

Heidi Franklin Joins ATEQ as Marketing Coordinator

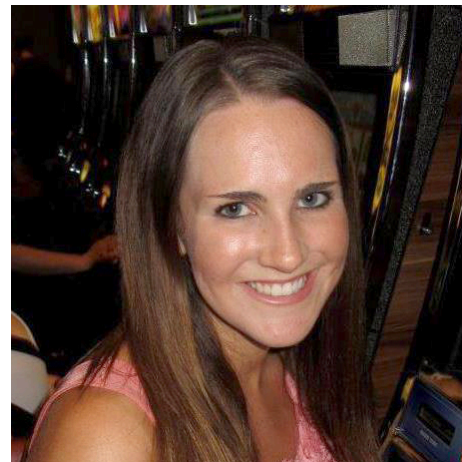
Heidi Franklin will work with Sheila Stevens on marketing initiatives for Aviation, Leak Testing and TPMS.

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Livonia, MI - ATEQ TPMS Tools, LC (www.ateqtpm.com) is proud to announce Heidi Franklin's new role as Marketing Coordinator. Franklin will be responsible for marketing the Aviation, Leak Testing, and TPMS divisions of ATEQ in North America. She will be working closely with Sheila Stevens planning tradeshow and developing, designing and analyzing marketing initiatives.

"I am honored to be a part of the ATEQ team and am excited to contribute my hard work and ideas to a company that truly values their quality products, customers and employees," commented Franklin.

Franklin comes to ATEQ with more than five years of experience in the vehicle diagnostic tool industry with DG Technologies where she was instrumental in developing their new website, designing marketing collateral, coordinating tradeshow and implementing measurable marketing strategies. She earned her Associates Degree in Graphic Design from Henry Ford College and a Bachelor Degree in both Communications and Business Management from Hope College.



"ATEQ has experienced growth in all divisions of the company and knew it was time to bring on additional resources," added Sheila Stevens, Marketing Coordinator. "Heidi is a perfect addition to the ATEQ team. Her vast experience in marketing and graphic design in the diagnostic tool industry will add a new dimension to the work of ATEQ. We have full confidence Heidi will excel at her new position."

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About ATEQ TPMS

ATEQ TPMS, a division of ATEQ, is the leading manufacturer of TPMS (Tire Pressure Monitoring System) diagnostic tools and solutions, chosen by OEMs and Assembly Lines, Automotive and Commercial Vehicle Aftermarkets and used by the broadest spectrum of customers globally. As the number one supplier of TPMS tool solutions, ATEQ sells and services to more than 50,000+ customers worldwide.

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