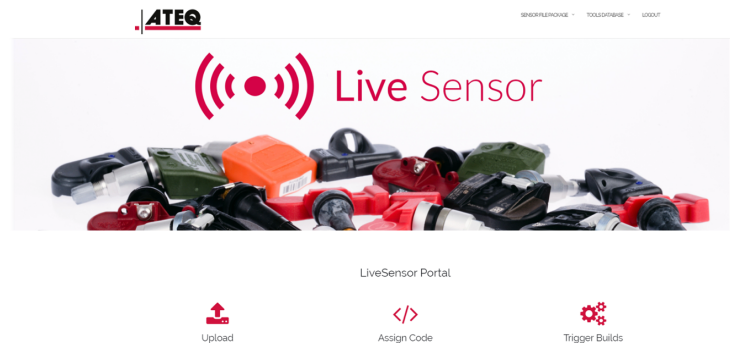




ATEQ TPMS Tools Launches 'Live Sensor' Platform, Creates Fastest Updating Portal

LIVONIA, MICH. (Nov. 2, 2020) - ATEQ TPMS Tools, LC, leader of TPMS Tool solutions for the OE, industrial, and aftermarket industries, launched the Live Sensor platform, creating the first real-time updating portal for every sensor maker that is in ATEQ tools.

Live Sensor is a brand-new, patent-pending technology that allows sensor information to be updated in real-time, allowing users to keep their tool updated as new information is added. This revolutionary technology is beneficial for both TPMS sensor manufacturers and the tool user.



How Live Sensor Effects TPMS Sensor Manufacturers

The Live Sensor platform is designed for constant updating. Sensor manufacturers no longer have to wait for quarterly software updates to amend their information. ATEQ's global reach provides a multitude of benefits for different markets, without limitation. For example, during the Winter season in the European market, sensor information is updated constantly to keep up with new vehicles. In the North American market, adjustments to sensor information are made continuously to keep up with a more mature market. The Live Sensor platform is meant to keep pace with every market environment around the world.

How Live Sensor Effects Tool Users - WiFi Enabled Devices

In order to see and utilize the changes made on the Live Sensor platform, all tool users must update their tool. If a user has an ATEQ WiFi enabled device, like the VT56, a notification will appear on the top right corner of the screen when an update is available. The tool user will perform a normal update and once it's complete, the user will have the most up to date sensor information for all vehicles.

How Live Sensor Effects Tool Users - Devices NOT Connected to WiFi

Users that own ATEQ tools that are not connected to WiFi or don't have a WiFi enabled device, can simply connect their tool to WebVT and perform a normal update. ATEQ will always communicate Live Sensor updates to every ATEQ TPMS tool user, ensuring each tool owner takes advantage of the most up to date sensor information.



How the Industry is Reacting to Live Sensor



"It took our engineering team many years to implement Live Sensor since we first dreamed about it. The server side has been the most challenging as we need to keep all the different software revisions and the different tools out there equally updated with new sensor coverage. We developed so many new technologies with Live Sensor that we had to patent them along the way. Now, when a sensor maker has a new coverage to submit to ATEQ, it is live in less than 24 hours instead of three months. The benefits are extensive and we did not stop there. We made Live Sensor available to all of our legacy tools as ATEQ is committed to keep the lifespan of its tools the longest possible so users are not forced to buy new tools because of technological obsolescence.

Tools that are more than 10 years old can fully benefit from Live Sensor. "

-Bruno Rousseau, Worldwide TPMS (OE & Aftermarket) Manager, ATEQ TPMS Tools

"Keeping a TPMS scan tool updated is critical to servicing vehicles with TPMS. New vehicles may have new protocols or an OEM platform may change, requiring the scan tool to be nimble. With Live Sensor from ATEQ, tire dealers will be much more prepared to react to market changes, rather than waiting for a complete update. This is an innovative technology that tire dealers will enjoy!"



-Brian Rigney, TIA President, Dill President

About Dill Air Controls

Dill Air Controls was founded in 1909 in Cleveland, OH. Flashforward to 2020 and Dill has flourished in Oxford, introducing new products and seeking continuous improvement in design and manufacturing. Dill has become the leader in the automotive aftermarket for tire pressure monitoring system (TPMS) replacement sensors, valve stems, service kits, and mechanical tools.

More information: www.dillvalves.com



"Live Sensor is an important step in updating application data for TPMS sensors. All tool manufacturers should adopt this type of innovation. To think a customer can have a new vehicle application in a matter of hours instead of months is truly revolutionary. Kudos to ATEQ for being the first."

-Daniel Baker, Senior Director of Sales, North American TPMS Aftermarket, Schrader TPMS Solutions



About Schrader TPMS Solutions

Since the breakthrough inventions of the 1800s, Schrader has continued a proven culture of innovation. More recently, Schrader pioneered tire pressure monitoring systems (TPMS), a safety feature now standard on all passenger vehicles in the United States that is being adopted globally via mandatory legislation. As the number-one supplier of TPMS sensors and valves worldwide, Schrader's TPMS systems, components and tools are used by many of the world's leading automobile manufacturers, and throughout the Aftermarket service and repair communities. In fact, over 54 percent of all global OEM vehicle platforms utilize Schrader direct TPMS technology, with over 300 million Schrader TPMS sensors in operation worldwide.

More information: www.schradertpms.com



"The whole team at BH Sens are very proud of our premium quality, our innovation, and our extensive product range. Our goal is to make everything about TPMS easier for our service providers and for all of our customers. Our strategic relationship with ATEQ now allows us access to their innovative Live Sensor platform. One key target in the IAM is being able to provide the latest and accurate information in real-time – this new and market-leading platform will deliver on that market demand. Thanks to all of the ATEQ team for driving forward with the new product offering!"

-Tony Davenport, Global Vice President of Sales - Aftermarket, BH Sens

About BH Sens

BH SENS Group was established in 2019 as a Joint Venture of Baolong Group and Huf Group. The Group consists of three corporations, Baolong Huf Shanghai Electronics Co.,Ltd in China, Huf Baolong Electronics Bretten GmbH in Germany and Huf Baolong Electronics North America Corp.. Combining the global experience and capabilities of Baolong and Huf in Tire Pressure Monitoring Systems (TPMS), BH SENS has become one of the world's largest suppliers of Original Equipped (OE) and Aftermarket (AM) TPMS solutions.

More information: <https://bh-sens.com>

"Tyresure has been a close partner to ATEQ since 2008, and we like to think that we have contributed to ATEQ's market leadership. ATEQ is committed to developing innovative, powerful, user-friendly TPMS functionality, to make the TPMS Technicians role simpler. ATEQ's current TPMS tools are the benchmark tools for TPMS service. Now with Live Sensor, we can update our configuration data to the Live Sensor platform, and instantaneously the data is available to download from the ATEQ WebVT portal. This means that we can add Tyresure coverage updates to the ATEQ database and our ATEQ customers can immediately download the updated version. This is a major step forward in functionality, helping us to marry our exceptional vehicle coverage, with instant tool updates."





-Ian Smith, Managing Director, Tyresure/Hamaton

About Tyresure

Tyresure LTD is a leading distributor of Tyre Pressure Monitoring Systems, diagnostic tools and TPMS solutions. As well as our complete line of aftermarket TPMS sensors, including the universal T-Pro range, Tyresure also offers OE replacement sensors, starter kits, ATEQ diagnostic tools, workshop tools, and a full range of service valves and kits. Customers can be assured that all of our products are thoroughly tested and undergo meticulous inspection processes to ensure that we continue to meet and exceed our customers' expectations.

More information: www.tyresure-tpms.com



"The Live Sensor platform is another great product from ATEQ to help technicians perform their jobs and safely get customers back on the road. Great work!"

-Matt White, Director of Tire Service at TIA

About TIA

The Tire Industry Association (TIA) is an international non-profit association representing all segments of the tire industry, including those that manufacture, repair, recycle, sell, service, or use new or retreaded tires, and also those suppliers or individuals who furnish equipment, material or services to the industry. The mission of TIA is to promote tire safety through training and education, to act as the principal advocate in government affairs, and to enhance the image and professionalism of the industry so that our member businesses may be more successful. TIA has more than 13,000 members from all 50 states and around the globe.

More information: www.tireindustry.org

"The ability for service providers to update their TPMS scan tool virtually in real-time provides them the opportunity to service their customers more quickly and efficiently than at any time before. This is a game-changer and moves TPMS scan tools into a new realm."

-David Martin, Merchandising Manager Tool and Supplies, American Tire Distributors



About ATD

In 2002, the name American Tire Distributors (ATD) was adopted to reflect the company's national footprint and focus on distribution. In 2013, we purchased Regional Tire Distributors in Canada and created National Tire Distributors (NTD), extending our network across North America. We've always prided ourselves on delivering excellence and being at the forefront of innovation. Today, we not only continue to grow our unmatched distribution network, but we're also expanding our digital ecosystem and data capabilities. Our goal is to keep delivering an edge over the competition.

More information: www.atd-us.com



“We live in a world where technology advances at a very fast pace. In 2008, TPMS tools were just service trigger tools and now, things have changed. TPMS tools can perform initial inspection, program sensors, diagnose the system, reset the system, tire tread capturing, and all the way to customer management via WiFi. At ATEQ, we believe that the technician who is taking the tool out of the box is king. He will be using the tool on a daily basis and as the manufacturer, we have to work very hard to keep the device up to date and ready to perform whenever the technical calls upon it. Our commitment to ATEQ tool users is to offer them the best technology, coverage, support and training for many years. With this spirit, we are very proud to announce that we can support the tool users live and make sure there is always a real-time solution. As long as tool users keep updating the tool, troubleshooting or fixing TPMS systems will be very simple.”

-Eri Muca, Global Aftermarket TPMS Manager, ATEQ TPMS Tools

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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