

The Petra Impact NEWSLETTER

2022 EDITION 5



WELCOME FROM THE PRESIDENT

What the fantastic year 2022 has been! We experienced unprecedented growth in revenues since January of this year, and the trend looks to continue through 2023. We launched several new products, including, Diesel Fuel Power II, UltraCool™ EV Coolant, a MAFS cleaner, and services like Battery 4 Life. We also announced a major new partnership with an OEM to be the exclusive provider of several products to their dealers across the globe. All this is in addition to expansion into new markets like the Quick Lube segment with our XLR8 line.

We attribute our growth and success to our relentless focus on moving forward and to you, the distributors, dealers, and sales teams who share our vision to be the leading provider to the automotive industry. Looking forward to 2023, we see more of the same exciting growth and expansion. Petra will grow via new hires, new top-notch distributors, new geographies, and new OEM accounts, all while supporting the goals of our current team and customer base. Our upcoming convention will be held March 1-2 in Houston and will be the kick-off to another banner year. We're glad we have you with us.

Here we go!

Best wishes to all of you for a Happy and Prosperous New Year!

Arnold J. Gacita

2023 CONVENTION

PETRA ANNUAL INTERNATIONAL CONVENTION

March 1-2, 2023
Houston, Texas

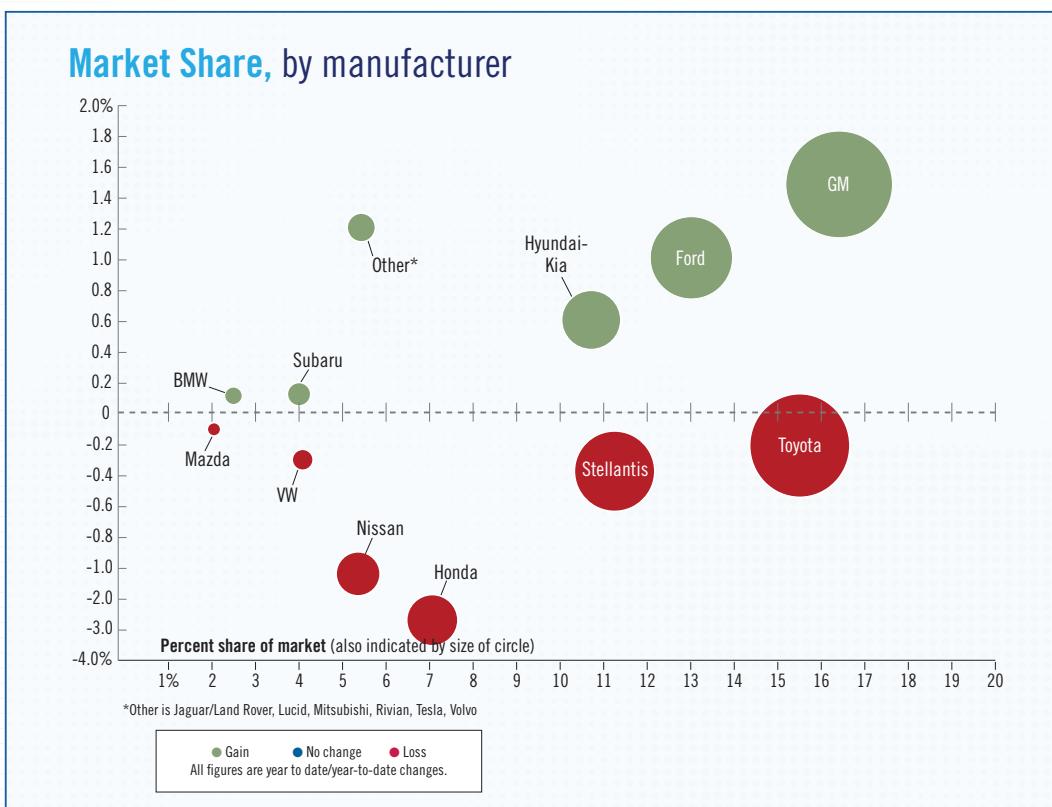
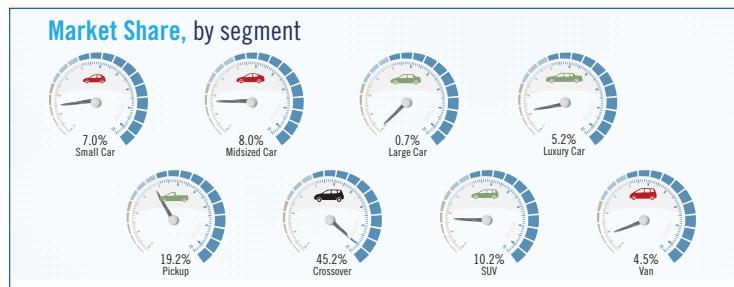
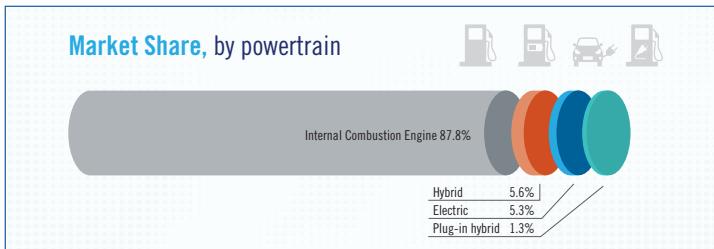
MARCH 1, 2023
Kickoff at the Houston
Livestock Show and
Rodeo Armed Forces Day

MARCH 2, 2023
Convention Meetings
Awards Banquet

STAY TUNED FOR MORE DETAILS!



Source: [NADA Market Beat & Auto Care Association](#)





DID YOU KNOW?

DIRECT INJECTION ENGINES AND CARBON DEPOSITS

Gasoline Direct-Injection (GDI) engines often have drivability issues that ultimately stem from carbon deposits. There are three reasons why direct-injection engines are more prone to carbon deposits.

SYMPTOMS: Misfire codes, stumbling, and suspicious fuel trim numbers. On a scan tool, the engine may show a loss in volumetric efficiency. The driver may complain about losing power, poor fuel economy, and hard starts.

CAUSE: Carbon deposits on the intake valves. Deposits cause the air to tumble into the combustion chamber, and this turbulence causes the air/fuel mixture to be unevenly distributed. When ignited, the flame front can be erratic, leaving unburned fuel and create hot spots in the combustion chamber.

There are three reasons why direct-injection engines are more prone to carbon deposits, one of which is unique to direct injection, while the remaining two are also problems for port fuel injection but are made worse by direct injection.

1. The main reason is that fuel and added detergents are not hitting the back of the intake valves. By injecting the fuel directly into the cylinder instead of at the back of the valve, the gasoline and detergents can't clean the valve and port.

2. Second, leaner mixtures and higher combustion pressures can make the problem worse over time. A direct fuel injection motor produces more energy from a given amount of fuel and air than a port fuel injection engine. Today's engines operate on a ragged edge between optimal efficiency and a misfire. There is little room for error, like hot spots in the combustion chamber or a worn spark plug. When a hot spot or sub-optimal flame front is created due to turbulent air, the amount of unburned fuel in the combustion chamber increases. When the valve opens during the intake stroke, it might come in contact with these byproducts, and, unlike the exhaust valve, the gases passing by are not hot enough to burn them off.

3. Third, the intake valve goes into the combustion chamber, regardless of whether it is port fuel injected or direct injected. When it does, the valve is exposed to combustion byproducts that can stick to its neck for a short time. The intake valve is exposed if the previous combustion cycle is less than optimal.

Some direct-injection vehicles with variable valve timing can expose the valve to combustion byproducts as the valves adjust, which creates a scavenging effect to either pull or leave behind a small amount of exhaust gases in the chamber to control NOX emissions. Also, some turbocharged direct-injection engines will leave the intake and exhaust valves open at the same time to keep the turbo spinning to reduce lag.

PROBLEM VEHICLES: Some direct-injection engines have bad timing. The modern engine typically has variable valve timing

and even cylinder deactivation. The engine management system can control when, how long, and, in some cases, how deep the valve goes into the combustion chamber. If an intake valve drops into a combustion chamber with combustion byproducts or unburned fuel, the valve might be exposed to the precursors that cause carbon buildup.

Positive crankcase ventilation (PCV) systems are sometimes blamed for leaving an oily film on the intake valve that is then baked into carbon. Some blame the valve overlap during the intake stroke which eliminates the need for an EGR valve. Some even have cited cylinder deactivation modes that can create positive pressure.

SOLUTIONS: The first is preventive maintenance. Scheduled oil changes can keep the camshaft actuators working in optimal condition to control the exposure of the intake valves. Spark plug replacement can reduce the amount of unburned fuel in the combustion chamber that can stick to a valve. Fuel injector cleaning can help injectors maintain the correct spray geometry to prevent hot spots. Petra fuel service recommendations for GDI engines are as follows:

- Consistent use (every tank) use of Petra Advanced Formula Injector Cleaner (PN 2004B) and/or use of Petra Fuel Power (PN 2001) or Fuel Power II (PN 2011) at every oil change.
- Annual (every 15,000 miles) complete fuel system cleaning using each element of our advanced fuel system product slate:

Mass Air Flow Sensor Cleaner (PN 9031)
Critical to ensuring proper air:fuel ratio.

Air/Intake System Cleaner (PN 2003 or 2007B), Fuel System Cleaner (PN 2002B), or GDI Cleaner (PN 2008) Key to maintaining throttle plate, intake manifold/runners/valves, piston tops, and combustion chamber free from deposits.

Petra Fuel Power (PN 2001) or Fuel Power II (PN 2011)
Comprehensive cleaning of the fuel system as well as additional restoration of performance, emissions, and injector protection.



Another method for preventing a carbon buildup problem is updating the engine management software. New software can reduce carbon deposits by reducing the exposure of the valves to conditions that cause carbon buildup by adjusting valve and spark timing. Don't assume that you will find a TSB saying that a reflash of the ECM will correct a carbon buildup problem because most updates will be contained in routine housekeeping that may never mention a problem. You may even have to check the OEM's website to see if the vehicle has the latest software version. [REFERENCE](#)

DISTRIBUTOR SPOTLIGHT



Greg Beck FFA Distributors » Stuart, Florida



Greg Beck, Trisha Beck, Jeff Beck

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

A: I grew up in the Northeast with a father who was the country's largest BG Products distributor. Instead of following in his footsteps, I joined the U.S. Army. After 20 years of service, an injury forced me into retirement. That was when I went to work for my father and spent 12 years growing my civilian career and the family business. I was successful in whatever position they put me in, including the Florida market, a sales role that nobody ever had success. It didn't take long before I became that region's number-two BG salesperson! It was after my father's retirement that I started FEA Distributors. I was immediately treated like family when I met Arnold and the Petra team. He listened to my ideas and worked collaboratively to make Petra products better than the competition. I was Rookie of the Year that first year and #1 Distributor for 8 consecutive years after that. Now, after Covid-era setbacks, the company is as strong as ever and looking forward to exponential growth over the next five years.

Q: What is your most notable business achievement?

A: Of all I've achieved over the years, the most notable is being Petra's #1 Distributor for 8 consecutive years. Being the best is a mix of perseverance, hard work, and belief it's achievable.

Q: What products have made the most impact on your business?

A: Our fuel products are definitely my favorites. I knew that to be number one in my market, the Petra fuel product (2700) needed to be better than the competition. Working

with feedback from me (and other distributors), we were able to refine the product and make it the leading fuel product on the market today.

Making that claim and having the proof to back it up has really helped propel my business forward.

Q: Why would you recommend Petra to other distributors?

A: My kids and wife are my closest allies and keep me going every day. Arnold did a great job of figuring out and truly understanding how important family is to me. He and Vero stepped in and made us a part of their family. Arnold Sr. is my brother, and we treat each other as such.

Also, the addition of Rob Richardson to the Petra team has been a gift. He has been and continues to be an amazing influence on our industry. Knowing that he's now a part of the Petra team gives us an added level of quality assurance and the knowledge that our products will continue to evolve to meet the needs of our market.

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

A: Jeff Beck, my uncle, best friend, and business partner since 2006, recently passed away, leaving Petra with a true loss in our team. Jeff instilled humor, focus, and positivity in me, allowing me to be happier. My advice would be to use those positive influences on your life and your work in a way that not only makes you work better but live better too.

Q: Looking forward, what are your thoughts about the future state of the auto industry?

A: Realistically, our business will change. Uncertainty breeds nervousness, but I know that we will continue to grow and evolve to meet the needs of the customer, whatever comes our way. It's tough for us to plan long-term in a climate of uncertainty. We know there's no definitive end for the combustion engine. Still, we must be innovative, take advantage of opportunities as they present themselves, and never be complacent.

INSIDE PETRA



Petra 2022 International Convention

The Petra 2022 Annual International Convention held in October in Houston included taking in an Astros game at the world champions home field and a full day of resource-loaded meetings headlined by David Spisak. We ended our event with an awards banquet at the historic Houston Club. Congratulations to our winners!

Rookie of the Year
Summit Auto Supply

#1 Salesperson of the Year
Arnold J. Gacita, Jr.

Pioneer Award
Summit Auto Supply

#1 Volume International Distributor
Opal Marketing & Industry, LLC

Special Recognition
Michael Burns

#1 Volume Domestic Distributor
KOA Distribution, LLC

PURPOSE EDUCATION TRAINING RESPONSIBILITY ACCOUNTABILITY

PETRA CARES FOUNDATION

As we approach the end of the year, we begin to reflect upon all that has transpired. Petra Cares! We are incredibly grateful for this past year as the groundwork was laid for our passion project.

- Our vision is to impact 60 kids in 2023 by training them to become technicians and then placing them in life-changing jobs. This is a huge opportunity!
- We plan to expand to different cities and states as we become experts in this space. But it all starts here in Houston this January 2023.
- For many non-profits, roughly 75% of charitable giving is raised in December. This is a crucial time for our start-up non-profit.



Thanks to your support, we have raised \$55,000. This is a fantastic start; however, we still need to raise an additional \$45,000 by the end of December to run the program at full scale, including the cost of the professor from Lone Star, tuition, books, tools, and administration.

As you can see, this is an important time for us. If you have already given, thank you so much for your generosity. If you still need to make a year-end gift for tax purposes, we'd be grateful if you consider Petra Cares for your year-end giving. To donate or for more information, visit petra-cares.org.

**Click Here for
Year-End Donation**

PRODUCT SHOWCASE

PETRA'S BATTERY 4 LIFE PROGRAM INCREASES RETENTION AND PROFITS

Retention is key to maintaining a healthy and profitable service department in the short term as dealerships today grapple with rising costs and vehicle inventory challenges in the long term. Without proper programs to keep the customer returning to the dealership, 70% of those customers will leave when the manufacturer's warranty ends and go to an independent service center for their maintenance and repairs, according to a J.D. Power study. It's not only how you treat the customers but what you offer them during the first years of ownership that plays a massive role in whether they will keep returning for maintenance and repairs. How valuable is retention? A 5% increase in customer retention can result in a 25% increase in profits. Something else to consider, customers who service their vehicle regularly at your dealership are 86 times more likely to purchase their next vehicle from you⁽¹⁾. Those statistics and several other studies highlight the value of retention programs. This is why at Petra, we strive to create programs for installers to help them provide quality maintenance for their customer's vehicles, along with additional value-added programs to give customers peace of mind and to keep them coming back.

» WWW.PETRAAUTOPRODUCTS.COM/BATTERYWORLD

(1) [click here for source](#)

PETRA
B4L
Battery 4 Life



- ▶ Double Your Profit On Battery Sales
- ▶ Covers Any New Battery Brand Sold

Our new product, Battery 4 Life, does just that. When a customer purchases a new battery with our battery pad or battery kit, they can receive a lifetime warranty on their battery for as long as they own their vehicle. Instead of consumers buying a battery at Walmart or AutoZone, now dealerships will have an additional value proposition for their customers to continue to purchase batteries at the dealership. Ask your local Petra representative how to get started with Battery 4 Life and increase retention and profits!



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AUTOMOTIVE PRODUCTS

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