

## ABRO EXHIBITS AT TOP TWO 2012 TRADE SHOWS



Peter Baranay and Mike Molnar welcome Russian ABRO distributors to the Automechanika Show.





Mario Manta, Giancarlo Boscarolo, Uzor Obuzor, Tim Demarais, Jonathan Maduka, Rex Miller, Emil Armanos, Joshua Ozioma, Raph Agbasionwe, Jon Cook, Joanna Long, Sasan Sohrab, Martyn Armanos at the ABRO booth in Las Vegas.

ABRO continued to demonstrate its commitment to our overseas distributors by exhibiting at two of the most important international industry tradeshows – Automechanika 2012 in Frankfurt Germany and the Automotive Aftermarket Products Expo (AAPEX) in Las Vegas. At Automechanika, a record num-

ber of ABRO distributors attended the event. As usual, they were welcomed in high style. ABRO distributors were exposed to some of Frankfurt's most enticing destinations as ABRO hosted dinners at premier Chinese, Indian, Persian and German restaurants. The week concluded with a spectacular

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### ABRO Tradeshows:

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Newly designed ABRO banner at the 2012 Automechanika Show.

## Reflections On the Past Year

"Once again it appears that ABRO Industries will achieve record sales levels as our ABRO brand has never been sold in as many global markets by so many quality ABRO distributors as it is today. I thank all of you personally for sharing in ABRO's unprecedented success".

—Peter Baranay

*President, ABRO*



Peter Baranay, ABRO's President, welcomed ABRO customers and distributors to the river cruise event in Frankfurt.

river dinner cruise which provided ABRO distributors with marvelous views of the city.

AAPEX 2012 was also quite successful although some of our ABRO distributors had delays arriving at Las Vegas due to Super Storm Sandy that ravaged the East coast of the United States. However, this mighty hurricane could not "rain on ABRO's parade" as all of our ABRO distributors eventually made it to Las Vegas and they were also treated to a wonderful week of dinners and Las Vegas shows. The annual ABRO Customer/Supplier Appreciation Night was more luxurious than ever as we celebrated what will be another

record setting year for ABRO. A big thank you to all of our distributors, that made this possible.

While the entertainment and companionship are important components of these very major trade shows, much work was accomplished at the two events. A number of new ABRO products were introduced at both shows and a variety of important issues were discussed among our customers and the various sales managers present

to help improve ABRO's image in the world marketplace.

In Las Vegas, we were joined by our expert Chinese legal team based in Beijing, Mr. Liu and Mr. Ge, who continue to pursue Chinese companies that counterfeit our ABRO products. They met with a number of our ABRO distributors to find out what counterfeit Chinese products are entering their respective markets. When they return to China, they will work closely



Members of the ABRO family line up in front of Frankfurt's historical Old Opera for a memorable group picture.

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with Chinese Customs to seize and destroy these counterfeit products before they leave China.

ABRO certainly appreciates the wonderful job that all of our ABRO distributors do on a daily basis in selling our ABRO products in their markets. We believe that these two dynamic trade shows were an excellent way in not only thanking our customers for their continuous efforts but also provided an excellent conduit for us to exchange ideas and make the ABRO world a better place!



*The ABRO tradeshow booth in Las Vegas was a very busy meeting point for ABRO customers, distributors and suppliers alike.*



*Mario Manta, Shahilah Abd. Latif, Maria Isabel Ureña, with Carla and Andres Dueñas.*



*ABRO customers at the Tuesday night party were able to enjoy wonderful music and delicious food in a luxurious setting at the beautiful Napoleon Club in the Las Vegas Paris Hotel.*



*Attendees at the annual Wednesday night party at the beautiful Caesars Palace Penthouse exchanged ideas and discussed new opportunities.*

#### **FUTURE SHOW DATES:**



**2013**

**Tuesday, November 5 -  
Thursday, November 7**

#### **IMPORTANT DATE CHANGE:**

**AAPEX 2013 will be one week later  
than in previous years.**

**2014**

**Tuesday, November 4 -  
Thursday, November 6**

**automechanika**

**2014**

**Tuesday, September 16 -  
Saturday, September 20**

# NEW PRODUCT CATALOGS FOR 2013/14 AVAILABLE IN OUR WAREHOUSE

English Version



Spanish Version

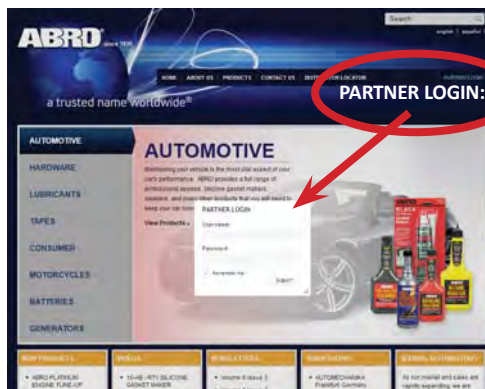


**Our brand new ABRO catalogs are filled with many new products and a completely updated motor oil list.**

**We have included QR's which can be scanned with your Smart phone and allow you to view product videos.**



We offer CD's with new product pictures. Please request from your ABRO sales representative.



**A PDF version of the ABRO catalogs can be downloaded from our ABRO website. Just log in at the ABRO Partner Login:**  
<http://www.abro.com>



Yuri Sergeev, Julie Khmelevskaya, Igor Zorin, Oleg Kunakov, Anna Maduolina, Michael Molnar and Denis Zakharov

## 2012 MIAS - Russia (Moscow International Auto Salon)

As ABRO has grown in Russia, so has the marketing campaign. This year ABRO Russia participated in the Moscow International Auto Salon. The trade show was held at the Crocus Expo at the end of August. ABRO used the show to promote the ABRO brand name and ABRO products. ABRO Russia team members from Moscow, Rostov, St. Petersburg and Vladivostok used this opportunity to meet amongst themselves, with current clients and with potential clients. This is another record year for ABRO in Russia. We expect sales in 2013 to continue to grow!



Yuri Sergeev, Oxana Yamkovaya, Oleg Kunakov and Vadim Polyakov



Models Julie Khmelevskaya and Anna Maduolina at the ABRO booth



Mahiz Asadov,  
Michael Molnar,  
Mohamed Iqbal

## Azerbaijan

Michael Molnar is the first ABRO salesman to visit Baku, Azerbaijan. ABRO has never had a distributor in this market until now. Mr. Iqbal, owner of JJ Company, a successful auto accessories business, was looking for a brand of automotive chemicals to bring to the market. ABRO is new to the market in Azerbaijan but we are already confident that it will be a success.

## Kazakhstan

Recently, Michael Molnar went to Almaty, Kazakhstan to visit TN Engineering. ABRO has been doing business with TN Engineering for many years now. The meeting was made to specifically discuss how to grow the business in this market. We are happy to report that sales in 2012 in Kazakhstan will be a record for TN Engineering.



Nurgaly Nizamutdinov,  
Olga Lysenko,  
Michael Molnar,  
Andas Tursunkanov

## Let's Share Ideas

### ABRO Russia - Marketing Ideas



The St. Petersburg branch of ABRO Russia continues to impress with designs on their delivery trucks. There is no question that these creative designs are both eye catching and memorable.



**APPEARANCE PRODUCTS**

Every time Feel the Pleasure of Driving Brand New Car with...

**PERFORMANCE PRODUCTS**

Experience the Power Packed Driving with...

**Reduce Your Fuel & Maintenance Cost**

**HARDWARE PRODUCTS**

Feel the Difference by using ABRO....

**NEW** Spray Paints

Adhesives

Cut-off Wheels

**One of THE MOST TRUSTED BRAND of Carpenters & Fabricators**

AIPL Marketing Pvt Ltd

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AIPL Marketing Pvt Ltd

### New Zealand "Gift Basket"



Automotive Supplies NZ Ltd. came up with a marvelous idea to introduce a number of ABRO car care products to their customers at one time. They put together a promotional car care kit "Gift Basket" in which they purchased plastic buckets locally and filled them with our ABRO car wash, chamois, cleaning cloths and sponges. The promotional gift package was received quite favorably by retailers in New Zealand as it stimulated consumer interest in a number of ABRO car care products at one time. Kudos to our good friends at Automotive Supplies in New Zealand for a great promotional idea!



AIPL ABRO, ABRO's distributor in India created a very impressive ad campaign for print media.



Check out the ABRO video from Ganesh Parts, ABRO's distributor in Guyana.

## Counterfeit Update

### POLICE IN NIGERIA ARRESTED A MAN FOR IMPORTING FAKE "ABRO" PVC CEMENT INTO THE COUNTRY.

*Authorities had been alerted to the importation and sale of the counterfeit goods by ABRO's longtime exclusive distributor in Nigeria, the Coscharis Group. Police were able to identify the shipment of fake goods and tracked the fakes as they were transported by truck within the country.*

*"This is great news" said ABRO's Director of Intellectual Property, William Mansfield, upon hearing of the arrest.*

*"The Coscharis Group is a very strong organization and they are committed to protecting the ABRO brand name in Nigeria. Counterfeiters trying to do business in Nigeria are foolish."*

*Police seized almost 5,000 cases of counterfeit products during the arrest.*

**DAILY SUN** Thursday, October 18, 2012 **37**

## CRIME

# Police recover multi-million naira fake products

By MATTHEW DIKE

A man has been arrested for allegedly importing fake Abro PVC cement gum worth several millions of naira into the country.

The man simply identified as Elochukwu was arrested by police detectives attached to the Area 'B' Apapa Police Command following a tip-off that he imported the products from China.

Police detectives were said to have trailed the fake products to Anambra State where they arrested Elochukwu.

*Crimewatch* gathered that 4,900 fake Abro PVC cement gums were recovered from the warehouse where he stored the product.

The original Abro products were usually imported from United States of America (USA) by Coscharis Group. The group complained to the police that someone was faking the product which the company had the legal right as sole marketer in the country.

The spokesman of Coscharis Group, Ambassador Nwameme explained that the company is the sole importer of the product in the country and that the original products were made in USA. He said nobody or company has the right to market the product in Nigeria and that was why the group had to report the suspected fake marketer to the police.

"Only Coscharis has the right to market the product in Nigeria. Standard Organisation of Nigeria (SON) will be invited to look into the case".

He said the suspect was arrested at his sales head office at Cooperative Line, Bridge Head, Building Material Market, Onitsha, Anambra State. He said the product sells for N1,050 each for a particular category that are 12 pieces per carton. The second category sells for N650 while the other sells for N440.

The items were loaded in two long trucks from Onitsha to Lagos. "He has been doing the business for a very long time until we got a tip off and put up a petition to the police since September 25. The police went into action and arrested him on September 27."

*ABRO has already taken actions, big and small, on counterfeiters in China and such actions were successful every time. Cooperation with Chinese authorities contributes much to its success*

## Secrets of ABRO'S Successful IP Protection in China

By Ma Li



### ABRO FEATURED IN CHINESE BUSINESS AND LEGAL AFFAIRS MAGAZINE

*In response to both his great success over the past several years in fighting counterfeits in China and his work with the prestigious Quality Brands Protection Council (Q.B.P.C.), ABRO's Director of Intellectual Property, William Mansfield, was recently featured in the Chinese business and legal affairs periodical, Faren Magazine.*

*William was interviewed extensively and discussed ABRO's anticounterfeiting work and his views on the future of brand protection in China.*