



ATEQ TPMS Tools Hires OEM and Industrial TPMS Sales Manager

LIVONIA, Mich. (March 31, 2020) - ATEQ TPMS Tools, LC, leader of TPMS Tool solutions for the OE, Industrial and Aftermarket industries, announced the appointment of Michael Rose to OEM & Industrial TPMS Sales Manager. Rose's new responsibilities will include managing sales, accounts, training and attending trade shows.

"Mike integrates ATEQ with over 12 years of experience in the Automotive Aftermarket industry. I believe that with this experience and with the determination Mike has already displayed, he will be a great asset to the ATEQ TPMS team," stated Eri Muca, Global Aftermarket TPMS Manager. "He will be a addition to the OEM and Industrial team at ATEQ."



Rose comes to ATEQ TPMS Tools with over 12 years of experience in the Automotive Aftermarket. Before being named as OEM & Industrial TPMS Manager, Rose held different positions including Product Manager, Director of Operations and Senior Product Manager. With his knowledge and experience in the aftermarket, Rose has accumulated a wealth of information that ATEQ believes will translate well into the OEM and industrial side of TPMS.

"I am looking forward to taking on the OEM and Industrial TPMS industries. This is something that has interested me for a long time and I'm grateful to have this opportunity at ATEQ," stated Rose. "I have always enjoyed taking on new challenges and I am especially excited for this one."

For OE and Industrial TPMS assistance, Michael Rose can be reached via email at mrose@ateqtpmsusa.com or by phone at 734-838-3100 (x102) and 734-679-1636.

About ATEQ TPMS Tools

ATEQ TPMS Tools, LC is a division of ATEQ which was founded in 1975. We are the number one world supplier in the TPMS (Tire Pressure Monitoring System) field by supplying an entire range of TPM activation tools for both assembly lines and tire repair shops.

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