



# Always the journey, never the destination.

-Simon Rattle

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## THE PETRA IMPACT NEWSLETTER

4TH QUARTER



## A Message From Arnold Gacita

**“What an incredible year we have had. We could not have done it without God, and we could not have done it without you.”**

I am so thankful for you, our employees, distributors and incredible clients. Together we have accomplished the unbelievable. We have created the highest quality products and best programs in the world. All backed by the best employees and distributors in the world. We're not just a good organization, we are a great organization, largely, because of the love and dedication of everybody involved. This is only the beginning. We are on a full speed train that is now Unstoppable! I'm glad you're on board!

### Arnold J. Gacita

*Arnold J. Gacita*

President & CEO

Petra Automotive Products



**CLICK HERE TO SEE MY LATEST PODCAST**  
[WWW.WHEELSDEALSMEALS.COM](http://WWW.WHEELSDEALSMEALS.COM)

## Update On Mopar

Dear Valued Partners,

As we reflect on the journey of the Mopar partnership with **Petra Automotive Products**, we are overwhelmed with gratitude and pride. It brings us immense joy to share that this program has launched throughout North America, and its success is a testament to the unwavering support and trust of our esteemed distribution partners and dealership clients.

Your trust has been the cornerstone of our success, and we are deeply thankful for the confidence you have placed in **Petra Automotive Products**. It is our collective commitment to excellence and belief in the quality of our products that have propelled Petra to new heights. From the outset, our vision was to create a program that not only delivered top-notch chemical solutions but also fostered thriving relationships with our clients.

As we express our gratitude, we also renew our commitment to providing unparalleled support and value. The success of this partnership is not just a milestone but a promise for a future filled with continued growth, collaboration, and mutual success.

**Thank you for being an integral part of Petra Automotive Products. Your partnership is not just appreciated; it is celebrated.**

*With sincere gratitude,*

**Arnold Gacita Jr.**

*Arnold Gacita Jr.*

Vice President - Sales & Marketing  
Petra Automotive Products



**CLICK HERE TO CHECK OUT OUR  
FULL MOPAR PRODUCT FLYER!**





## Product Highlight:



### 3005 Diesel Power II

FLEET FUEL SYSTEM MONTHLY REPLACEMENT COST IN ONE YEAR

>75%

REDUCTION IN REPLACEMENT COSTS FOR FUEL LINES, INJECTION AND TURBOCHARGERS.

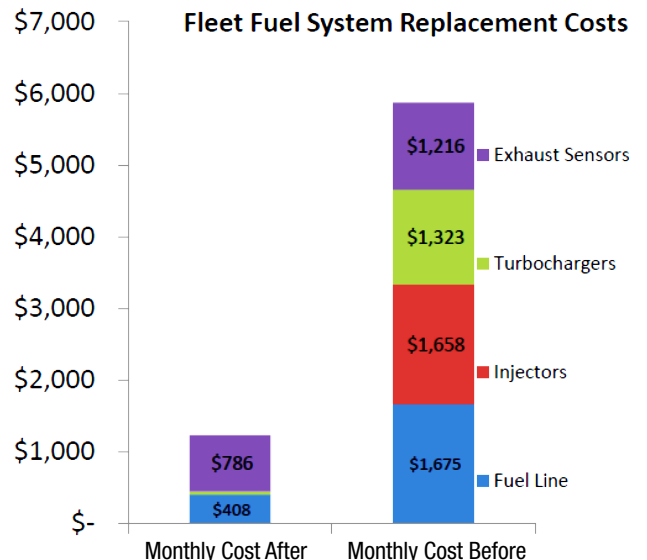
>30%

REDUCTION IN EXHAUST SENSOR REPLACEMENT COSTS.

**Petra Diesel Fuel Power II** is a multi-functional middle distillate fuel additive that recovers lost power, increases cetane number, prevents filter plugging, prevents sludging, and cleans injectors in newer model-year vehicles operating high pressure fuel injectors. Through extensive OEM engine testing and commercial application in heavy-duty diesel engine fleets, including on-road vehicle fleets and heavy-duty mining equipment, ***Diesel Fuel Power II has proven effective in all diesel fuels and biodiesel blends.***

#### Benefits

- **Increases** cetane up to 6 numbers
- **Reduces** cost of maintenance and downtime
- Injector **"Clean-up"** and **"Keep Clean"** capabilities
- **Prevents** fuel soot and sludge formation caused by thermal stressing within the engine, extending fuel filter, injector, lube oil, and fuel pump life
- **Restores** lost horsepower and fuel economy
- **Reduces** exhaust emissions and soot generation, thereby reducing DPF regenerations
- **Provides** thermal and oxidative stability, lubricity, corrosion protection, and water dispersancy



## International Distributor Insights



GRUPO SILABA

**Samuel Alexander**  
Senior Logistics Manager PV  
Grupo Silaba

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

**A:** Being the second largest automotive group in terms of new vehicle unit sales in the country. We distribute Mazda, KIA, Chevrolet/Cadillac, Omoda, Jaecoo and NIU motor brands.

**Q: What is your favorite Petra product?**

**A:** Pro Interior Dressing for the finish it achieves.

**Q: Why would you recommend Petra to professional installers?**

**A:** For the performance and results of the products.

**Q: What advice would you give to someone just starting out in this business?**

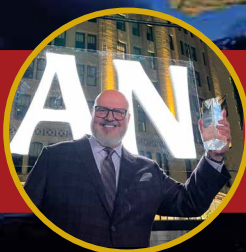
**A:** Prior product knowledge and their proper uses are pillars for a good start.

**Q: Looking ahead, any final comments on the automotive industry?**

**A:** We are at a disruptive point in the automotive industry in terms of new participants and the transition from thermal to electric combustion mobility, although it should be noted that in our region this change will take longer due to infrastructure and purchasing power issues. Perhaps we will live with a hybrid offer of vehicles according to the uses and needs of each market.



**CONGRATULATIONS**  
to our own Arnold Gacita on  
being named an **Automotive**  
**News All-Star!**





## Latest Industry Trends

### U.S. Light-Vehicle Sales

(Seasonally Adjusted at Annual Rates)

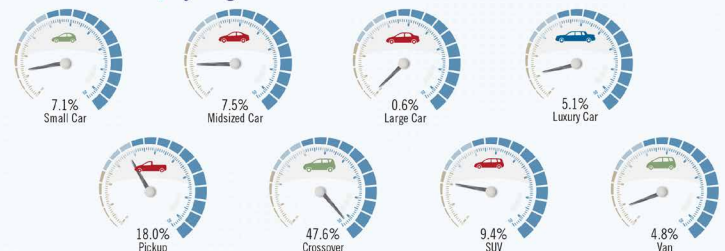


	November 2023	Y/Y %	Jan - November 2023	YTD/YTD %
Total Car	2.98	-2.9%	3.10	8.4%
Total Light Truck	12.34	10.2%	12.34	13.2%
Domestic Light Vehicle	11.82	4.5%	12.12	11.5%
Import Light Vehicle	3.50	18.2%	3.32	14.9%
Total Light Vehicle SAAR	15.32	7.4%	15.44	12.2%

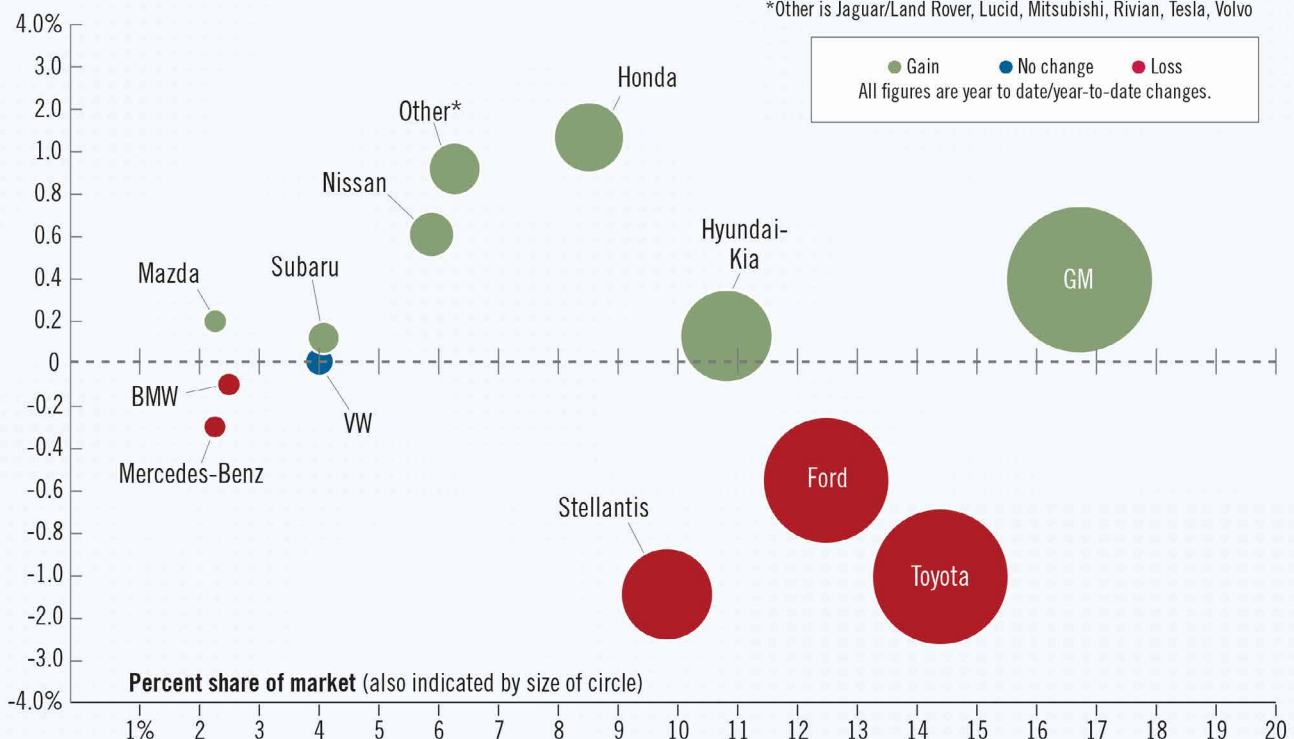
#### Market Share, by powertrain



#### Market Share, by segment



### Market Share, by manufacturer



\*Source: NADA Market Beat

## United States Distributor Insights



**Frank Mann III**  
Distributor  
Red Rhino Auto

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

**A:** February 21st I will be celebrating the 30th anniversary of my 28th birthday and I am just getting started!

I have a beautiful wife Vicki and 2 outstanding children Francis Marion Mann IV and Madison Elizabeth both are 21 yrs. old and attend The University of Alabama.

I love spending time with my family, building relationships and playing tennis, golf, working out, fishing, traveling and flying.

25 years ago I was selling carpet for Shaw Industries, Crawford Murray was a team mate of mine and we have been closer than brothers ever since. It is truly a blessing to have this opportunity with Petra.

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

**A:** Starting Red Rhino Office Supplies in 2008 during the "Great Recession" would have to be my most notable business achievement. 15 years later that business is still thriving and I am so thankful for the relationships formed through the step of faith to start a business when it seemed impossible.

**Q: What's your favorite Petra product?**

**A:** My favorite Petra product would be what I also use on my personal vehicle the 3 part GDI/Fuel Kit, due to the removal of carbon and the restoration of compression and power.



**Q: Why would you recommend Petra to dealerships?**

**A:** I would recommend Petra to dealerships for the multiple layers of support available to dealerships. Petra is committed to providing outstanding products and product use training as needed to best serve your customers.

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

**A:** My advice to someone just starting in this business would be don't give up, keep showing up and realize that connections matter, relationships are vital for success.

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

**A:** The auto industry is an ever changing industry requiring continuous development to stay relevant.







UNLOCKING PURPOSE FOR THE VULNERABLE



60%

GRADUATION RATE

19

TOTAL GRADUATES

60%

PLACEMENT RATE



CLICK HERE TO CHECK OUT OUR  
LATEST PETRA CARES NEWSLETTER  
[WWW.PETRA-CARES.ORG/PRESS](http://WWW.PETRA-CARES.ORG/PRESS)

## In the Community: Petra Cares

After a long, hot summer, we are now in the fall. It's a wonderful reminder that the holiday season of giving is now upon us.

Friday, December 1st we graduated our last 7-week course of the year. We successfully graduated 8 total students enrolled in the course, including our first female graduate.

We are thrilled to share some exciting news about Petra Cares! We've been on quite a journey since we committed to entering the world of youth aging out of foster care and at-risk/homeless youth. We have seen several of our dedicated and resilient students graduate from our Auto Tech Program. We are proud of their hard work, determination, and passion to take hold of their futures. Now equipped with the skills and knowledge gained through our program, many have transitioned into a rewarding career in the automotive industry.

We are grateful for the support of our donors, volunteers, and Lone Star College, who have all made this possible, and we look forward to continuing to pursue our mission of "unlocking purpose for the vulnerable" as they navigate their way toward a brighter future.

**Brian Meza**

Executive Director  
Petra Cares

**We appreciate you!**



SCAN THE QR CODE  
TO DONATION TO PETRA CARES AND HELP MAKE A  
LASTING, MEANINGFUL DIFFERENCE IN THE LIVES OF  
YOUNG ADULTS AGING OUT OF FOSTER CARE.