



ATEQ TPMS Tools Promotes Sheila Stevens to Aftermarket Account Executive

Livonia, Michigan (May 17, 2019) – ATEQ TPMS Tools, LC, leader of TPMS Tool solutions for the OE, industrial and aftermarket industries, announced the appointment of Sheila Stevens to Aftermarket Account Executive. Sheila’s responsibilities include maintaining and growing current distribution partnerships through strategic sales in the TPMS aftermarket throughout the United States and Canada.



“We are very excited to promote Sheila to this new role. During the five years of Sheila’s employment at ATEQ, she has done an excellent job on promoting the ATEQ brand and working very well with our partners by supporting them in marketing efforts, training material, and hands-on training,” commented Eri Muca, Aftermarket Director of Sales. “We are sure with Sheila’s expertise and understanding of the market, she will succeed as a key player to our continued growth in the market as we continue to innovate TPMS diagnostic handheld devices.”

Sheila began her career at ATEQ TPMS Tools in 2014 in the marketing department for three divisions at ATEQ North America: leak testing, aviation, and TPMS. In 2016, her position focused solely on the TPMS division where she was responsible for increasing brand awareness and reshaping the marketing outreach and communications for ATEQ TPMS tools and equipment through digital, web, print and communication efforts.

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.