

ALWAYS
THE JOURNEY,
NEVER
THE DESTINATION.

-SIMON RATTLE



PETRATM
AUTOMOTIVE PRODUCTS

THE PETRA IMPACT
NEWSLETTER

4 T H Q U A R T E R

IN THIS EDITION:

A MESSAGE FROM ARNOLD GACITA | PRODUCT HIGHLIGHT | DATA & TRENDS
NEW DISTRIBUTOR SPOTLIGHT | PETRA CARES UPDATE

FOLLOW US ON:



A MESSAGE FROM ARNOLD GACITA



As 2024 comes to a close, I want to take a moment to reflect on an incredible year for Petra Automotive Products. We've made tremendous strides, including forging exciting partnerships with industry leaders like Hyundai Canada, EasyCare, Meineke, and Christian Brothers Automotive. These collaborations, along with the addition of several new distributors in key markets across the U.S., have solidified our position as an emerging leader in the automotive industry.

Looking ahead to 2025, we are more energized than ever to continue building on this momentum, hence the theme for our 2025 convention, Relentless. Our growth wouldn't be possible without the dedication of our exceptional team and the partnership of our distributors. Together, we are shaping a stronger, more innovative future for Petra Automotive Products. **Thank you for being a vital part of our success.**

Arnold J. Gacita

Arnold J. Gacita

President & CEO
Petra Automotive Products

[CLICK HERE TO SEE MY LATEST PODCAST](#)
WWW.WHEELSDEALSMEALS.COM



PRODUCT HIGHLIGHT



PETRA TIRE SEAL

PN 9029

Petra Tire Seal is a proprietary formula made and especially developed for passenger cars, SUV's, light trucks, vans, off-road, heavy duty trucks, and military applications. The specialized formula coats the inside of the tire tread and will never dry out. The formula contains corrosion inhibitors that help prevent rust on wheels and rims. TPMS Friendly, permanently seals punctures and prevents flat tires, Non-flammable, Non-toxic, Cleans up with water, Does not freeze.

ADVANTAGES & USES:

- Prevents flats from nails & screws
- Tire Pressure Monitor Safe
- Extends Tire Life
- Improves Run-Flat Protection
- Water Based
- Non-Toxic
- Helps Balance Tire

FEATURES:

- Lab & road tested
- Puncture proof
- Eco-Friendly & Non-Toxic
- Quickly Installs in minutes
- Fully insured & guaranteed
- Highly density synthesis formula

CLICK HERE

TO READ MORE ABOUT OUR PETRA TIRE SEAL

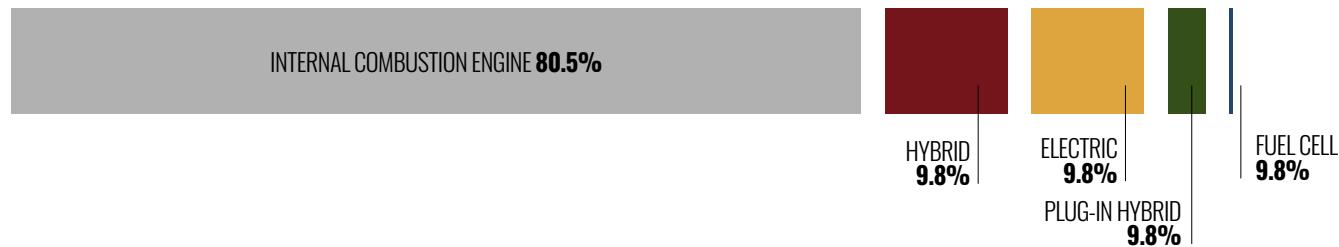


THE PETRA IMPACT
NEWSLETTER
4 TH QUARTER

MARKET SHARE BY SEGMENT



MARKET SHARE BY POWERTRAIN

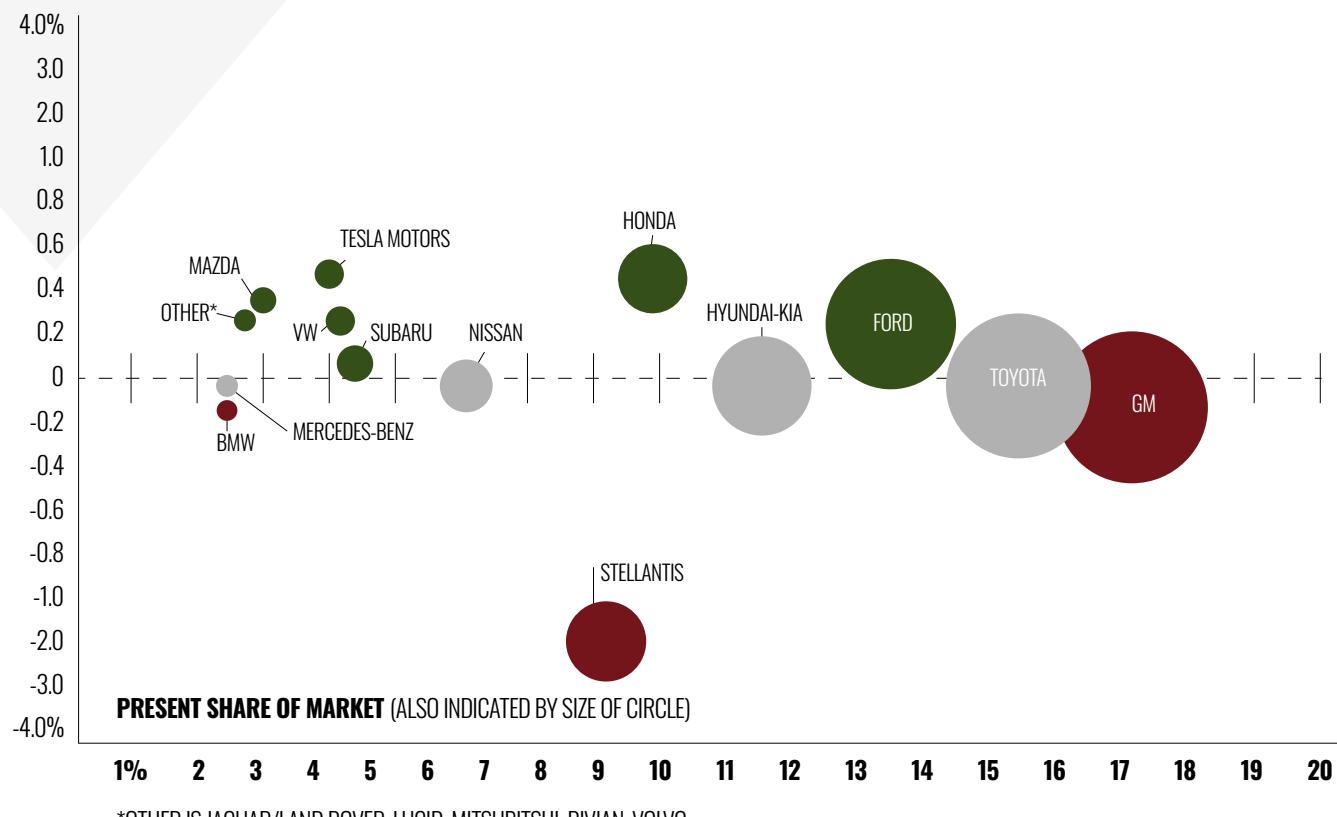


U.S. LIGHT-VEHICLE SALES (SEASONALLY ADJUSTED AT ANNUAL RATES)

	OCTOBER 2024	Y/Y%	JAN - OCT 2024	YTD/YTD %
TOTAL CAR	3.05	1.0%	2.96	-4.8%
TOTAL LIGHT TRUCK	12.99	5.4%	12.68	2.6%
DOMESTIC LIGHT VEHICLE	12.38	4.2%	12.02	-0.9%
IMPORT LIGHT VEHICLE	3.66	5.8%	3.62	8.1%
TOTAL LIGHT VEHICLE SAAR	16.04	4.6%	15.64	1.1%

Source: NADA

MARKET SHARE BY MANUFACTURER



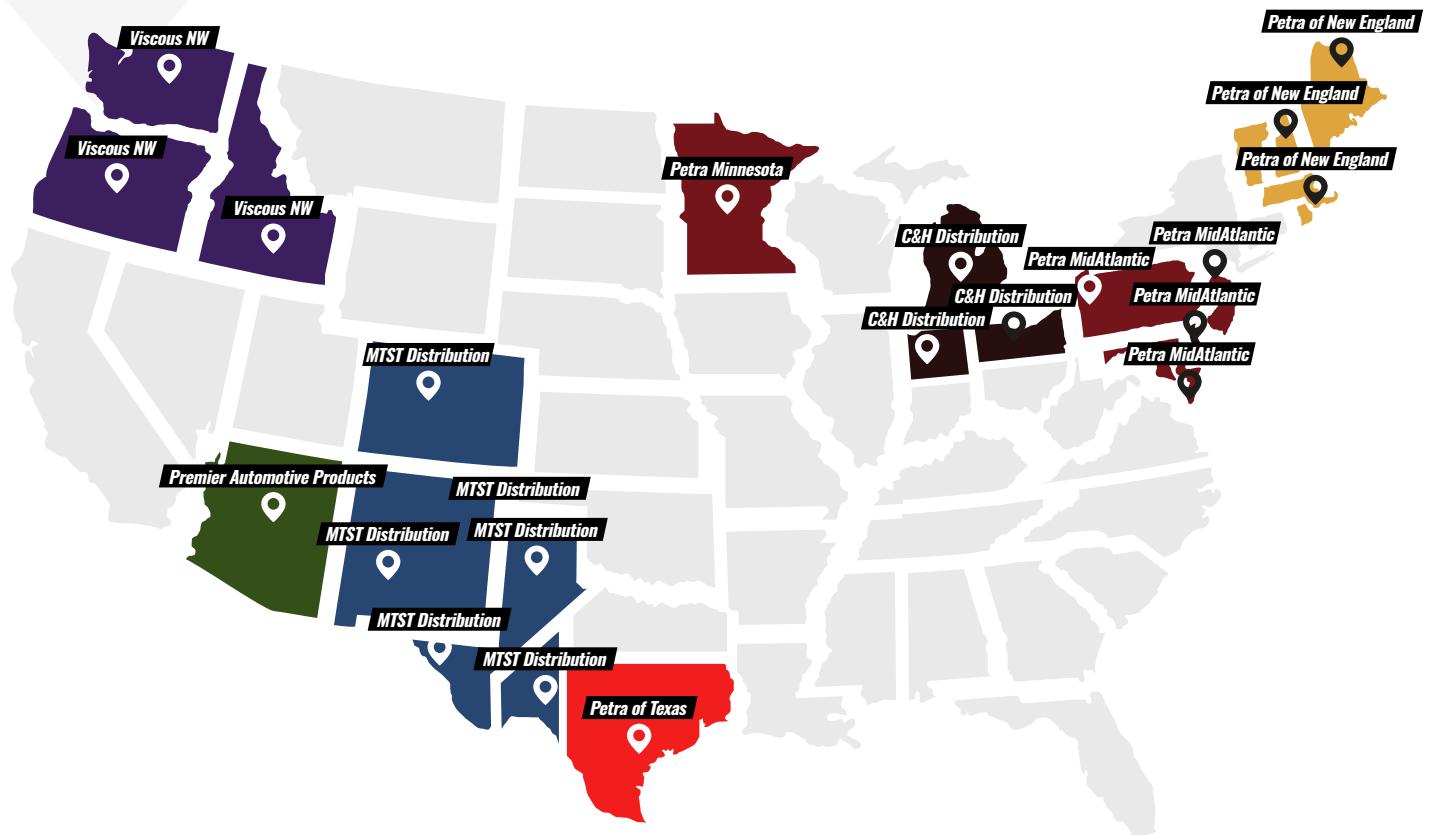
● GAIN ● NO CHANGE ● LOSS

ALL FIGURES ARE YEAR TO DATE/YEAR-TO-DATE CHANGES.

Source: NADA

NEW DISTRIBUTOR SPOTLIGHT

This year has been filled with exciting new additions to the Petra distribution team. We are please to have had the following distributors join us in 2024.



PETRA CARES UPDATE



2024 PETRA CARES RECAP



As we close out 2024, we're filled with gratitude and excitement for what has been accomplished this year. Petra Cares proudly celebrated the graduation of 62 students since our inception, equipping at-risk youth in Houston with the skills and support they need to build brighter futures for themselves and generations to follow. Thanks to the incredible partnerships we've built with 15+ dealerships and service centers in the Houston area, these young adults now have real opportunities to succeed and change the trajectory of their life. Looking ahead, 2025 promises to be an even more exciting year. We're thrilled to announce the launch of Petra Cares in Los Angeles, expanding our mission to help youth across the country. And on April 10th, 2025, we'll host our second Petra Cares Gala in Houston—a night expected to be filled with celebration and excitement.

This work wouldn't be possible without our dedicated staff, generous donors, committed partners, and supportive distributors. Your belief in our mission has been the driving force behind our success.

Together, we've already changed so many lives, and we can't wait to do even more in 2025. Thank you for being part of this journey—let's keep making an impact, one life at a time.

Brian Meza
Executive Director
Petra Cares

[GIVE](#)

[LEARN MORE](#)



Wishing our clients,
partners and distributors

**A MERRY CHRISTMAS
AND HAPPY NEW YEAR**

from the **Petra Automotive Products Team.**

