



## ATEQ TPMS Tools and Launch Tech USA Announce Partnership

NOVI, Mich. - ATEQ TPMS Tools, LC, leader of TPMS Tool solutions for the OE, Industrial and Aftermarket industries, and [Launch Tech USA](#), the global leader in vehicle diagnostic solutions, announced a partnership to advance the TPMS industry with increased TPMS sensor coverage.

With this partnership, ATEQ will become Launch Tech USA's exclusive TPMS tool provider in North America, making the collaboration extremely valuable to those in the automotive aftermarket industry. In addition, Launch Tech USA is releasing the Launch LTR sensor into the market.



*Launch LTR Sensors, rubber & aluminum stems*

The new Launch LTR sensor provides 98% vehicle coverage to offer the best TPMS solutions for any repair or tire shops, featuring over-the-air wireless programming and 315MHz/433MHz frequencies. More features include:

- Unlimited wireless reprogramming
- Over 5 years of battery life
- Rubber and aluminum stem available
- Compatible with both TSAP-2 and TSAP-3 TPMS tools (Manufactured by ATEQ)

“It has been our promise to all technicians who use ATEQ tools to provide up-to-date technology and universal platforms that work with all vehicle MMY and multi-sensor brands. The partnership with Launch Tech USA is evidence of this promise,” said Eri Muca, Global Aftermarket Sales Manager.

Customers of Launch Tech USA will now have a dedicated TPMS tool, powered by ATEQ, that is compatible with their Launch LTR TPMS sensors. For more information on the new partnership and on how to receive **four free LTR sensors**, please scan the QR code below.

“At Launch Tech USA, we wanted our customers to have a quality TPMS solution they can rely upon in a competitive market. Our sensor provides great coverage, easy installation and can be programmed quickly with the TSAP-2 and TSAP-3 thanks to ATEQ,” said Gina Lombardo, Key Account Sales Manager North America. With the arrival of our new sensor to North America, we felt partnering with ATEQ would provide our customers with best-in-class service, which every technician deserves.”





### **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. ATEQ is a perseverant global family of passionate individuals who are driven by our customers to innovate industry-leading TPMS devices and technology that help suppliers and distributors worldwide.

### **Media Contact**

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### **About Launch Tech USA**

Launch Tech USA is a leading supplier of diagnostic tools and solutions for over 14 years in the American Market. Our mission is to provide the most innovative and cost-effective solutions in the automotive aftermarket. Based on over 800 R&D engineers in Launch headquarters, Launch USA introduces new products into the market every year, keeping up with the new trends in the diagnostic industry. Founded in 2003, Launch Tech USA always puts our customers first, better service to local customers. Our business sectors are divided into auto scanner, auto maintenance, wheel aligner, tire-related equipment, and automotive after-marketing solution.

### **Media Contact**

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