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Dear Sir/Madam:

We welcome your interest in purchasing an American Broach machine, and feel very confident that you will be satisfied with your decision. In fact, American Broach has designed, built, and delivered more than 6,000 broaching machines, broach cutting tools, and broach sharpening machines over the last 99 years; no other company in the world can match this achievement.

Through all our history, ABM has been teaching customer the best methods of broaching parts to achieve close tolerances with excellent surface finish, at the lowest cost per part. Our strategies integrate technology with superior design, producing outstanding results.

Our products are used worldwide by automotive, bicycle, agricultural, aerospace, appliance, power generation, metal parts or gear producers world wide. ABM has been selling in more than 20 countries, including China, India, Brazil, Mexico, Canada, Australia, Korea, Germany, Italy, and Russia. We are highly dedicated to customer service and support.

Preferred Method of Operation for Machine Delivery:

It is our policy to work one-on-one with local sales and customer service teams to assure lifelong customer satisfaction. After the sale is initiated, we begin with clear communication between ABM's engineering team and our customer. Once the machine is built, ABM invites (2) customer engineers to our factory, normally a senior engineer to learn about the machine structure, hardware, software, and recommended maintenance, and a junior engineer or operator to learn machine setup and operation. After training and review, these two persons acknowledge that the machine operation and function is well understood, and is producing parts that meet or exceed buyer quality requirements.

ABM believes this is a crucial component to the success we have experienced selling globally, because relationships are built that are useful in future communication and support. When the machine is installed and tested in the customer factory, this training is repeated. The repetition of training results in better operation and prevents customer startup emergencies.

In our experience, when customers elect not to attend a pre-shipment runoff, a chargeable second trip or extension of the scheduled trip is often necessary, and we would all like to avoid this situation.

We look forward to working with you, and shortly after the installation will be sending you a satisfaction survey, which invites your recommendation for improvements. I will request in advance that when you receive the survey, you help us with your suggestions and candid appraisal of our performance.

Very truly yours,

Mike Casto, President