

Automechanika 2010: An Outstanding Success for ABRO!

International Trade Fair Reflects Economic Upturn in the
Automotive Sector: Increased Level of Internationality



ABRO staff, distributors, customers and suppliers came together at the new 21 x 6 meter ABRO booth in Frankfurt, Germany. Front: Peter Baranay, President ABRO USA, with Abdullah Saleh (Iraq), Sasan Sohrab and Mike Molnar, ABRO USA.

ABRO had a record turnout for the recently completed Automechanika Trade Fair. Exhibiting for only the third time (2006, 2008 and 2010), over 100 ABRO customers and distributors came to Frankfurt, Germany to meet with ABRO representatives, share ideas, place orders, discuss plans for 2011 and partake of ABRO's hospitality.


With over 20 countries represented, this event is beginning to rival the AAPEX Show in Las Vegas. As a matter of fact, the ABRO display in Germany was ►


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GERMANY Automechanika *continued*



ABRO distributors, customers and suppliers were pleased to have even more meeting space this time. The 21 x 6 meter size of the stand allowed for up to five simultaneous, private meetings. A lounge area with two large couches was a welcome spot to relax from the long walks through the show halls.



Sasan "Sonny" Sohrab, ABRO USA, with Denis Zakharov, Russia; and Ajit Gupta from India.



Irmir Abaspahic, and Vanela Sojtaric, from Bosnia-Herzegovina with Sasa Đurovic from Montenegro.



Andrei Tarasov, Natalia Rabinovich and Dmitriy Pochtin from Russia.



Tim Demarais, ABRO's Vice President is meeting with Raph Agbasionwe, Dr. Cosmas Maduka and Daniel Pinkrah from Coscharis Nigeria.



James Mogbo, Nigeria; Joshua Ozioma, Cameroon; and Raph Agbasionwe, Nigeria; in front of the new ABRO booth.



Igor Zorin and Denis Zakharov from Russia with Peter Baranay, ABRO's President and Valery Avdeev, Russia.

substantially larger than Las Vegas with five meeting spaces, a well appointed lounge, new product displays, and computer consoles for the use of our visitors.

"ABRO's presence at this event has

set a new standard in the industry" said ABRO's President, Peter Baranay. "Our booth, our people, our product displays – we did everything bigger and better than ever before."

During his comments at the Dinner

Cruise on Friday, Peter reminded our guests that two short years ago in September 2008, the world stood on the precipice of a financial meltdown and the downturn seemed imminent and severe. At that time, Peter com- ►



Yury Senkvich, Boris Babenchik, Maria Sergeeva, Igor Zorin, Yuri Sergeev, and Svetlana Mirhailova meet with Peter Baranay.



Saman Saleh, Iraq; Arsany and Emil Armanyos, Egypt; Sasan Sohrab, ABRO USA; Abdulla Saleh, Iraq; Ajit Gupta, India; Ofomata Nwachukwu, Dem. Republic of Congo, and Kingsley Ogu, Mozambique.



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



ABRO staff members Sasan Sohrab, Mike Molnar and Tim Demarais meet in the lounge area with customers and distributors from Africa.

mitted that all ABRO distributors would continue to receive the financial and product support that they had come to expect during the “good times” and that no one who met their obligations and remained committed to ABRO would see anything but unbridled support from ABRO. Two years later, Peter could say confidently that “ABRO and our distributors met the challenge of the greatest and most severe economic decline since the Great Depression. The ABRO family has grown during this period when others have declined or even closed their doors. This is a tremendous testament to the strength of the ABRO product range and our distributors. My compliments to all of you”.

Peter finished his comments by noting “This trade show was the best ever. Our ABRO family is growing stronger each time we meet”.

Atteib Abdelkerim, (right), with friend Moustapha Al-Shazali, (left), from Chad, at the ABRO booth in Frankfurt. Positive feedback like Atteib's letter to Tim Demarais shows how beneficial the show meetings are to all involved.

Dear Tim,

After just returning from Frankfurt and from the numerous moments that I have spent with the ABRO Team and my other peers, my feelings are those of a man who's completely renewed and strengthened. Thanks to All of you.

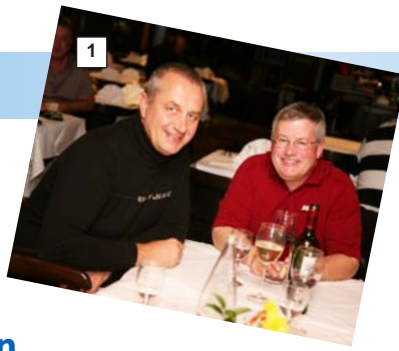
*Best Regards,
Atteib*



GERMANY Automechanika *continued*

Nights Out On The Town

ABRO distributors attending the Automechanika Show were treated to several evenings out on the town at some of Frankfurt's most enticing destinations. ABRO hosted dinners at premier Thai, Chinese and Indian restaurants, a Persian night complete with authentic oriental dancers and a traditional German dinner at the oldest pub in Frankfurt but nothing topped the spectacular river cruise which provided ABRO distributors with the best view of the city one could possibly have.



ABRO appreciation events during the Automechanika Trade Show:
1. Monday Night: Thai Restaurant. 2. Tuesday Night: Chinese Restaurant.
3. and 4. Wednesday Night: Persian Restaurant. 5. and 6. Thursday Night: German Restaurant. 7. Saturday Night: Indian Restaurant.
(Friday Night: River Cruise - See Next Page)





A majestic twilight river cruise on the "Johann W. von Goethe" down the River Main was hosted by ABRO to show how much we appreciate the hard work and loyalty of ABRO's distributors and suppliers.



Top Left: Nearly 100 guests enjoyed a wonderful meal and cruise on the River Main in Frankfurt, Germany. Top Right: Peter Baranay, President ABRO USA, welcomes the guests. Bottom Left and Right: Guests listen to Peter Baranay's speech.

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. Brand new ABRO catalogs and CD's will be available.

Join us for three eventful days in Las Vegas!

The ABRO team will be staying again at the Caesars Palace Hotel.

NOVEMBER 2-4 2010
TUESDAY - THURSDAY
SANDS EXPO CENTER, LAS VEGAS, NV

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- ▶ Exhibitor Request Form

FOR ATTENDEES

- ▶ Planning your trip? Our searchable schedule might be helpful.
- ▶ Want to maximize your time? Check out our Lunch and Learn sessions.
- ▶ Interested in education? Our Learning Forum will show you how.

IN THE HEADLINES

- ▶ Expanding your view of what makes exhibiting...
- ▶ US Travel Prom...
- ▶ The First of the...
- ▶ What health can...
- ▶ IAAE Special...
- ▶ Good to Obama...
- ▶ New York Times...

Welcome to the new Automotive Aftermarket Products Expo website.

Use this site to register for the Show, find Attendee and Exhibitor information, access Exhibitor lists, plan your itinerary and so much more.

More information is being added every day, so check back frequently.

In the meantime, if you have a question that you can't find the answer to please email info@aapecshow.com or call 706-226-1300

ABRO Booth:

#4071 Sands Expo Center Las Vegas

Show Dates:

Tuesday, November 2 through Thursday, November 4, 2010

website click here

COSTA RICA

ABRO DISTRIBUTORS HELP EACH OTHER EXPAND

A variety of ABRO distributors from Central America recently gathered in order to assist each other in market growth. The conference, entitled “Making the Transition from Automotive to Hardware”, focused on helping the distributors break into the hardware market so that they could benefit from an exchange of market ideas.

“Our Central American distributors have done a magnificent job of dominating the automotive accessories markets over the years” said ABRO International Sales Manager, Mario Manta. “I know that once they get going in the hardware market, their growth will be amazing”.

The event was graciously hosted by ABRO’s Costa Rican distributor, Importaciones Re Re.

Attending the event was a veritable who’s who of ABRO in Central America. Marvin and Eduardo Retana from Importaciones Re Re represented the host country and organization. Sandra Figueroa and Jessica Olivia as well as Hugo Lopez from Centra Casa represented Guatemala. Guillermo Herrera from Distribuidora de Additivos attended from Panama. Roberto Morales Jr. was present from Nicaragua. Finally, Cesar Hernandez from Agencia La Mundial was there from Honduras.

The event was very informative, and the group had the opportunity to visit the new warehouse of Importaciones Re Re.



Left to right: Hugo Lopez, Eduardo Retana, Costa Rica; Mario Manta, ABRO USA; Cesar Hernandez, Honduras; Marvin Retana, Costa Rica; Roberto Morales, Nicaragua; Tito Herrera, Panama; Sandra Figueroa and Jessica Olivia, Guatemala.



Eduardo and Marvin Retana from ReRe proudly display the ABRO sales award they received from ABRO Industries, presented by Mario Manta (center).

BOLIVIA

Ring In the New Year

ABRO’s distributor in Bolivia, Hilda Waldman, hosted a celebration of Rosh Hashanah, the celebration of the New Year, in her home on September 9th.



She invited the members of her company, Ferro Bolivia, as well as ABRO’s Mario Manta to attend and celebrate with her. It was a great opportunity to celebrate with the staff and discuss business trends in Bolivia for 2011.

Mario Manta, ABRO’s Sales Manager for Latin America and ABRO distributor, Hilda Waldman, with the staff members of Ferro Bolivia.

PERU

Celebrating An Important Milestone

In many cultures, a 20th anniversary is an important occasion. So it was no surprise that you could find Mario Manta in Lima, Peru on September 8th of this year celebrating the 20th anniversary of the working partnership between ABRO and Guillermo Makabe. At a lavish dinner thrown in Mr. Makabe's honor, Mario reflected on the honoree's time with ABRO. "Guillermo has been with Shurtape Peru for the last 10 years" said Mario "but even before that he worked with ABRO at another company for another 10 years. A 20 year connection like that is a special thing and I'm glad we're taking time out to celebrate it."



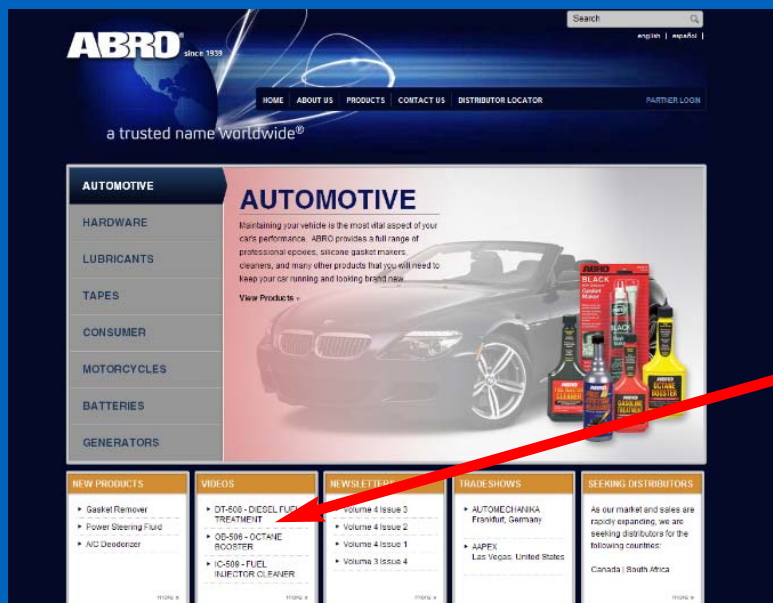
Left to right: Roberto Soto, Wilfredo Egoavil, Trinidad Chieng, Luis Castillo, Carlos Yenobi, Jaime Vicente, Koki Lara, Jorge Lara, Guillermo Makabe, Mario Manta, Milagros Marchena, Miguel Alcazar.

ABRO

New Website Comes With Product Videos

Check out our newly designed website!

We're very proud to unveil our brand new ABRO website! Our goal was to make it much easier to search for new products because that's really what the vast majority of people use the website for and to this end, we have improved the search functionality, made the site easier to navigate and added the ability to view our new product videos. More generally, we've simplified the menu structure to make it a more pleasing experience to move through the site. We hope you like it.



Under the category VIDEOS you can now easily view our new ABRO Product Videos. We are currently working on adding more product videos. Feel free to let us know how you like the new ABRO website.

www.abro.com

RUSSIA

2010 Moscow International Motor Show



Left to Right: Denis Zakharov, Andrey Chamortsev, Igor Usheev, Igor Zorin, Boris Babenchik, Evgeny Yakovlev, Mike Molnar, Oxana Yamkovaya, Victoria Kozuevova, Julie Khmelevskaya, Yana Lornely



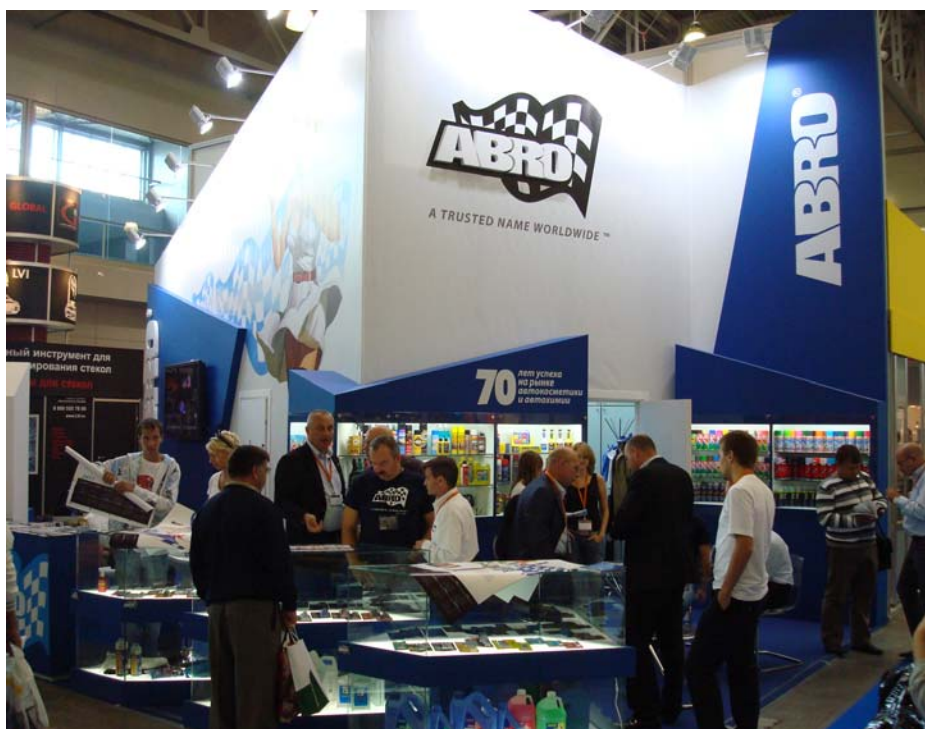
The ABRO booth for the 2010 MIMS Show in Moscow was completely redesigned this year.

Once again, ABRO Russia did not disappoint at this year's 2010 MIMS (Moscow International Motor Show). Igor Zorin (ABRO Russia) and Denis Zakharov (ABRO Russia) created another amazing booth and it definitely caught the attention of everyone that attended the show. The show was attended by ABRO representatives from Moscow, St. Petersburg, Rostov, Vladivostok, Kaliningrad and ABRO USA Salesman, Michael Molnar. Current and potential buyers from all over Russia attended the five day event.

This year's booth included an ABRO race car, models and plenty of information on the full range of ABRO products. Additionally, at the booth there were giveaways and entertainment for everyone to enjoy.

The show proved to be very successful. ABRO Russia was able to show the market that ABRO is continuing to do well and that they will continue to grow.

We are looking forward to another successful MIMS show in 2011.



This year's booth was located right in front of the hall's first entrance. The booth was busy during the entirety of the show.

Counterfeit Update

Hot Summer in China for Counterfeiters

It has been a very busy summer in China for ABRO's anti-counterfeiting team.

Five major raids were conducted in China this summer aimed at significant wholesalers and exporters of fake "ABRO" products. As a result, substantial quantities of counterfeit products have been seized and will be destroyed by Chinese authorities. The counterfeiters and their customers have had their illegal business plans disrupted and the decision to try and steal money by making and selling fake "ABRO" products became even less appealing than before.

Even better, two of those five cases look to be upgraded to criminal case status soon and the perpetrators in them face significant additional punishments - something no no counterfeiter can view as simply a "cost of doing business".



Chinese authorities document the thousands of counterfeit ABRO goods seized from counterfeiters during raids.

ABRO has not only its own lawyers and investigators to thank for this – but also the Chinese authorities in several cities. ABRO has always maintained the strong opinion that the Chinese intellectual property protection system works if you do your part. We have worked hard to make sure we did our part and the result is that Chinese authorities are certainly doing theirs. They have been aggressive about identifying and going after criminals who would violate Chinese laws by producing unlicensed and unsafe fake products in their country. ABRO could not be more pleased with their actions and we want to take this chance to make clear our appreciation and respect.

Breaking the China-Africa Counterfeit Connection

In just this last month, two separate shipments of fake "ABRO" products bound for western Africa have been identified by Chinese authorities and stopped before they could ever leave the country.

Customs authorities in both Jinhua and Hangzhou China are to be commended for their watchful eyes and fast actions. Suspect shipments attempting to leave the People's Republic of China from each of these ports were seized and held by authorities. In both cases, the shipments turned out to consist of counterfeit "ABRO" products destined for Africa. One shipment was bound for Cote d'Ivoire and the other for Ghana, but neither made it anywhere except a Chinese Customs impound lot. Both shipments will be destroyed and we are currently working on going after both the shippers and their intended recipients.

This is just another example of how ABRO's aggressive anti-counterfeiting actions help to keep your local marketplace clear of fakes before they even arrive.

Counterfeit Update

Massive Round Up of Counterfeits in Egypt

An astounding 88 people were arrested in Egypt recently for engaging in the illegal act of selling or distributing counterfeit “ABRO” merchandise.

A multi-day, four city series of raids swept through the Middle Eastern country like a sandstorm and left behind a destroyed counterfeiting marketplace that isn’t expected to recover for months – if ever. Egyptian authorities conducted raids in Cairo, Alexandria, Borsaeed and Domiat in August.

Those arrested spanned the scale from small-time sellers of minimum amounts of counterfeits to the three major importers and distributors of fake products in the country. “The scope of these raids stands as a message to all who would try to steal from ABRO – no one is safe. If you steal from us, we will find you and we will get you.” said ABRO President, Peter Baranay, regarding the recent action.

Besides the arrests, police also seized over 45,000 pieces of counterfeit “ABRO” merchandise. These products will be destroyed and represent a significant loss of money for the counterfeiters. Also seized by police was a truck being used to move the fake products.

While some of those arrested have been subsequently released, many of them still remain in jail. It is expected that several of the counterfeiters will face charges that might keep them in prison for up to a year.

“I think this will be seen as the beginning of the end of counterfeit ABRO in Egypt” said Director of Intellectual Property, William Mansfield. “We’ve shown that we are serious about protecting our brand in Egypt and we’ve raised the stakes so high that the counterfeiters will be doing whatever they can to avoid fighting with us.”



Peter Baranay presents the prestigious ABRO PRESIDENT’S AWARD to General Sammy Saied Ahmed of the Egyptian Ministry of the Interior. The ABRO PRESIDENT’S AWARD was also presented to an investigator not named or shown here due to the need to preserve anonymity.



Peter Baranay presents letters of commendation to several senior Egyptian police officials during his visit to the Egyptian capital of Cairo.

ABRO President Honors Egyptian Government Officials

Peter Baranay, President of ABRO Industries, flew to Cairo, Egypt in late September to properly recognize the government officials whose efforts led to the recent arrest of 88 persons involved with selling fake “ABRO” products in the country.

“These officials have gone above and beyond the call of duty in their fight against illegal and unsafe counterfeit products in Egypt and I wanted to make sure they understand how much we value their efforts.” stated Mr. Baranay. “Without the work of these committed professionals, the employees and distributors of ABRO and the unsuspecting buyer of substandard counterfeit ABRO products would suffer. They have been of great help to us and they deserve to be recognized”.

!!! 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!

УХОД ЗА МОТОЦИКЛОМ

Основная проблема в уходе за мотоциклом заключается в том, что помимо содержания его в чистоте необходимо еще и защищать его от возможных повреждений. От количества средств по уходу зависит в глазах, и разобраться в этом тяжело бывает даже профессионалам. В этом плане Вам сильно облегчит жизнь использование продуктов одной марки, потому что они идеально подходят друг другу.

Все это Вы можете купить на сайте www.abro.su

Magazine Advertisements

ABRO Russia continues to look for ways to advertise the ABRO name and ABRO products in Russia. One of the more successful advertisements that they have been investing in is magazines. You can find ABRO advertisements in some of the more popular car and motorcycle magazines (MOTO and AG) in Russia.



ВСТРЕЧАЙТЕ ЗИМУ С ABRO

тел. 8 (4232) 60-72-16

Meet ABRO's Staff



Please meet **Lesley Feters**

Lesley works at ABRO as an administrative assistant for Tim Demarais. She originally started as a temporary employee in October of 2008 and then was hired on as a permanent member of the ABRO team in May of 2009. She helps with all aspects of Mr. Demarais' division and loves her job.

Outside of the office, Lesley is a fan of mystery books and TV shows. She enjoys cooking, eating and working out (in that order). On weekends during Notre Dame football season, she can be found helping out her favorite team as an usher in the stands. In the future, Lesley would like to travel internationally and eventually wants to get married and have children.

RUSSIA ABRO-DV



Evgeny Yakovlev

On September 27th, 2010, Evgeny Yakovlev made his first visit to the ABRO main office in South Bend, Indiana. Mr. Yakovlev joined the ABRO Russia group almost a year ago and his company

is serving the Russian Far East from Vladivostok. During his visit, current issues and new ideas were discussed. Mr. Yakovlev's sales numbers are growing very fast. He has plans to advertise ABRO on billboards all over Vladivostok. We are very excited to have Mr. Yakovlev join us as part of the ABRO Family.