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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 5,988 broaching and broach cutting tool grinding machines over the last 90 years; no other company in the world can match this achievement.

International Business Model:

American Broach & Machine Company, Inc. is a leading designer and manufacturer of broaching machines, broach cutting tools, and CNC automatic broach tool sharpening machines. For 90 years we have been teaching customer the best methods of broaching parts to close tolerances and with excellent surface finish, at the lowest cost per part. The American Broach Company's design integrates technology with superior design experience. With this combination we are holding the World's closest tolerances of broaching.

Our products are used by automotive, bicycle, agricultural, aerospace/aircraft, appliance, power generation, and metal parts or gear producers world wide. For over 70 years, we have been selling in over 20 countries, Including recent sales in 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 Worldwide. After the sale is initiated, this plan to achieve total satisfaction begins with clear communication between ABM's engineering team and our customer before the build is started. 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 feel this is a crucial component to the successes we have experienced in selling globally, because understanding and relationships are made that are useful in future communication and lifelong support. When the machine is installed and tested in the customer factory, this training is repeated. The repetition of training helps it be easily understood and results in better operation and prevents customer startup emergency.

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

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

Very truly yours,
Ken Nemec, President