



ATEQ TPMS Tools Promotes Eri Muca to Global Aftermarket TPMS Manager

Livonia, Michigan (October 28, 2019) - ATEQ TPMS Tools, LC, leader of TPMS Tool solutions for the OE, industrial and aftermarket industries, announced the promotion of Eri Muca to Global Aftermarket TPMS Manager. Eri will be responsible for leading the aftermarket TPMS team for all markets worldwide with a focus on developing a global sales strategy to foster partner and distribution relations and increase market share worldwide.



“Eri brings a wealth of knowledge and experience relating to international sales and distribution. His ability to forge strong partner relationships and cultivate the TPMS team worldwide is unstoppable,” commented Bruno Rousseau, ATEQ Global Director. “Eri has been a key component to ATEQ TPMS market success throughout his career at ATEQ TPMS Tools in the Americas region and we are confident he will thrive in his new role.”

Muca joined ATEQ in 2008 and has worked in sales management and director roles in the automotive aftermarket industry throughout his career. He has been highly successful in the aftermarket business in the Americas region and internationally, building long-lasting relationships and increasing sales through creative and strategic solutions. He will work closely with the ATEQ TPMS Tools team and partners in all markets globally to support their efforts and identify new growth opportunities.

“This is a dream come true for me. I have worked very hard to achieve this accomplishment,” commented Muca. “Now, I look forward to new challenges and focusing on growing our partnerships stronger than ever while forging new ones that will help us continue down the road of success. I am excited to start writing this new chapter backed up by a fantastic team. Leadership is not about how far you can go alone, it is about going far together.”

For over 40 years, ATEQ has been the leading partner for automotive parts testing and has been in the OE and Aftermarket TPMS tool solutions business since 2008 when the TPMS division was founded. Since the beginning of TPMS regulations throughout the world, ATEQ has continued to innovate and develop TPMS Tools for the OE, Aftermarket, and Industrial markets. For more information about ATEQ TPMS solutions, visit www.ateq-tpms.com.