



ATEQ TPMS Tools Appoints Shaun Hadley to Industrial TPMS Manager, Americas

Livonia, Michigan (May 28, 2019) – ATEQ TPMS Tools, LC, leader of TPMS Tool solutions for the OE, industrial and aftermarket industries, announced the appointment of Shaun Hadley to Industrial TPMS Manager, America's region. Shaun's responsibilities include overseeing production and sales of industrial tire pressure monitoring equipment for North and South America. He will also be responsible for validating and testing new industrial TPMS products and software to ensure the highest level of quality for current and future customers. Since the concept of TPMS was developed in the early 2000s, ATEQ TPMS Tools has provided TPMS solutions for the industrial TPMS assembly for most OEM's throughout the world, including the American, Asian and European markets.



"Shaun has worked with ATEQ for over 7 years, and we are confident in his abilities to nurture current accounts and seek new business in the industrial TPMS sector," commented Eri Muca, Aftermarket Director of Sales. "Throughout Shaun's career in the industrial TPMS industry, he has proven himself to be a knowledgeable key player. With his new responsibilities, we look forward to helping Shaun achieve success in the market."

Shaun began his career at ATEQ TPMS Tools in 2012 as an Industrial TPMS Service Technician, where he assisted in the development of software and features required by current customers. His educational background includes an Associates of Applied Computer Science and Electronics Engineering Technology from ITT Technical Institute, which was the staple of knowledge that helped him earn his promotion to Industrial TPMS Sales and Applications Engineer in 2014.

"My goal is to expand the level of customer satisfaction and quality service experienced by our American customers, as well as expanding industrial TPMS tools to Mexico and South America TPMS assembly lines," commented Shaun Hadley. "Through strategic planning and execution of the highest level of quality assurance services and support, I plan to make ATEQ TPMS Tools the only go-to company for final assembly TPMS lines throughout the America's region."

Shaun Hadley can be reached on the ATEQ TPMS website's [contact page](#) for more information. For more information about the Industrial TPMS product line, please visit ateq-tpms.com.

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.