evidence. Once the criminal charges have been adjudicated, the counterfeit merchandise will be destroyed.

###

For further information contact William Mansfield - (574) 232-8289 – wmansfield@abro.com



Police seize counterfeit ABRO products.



Public Security Officials prepare to raid the factory that is producing counterfeit ABRO products.



These employees of the counterfeit are packaging fake ABRO products.



These tubes displaying false ABRO logos were to be used to sell inferior quality products.



The factory had thousands of illegal counterfeit products waiting for distribution to unsuspecting consumers.



Once seized, the counterfeit ABRO products are secured in police custody.



Due to the strong actions of the Chinese authorities, these counterfeit products will never make it to the market.



*After the raid, ABRO sent the above press release to a variety of interest parties. Accompanying the press release were the photos from the raid shown at the right.*



## SOUTH BEND U.S. Congressman Donnelly visits ABRO

Highlighting his support for a proposed United States law that would strengthen the American government agencies who fight trademark counterfeiting, U.S. Congressman Joe Donnelly recently visited the ABRO headquarters in South Bend. Congressman Donnelly, represents Indiana's 2nd district, which is where he has spent a significant amount of time in discussions with ABRO President Peter Baranay regarding domestic and international trademark counterfeiting. Congressman Donnelly is a long-time friend of ABRO and a strong supporter of the protection of intellectual property rights around the world.

The trip came just after Congressman Donnelly sent a letter to the United States President George W. Bush urging action on a proposed law that would increase penalties against counterfeiters tried in U.S. courts. The law, if passed, would also set up a government structure that would coordinate the actions taken against counterfeiting by a wide variety of government agencies.

Peter Baranay has long championed the aggressive protection of trademarks. ABRO invests significant amounts of money in finding and stopping counterfeiters. During his visit, Congressman Donnelly saw the evidence of this fight when he viewed ABRO's "Wall of Shame". This is where ABRO displays samples of some of the millions of dollars of illegal counterfeits it has seized and taken off markets around the world.

The visit was covered widely by the local media, an example of which is the newspaper article shown below.



Congressman Donnelly with Peter Baranay discussing a catalog in which a counterfeiter displayed fake ABRO products.



Congressman Donnelly and a South Bend Tribune staff writer meet in ABRO's foyer.

## Counterfeit Update (Part 2) ABRO meets with government officials



Part of our increased action plan to stop counterfeit ABRO products is to enlist the aid of key government officials whenever possible. For years ABRO has worked to build a strong relationship with administrative officials in the People's Republic of China. In fact, I will be spending two weeks in October in China visiting officials all over the country. We are also now working to build similarly strong relationships with trademark and justice officials in other countries.



The result of these efforts is that ABRO counterfeits get more attention from border protection and police agencies. There are many other brand owners asking for government action. We make sure that local governments all over the world know ABRO and the type of battle we are fighting against the counterfeiters. We also make sure local governments know that they will get all the support they need from ABRO in fighting the counterfeiters and know that we truly appreciate their efforts in stopping such counterfeiters from stealing ABRO's good name.



Almost as important as traveling to and meeting with these government officials in person is the fact that we meet with them BEFORE we have a problem. It is difficult to build a good working relationship during the chaos of a major counterfeiting conflict. We prefer to establish relationships before there is a counterfeiting problem and show people that ABRO and our local distributor are invested in their community for the long haul. We're not just there when a container of fakes is seized, we are there working with them long before and long after that container of counterfeits hits the docks.



Included in this newsletter are photos I've taken during my recent travels. I am very fortunate that I get to meet with and learn from these dedicated law enforcement personnel from around the world and I look forward to meeting with more of them and learning how ABRO can best protect its intellectual property in their country in the future.



- William Mansfield



## IN DEPTH REPORT:

### Silicone Sealants/ Gasket Makers

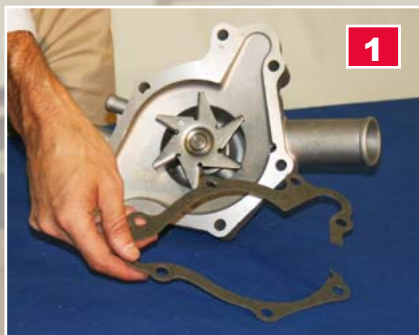
Countless variations of engine types and replacement parts make it challenging to always have the correct size, shape and type of gasket on hand.

ABRO Gasket Makers can save time and money by replacing pre-cut rubber, cork, felt and paper gaskets with an instant form-in-place silicone gasket.

1 Tube = Several Pre-Cut Gaskets



Unlike any store bought gaskets, ABRO Silicones Sealants/Gasket Makers are flexible and always remain elastic.



1



2



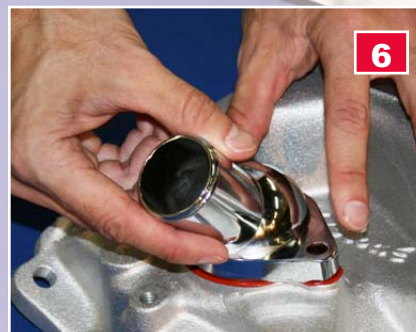
3



4



5



6

### How to Apply ABRO Silicone Sealants/ Gasket Makers:

- 1** Remove any old gaskets.
- 2** Clean surfaces taking care to completely remove any oil that may be present. *(ABRO Carb & Choke or Brake Cleaner work well removing any oil and dirt prior to applying sealants)*
- 3** Dry surface with a shop towel.
- 4** *Cartridge:* Cut nozzle to desired width. Insert cartridge in caulking gun.  
  
*Tube:* Remove cap, puncture tube inner seal with top of cap. Screw on nozzle and cut to desired width.(not shown)
- 5** Apply even, unbroken bead of silicone around flange, making sure to encircle all bolt holes.
- 6** Assemble parts within 15 minutes according to manufacturer's specifications.



## IN DEPTH REPORT:

### Silicone Sealants/Gasket Makers

**What is the difference between ABRO Gasket Shellac and ABRO RTV Silicone Gasket Makers?**



**ABRO RTV Silicone Gasket Maker** can be used alone to make a gasket of any size or shape. It can also be used as a gasket dressing to act as a secondary layer of protection against engine leaks.



**ABRO Gasket Shellac** is used as a coating with pre-cut gaskets to help extend the life of the gasket and to hold the gasket in place during installation.

**Which is the right gasket maker for your application?**

ABRO RTV Silicone Gasket Makers can be divided into two groups:

#### 1. ABRO Grey and Copper



**ABRO Grey 999 Gasket Maker** is our highest quality of silicone gasket maker.

- Heavier silicone formulation
- Low odor, sensor safe and non-corrosive
- Excellent for small and high torque engines
- Designed for import engines



**ABRO Copper Gasket Maker** is our highest quality gasket maker.

- ABRO Copper has the highest temperature resistance
- Works best on high performance, turbo charged, 4 cylinder engines and exhaust systems
- Low odor, sensor safe and non-corrosive

**2. ABRO Red, Blue, Black, White and Clear** are our standard grade of silicone gasket makers. Each gasket maker is made with a different additive package, color specific to their use.



#### ABRO Red RTV Silicone Gasket Maker

- High temperature applications
- High performance engines and exhaust manifolds
- Low volatility/sensor safe



#### ABRO Blue, Black, White RTV Silicone Gasket Makers

- Low volatile/sensor safe
- Resists most automotive fluids
- Valve covers
- Thermostat housings
- Oil pans and pumps
- Water pumps
- Transmission covers

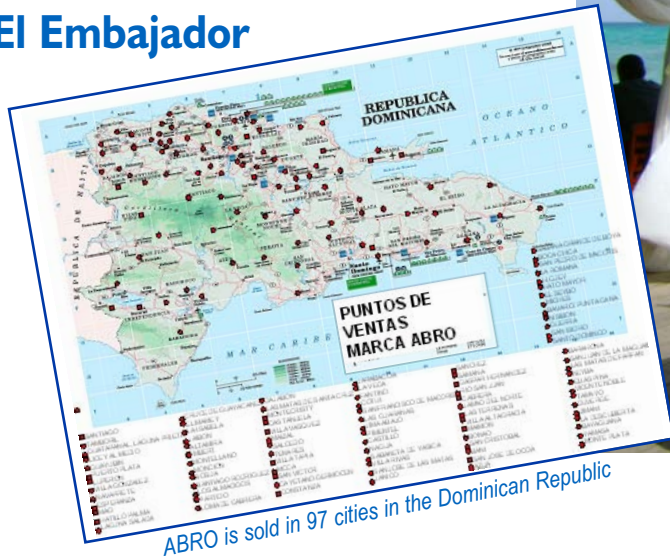


#### ABRO Clear RTV Silicone Gasket Maker

- Transparent
- Windshields, head lamps
- General engine gasketing



# DOMINICAN REPUBLIC ABRO Convention Celebrated at Hotel El Embajador



Left to right: Tito Herrera, Panama; Marvin Retana, Costa Rica; Mario Manta, ABRO USA; Leonor Sosa, Dom. Rep.; Guillermo Retana, Costa Rica; Sandra Figuera, Guatemala; Maria Ysabel Ureña, Dom. Rep.; Adolfo Rios, Guatemala.

The most recent gathering of ABRO distributors in Latin America took place this July in Santo Domingo, Dominican Republic. The meeting was held at the Embajador Hotel. The main topic of the presentations were different marketing and sales strategies used to sell ABRO in the Dominican Republic.

Maria Ysabel Ureña talked about the history of Petroquimicos, and how the company has grown to become one of the largest oil companies in the Republic. Leonor Sosa's presentation outlined the different management strategies and sales strategies used to cover the 97 cities.



Leonor Sosa of Petroquimicos in the Dominican Republic makes a Power Point Presentation, showing that ABRO is sold in 97 cities in the Dominican Republic.

## ENCUENTRO ABRO EN REPUBLICA DOMINICANA CELEBRADO EN EL HOTEL EL EMBAJADOR EL DIA 22 DE JULIO DEL 2008.

La Sra. Maria Ureña, Sub-Administradora de Petroquímicos Automotrices, S.A., realizó una presentación de la empresa explicando la formación, desarrollo y crecimiento de Petroquímicos en el mercado. Presento todas las marcas producidas y la capacidad de producción que posee la empresa, así como las líneas de negocios internacionales que mercadean, como es el caso de ABRO, entre otras.

La Sra. Leonor Sosa, Gerente de Mercadeo y Ventas, inicio su presentación explicando los ciclos de trabajo semanal que desarrolla el departamento que dirige, presento diferentes herramientas de supervisión las cuales permiten que los representantes de ventas y supervisores trabajen todo el territorio de Republica Dominicana con un alcance territorial de 97 ciudades y 4,500 clientes. Esta presentación fue sustentada con el mapa de Rep. Dominicana indicando la presencia de la marca ABRO en todo el país.

Por ultimo se presentaron los diferentes productos falsos que han entrado al mercado de la Rep. Dominicana, y las diferentes estrategias de publicidad que esta desarrollando Petroquímicos con la marca ABRO.



Maria Ysabel Ureña of Petroquimicos presents a plan to private label ABRO motor oil in the Dominican Republic.





Sandy Loefstok, Aruba, (right) with ABRO model.

## ARUBA AUTO SHOW

Sandy Loefstok is the Sales Manager of Witec, ABRO's Distributor in Aruba. Recently, he helped put together a car exhibition where Witec proudly displayed ABRO's wide range of products.

Participants from all over Aruba came to put their cars on display. ABRO products were used to help keep everyone's cars looking great.



## ECUADOR Hip Hop Event



ABRO adhesivos del Ecuador proudly sponsored a HIP HOP event for social awareness which attracted over 15000 spectators. The event was held at the Abel Jimenez Parra Coliseum in Guayaquil.

Hip Hop is a cultural movement which has its own artistic and cultural expression for dance, rap and graffiti. The movement has attracted a massive number of young fans from around the world. Hip Hop members have their own particular way to dress up and walk which makes them very easy to identify. In Ecuador there is a large group of young people related to this movement. Their meaning is expressed in something that they call "Batallas (Battles)" which is a competition between different groups; however, this is a peaceful competition in which groups show their skills in the arts. These participants prefer to paint with spray paint because it is a practical and fast way to do it. The themes of these graffiti artists are varied but include the natural environment, politics and different abstract ideas that the artists create.

This growing group of young people represents an important segment of the spray paint market in Ecuador.



## !!! LET'S SHARE IDEAS !!!

All of you are very creative when it comes to promoting the ABRO name. We have seen ABRO sponsored events and teams, catalogs, DVD's, websites and promotional giveaways just to name a few. We would like to share some of these great sales tools with all of you.

FEEL FREE TO SEND US YOUR GREAT IDEA !



### ABRO Billboards!

If you travel to Russia today, chances are that you might see a billboard with ABRO on it. Our distributors in Russia have invested both money and time to advertise ABRO in their market. They are seeing the returns already in increased sales.



Listen to  
RADIO SPOT  
(in Spanish)



### Progressive Marketing Campaign

Petroquimicos of the Dominican Republic has been running a very successful marketing strategy. From several newspaper ads to posters and radio spots the entire country has been covered. As shown on page 12, their effort definitely paid off.

## Meet ABRO's Staff



Please meet **Mary Watkins**

Mary Watkins has been with ABRO for 34 years. Her very first position at ABRO was in the order entry department. Within a few months Mary became the executive assistant to the president. This is the position she has held ever since.

Mary's duties also include several personnel functions such as attendance, vacation records, and group insurance. Mary likes boating and mushroom hunting and lives with her husband Jerry and her dog Norman.

## Truck Accident with ABRO Carb & Choke Cleaner

Somewhere outside Knoxville in the Smoky Mountains a truck loaded with ABRO Carb & Choke Cleaner was traveling south bound when its front tire blew, causing the driver to lose control and veer off the road.

The gas tank caught fire and engulfed the truck and all ABRO Carb & Choke Cleaner in flames.

The driver and his passenger were transported to St. Mary's Hospital Lafollette with non life threatening injuries.

ABRO sent flowers to Beverly and Randy of NBN Trucking at the hospital and wishes them a speedy recovery.



TO VIEW YOU NEED:



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