

2013 Was Again A Record Year for the ABRO Family




During the recent AAPEX Trade Show in Las Vegas, ABRO staff, distributors and suppliers met to discuss business.





During early November, many members of the ABRO family gathered in Las Vegas for the annual AAPEX Show.



Spirits were high as ABRO distributors and suppliers celebrated what

was expected, and what became another record year for ABRO Industries and the entire ABRO family. During his speech on Wednesday evening, President Peter Baranay reflected on ABRO's

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*Peter Baranay,
President, ABRO*

Reflections on the Year 2013

“Once again 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*



Members of the ABRO family line up for a memorable group picture.

growth over the past 30 years:

“Let me divert a bit from tradition and look back 30 years to 1983.

Las Vegas was a city of 400,000 in 1983. Today – over 2.5 million. Today, Caesars Palace is virtually a city in its own right.

In 1983 ABRO was a fraction of our current size.

And this show in 1983 was teeny. I mean teeny. After the 1983 event, the “auto show” died and did not come back to life until 1994.”

With sales activity in over 185 countries, world events impact ABRO and our distributors network every day. 2013 was no exception with election turmoil, coups, changing government policies, devaluations, tariff increases, regulatory uncertainty and the like. All of which, in retrospect, seemed just to be bumps in the road as we achieved sales records in 2013.

The ABRO family continues to grow larger, get stronger, and prosper. We continue to add new products, new packaging, new instruc-



Several ABRO customers brought their relatives to the AAPEX show.



ABRO customers view the how-to demonstration of a new ABRO product.

tional videos, and new sales support.

Our battle against counterfeiters continues with some recent stunning successes, particularly in the Russian market.

As we enter 2014 and we begin a celebration of 75 years of excellence, we are optimistic and excited about the future.

ABRO Celebrates 75 Year Anniversary in 2014



During 2014, ABRO Industries will celebrate our 75th Anniversary. Founded in 1939 as a one man translation service in South Bend, Indiana, the world was a vastly different place.

Imagine, if you will, the courage of a young entrepreneur starting a business dedicated to international trade. During 1939, the Soviet Union invaded Finland, Germany invaded Poland and the Second World War had begun. The United States in 1939 was still suffering from the ravages of the Great Depression with unemployment hovering near 20%.

Much has changed in 75 years. We look forward to celebrating throughout 2014.

ABRO TRADE SHOW DATES IN 2014

automechanika

Automechanika Frankfurt, Germany

Tuesday, September 16 - Saturday, September 20, 2014

SHOW INFO: MESSE FRANKFURT

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

HOTEL INFO: THE WESTIN GRAND FRANKFURT

<http://www.westingrandfrankfurt.com/>

PLEASE NOTE:

AUTOMECHANIKA Show will be one day shorter than in previous years.



AAPEX Show, Las Vegas, USA

Tuesday, November 4 - Thursday, November 6, 2014

SHOW INFO: <http://www.aapexshow.com>



**Join us in Las Vegas
for the
Big Celebration!**

VISIT TO ABRO WORLD HEADQUARTERS

Cameroon



Joshua Ozioma with wife Lois and Tim Demarais (left) during a meeting at ABRO World Headquarters in South Bend, IN, U.S.A.

Special recognition should be given to Joshua Ozioma of Ozone International, Douala, Cameroon as Ozone experienced record growth in 2013 by increasing their ABRO sales in Cameroon last year by 34%! ABRO had the pleasure of entertaining Joshua and his family (his wife, Lois, his Mother, Rose Ozokwere, and his Uncle, Mark Chukwuemekaie),



at ABRO's World Headquarters before the AAPEX Automotive Show in Las Vegas. Ozone was able to increase the sales of almost all of their ABRO products in Cameroon last year. This accomplishment truly shows the commitment that Joshua and his outstanding sales team has made in promoting ABRO products throughout Cameroon.

Nigeria



ABRO was also pleased to welcome Raphael Agbasionwe, the General Sales Manager of Coscharis Motors (ABRO Division) at ABRO Industries after the AAPEX Automotive Show. This was Raph's inaugural visit to ABRO Industries and he was well received by all ABRO employees.

Coscharis Motors also experienced record sales growth in 2013 as they increased business over 22% last year reaching an all time annual sales record.



Tim Demarais and Raphael Agbasionwe discuss new ABRO products at ABRO World Headquarters in South Bend, IN, U.S.A.

Despite experiencing a catastrophic warehouse fire in the summer of 2013, Coscharis persevered and reached new sales levels making ABRO a household name throughout Nigeria.

A series of productive meetings were held with Raph during his visit and several new ABRO products were discussed that will certainly position our ABRO sales to continue to grow in Nigeria in 2014.

VISIT TO ABRO WORLD HEADQUARTERS

Russia



Peter Baranay, Yuri Sergeev, Tatiana Chumakova, Boris Babenchik, Evgenii Iakovlev, Michael Molnar, Alexey Avdee, Valery Avdeev

ABRO's Russian distributors met at the ABRO World Headquarters this January to discuss a wide range of topics and to celebrate that Russia was officially ABRO's 2nd largest market in 2013 (a move up from 3rd place in 2012).

The number one topic was new products. ABRO-Russia took a giant leap in 2013 launching a wide range of products specifically designed for the Russian market. All of these products are purchased in full container quantities. Below is a list of some of the products that are now selling in Russia or that will begin to sell in Russia in 2014:

Car Batteries	Silicone Cartridges	Gloves
Welding Electrodes	Glues	Easy Maker Covering Tape
Welding Wires	Thread Seal Tape-PTFE	Caulking Guns
Masking Tapes	Ice Scrapers	MMS Clamps
Double Sided Tapes/Other Tapes	Sandpaper	License Plate Frames
Fire Extinguishers	Stretch Film & BOPP Tape	Roadside Emergency Kits & Ropes
Windshield Wiper Blades	Foam Sealant	Welding Helmets
Air Fresheners	Zip Ties & Hose Clamps	Wipes and Hand Cleaners
Cutting Discs/Grinding Discs	Fuses	Tire Sealant



The second big topic was the implementation of creating territories within Russia. Each of ABRO's three Russian distributors will now be able to really focus on a certain geographic region within Russia. We will now have Russia North, Russia West and Russia East. We are excited to take on 2014 with higher than ever expectations!

Omaks - Russia West

Omaks had another record year in 2013. They are currently in the process of opening a new warehouse and office in Moscow. Omaks is responsible for the Central, South and North-Caucasian Federal Districts in Russia (They are also responsible for the Nizhniy Novgorod region in the Volga Federal District).

Omaks recently participated in the grand opening of the Authorized Volkswagen Center “Gedon-Aksay” in Rostov, Russia. The VIP event was attended by over 300 business owners in the region. Attendees were given gift baskets which contained a range of ABRO products.

Congratulations to Omaks on all your efforts in 2013. We have high expectations for you in 2014.



ABRO was an official distributor of the grand opening of the new Volkswagen Center in the region.



ABRO Industries, LLC - Russia East



Most race competitions in the Russian far East now have racers sponsored by ABRO.



ABRO Organic Air Fresheners have become very popular in Russia due in part to great marketing efforts.

ABRO Industries, LLC continues to grow their ABRO business successfully through marketing. They have continued to invest in billboards, they are sponsoring motorcycle racers, and now they are pushing the limits with their own corporate video. The video gives an overview of ABRO Industries, LLC's company and a vision into the types of people that use ABRO products every day. Needless to say, we are very impressed with the professionalism and the aspirations of our distributor in the Russian Far East.

ABRO Industries, LLC had an amazing year in 2013. They energized and accelerated product development to a new level in Russia. They are responsible for the Dalnevostochniy, Siberian, Ural, and Volga (minus Nizhniy Novgorod) Federal Districts in Russia. Congratulations ABRO Industries, LLC on all your efforts. We look forward to continuing our growth with you in 2014.



NPTK Krepost - Russia North

Компания «Крепость»: неподдельная классика

Компания «Крепость» является официальным дистрибутором всемирно известного бренда «ABRO», родной которого является США, но по степени распространения и узнаваемости можно смело говорить, что он перешел в разряд интернациональных. О последних новостях классики автомобилей в рамках выставки «Интеравто» рассказывает генеральный директор компании Борис Станиславович Бабенчик.

Какие планы компании «Крепость»?

«ABRO», как и любая другой всемирно известный бренд, не стоит на месте и постоянно совершенствуется. Для нас самым важным является только качество. На сегодняшний день можно говорить о развитии нашей продукции. ABRO продолжает развиваться в США, а продукция ABRO Masters выпускается в Китае.

С какой целью производится развитие компании?

Это связано с тем, чтобы клиент мог выбрать. Причем, не просто выбрать, а выбрать именно то, что ему нужно. Мы предлагаем клиенту, который, кстати, и является нашим клиентом, не в смысле, а мы даем возможность клиенту выбрать то, что ему нужно, не в смысле, а мы даем возможность клиенту выбрать то, что ему нужно.

Для чего нужен клиент — страна, где можно за небольшие деньги приобрести продукцию мирового уровня?



Борис Бабенчик, генеральный директор компании «Крепость»

принадлежит, но не только качеству.

Почему, подобный выбор, при производстве автомобильной продукции может стать решающим для покупателя?

Компания, которая была основана в 1909 и за свою многолетнюю историю смогла выйти на мировой рынок, не может не быть достойным конкурентом.

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Какое развитие получает российский рынок?

В настоящее время у компании «ABRO» четыре официальных представительства на территории России. Причем, стоит отметить, что конкурентный они не являются. А значит, мы можем предложить клиенту продукцию ABRO, которая действительно является лучшей.

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картинной мой продукции является автомобильная продукция. На уровне компании и в частности на уровне нашего офиса, мы предлагаем клиенту продукцию ABRO, которая действительно является лучшей.

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AMT-28 - Ukraine



Natasha Rabinovich, Mike Molnar, Dmitry Pochtin, Yuriy Rabinovich

Mike Molnar recently visited Dnepropetrovsk, Ukraine to meet with AMT-28. Many discussions regarding logistics, new products, the growth of the ABRO MASTERS product line and the current situation in Ukraine were discussed. 2013 was a good year for ABRO in Ukraine.

Kosovo: Lisi-M



Lisi-M in Kosovo has been selling ABRO products for several years now. At the end of 2012, they came to an agreement with ABRO USA to be the sole distributor of ABRO products in Kosovo. 2013 was a great first full year as an ABRO distributor for Lisi-M. They have invested in two delivery trucks that are used solely for delivering ABRO goods to the market. We are excited to see ABRO sales continue to grow in Kosovo with Lisi-M in 2014.

This October, ABRO Russia's Northern distributor, Boris Babenchik was interviewed by a national automotive magazine. Krepost handles the North-West Federal District in Russia and they are headquartered in St. Petersburg.

Here are some highlights from the interview:
“Krepost” is an official distributor of the world-renowned American brand “ABRO”. Boris Babenchik, President of KREPOST speaks about the latest news regarding ABRO’s car care products at the tradeshow Interauto in Moscow (August 2013).

What’s new regarding the brand ABRO in Russia?

“ABRO”, as any other world-renowned brand, is never at a stop and is ever-improving. Year by year, the high quality of the products remain constant. Today ABRO has three product lines in Russia: “ABRO Platinum” and “ABRO”, are produced in the USA, and “ABRO Masters” is produced in China.

What is the main goal of these changes?

It is made with such a purpose that the Russian market has a choice. It should be not only a choice of different products but also a choice of different budgets. We give an opportunity to the consumer to buy the same product but with a different price. For example, “ABRO MASTERS” products often cost less but still meet ABRO USA’s quality standards. We expect to continue to increase the “ABRO MASTERS” product line in 2014.

COUNTERFEIT UPDATE

Huge, Successful Raid in Moscow, Russia *November 2013*

Counterfeit ABRO products have been an issue in Russia for some time. Recently a very successful raid was conducted in Moscow. The raid made national news in Russia through various media channels (Newspapers, Blogs, and Television). Individuals and companies in Russia should know that ABRO USA will continue to try and stop counterfeit products from entering the Russian market. We feel that it is our responsibility to the Russian consumers that they can trust, the authenticity of the ABRO logo whenever it is on a product.

Translation of a Russian newspaper article:

In the middle of November 2013 at the Moscow automobile market, a large seizure of counterfeit goods was conducted by members of the Department of Economic Security and Anti-Corruption in Russia. The Russian Interior Ministry stopped the illegal activities of persons suspected of organizing illegal entry of products into the territory of the Russian Federation and the subsequent sale of counterfeit auto chemicals under the deception of the original American-made products.

The company that was responsible for these illegal activities, illicitly used the trademark "ABRO" (Made in U.S.A.) with goods that were manufactured in China and then imported into the territory of Russia, where they were sold through various wholesale and retail networks, mainly in the Moscow region.

In the course of the operation, search activities in the automotive market, "South Port" detected a large consignment of counterfeit enamels, polishes, sealants and other products. It was established that inside the warehouse where the company stored a total of more than 12 tons of counterfeit products. The police stated that the illegal goods belonged to an individual entrepreneur (50 year old native of Lebanon). Police took seven trucks to remove all illegal goods from the market.

A criminal case under articles "Illegal use of a trademark" and "Fraud" is underway. Investigations will continue in a series of measures in order to identify other sales outlets which are selling counterfeit ABRO.

Watch the News Videos Here



[Video 1 of the raid
on the news in
Russia](#)



[Video 2 of the raid
on the news in
Russia](#)



[Raw footage of the
raid on the news in
Russia](#)



ABRO Gear Lube New Round (Yorker) Bottles



GEAR LUBE **Regular:**

GL-5-RB-85-140

GL-5-RB-85-140

GEAR LUBE **Synthetic Blend:**

GL-5-RB-SB-80-140

GEAR LUBE **Full Synthetic:**

GL-5-RB-FS-75-90

GL-5-RB-FS-75-140

1 US QT (.946L) 12/CASE

Currently available through factory direct orders only.

Additional Grades may be available upon request. Please contact your salesman for details.

MADE IN U.S.A.



**NOW AVAILABLE IN THE
ABRO WAREHOUSE!**

MADE IN U.S.A.



Watch the
Info-Video
Here



ABRO-FIX

Professional Strength Dual Adhesive System

Instant Adhesive & Welding Powder
Fills Holes, Gaps & Cracks!

Bonds: -CONCRETE -GLASS -METAL -PLASTIC -RUBBER & MORE

•Bonds instantly to most materials •Will not dry out in container

•Instantly drilled, sanded and painted •Adhesive dries crystal clear

PART NO. AF-005

2 x 5mL 12/CASE

ABRO Additives NEW Custom Designed Bottles with Embossed ABRO Logo - Now Available in 2 Sizes!

MADE IN U.S.A.



ABRO's entire range of **ABRO 12 oz Additives** is being moved into custom ABRO bottles with updated labels. Expect to start to receive some of these updated product packagings on your new orders as we make a running change. (Same Part Numbers)

ABRO's 6 oz Super Concentrated Additives were created specifically for the Russian market. They also have a custom ABRO bottle. These products will be kept in our Savannah warehouse inventory and the products have English as well as Russian on the labels.



Fuel Injector Cleaner
IC-509-6-R

**Fuel Injector Cleaner
High Mileage**
IC-599-6-R

Water Remover
WR-503-6-R

Gas Booster
GT-507-6-R

6 FL. OZ./155mL
12/CASE



12 OZ ADDITIVES

ABRO Lubricants - Saudi Arabia

Last year we saw the successful introduction of our ABRO Lubricants in the Kingdom of Saudi Arabia through the efforts of Mogwharat Al Khleej Trading Est. managed by Hany Morsy and his committed sales staff. Hany Morsy and his dynamic sales team have put up ABRO billboards throughout Saudi Arabia sensitizing the market in introducing our high-end ABRO Lubricants. Furthermore, Mogwharat Al Khleej Trading Est. also has provided ABRO uniforms/jump suits to employees at service stations who are selling and using our ABRO Lubricants.

We anticipate a tremendous increase in the sales of our ABRO Lubricants this year in the Kingdom and we certainly would like to salute Hany Morsy and his ABRO sales team for doing such a sterling job in introducing our ABRO Lubricants in Saudi Arabia.



Sierra Leone

Our distributor in Sierra Leone, Chernor Allie Jah Enterprises, has been able to continuously grow their business despite the economic and political challenges in Sierra Leone over the last ten years. They were able to accomplish this through hard work and very effective advertising campaigns which included many billboards and point of purchase displays. We just concluded our best year ever in Sierra Leone in 2013 and are looking forward to another record year in 2014.



ABRO del Ecuador



Phase II of ABRO del Ecuador's 18,000 sq. meters (193,750 sq. ft.) new distribution plant is under way. Xavier Villagomez started the construction last year. The facility is being built in Amaguana, just outside of Quito. ABRO del Ecuador's new plant will also offer 400 sq. meters (4,305 sq. ft.) of high-tech office space.



Ecuador - Copa ABRO

The 600 Kilometers of Yahuarcocha's Copa ABRO 2013 were won by the ABRO Team.

The spectacular race lasted almost five hours. This is the most important race of the Ecuadorian circuit.



Paraguay

ABRO's distributor in Paraguay, Carlos Cortazar from La Ruta, has been using his rally racing skills to promote our ABRO line.



Honduras

A new ABRO display showcase was set up at one of La Mundial's stores in San Pedro Sula, Honduras. The ABRO exhibit, located in the hardware section, will make it easy and convenient for customers to locate all ABRO products in one area.



Top Photo:
Tersandro “Stan” Santos with sales managers from Ganesh Parts.

Right Photo:
One of the mines in the Amazon jungle. The heavy duty equipment is now using ABRO high quality lubricants.



Guyana - Lubricants

Tersandro “Stan” Santos visited Guyana this January. ABRO has been providing their high quality lubricants to mines of Bauxite in the middle of the Amazon jungle through our Guyana agent Ganesh Parts, Roop Persaud and Keshan Persaud.

Let's Share Ideas

Aruba

Promotional advertisement done by El Louvre Witec in Aruba.

El Louvre Witec has been steadily increasing sales and is aggressively promoting the ABRO brand in Aruba.



Kenya

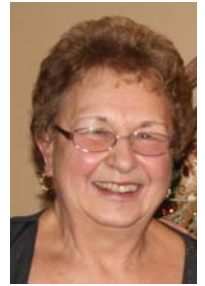


We have a very close and long-standing relationship with our distributor in Kenya, Statpack Industries. Over the last 20 years, their company has changed

completely and now includes many different business units which include printing and packaging of materials along with distribution of automotive and hardware products. We are proud to be associated with and represented in Kenya by Statpack Industries and look forward to a long-term presence and growth in Kenya.

Carol Szabo Has Retired

After 16 years of dedicated service, Carol Szabo who worked closely with Tim Demarais, retired from ABRO Industries. While Carol was with ABRO, our



Carol Szabo

business grew dramatically and we know many of our customers have many fond memories of Carol's tenacity and dedication to helping ABRO achieve success. Carol was a dedicated, devoted and committed member of the ABRO Family and we certainly know you will join us in wishing Carol all the best in her "next" stage of her life which will allow her to spend more time with her friends and family. Carol will certainly be missed by all.

Meet ABRO's Staff

JULIE HERONEMUS – AN INTERNATIONAL VISION

As ABRO expands with more products in more new product lines, the work load handled by ABRO's in-house Art Department has grown exponentially. This has had the pleasant side effect of causing ABRO to hire a full-time Graphic Designer to assist our hard working Creative Director, Birgit Sommer.

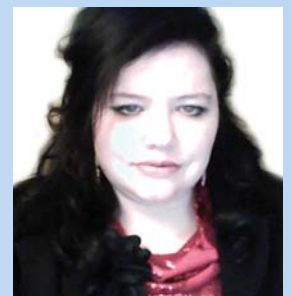
Julie Heronemus is no stranger to ABRO. She has spent the past two summers serving as an intern in the ABRO Art Department. Now that Julie has almost completed all requirements for her Fine Arts degree at Indiana University, she has joined ABRO on a permanent basis. Julie's primary focus is on creating all the visual designs used in ABRO's labels, advertisements and promotional material.

Her background has well prepared her for this task. Prior to working with ABRO, Julie worked for newspapers, periodicals and phone books creating advertising and designs appropriate to the various audiences.

The international nature of ABRO's business, however, brings a new dimension to Julie's work.

"Ever since I lived in the Philippines for 2 months when I was 9 years old I have wanted to be part of the global community" said Julie. "Knowing that the designs I create will be seen and used by people around the world excites me. It makes the work more meaningful to me."

When not at ABRO, Julie likes to go to art museums and movies, and she also volunteers with the Red Cross. In the future, she wants to do more international travel and is especially interested in visiting St. Petersburg, Russia one day.



Julie Heronemus

RUSSIA - OLYMPIC GAMES IN SOCHI

ABRO Russia West Welcomed the Olympic Torch!

265 torchbearers attended the Olympic torch relay in the city of Rostov-on-Don. The total length of the relay was more than 70 km. The first torchbearer was the famous athlete, Rostov Marina Logvinenko, who is the only Olympian to win five medals in the history of shooting sports. ABRO Russia West welcomed the torch on the avenue Sholokhov (where the ABRO office is located). During the relay, Olympic torch runners followed Vorozhtsova Sergey Viktorovich.

ABRO organized a table with hot drinks and treats for the spectators that uplifted and warmed everyone on that cold day.

