

FLUID

SUMMER 2016
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PIRTEK TAKES INDY 500 BY STORM!



GONE IN 60 SECS
CAR GETS THE
PIRTEK TOUCH



SPACE COAST TAKES OFF TO NEW PREMISES



Cap and Plug Kits

Available in Stores and by On Site Service



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- Meets SAE J514 Standards
- Adapters Manufactured by a ISO 9001:2008 Compliant Company
- Trivalent Chromium Plated
- 37° Flare
- Sizes -04 to -16
- 24 Piece Kit

ORFS Cap and Plug Kit

- Meets SAE J1453 Standards
- Trivalent Chromium Plated
- Sizes -04 to -16
- 24 Piece Kit

Helping to keep hydraulic systems free and clear of contamination while protecting the environment and maintaining a safe workplace.

WELCOME



You have to love summer - it is terrific to get into the outdoors and spend time with family in the sun.

I'm sure many of you enjoyed the July 4th weekend and were able to gain some downtime.

This past three months has been huge for PIRTEK in the USA with a few new owners coming on board and of course our sponsorship activation at Indianapolis with PIRTEK Team Murray.

I'd like to formally acknowledge our new franchisee in New Orleans, Carl Prince, who has opened a new center, PIRTEK Elmwood. It is wonderful to welcome new blood to the family, particularly in a city with the soul that New Orleans possesses.

We've also shifted focus for PIRTEK Space Coast in our home city of Rockledge, FL to become a franchised outlet and in the process, it has moved to a bigger site to cater for the expansion.

Since its opening, Space Coast has been a corporate owned and operated Center, however from April 1 this year, it has joined the franchised Center group.

The franchisee is Dan Ferretti who will be operating Space Coast on a day-to-day basis. Of course, Dan's wife Karin has been part of our franchise group for many years and will remain in our team while Dan is working hard on the business. I'm sure he will provide Karin with plenty of useful feedback from the field. Karin will remain within our corporate franchising team and I'm sure will develop a new perspective on the business.

In this issue, you'll also read about a new product line that is now available either through our Service & Supply Centers or via mobile service.

We've introduced PIRTEK-branded grease guns. They are international grade quality suitable for all conditions and a variety of different applications. A range of accessories is available to complement the grease guns that come in lever, pistol and air-operated models.

Finally, back in May we completed the biggest activation that PIRTEK has ever undertaken in the USA with the sponsorship of PIRTEK Team Murray. Brett Murray has been a part of the PIRTEK family in Australia for nearly 20 years supporting our marketing, communications and sponsorship efforts.

He came to us with the idea of getting involved in his quest to run a car in the Indianapolis 500. He did this with Matt Brabham. Matt showed maturity beyond his 22 years right throughout the month of May in Indianapolis and walked away with some solid results in the Angie's List Grand Prix of Indianapolis (16th) and the 100th Indianapolis 500 (22nd).

To be on the grid with Matt, Brett and the entire team was an opportunity of a lifetime for Lisa and I and we were fortunate to share that experience with good friends, our franchisee base and staff. Through another relationship with the Chris Kyle Frog Foundation, the team was able to bring focus to military and first responder families through the Memorial Day Weekend, further hosting 500 people from local first responder and military communities throughout the race events.

Staying on the sporting theme, next month PIRTEK will have its own competitor in the Rio Olympics! In this edition, you'll read about an Australian MSST, Grant Nel, who will be competing in his first Games, we're sure everyone associated with PIRTEK around the world will be right behind him.

It is wonderful to see several franchises get involved in sponsorships in their local communities, some with a national focus, which assists us all to drive the brand forward as a collective. You'll read about several of those initiatives in this issue.

As always, the PIRTEK Team is part of your team, whether a customer, franchisee or staff member.

Until next time,

A handwritten signature in cursive script that reads "Glenn".

GLENN DUNCAN



PIRTEK HELPS DREAM BECOME REALITY ON FLORIDA'S SPACE COAST

When Long Island native Dan Ferretti was a young man, he helped his dad with the family electrical business. The early job provided Ferretti with some income, but it didn't stop him from dreaming about having his own business someday.

"I used to think about it a lot, having my own employees and really accomplishing something satisfying," he said. "I've wanted to be an entrepreneur for a long time."

Ferretti took a bold step recently toward fulfilling those aspirations by opening a newly constructed PIRTEK Service & Supply Center in Rockledge, FL, on the state's famous Space Coast, where he has lived now for many years.

PIRTEK Space Coast was a corporate-run location before Ferretti took ownership and moved into the new facility at 1265 U.S. 1 in Rockledge.

He and his wife, Karin, celebrated the grand opening with a luncheon and ribbon-cutting event on June 24.

"The Florida Space Coast has such



great potential, and we plan to tap into it and expand our customer base," Ferretti said.

He added that the area is teeming with businesses that can use PIRTEK's hose replacement and maintenance.

"There are so many opportunities in the hydraulic industry, so many hoses on so much equipment," he said.

"The business is there, it's just a matter of getting out and making ourselves visible. That's what we're doing here at PIRTEK Space Coast."

Karin Ferretti, CFE, a member of the Institute of Certified Franchise Executives, is no stranger to the company: She's worked at PIRTEK corporate headquarters for 14 years in franchise development. During those years, she's observed the importance of following the company's blueprint for

success, consistently.

"Watching franchise owners for more than a decade has convinced me that following

PIRTEK's business plan is the key," she said. "That's exactly what we're doing here."

Having a spouse in franchise development gave Dan Ferretti a good vantage point for assessing the merits of owning a PIRTEK Service & Supply Center. After looking at a number of franchise options, it became clear to him that PIRTEK was the way to go.

"I was impressed with how these franchises operate within the system," he said, "and how much camaraderie and support exists among the different franchise owners. After seeing all that, PIRTEK became an attractive choice for us - an obvious choice."



The Big Easy: New Service & Supply Center Opens Doors in Metro New Orleans

PIRTEK Elmwood now offering services to diverse range of area businesses.



New Orleans is known the world over as the birthplace of jazz, the scene of Mardi Gras, and a first-rate food city. As of July 2016, it also became another important dot on the map of PIRTEK USA locations.

PIRTEK Elmwood has opened its doors at 5229 River Road, in Harahan, LA, and is poised to address the hydraulic hose replacement and maintenance needs of the area's marine and industrial sectors. The center is located in southeast Louisiana's largest industrial park, about 10

minutes from the New Orleans city limits.

"It's a great community," said PIRTEK Elmwood owner, Carl Prince, of the place he's lived for more than 27 years. "It's a friendly environment. People in New Orleans are very approachable, they'll talk to you."

Prince plans to talk to a lot of them as he promotes PIRTEK services to an economically diverse and vibrant area that includes a thriving oil market, plenty of port and marine businesses, some light-to-medium manufacturing and petrochemical plants.

The Service & Supply Center opened with two vans and a staff of five. Prince expects to have a third van in about four months. PIRTEK Elmwood will serve all of metro New Orleans.

A native of Pompano Beach, FL, Prince moved to New Orleans decades ago to attend Loyola University. He took a job locally with Grainger Industrial Supply after graduation. After a long career there, he began searching for an entrepreneurial endeavor.

"I was looking for my next role in life and I quickly realized the corporate world probably wasn't going to

be a good fit for me," he said. "I started going through magazines for entrepreneurs. I saw restaurants, pizza places featured. None of that struck a chord with me."

While looking for an interesting business-to-business opportunity, Prince came across PIRTEK in one of the magazines. "I heard of them in my travels," he said. "The more I researched them, the more appealing the opportunity appeared."

Prince sees PIRTEK as an excellent fit with his background. During his long tenure at Grainger, he worked with many local companies to help them manage their inventories. He also put his skills to work during the BP oil spill and in the aftermath of Hurricane Katrina. During the latter disaster, Prince helped businesses get their operations up and running again – work that solidified his knowledge of the New Orleans economy.

"I know the industry, where the services can be used," Prince said. "I worked in the New Orleans market for well over 20 years. In some cases, I know the players. The idea of owning a PIRTEK just clicked."

PIRTEK USA Donates to The Children's Hunger Project

At PIRTEK USA's most recent charity fundraiser, the team is proud to have supported the Children's Hunger Project. The funds will be used to restore hope and nurture the minds and hearts of hungry children in Brevard County by providing them with food assistance over the weekends.

The Children's Hunger Project provides weekend meals every Friday to as many needy elementary school children as possible. The effort fights childhood hunger and malnutrition during the school year. The lightweight, easy to handle food can be consumed even when the power is out and no refrigeration is required.

Teachers and school

administrators, those on the front line of caring for our children while they are away from their parents during the week, know firsthand of the weekend hunger problem. The teachers know as they wave goodbye on Fridays which students will not have proper nutrition over the weekend. They know which students will arrive Monday morning ill-prepared to learn properly.

"With our donation, 5 children will be provided with food for the weekend for an entire year", says Georganne DeSeve, Marketing Manager at PIRTEK USA. "Knowing that our efforts will make a positive impact on a child's life is heartwarming to all of us a PIRTEK USA. We are proud to support a



great cause like this."

To learn more about the Children's Hunger Project or to make your own donation visit,

<https://thechildrenshungerproject.org/>



PIRTEK South End sorts 'Gone in 60 Seconds' car

Do you have a classic or exotic car? PIRTEK Service & Supply Centers carry a comprehensive range of automotive hoses for cars such as OEM replacement and custom brake lines, transmission line assemblies, power steering line assemblies, fuel line assemblies and air conditioning line assemblies. Many also stock high performance products for race cars and street rods.

Recently, a customer of PIRTEK South End in Charlotte, NC requested service for a classic car. In fact, it was a 1967 Shelby GT 500, one of 3 remaining Mustangs from the filming of the 2000 movie "Gone in 60 Seconds" with Nicholas Cage. The film was a remake of the 1974 film that used a 1971 Shelby called 'Eleanor'. In the movie, Cage's character steals cars leaving the most difficult Shelby GT 500 Mustang, dubbed 'Eleanor', until the end of the heist. 'Eleanor' is the only Ford Mustang in history to receive star title credit in a movie.

PIRTEK South End employees are always excited to help their customers, but this was a real treat to have the opportunity to install new power steering lines on the Shelby GT from the famous movie. The customer was extremely satisfied and does not hesitate to call PIRTEK South End when power steering, brake, A/C or fuel line fabrication



work is needed.

PIRTEK South End Service & Supply Center specialty services continue with machining and component recovery, tube bending and hose tagging and cleaning. They also

offer a large selection of high pressure hydraulic hoses, fittings and adapters. PIRTEK South End delivers quality products and service to their customer's 24/7 while on the road providing an ETA of 1 hour on site or in the Service & Supply Center.



Angling for Customers ... and Fish, Too

PIRTEK-branded boats hit the water to compete in Minnesota tournaments

Marketing can be rough work. Rich Thies and Keith Kapaun, both operations managers for PIRTEK USA locations in Minnesota's Twin Cities area, know just how rough. They sit in their PIRTEK-branded boats, lines in the water surrounded by pristine shorelines, each hoping to land a prize-winning walleye.

Somebody's got to do it!

"In the world of marketing, the more you can get your name out there, the better," said Kapaun, who manages operations at PIRTEK Midway in St. Paul, MN.

Here's how it works: Both Thies and Kapaun agreed to have their personal boats wrapped with the PIRTEK logo and other corporate branding. In exchange for the ongoing publicity, the company pays their fees for various fishing tournaments the men enter.

PIRTEK USA Headquarters in Rockledge, FL, sponsors one boat. Craig Heitkamp, owner of PIRTEK Midway and PIRTEK Plymouth (MN), sponsors two – one of which belongs to a non-PIRTEK angler.

"A lot of our customers are in the tournaments," Heitkamp said. "Obviously, it's good local exposure.

Minnesota is full of fishermen." He added that Thies fishes with one of PIRTEK's customers, Jake Potter of Quality Forklift.

Thies and Kapaun have been active in tournament fishing this year during the spring and summer months. In mid-June, they took their PIRTEK boats to Lake of the Woods, an enormous body of water nearly 68 miles long that stretches from Minnesota into Canada. The boats were 15 miles apart as the men angled for walleye – part of a Minnesota Tournament Trail competition. The walleye tournament drew about 30 participants from a five-state area. Thies managed to crack the top 10 with 8.48 pounds of fish. Rankings are based on the combined weight of four catches.

In addition to participating in the tournaments, the men also go on personal fishing trips.

"It's a form of therapy, just being outdoors," said Thies, operations manager at PIRTEK Plymouth. "With tournaments, though, it's a little different because it's competitive."

It's also lucrative. Cash payouts by the Minnesota Tournament Trail are as high as \$5,000 for first place.

But it's not just about money, it's about sportsmen doing what they

love. Thies said his penchant for occupying fishing boats extends back to his first year of life. "I believe I was in a boat when I was around eight months old, and it's just gone on from there," he said.

Kapaun's history is similar. "As far as my love of fishing goes, it was instilled in me by my grandfather and my dad," he said. "I developed an interest in competitive fishing later on."

There are payoffs besides just pulling in fish and pursuing prize money, he said. Observing wildlife, such as deer swimming across the lake, also makes the effort extremely worthwhile. "It's stuff you're not going to see in the city," Kapaun said. "For me, it's just relaxing, being out on the water and engaging the elements. I'm not one to just sit on the couch and watch TV."

The fishing tournaments will continue during much of the summer, with upcoming competitions in Lake Winnibigoshish and Mille Lacs Lake. The championship on September 15-16 on Lake of the Woods is the big event, which will see as many as 100 boats on the water. That will include PIRTEK-branded boats. "It's the holy grail, the whole nine yards," Kapaun said. "We'll be there."

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<http://www.franchisingusamagazine.com/>"

'ROCK HOUND' BECOMES ROCK-SOLID PIRTEK OWNER

VIRGINIA BEACH SERVICE & SUPPLY CENTER HAS STRONG OVER-THE- COUNTER AUTOMOTIVE BUSINESS



"The biggest reward is having customers tell you how important your business is to them, how good your employees are, and just how much our service means to them." –

David Driskill

PIRTEK franchise owners come from the widest range of experiences and educational backgrounds imaginable. Case in point: David Driskill, owner of PIRTEK Lake Wright in Virginia Beach, VA, who earned his undergraduate degree in geology from the University of Alabama.

“An education can help you with running a franchise,” said Driskill, who also holds an MBA from Old Dominion University. “There is no academic degree that can fully prepare a person to manage a small business – you still have to learn as you go.”

The geology background did figure into Driskill’s career path, a path that led ultimately to PIRTEK. After graduation, he started working sales and business management for a company that made earth-moving machinery. “The heavy machinery was related to my background, to geology, with all the digging and dealing with rock quarries in the earlier years,” he said.

Driskill continued in that industry for more than 20 years. But when his employer kept changing owners every few years, he decided to try something else. The hydraulic hose business seemed a natural fit based on his familiarity with hydraulic machinery. But Driskill realized he’d have to learn more about how to install the hoses.

After doing some internet research, Driskill ran across PIRTEK.

“When I realized it was a franchise, I shifted gears and started investigating PIRTEK,” he said. “It was all about



“We’re not just a hose shop, we are a service business. It’s a ‘right now’ business. We don’t just tell them we’ll place an order. We don’t tell them we’ll be there in a couple of days.” – David Driskill

equipment uptime, minimizing downtime. The business model made perfect sense to me.”

There are 57 PIRTEK Service & Supply Centers in the United States. The company has a line of fluid transfer products – oils, lubricants, hoses, fittings – all branded with the PIRTEK logo. Globally, PIRTEK has more than 400 locations and 2,000 Mobile Service Vehicles serving industries that use equipment with hydraulic- or pneumatic-powered machinery. When a company needs a hose replaced in a hurry, PIRTEK technicians do the customization and installation on site.

“We’re not just a hose shop, we are a service business,” Driskill said. “It’s a ‘right now’ business. We don’t just tell them we’ll place an order. We don’t tell them we’ll be there in a couple of days.”

As Driskill was setting up his PIRTEK franchise, the recession was ramping up, making the startup extra challenging. But he stuck with it, did a lot of marketing, and shook many hands. “It was a feet-on-the-street type of thing – belly to belly, face to face with the customer,” he said. “I realized that if I could save these guys an hour of equipment downtime, that’s big money. A lot of people don’t even know how much time and money they lose from hydraulic hose failure.”

In addition to dispatching vehicles to industrial sites, PIRTEK Lake Wright also has a thriving over-the-counter business for walk-in customers. Automotive products make up half of such sales there. Customers at the Virginia Beach Service & Supply Center can purchase lines for fuel, air-conditioning, brakes, transmissions, power steering, turbochargers, and more.

PIRTEK Lake Wright also customizes and installs various automotive lines and hosing. Driskill’s team has made automotive lines for all kinds of vehicles: antique cars, race cars, show cars, boat trailers, and large four-wheel drive vehicles.

Driskill’s technicians have a number of interesting projects to their credit. In 2014, they provided service to a vessel just before it departed for the Middle East. The center has repaired popular amusement park rides and a hydraulic pool cover for a homeowner. Vintage car jobs have included a 1935 Ford pickup and a classic 1957 Cadillac.

“The biggest reward is having customers tell you how important your business is to them, how good your employees are,” he said, “and just how much our service means to them.”

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PLUS-100



LEVER GREASE GUN

Lever grease gun designed for use in general lubrication and maintenance work. Drop resistant steel head. Handles NLGI 1 & 2 greases. Includes: 6" steel extension and standard 4 jaw coupler with ball check.

CARTRIDGE CAPACITY: 14 oz / 400 gms
DELIVERS: Up to 1 oz / 28 strokes
THREADS: 1/8" NPT
PRESSURE: 6,000 PSI / 413 BAR



LEVER GREASE GUN HEAVY DUTY

Lever grease gun heavy duty designed for heavy industrial application. Built in variable stroke for use in confined areas. Handles NLGI 1 & 2 greases. Heavy duty aluminium die cast head incorporates bulk loader & air bleeder valve. Includes: 6" steel extension and professional 4 jaw coupler with ball check.

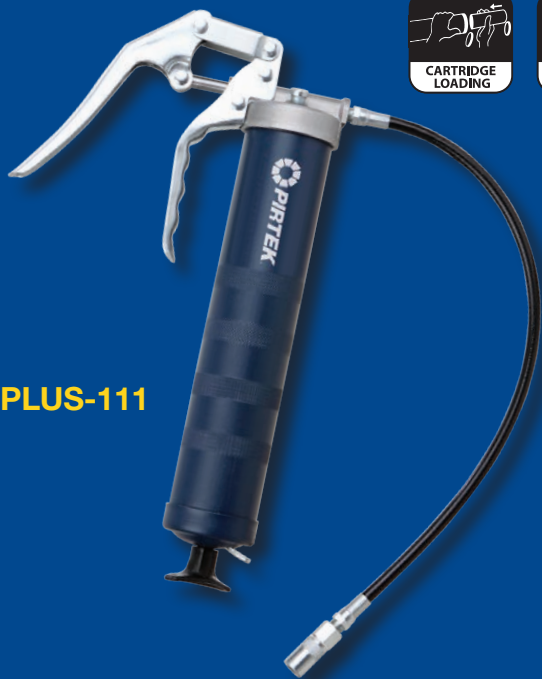
CARTRIDGE CAPACITY: 14 oz / 400 gms
DELIVERS: Up to 1 oz / 28 strokes
THREADS: 1/8" NPT
PRESSURE: 10,000 PSI / 690 BAR



PLUS-101



PLUS-111



PISTOL GREASE GUN

One hand operated grease gun designed for use in confined spaces. Heavy duty aluminium die cast head. Strong pistol grip handle designed to prevent fingers from "pinching". Includes: 18" flexible hose and professional 4 jaw coupler with ball check.

CARTRIDGE CAPACITY: 14 oz / 400 gms • **DELIVERS:** Up to 0.70 oz / 40 strokes
THREADS: 1/8" NPT • **PRESSURE:** 5,000 PSI (345 BAR)



Available in Stores Now

Professional Grade Grease Guns

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PISTOL GREASE GUN ADJUSTABLE STROKE

All weather grease gun designed for ease for use in cold weather conditions. Unique adjustable stroke mechanism that switches between high volume and high pressure applications with ease. Heavy duty aluminium die cast head with bulk loader which doubles as an air bleeder. Includes: 18" flexible hose and professional 4 jaw coupler with ball check.

CARTRIDGE CAPACITY: 14 oz / 400 gms • DELIVERS: Up to 1.30 oz / 40 strokes
THREADS: 1/8" NPT • PRESSURE: 7,000 PSI (483 BAR)



PLUS-113

PLUS-120



AIR OPERATED GREASE GUN CONTINUOUS

Ideal for use in factory maintenance, agricultural applications, fleet service or for use on trucks connected to vehicle air brake compressors. Ergonomic pistol grip & acute angle design allows for ease of operation, especially in narrow spaces. Heavy duty aluminium die cast head with internal bore precision honed for rapid action. Includes 6" steel extension & professional 4 jaw coupler.

CARTRIDGE CAPACITY: 14 oz / 400 gms • DELIVERS: 14 oz / minute
AIR OPERATING RANGE: 40-120 • PSI AIR INLET THREAD: 1/4" (F)
PRESSURE RATIO: 40:1 • THREADS: 1/8" NPT • PRESSURE: 4,800 PSI / 330 BAR



Grease Gun Accessories

- High Pressure & Flexible Hoses
- Drive Fittings
- Grease Nipples
- Grease Fitting Thread Tester
- Grease Fitting Caps
- Grease Fitting Kits
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To Locate Your Nearest Service Center



PIRTEK TAKES INDY 500 BY STORM!

Matt Brabham and PIRTEK Team Murray's entry into the Angie's List Grand Prix of Indianapolis and the 100th Indianapolis 500 was a massive success, drawing acclaim from around the world.

22-year-old Brabham made the most of the opportunity presented

to him by PIRTEK USA and Team Murray.

At the Angie's List Grand Prix, Brabham overcame issues in practice to sit atop his qualifying group for much of the session and narrowly missed making it through to the second group. He would

again be one of the fastest drivers throughout the warmup session.

After a strong battle with Australian Will Power and fellow third generation star, Marco Andretti, Brabham brought the PIRTEK flyer home in 16th position.





The team that was led by experienced engineer Andy Brown and team manager Mitch Davis - the duo combining for almost 50 Indy 500 starts - worked with Brabham to bring him up to speed on the 2.5 mile Indianapolis Motor Speedway oval.

Each day, Brabham was able to extract more speed from the car and work around racing with

some of the greats of international motorsport at speeds in excess of 230mph.

Qualifying 27th in the 33 car field, Brabham performed admirably. His second stint he pushed forward and got himself into the top 15. Once he was inside that group he circulated comfortably and if it wasn't for the way late race strategy played out

could well have finished inside the top 10.

At the end of the 500 miles, he crossed the line in 22nd position. Fellow rookie, Alexander Rossi took a memorable victory.

The PIRTEK Team Murray crew and Brabham was one of the most covered IndyCar entries during the Month of May, with Brabham attending most major events in Indianapolis in the leadup to the race.

It drew media coverage from around the world focusing on the efforts of the rookie team and driver who created history by elevating his family to be just the third to have three generations compete in the race in its 100 year history.

The program drew together many elements aside from the racing program, including a community-based initiative with the Chris Kyle Frog Foundation that saw 500 members of the military and first responder communities hosted at the event and a pit crew made up of military and first responder veterans for the annual pit stop competition.

With franchisees, staff and executives from PIRTEK in the USA and around the world in attendance along with a huge supporter group, the team stood out among the 400,000-plus spectators that attended the event.



6.009 million

Viewers. The race the most-viewed broadcast sports program of Memorial Day

Following the Indy 500, IndyCar television ratings are up 4.2% while the average viewership is up 3.7% year to date.

INDYCAR.com experienced with increases in total and unique visitors - total visitors up 12% and unique visitors up 27%

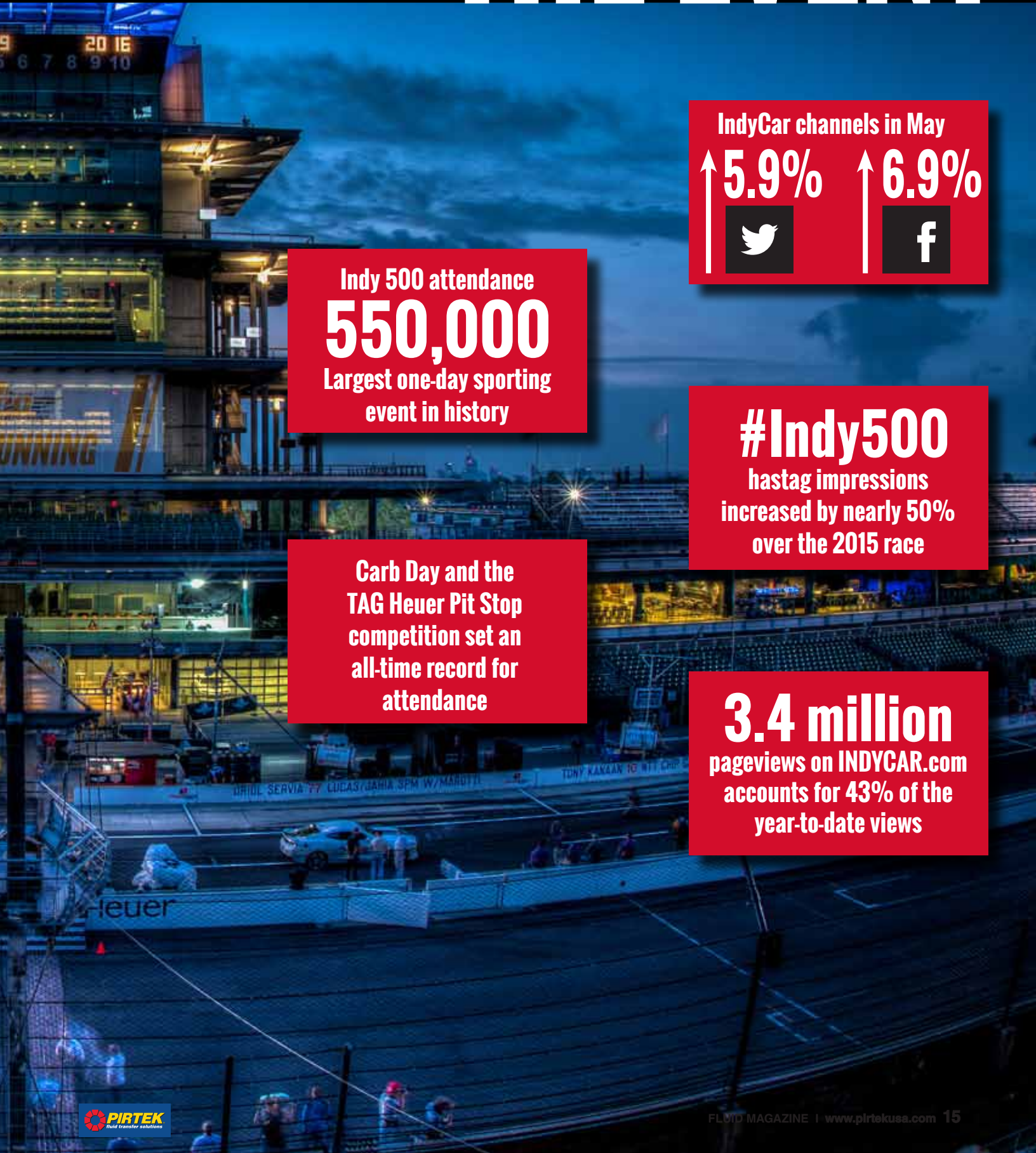
The local Indianapolis market received a 33.6 market share for the live race broadcast on ABC.

SOLD OUT

The Indy 500 race day was the first sell-out in the history of the race



THE EVENT



IndyCar channels in May

↑ 5.9%



↑ 6.9%



Indy 500 attendance
550,000
Largest one-day sporting
event in history

Carb Day and the
TAG Heuer Pit Stop
competition set an
all-time record for
attendance

#Indy500
hashtag impressions
increased by nearly 50%
over the 2015 race

3.4 million
pageviews on INDYCAR.com
accounts for 43% of the
year-to-date views

It was just after the crack of dawn that my tracker and I were hacking our way through the thick undergrowth of the Odzala-Kokoua National Park in the Republic of Congo (also Congo-Brazzaville). Soon we could sense the presence of a large group of gorillas. They were foraging for roots, shoots and termites while a few were high up in the trees in search of fruits. Out of nowhere, a pair of brown eyes was suddenly gazing at us from behind the undergrowth. It was a young juvenile male, also very curious. He stared, blinked and then emerged from his seclusion, almost as though he wanted to greet us in his abode.

This moment could not have happened but for over 17 years of hard work by researchers who have helped habituate gorillas to human presence. This difficult process has been accomplished by the sheer skill of the famous BaAka (pygmy) trackers. Unlike with the mountain gorillas, the habituation process of western lowland gorillas has proven difficult because of several factors: limited visibility

in the lowland forests, difficulties following gorilla tracks through the dense forest and across the long distances that they travel.

The Odzala park in Congo's remote north-west is one of Africa's oldest. It is 13,600 square kilometers of pristine rainforest and an integral part of both the Congo Basin and the TRIDOM Transfrontier Park overlapping Gabon, Congo and Cameroon.

Covered in forests, rivers, marshes and swamps, the park receives 1,500 millimeter of rain annually. The TRIDOM is the first three-country transboundary area to become a World Heritage Site and is one of the largest blocks of pristine tropical lowland forest in the world.

As the juvenile gorilla approached me, two other members of the group, a young female and another male, peeked through the undergrowth. The three of them were fast approaching me. While my heart was pounding with excitement, I was reminded by the tracker and forest companion Zephron that we had to maintain a seven meter distance from the animals, lest

we transmit human diseases. So I had to backtrack with a heavy heart while still covering my face with a surgical mask.

My tracker understood their movements and soon positioned me in a different location. His tracking experience came to play as the huge silverback male emerged right in front of me. Known as Neptuno by the researchers, he was 35 years old, handsome, big and 380lbs to boot. He managed his group of 16 gorillas by leading, protecting and showing them prime feeding grounds. Neptuno was keeping a check on me while ensuring his group's safety. Soon, the other 15 members filed past me. Some stopped to look, others rushed while a few sat down to observe me. Neptuno was with the young and either led the group or stopped to ensure their safety. He was known to charge human beings when threatened.

The Planet Of The Apes

It was deep and dark in the equatorial rainforests of the Congo when a hulking western lowland gorilla emerged from nowhere and hauled himself up in front of our travel writer. There were 15 more behind him.

WORDS AND PHOTOGRAPHS RAMDAS IYER

Odzala Camps was launched in 2013, boasting the highest density of gorillas in Africa including seven habituated western lowland gorilla families (about 105 gorillas). Visitors encounter 11 species of diurnal primates including chimpanzee, De Brazza's monkey, putty-nosed monkey, grey-cheeked mangabey, crowned monkey, colobus monkey and moustached monkey. The area includes birdlife and herds of forest elephant and dwarf buffalo.

I am one of less than 750 visitors to have experienced this park. Access was impossible prior to 2013. It took a long time for Spanish primatologist Magda Bermejo to win the trust of the Ndzehi people as they had seen western lowland gorillas in the rainforest being poached, hunted for trophies, or shipped off to zoos. Eventually, when she earned their respect, the Ndzehi packed up their whole village and moved with Bermejo to Lossi, home to the largest population of gorillas in the Congo, to help her with her research. Their

intimate knowledge of the rainforest and gorilla-tracking skills proved invaluable to Bermejo's work.

A recent census of the gorilla populations in equatorial Africa was thought to be 100,000. In 2004, there was an Ebola outbreak in Odzala wiping out 90% of the resident population of 10,000. Because of these outbreaks, the International Union for Conservation of Nature updated the status of western lowland gorillas from "endangered" to "critically endangered".

The gorillas are still being hunted for their bush meat and the young sold as pets; five percent of the species is killed each year. Commercial poaching of chimpanzees, forest elephants, and western gorillas results from increased amount of commercial logging and infrastructure. The Wildlife Conservation Society is working in the Congo and surrounding countries to limit the bush meat trade by enforcing laws and also helping the local people find new sources of protein. **FW**



THE GORILLAS ARE STILL BEING HUNTED FOR THEIR BUSH MEAT AND THE YOUNG SOLD AS PETS; FIVE PERCENT OF THE SPECIES IS KILLED EACH YEAR.



LAST CHANCE!



Get your hands on the exclusive PIRTEK Team Murray Merchandise from the 100th Indianapolis 500. Collector's items!



SALE ON NOW!



visit: <http://store.teammurray.com.au>

PIRTEK Lane' Now Featured at Richmond Dragway



PIRTEK West End in Richmond, VA is now a significant sponsor of Richmond Dragway, taking the sponsorship of the right hand lane, which is now known as the "PIRTEK lane". PIRTEK's logo also appears on the scoreboard and in the online feed.

Richmond Dragway is sanctioned by the International Hot Rod Association (IHRA). The racing season

began in March and will run through the end of December.

"It's a good match," said Suchit Gandhi, owner of PIRTEK West End. "The racing industry makes heavy use of hydraulics and hoses, and the competitors are typically industry owners, so it's a logical place for us to familiarize more people with our brand."

Greg Duff, PIRTEK West End's

operations manager, has raced for several years in the International Motor Sports Association (IMSA) road course racing competition, winning two championships while managing a racing facility. "We thought it would be a good way to get involved in the community and connect with people who can benefit from our services," Duff said.



PIRTEK Palo Verde Sponsors Tucson Speedway

PIRTEK Palo Verde in Tucson, AZ has become the official hose supplier to Tucson Speedway, a local venue for NASCAR races. As part of the sponsorship, PIRTEK carries signage at the venue and provides and maintains hoses at the raceway.

Matt Mejia, PIRTEK Palo Verde's Operations Manager, said the sponsorship is part of the Service & Supply Center's outreach and commitment to the community.

"Tucson is a vibrant business community," Mejia said. "Everybody knows everybody, and people like the racing scene here. This sponsorship is a perfect fit."

Built in 1968, Tucson Speedway features NASCAR competition throughout the year. Races are televised. The International Speedway Corp. (NASCAR's track ownership company) bought the venue in 1982 and paved the racing

surface in 1993.

In exchange for its sponsorship as the official hose provider, the raceway has placed a large PIRTEK-branded banner under its scoreboard.

Mejia said the sponsorship is consistent and is a natural extension with PIRTEK's support of PIRTEK Team Murray, which includes IndyCar driver Matt Brabham, and the Chris Kyle Frog Foundation.

AUSSIE PIRTEK MSST DIVING INTO OLYMPICS



The PIRTEK family will have its own athlete to support come the Olympics in Rio, with Mobile Sales & Service Technician, Grant Nel representing Australia in the 3m Springboard Diving event.

It will be Nel's first Olympics as an athlete, however he has two Commonwealth Games under his belt, having won two bronzes and a silver at the major international competition. He's also competed in five FINA World Championships.

Grant will be one of nine divers on the Australian team due to compete in Rio. The preliminary competition for the Men's 3m Springboard will take place (Rio local time) on August 15 at the Maria Lenk Aquatics Center. The Semi-Finals will take place the following morning, with the Final on the evening of the 16th.

28-year-old Nel works as an MSST for PIRTEK Bayswater on the outskirts of Melbourne in Victoria.

He was born in Johannesburg, South Africa before moving to Australia at a young age. He

completed his secondary schooling and tertiary education in Australia. He also completed some study combined with competition in Texas.

Starting in gymnastics (his mother was a world class gymnast), he moved to diving at the age of nine after breaking both of his hands and has been in the sport for 19 years.

Send Grant a hero message from

the PIRTEK family via the Australian team website at <http://rio2016.olympics.com.au/athlete/grant-nel/media/message>

Follow his Rio journey via Instagram: www.instagram.com/grantnel88 or Twitter: http://twitter.com/grant_nel

Check your local guides for coverage on NBC.



AUSTRALIA REVS UP FOR PIRTEK ENDURO CUP



The Australian motorsport scene is getting ready for its biggest period of action with the PIRTEK Enduro Cup.

The Virgin Australia Supercars Championship (formerly known as V8 Supercars) heads into its longest

series of the season in September and October at the Sandown 500 (Victoria), the Bathurst 1000 (NSW) and the Gold Coast 600 (Queensland).

Four years ago, PIRTEK

Australia joined forces with the Championship to inaugurate the new Championship-within-a-Championship.

The Supercars Championship events are traditionally single driver races with two to three races per weekend.

PIRTEK Enduro Cup events see two drivers per car in the 26 car field with each driver scoring points.

The three round Series has become widely renowned to be an opportunity for "part-time" Supercars drivers to have an opportunity to win silverware.

The PIRTEK Enduro Cup itself carries PIRTEK's DNA in it. The perpetual trophy - and the replica that goes to the winning team - carries 400 pieces from the PIRTEK catalogue. It was created by renowned Australian automotive artist, James Corbett.

MATT BRABHAM JUMPING IN ALL DIRECTIONS!



PIRTEK Team Murray IndyCar rookie, Matt Brabham will compete for the remainder of 2016 in the Stadium Super Trucks Series with backing from Radio Controlled vehicle manufacturer, Traxxas.

The Series competes in Australia, the US and Canada and Brabham

was quickly drafted into the Traxxas team for the Castrol EDGE Townsville 400 in North Queensland held in early July. He then jetted back to Canada for the next round in Toronto and struck success - winning one race and extending his North American Series lead. For the remainder of the year, he will race in California,

Australia's Gold Coast and Sydney. With Indy 500 commitments not clashing with Stadium Super Trucks, he was able to maintain his position in the top three of the Series, which was enhanced by two wins in Detroit the week after the '500.

PIRTEK TRIVIA QUIZ #37

Answer the question below correctly by October 31, 2016 and you will be entered in a drawing to win a \$200 Visa Gift Card. To enter visit:

www.pirtekusa.com/triviaquiz

Hint: The answer can be found in this newsletter.

In what city and state did the new PIRTEK Service & Supply Center open in?

- a. Charleston, SC
- b. New Orleans, LA
- c. Fort Collins, CO
- d. New York, NY

Disclaimer: We will choose at random one winner who answered the question correctly.

ONLY ONE ENTRY PER PERSON. The contest is not open to PIRTEK employees or family members.

Check out our web site: www.pirtekusa.com



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