

## ATEQ TPMS ANNOUNCES BOOTH NUMBERS FOR AAPEX AND SEMA 2018

**Livonia, MI** - ATEQ TPMS Tools is proud to announce booth locations for AAPEX and SEMA for 2018. ATEQ TPMS has exhibited at SEMA and AAPEX since 2005. Customers, partners, and guests can expect a showcase of ATEQ TPMS aftermarket tools, demonstration stations, a classic custom vehicle for tool demonstrations, a demonstration game, and giveaways. ATEQ will also participate in TIA's "TPMS at 10", to present about TPMS technology and advancements.

- SEMA booth (Global Tire Expo, Lower South Hall): 40217
- AAPEX booth (Level 2, Tool and Equipment section): 1068

A new custom vehicle will be on display at both the indoor and outdoor SEMA booths which will be announced in mid-August following a social media giveaway called, "Guess the Custom Ride" on the ATEQ TPMS Facebook, Instagram, LinkedIn and Twitter pages. The custom vehicles at the booth are thanks to the award-winning automotive restoration and design company, Ireson Motor Sports, who specializes in the restoration of classic British sports cars.

Featured tools at the show include the VT56 TPMS tool with OBDII, Tire Tread Depth Gauge, and VT36 TPMS activation and programming tool.

*"Our team is gearing up and getting ready to show off our products, expertise and premium services to the industry, we have some surprises up our sleeve as well, so make sure to stop by and see us in Vegas," commented Eri Muca, North American Sales Manager. "We have added many new features to the VT56 and VT36. Our goal is to provide our users with the best upgrades to improve the tool instead of promoting a new product every year. Our tools are future-proof, meaning they are always evolving and become more valuable as time passes on. We are excited to show off some new features and show how they can update their tool, which is free with a valid subscription, to get these new features."*

The SEMA Show takes place October 30-November 2 at the Las Vegas Convention Center and the AAPEX show takes place October 30-November 2 at the Sands Expo. Both trade shows provide excellent resources for attendees and exhibitors including educational seminars, special events, product demonstrations and showcasing of innovative products, services, and technologies. The shows draw in more than 100,000+ domestic and international buyers.

### 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.

### Media contacts

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SEMA SHOW

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**ATEQ TPMS BOOTH ASSIGNMENT ANNOUNCEMENTS 2018**

AAPEX BOOTH 1068  
SEMA BOOTH 40217

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