

# The Petra Impact NEWSLETTER

2022 EDITION 4



## WELCOME FROM THE PRESIDENT

Welcome to the latest edition of the Petra Impact Newsletter. As we enter the final quarter of 2022, I am pleased to report that our growth remains on target to more than double that of last year. This is due to our teamwork and unrelenting focus on growing our market share while exceeding customer expectations. For this, I thank all of you! We need to keep the same vigor going into this last quarter. With that in mind, I thought I'd share a brief story.

In the 1940s, there was a man who, at the age of 65, was living off \$99 social security checks in a small house, driving a beat-up car.

He decided it was time to make a change, so he thought about what he had to offer that other people may benefit from. His mind went to his fried chicken recipe, which his friends and family loved.

He left his home state of Kentucky and traveled throughout the country, trying to sell his recipe to restaurants. He even offered the recipe for free, asking for only a small chunk of the money earned.

However, most of the restaurants declined his offer. In fact, 1,009 restaurants said no. But even after all the rejections, he persisted. He believed in himself and his chicken recipe. When he visited restaurant #1,010, he got a YES.

His name? Colonel Hartland Sanders.

There are a few lessons that you can take away from this story. First, it's never too late in life to find success. In a society that often celebrates young, successful people, it's easy to think you'll never be successful after a certain age.

This story also demonstrates the power of persistence. You must have confidence in yourself and believe in your work for others to believe it too.

*Disregard anyone who tells you "no" and move on.*

*Arnold J. Gacita*



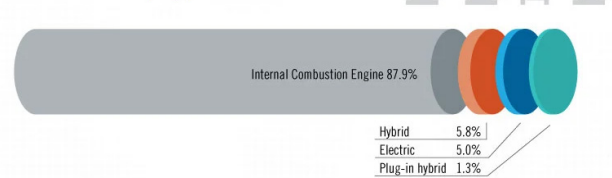
Source: NADA Market Beat & Auto Care Association

## U.S. Light-Vehicle Sales

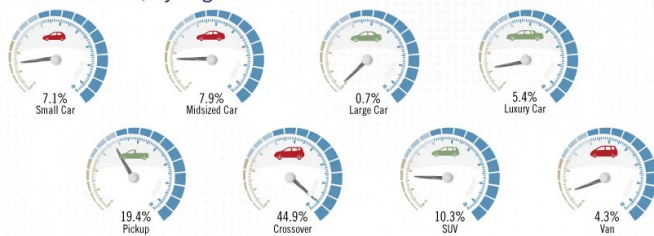
(Seasonally Adjusted at Annual Rates)

	Aug 2022	Y/Y %	Jan - Aug 2022	YTD/YTD %
Total Car	2.85	-7.5%	2.83	-23.1%
Total Light Truck	10.33	3.2%	10.78	-13.2%
Domestic Light Vehicle	10.30	4.6%	10.75	-11.2%
Import Light Vehicle	2.88	-11.1%	2.85	-28.6%
Total Light Vehicle SAAR	13.18	0.7%	13.60	-15.5%

## Market Share, by powertrain

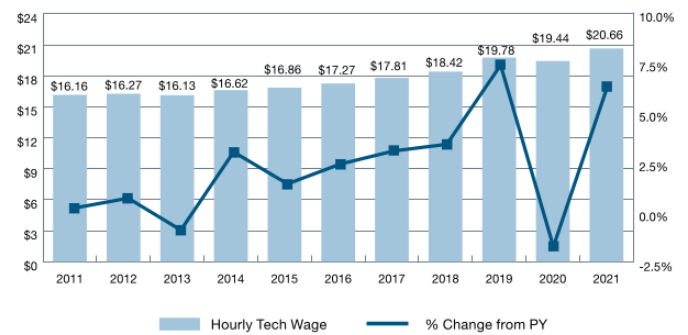


## Market Share, by segment



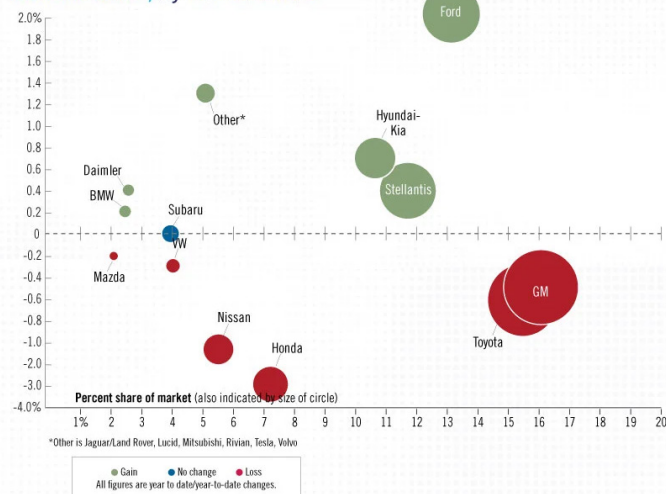
## Technicians' Wages

(hourly wage progression and % change from previous year)

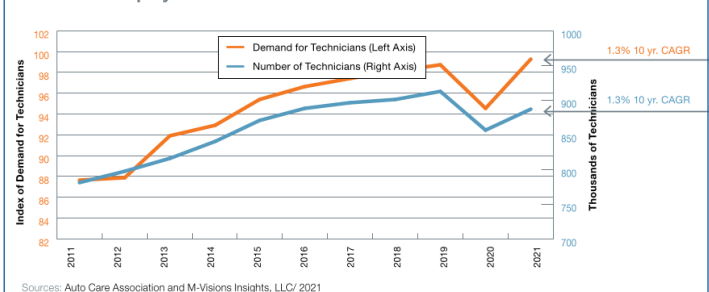


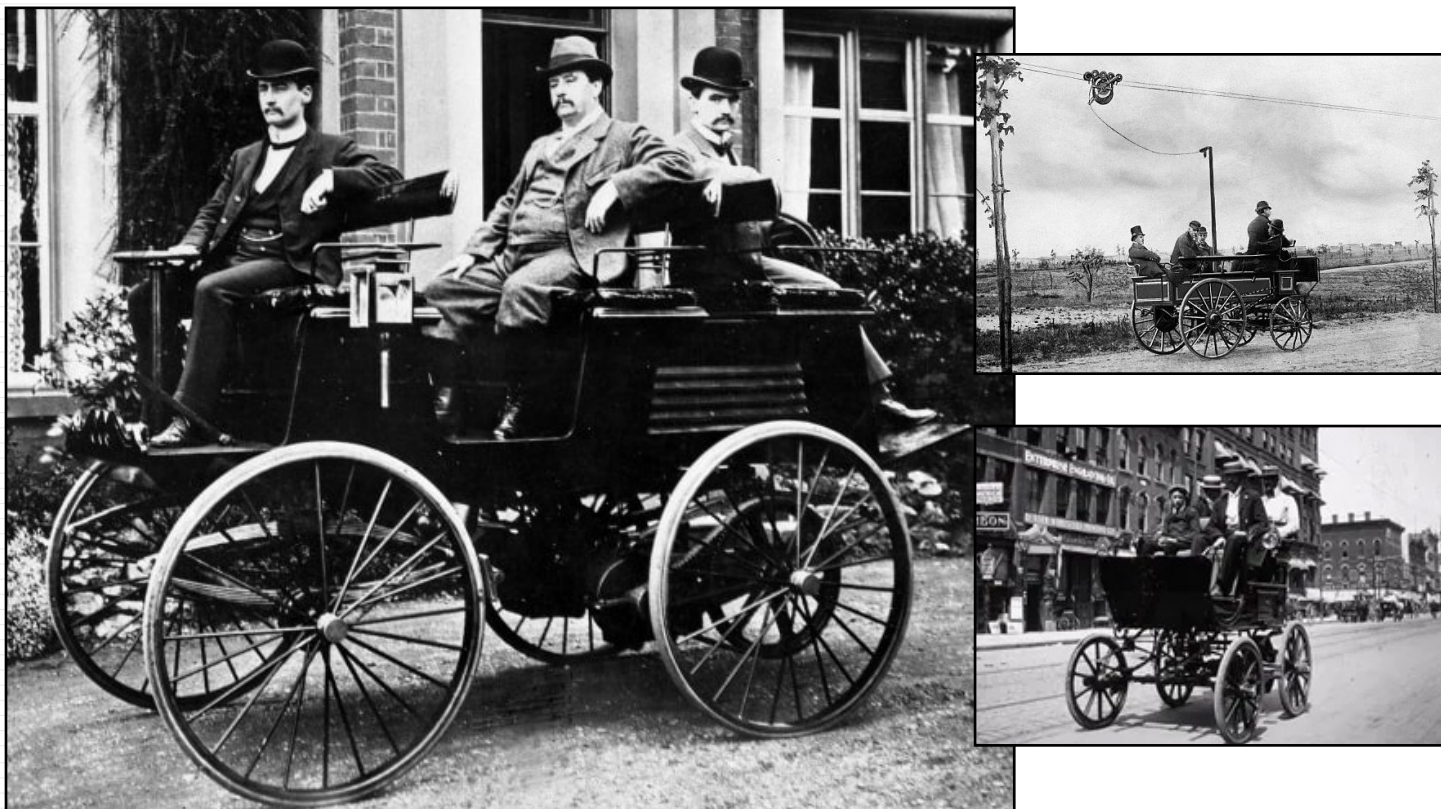
Source: Bureau of Labor Statistics

## Market Share, by manufacturer



## Technician Employment: Number of and Demand for Technicians





## THE FIRST ELECTRIC VEHICLE WAS CREATED IN 1832

Robert Anderson created the first electric-powered vehicle in 1832. Then in the 1990s, General Motors produced the EV1, the first mass-produced electric car. Today, many drivers opt to purchase an electric vehicle to reduce their carbon footprint.

To make electric vehicles more affordable, manufacturers need to decrease the size of the batteries and the cost it takes to make them. Today, companies are producing more power with smaller batteries — the more power created in a smaller space, the more intense the heat produced. Many manufacturers started out using distilled water to cool the batteries, then quickly discovered that as battery technology improves, the need for a cooling technology that can keep up with their requirements does, too.

Vehicle engine technology is evolving, and so are the challenges associated with achieving optimal and long-lasting performance. Electric vehicles (EV) and fuel cell vehicles (FCV)

are comprised of specific metals that, unlike internal combustion engines (ICE), require low conductivity in addition to corrosion protection. Traditional coolants may offer a partial solution but weren't designed with these specific challenges in mind.

Petra has reimagined the way we think about coolants. As we adjusted corrosion inhibitors for EV and FCV engines, we also considered the conductivity rate. Low conductivity is vital to reaching an optimal engine temperature while protecting against thermal runaway. As with ICE, efficient heat transfer allows for better performance. It also safeguards electrical components in the case of a leak in a closed-loop system.

Stay tuned for our new product launch announcement that will keep Petra in front with product technology to serve our dealer customers out into the future!





# NEW ZEALAND

## **WELCOME NEW INTERNATIONAL DISTRIBUTOR**

**PARTS2GO IN DARGAVILLE, NORTH ISLAND OF NEW ZEALAND**

We are pleased to welcome Parts2Go to the Petra family. In the business since 2016, the company has four direct salesmen and four regional sub-distributors who serve mainly independent repair shops throughout their area.



# DISTRIBUTOR SPOTLIGHT

**Rick McAnally**

**Owner, Petra MidAmerica**

» Louisville, KY

**Q: Tell us about yourself. How did you get started in the auto business?**

**A:** I grew up in southern California and attended the Purdue School of Business. After college, I stayed in Indiana and went to work for BG Products. Within my first two years at BG, I knew I wanted to start my own distributorship. It was my dream. It meant so much to do this in front of my kids so they could see what it looked like to pursue and achieve their dreams. Petra allowed me to do just that.

To start my business, I sold my house and everything I owned and moved into my in-law's home in Louisville, Kentucky. I was able to use the Petra name as part of my company name which instantly boosted my brand and allowed me to capitalize immediately on it.

Supported by my stepdad, a service shop owner, leveraging my business school training and my past time spent in the hospitality (restaurant) business, I found the perfect convergence of background to succeed in this business.

**Q: What is your most notable business achievement?**

**A:** The launch of Petra MidAmerica has been a lifelong dream for me. It is by far my most notable business achievement. If it were easy, it wouldn't be as rewarding.

**Q: What do you like most about working with Petra?**

**A:** Arnold Jr. is a great listener, professional, and timely communicator. When I do have questions, Gabby and Arnold are amazing. The thing I like about the products, in general, is the focus on innovation. Petra continuously stirs the pot, keeping everything fresh and moving forward. It's about pushing the envelope and the products that everyone likes. My favorite product line by far is the Used Car Kits. Petra has done this better than any other provider, offering \$2,500 and six months of roadside assistance. It's so easy to install and to become part of the store.

**Q: Why would you recommend Petra to other distributors?**

**A:** Chemistry and support. I knew it was a good fit from the first moment I met the Petra team. The ongoing support is what keeps me with them.

**Q: What best advice would you give someone just starting out in the business?**

**A:** Set the right expectations for your customers. Most people don't know about their cars. For example, they don't know how long a good oil change should take or how much it costs—setting those expectations well in advance is paramount to the customer's satisfaction.

The other advice I would give is that you must want to help people. Honestly, we're in business to help other companies.

My goal is to help others grow their business – it's an act of service and comes back to me tenfold.

Since I've been in business, I have launched a new dealership every month!

**Q: Looking forward, any final thoughts about the auto industry?**

**A:** There may be change on the horizon, but automobiles (of some sort) will still be here. The change shouldn't be scary. I don't know what we'll be selling to dealerships in 2035, but we (Petra and Petra MidAmerica) will be selling something and thriving. With change comes opportunities. My motto is, "If you help enough people, you will get everything you want out of life."

## INSIDE PETRA



### Mike Burns Petra National Accounts Sales Manager

Since becoming part of the Petra team in 2019, Mike Burns has continuously demonstrated the energy and commitment it takes to be a top performer in our industry. He attended Western Illinois University, matured his career, and spent twenty years at Shell in sales, business development, and management before joining Petra. He is equally comfortable on the golf course as he is in a board room. When not working, Mike enjoys spending time with his wife, Laura, his two kids, and two young grandchildren.

Personal Motto “Work hard. Play Hard. Have Fun.”



PURPOSE EDUCATION TRAINING RESPONSIBILITY ACCOUNTABILITY

## PETRA CARES FOUNDATION



UNLOCKING PURPOSE FOR THE VULNERABLE

### Petra Cares is coming in January 2023!

This spring, we will launch our Petra Pathway program — an eight-week course designed to train adolescents aging out of foster care to become mechanical technicians. A professor from Lone Star College will teach students. Upon completion of the course, we will guarantee good-paying jobs for these kids through our many relationships in the automotive space. This will impact them in ways they otherwise may have never had the opportunity to experience without the Petra Pathway program.

Why are we doing this? Each year in Houston alone, 300 youth transition out of the foster care system once they turn 18, and most have nowhere to go. In America, there are nearly 500,000 kids in the foster care system, and thousands age out every year with no pathway forward. Sadly, a very high percentage end up homeless, on drugs, or in jail. Many are trafficked within three years of transitioning out. Most teens are ill-equipped to be on their own at 18, even the ones fortunate enough to have come from a nuclear family. Yet that is what happens far too often to these vulnerable young people.

We are here to make a difference! Next year, our goal is to impact 60 teens transitioning out of the Houston system. That is 20% of the 300 that will age out this year. We are teaming up with the Tejano Center, one of Houston's premiere agencies that serve the under-resourced. One of their outstanding projects to be completed later this year is a first-of-its-kind, beautiful, 89-unit, state-of-the-art apartment complex in East Downtown Houston to house adolescents aging out of the foster care system. The building, designed and built by Camden, will give these adolescents a sense of independence while providing oversight and mentorship. The relationship with the Tejano Center will be a tremendous resource for meeting and vetting candidates to fill our inaugural class. As we see success stories, we plan to expand into other cities in Texas and beyond. Stay tuned!

For more information on Petra Cares, email us at:

[info@Petra-Cares.org](mailto:info@Petra-Cares.org)



# NEW PRODUCT

## PETRA ULTRACOO™ EV COOLANT WITH SUPER LOW CONDUCTIVITY (SLC) TECHNOLOGY

### PN 4018G AND 4018G5

We are excited to announce the launch of Petra UltraCool EV Coolant with SLC technology. This advanced and forward-looking product helps address the growing population of hybrid-electric (HEV) and battery electric (BEV) vehicles in the global market.

Petra UltraCool EV Coolant is a ready-to-use ethylene glycol-based coolant with very low electrical conductivity. It contains specialty corrosion inhibitors that impart long-term, stable electrical conductivity essential for the safe operation of HEV and BEV across the spectrum of OEM EV vehicles.

Conventional glycol-based engine coolants for ICE vehicle cooling systems are not suitable for electric vehicles based on the need for corrosion inhibition but low conductivity in addition to specific material compatibility. UltraCool is compatible with polymers and elastomers in these new systems, including EDPM, silicone rubber, and Viton (fluorocarbon). It is also safe on automotive finishes.



As an added benefit to the dealer, this new product also helps simplify inventory. As with hybrid electric vehicles, the product can be used both in the conventional engine cooling system and the electric cooling system, which can be independent systems with separate reservoirs (e.g., Toyota Prius).



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