

AAPEX Show 2009

A BIGGER BOOTH AND A BIGGER IMPACT

Las Vegas, November 3-5, 2009



Distributors and ABRO staff meet and gather at ABRO's enlarged booth in Las Vegas at the AAPEX Show 2009. Front: Ismael Niane, Guinea, Ajit Gupta, India, Abdoulaye Diallo, Guinea with Sasan (Sonny) Sohrab, ABRO USA. Back: Peter Baranay and Tim Demarais, ABRO USA, with a customer.

A casual observer at the recent AAPEX (Automotive Aftermarket Products EXPO) Show in the Sands Convention Center of Las Vegas, Nevada, would have certainly noticed ABRO's new booth. It would be hard to miss. Not only did the booth almost double in size from last year, it was again crowned by the internally lighted rotating hanging banner. Moreover, the new giant back wall created more privacy for ABRO staff and distributors and its distinctive ABRO eagle head design provided a strong image to act as a backdrop for the work being done.

What the average passer-by might not have noticed however, was that ABRO's increased presence at the show went far beyond our new visually stunning ▶

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LAS VEGAS AAPEX Show *continued*



Vadim Polyakov, Vechyaslav Belsky, Boris Babentchik, Maria Sergeeva, Yury Sergeev and Igor Ysheev from Russia with Peter Baranay and Mike Molnar, ABRO USA.



Mike Kacur, Saman Saleh and Abdulla Saleh from Kurdistan, Iraq, stand in front of the new ABRO eagle wall with Peter Baranay and Sasan (Sonny) Sohrab, ABRO USA.



Alexander Khakhiashvili from Georgia with Michael Molnar, ABRO USA.



Valery Avdeev, Igor Zorin, Evgeny Yakovlev from Russia and Tim Demarais, ABRO USA.



Jeff Parker and Dan Oakley, J.P. Morgan Chase and Rex Miller from Greenwalt CPA's.

booth. With greatly expanded private meeting facilities built into the ABRO booth, distributors and ABRO sales managers were able to be more productive than ever before. Many distributors reported great success in resolving questions and conducting business during the show.

Of course, even the most casual bystander could not help but to be impressed by the wide variety of ABRO products which lined the walls surrounding the ABRO booth. More than just a pleasant way to view ABRO's merchandise, this wide-ranging display allowed distributors

and their customers to become more familiar with the latest additions to the ABRO product line. Finally, the ABRO booth drew in many new potential customers for our distributors. Because so many of the show attendees are international, it was not uncommon for ABRO staff ▶



Maghrabih (Rabi) Salam and Rachel (Paradise) Sefah accompanied Victor Aherdemla from Ghana, to meet ABRO staff and discuss business. Paradise was one of ABRO's first subdistributors in Ghana and has been selling ABRO products for over 15 years.



Victor Toledo, Guatemala, and Tersandro (Stan) Santos, ABRO USA, together with Marvin and Eduardo Retano from Costa Rica.



Irmin Abaspahic from Bosnia Herzegovina came to meet Michael Molnar from ABRO USA.



Some of the new features for the 2009 show: Additional conference room, more seating, a computer work station with two notebook computers and a printer, informational banners and posters.

to be seen gathering and passing along information and inquiries from multiple new customers to many different distributors. Some important contacts were made at the show and, undoubtedly, many of these will lead to future growth in our markets. While a bigger booth is nice in many

ways, the most important way was the bigger sales that this larger presence will mean for our distributors. Designing, building and setting up the new booth was a task but it was all worth it for the chance to accommodate our increasing number of ABRO distributors.





ELVIS & ELVIS

Elvis Ah Kiow, the Sales Manager for E.A.L. Man Hin & Sons Ltd. – ABRO’s distributor in Mauritius – attended the AAPEX Trade Show for the first time this year and came away very pleased. Not only did he get to spend time with ABRO President Peter Baranay and other members of the ABRO family, he also had a chance to meet his namesake, the late Rock and Roll star Elvis Presley (or at least a professional Elvis Presley impersonator).



LAS VEGAS AAPEX Show *continued*



Maria Ysabel Urena and husband Claudio Hirujo, Dominican Republic with Mario Manta, ABRO USA.

Dinner at The Palm



Monday night was the annual dinner at The Palm for ABRO’s Latin American distributors. The Palm is one of the most high profile restaurants in Las Vegas and is a regular choice for notables such as the mayor of Las Vegas and tennis star Andre Agassi. Hosted by Mario Manta, who was ably assisted by Stan Santos, the dinner featured a wide variety of tasty treats for the Spanish-speaking ABRO crowd along with hours of pleasant conversation.

There was also a surprise. Brothers Roberto and Eduardo Morales, owners of ABRO’s Nicaraguan distributor Ferrerteria Roberto Morales, brought presents for both Mario Manta and Peter Baranay. The presents



were a bottle of rare and exquisite 85 year old rum for each of them. Mario gave gracious thanks to the two brothers as he accepted both bottles on behalf of himself and Peter.

Also attending this year’s event were Guillermo Herrera, Emma Silvera and Doris Ortega from Distribuidora de Aditivos de Panama; Marvin Retana, Elvia Retana, Eduardo Retana and Laura Retana from Importaciones Re Re in Costa Rica; Guillermo Makabe from Shurtape of Peru; Alex Medina and Israel Esparza from Distribuidora Mega of Mexico; Tony Chen from Unixcel of Taiwan; Eduardo Dias from Capitoleo of Brasil and Victor Toledo of Reprerentaciones Toledo.

Caesars Palace
FORUM TOWER
NOV. 04, 2009

ABRO®

Appreciation Night

2009

“Together We Unite Our Skills to Make the ABRO World a Special One.”

Excerpt of Peter Baranay’s speech at the annual Appreciation Night, Caesars Palace, Las Vegas, Nov. 04, 2009

Welcome to ABRO Industries’ annual Appreciation Night here at Caesars Palace in Las Vegas.

Although it may seem like yesterday, it has indeed been a year since we last gathered. Much has changed and for many 2009 was a tough year. Not so for the ABRO family. A year ago the world was in crisis – a crisis of confidence and credit. Unemployment was soaring with layoffs announced daily and the joblessness today in America is at an unprecedented level – exceeding 10% nationally and nearly 30% in some cities. There is still a crisis in the world but today, for the ABRO family, it is Wednesday and we are not participating.

reminds us that we can accomplish great things working together.

We gather here tonight to celebrate our accomplishments in 2009 and also to plan for our future.

A year ago I said: “There will be many challenges in 2009, but the ABRO family is prepared for these challenges. I believe we will look back in 12 months from a stronger position with respect to market share, greater market penetration, numerous new product introductions and of course, enthusiasm.”

Clearly, all of you have accomplished this, AND MORE, in 2009. My congratulations!

2009 also marks 70 years of ABRO Industries. If you have not already done so, please take a moment to review our Corporate Time Line which is displayed when you enter.

2009 also marks 15 years, nearly to the day, that I first traveled to Russia to work with our great distributors there. When I met Igor for the first time that fateful Sunday evening 15 years ago, a friendship and a business partnership started that has grown where today Russia is ABRO’s number

2 market in the world. Well done to you Igor, Boris, Yuri, Vadim, Eugeny, Valeriy, and Alexi. I cherish our friendship first and foremost.

As is our tradition, I wish to take this opportunity to introduce people coming to Las Vegas and our event for the first time.

Someone already known to many of you as ABRO’s relentless pursuer of counterfeits and other no good people, Bill Mansfield, who joined ABRO 18 months



Peter Baranay uses a soccer ball to demonstrate how the combined strengths of all the ABRO distributors make the company stronger than simply the sum of its parts.



ABRO international customers and distributors listen to Peter Baranay’s annual speech at the Caesars Palace Penthouse.

I am often asked what it is that makes the ABRO family so special. The answer is as varied as the individual strengths of all the people in this room. Together we unite our skills to make the ABRO world a special one.

I hold in my hands an individual piece (of a soccer ball). This piece does nothing by itself. But put together (an ABRO soccer ball resembling a globe soars into Peter’s hands) they make the world. This soccer ball. This football which

ago and has logged more miles in a shorter time than any of us.

Also, our very own Tersandro (Stan) Santos is the proud father of a baby girl.

Our ABRO bankers – Jeff Parker and Dan Oakley with J.P. Morgan Chase.

From Northwestern Mutual Life Insurance, Spike Abernethy.

From Russia, working with Krepost in the city of Kaliningrad, Igor Ysheev and Slava Bellski.

Ms. Paradise and Maghrabih Salam who are subdistributors for Coscharis Ghana.

Mr. A. J. Gupta, the King of ABRO Masking Tape in India.

Giancarlo and Josephina Boscarolo of Cellux Venezuela.

Bejtula Selmani and Mohamed Zlatku from Macedonia.

Ian and John Sy from Vicma Marketing in the Philippines.

Peter F. Baranay
President of ABRO



1939

Caesars Palace
FORUM TOWER
NOV. 04, 2009

ABRO® *Appreciation Night*

2009



1939

New and Larger ABRO Warehouse Comes With a New and Better Port

January 4th, 2010, only a few days after the New Year celebrations have come to an end, Tina Nixon, ABRO's Warehouse Manager, will be leading ABRO through a dramatic expansion. We will be moving from our current 100,000 square foot warehouse facility in Charleston, South Carolina to a brand new facility in Savannah, Georgia.

The new warehouse and shipping center will provide 156,898 square feet of storage space for ABRO products being readied to travel around the world. This provides enough room, a 50% increase over our current warehouse, to not only better store and access our merchandise, but also enough room to continue ABRO's phenomenal sales growth in the near future.

The move is expected to take two full weeks and should involve hundreds of truckloads to move ABRO products to the new facility. Because of Tina's advanced logistical planning, no significant delay is expected for distributors due to the move.

Another advantage to the move is the change in ports. The Charleston port has been losing capacity in recent years and ABRO expects this trend to continue. Very early in this process, Peter Baranay identified this trend, recognized how it would potentially cause delays and increased expenses for his customers, and determined that he was not going to let that happen.

So for the last year or so, Peter has traveled the coast extensively looking for a better way to bring ABRO products to the market. He decided on Savannah after an exhaustive review of not just the specific facility, but the whole port management structure. In Savannah he discovered an aggressively competitive port culture that worked hard to predict and avoid problems rather than simply waiting for trouble to happen and then reacting (as too many ports tend to do). Moreover, in Savannah, Peter found the use of cutting edge equipment and technology in place that will allow the port to greatly expand without unnecessary delays in shipping. In short, he found a port that was almost as creative and customer-focused as ABRO.

So while other companies will slowly watch the shipping move away from Charleston and toward Savannah, all the while finding their shipping times getting longer and the rates getting higher, ABRO has taken advanced steps to ensure that our distributors are already in the right place for the future.



The 330,000 square feet (30658 m²) warehouse leaves room to grow. For now, ABRO occupies about half.



Counterfeit Update

Working Together Will Help Us All



William Mansfield (left) with Sasan (Sonny) Sohrab and ABRO customers at the ABRO booth during the AAPEX show in Las Vegas.

I started at ABRO in April of 2008, but when the 2008 Vegas show came around, I was out of the country working on a counterfeiting issue. So it was with great excitement when I saw that I would be in the United States during the 2009 Annual AAPEX Show. After hearing stories about the event for a year and a half, I was very interested in seeing it for myself.

Needless to say, I was not disappointed.

While I enjoyed the parties and shows (especially the fantastic Wednesday night event), I enjoyed meeting all the distributors who attended even more.

Over the past year and a half, my job has been made much easier and my efforts immeasurably more effective, due to the hard work and support of ABRO's distributors across the globe.

Having handled anti-counterfeiting programs for a variety of companies earlier in my career, I can attest to the special bond shared between ABRO and its distributors. Very few companies have the sort of family-dynamic that ABRO shares across all levels. In most companies, the manufacturing and the sales sides see each other as the enemies splitting up a single pie, and if one gets more, then the other must get less.

The ABRO view however, seems to be that working together will help us all. That if the ABRO brand gets stronger we all benefit. And that what increases one distributor's sales will help others as well.

This relationship is a rare and valuable commodity and I urge you all to not take it for granted.

Moreover, when it comes to fighting counterfeits, it gives us an edge over the bad guys. They have no one on their side. They are criminals and they are surrounded by criminals. They are not just competing to divide up a pie, they are attempting to steal the pie right out from under each other. And even the plate under the pie!

So while they squabble and fight, we cooperate and win. In several countries, distributors have used their contacts – developed over years of work in the area – to open doors to me that would otherwise be barred. They have been able to make connections for me in minutes that would have otherwise taken weeks. And they have been able to steer me down the right path when the average outsider trying to navigate the local legal landscape would have fruitlessly followed other paths.

So seeing all of the distributors - some I have worked with in their home country, some I have e-mailed and talked with but never actually seen face-to-face and some whom I was meeting for the first time – was the highlight of the event for me.

Make no mistake, you are ABRO's greatest asset in the fight against fake products and you are the reason we will win.

- William Mansfield

PAKISTAN

ABRO Infringement Cautionary Notice Published in Pakistan's Newspaper DAWN

A perfect example what "working together" can accomplish is the newspaper ad which was published in the DAWN, which is Pakistan's leading English newspaper. ABRO's attorney, Zulfiqar from Khursheed Khan & Associates in Karachi, Pakistan, and William Mansfield, ABRO's Director of Intellectual Property have been working together against counterfeiters of ABRO goods. This eye-catching ad is a clear warning to counterfeiters in Pakistan.

Law material looms' to govt

ABRO

Infringement Cautionary Notice from ABRO as published on Sunday, Nov. 15, 2009 in Pakistan's leading Newspaper, DAWN.



A 2.4 mile swim, 112 mile bike ride and 26.2 mile marathon was mastered by ABRO's supplier Guy Berkebile.

One of the premier triathlons is undoubtedly the annual Ironman World Championship in Kona, Hawaii. This internationally known event consists of three stages, each of which would try any athlete - a grueling 2.4 mile swim, an exhausting 112 mile bike ride and finally a punishing 26.2 mile marathon run. To many it is the ultimate test of physical stamina and personal will.

And this year it even included a little bit of ABRO.

Guy Berkebile, the owner of Guy Chemical who supplies many of ABRO's silicone products, competed in the 2009 Ironman World Championship on October 10th. And he did so with ABRO's name proudly displayed on his shoulder the whole way.

Having qualified for the exclusive event by competing well in a similar event in Lake Placid, New York, Guy went off to Hawaii to test himself against the best of the best. He finished the course in 11 hours 22 minutes and 40 seconds. He did this by achieving speeds averaging over 20 miles per hour on his bike and running at a 10-minute mile rate during the marathon portion. This was despite the fact that the race took place on an extremely hot (95 fahrenheit / 35 celsius), humid and windy day.

Guy also participates in the Ironman's XC Challenge, which pits CEOs and other executives from some of the world's most powerful corporations against each other. In fact, Guy has won the title of Fittest CEO in the World over the age of 45.

The 2009 Ironman World Championship was Guy's 4th triathlon and he already has plans for at least 2 more in 2010.



ABRO's Silicone Supplier Masters the 2009 Ironman World Championship in Hawaii.

Guy Berkebile has won the title of Fittest CEO in the World over Age 45



AVANTI

OFF ROAD EVENT IN NORTHERN BOSNIA



AVANTI continues to invest time and money into advertising ABRO in Bosnia Herzegovina. Most recently, they helped sponsor a jeepers competition in the Brcko district of Northern Bosnia. A jeeper is an off-roading vehicle that is made to drive through an obstacle course. 40 teams from all over the country came to participate in the event. Every driver/team was given a package of ABRO products for participating in the event. ABRO and AVANTI banners were displayed along the course.

Visit to ABRO World Headquarters

ALBANIA



Tim Demarais with Giuliana and Klodian Vocaj in the lobby of ABRO's World Headquarters.

Klodian Vocaj and his wife, Giuliana Vocaj, from Treg Auto in Albania visited the ABRO Headquarters this October for the first time. They had meetings with Tim Demarais and Mike Molnar to discuss new products and the 2010 forecast for ABRO in Albania.

They spent time meeting the entire ABRO staff. Klodian and his wife were also able to attend the AAPEX Automotive Show in Las Vegas this November.

The Vocaj family and Treg Auto are clearly committed to ABRO, and we are looking forward to continuing to grow the ABRO business in Albania with them in 2010.



Mr. and Mrs. Vocaj with Mike Molnar.

GHANA

ABRO Industries was quite pleased to be paid a visit by Mr. Victor Aherdemla, Managing Director of Coscharis Ghana and one of his top customers, Mr. Maghrabih (Rabi) Salam. They came to the ABRO World Headquarters immediately after attending the AAPEX Automotive Show in Las Vegas. This was Mr. Maghrabih's first visit to ABRO Industries and he and Victor had very productive meetings with Vice President, Tim Demarais, to discuss ABRO's new line of lubricants which we will be introducing into Ghana in 2010.

Coscharis Ghana has done an excellent job increasing ABRO sales in this dynamic market. Mr. Maghrabih has played an integral part in this sales expansion by opening up a number of sales depots that exclusively market ABRO products throughout Ghana. Based on the introduction of our new line of quality lubricants, Mr. Aherdemla and Mr. Maghrabih are quite confident that ABRO sales in Ghana will greatly increase in 2010.



Victor Aherdemla from Coscharis, Ghana with his customer Maghrabih Salam at ABRO World Headquarters.

Meet ABRO's Staff



Please meet **Williams Pinto**

Williams is the Export Coordinator for Tim Demarais and Mike Molnar. He conducts the extremely detail-oriented work of reviewing the large variety of documents necessary in order to ship ABRO merchandise to the distributor. Williams reviews Bills of Lading, Invoices and Packing Lists to make sure that everything is in its place.

In addition, Williams also handles the preparation of Letter of Credit documents, which are some of the most detail-laden of all the documents ABRO deals with – and therefore some of the most important to be properly reviewed.

Williams came to the United States from Venezuela in 2002 and has been working for ABRO since 2006. Before moving to the United States, Williams was an Air Force Cadet in the Venezuelan Air Force.

His favorite non-ABRO activity is taking care of his 6 year old son, Antonio, but he also enjoys American-style football.

automechanika

**Messe Frankfurt
Germany**

2010 Show Dates:

**Tuesday, September 14
through Sunday,
September 19, 2010
HALL 9.1**