



ATEQ TPMS Tools Promotes Grant Barnes to Marketing Manager

Livonia, Michigan (October 24, 2019) - ATEQ TPMS Tools, LC, leader of TPMS Tool solutions for the OE, industrial and aftermarket industries, announced the promotion of Grant Barnes to Marketing Manager. He will have the primary responsibility of maintaining brand standards for ATEQ TPMS, as well as all private brands and designing key marketing and promotional material.

“Since his arrival to ATEQ TPMS Tools, Grant has really been a key part of our team,” commented Eri Muca, Global Aftermarket TPMS Manager. “With his videography and photography skills, we are able to produce more educational material for our customers and partners, which benefits all parties.”



Barnes joined the ATEQ team in 2017 as a marketing intern. Immediately, he learned the ins and outs of TPMS and successfully applied his graphic design and creativity skills. Barnes quickly rose to Marketing Assistant and then to Creative Design Specialist. Barnes will now apply his leadership skills as ATEQ TPMS' new Marketing Manager.

“I am looking forward to taking on this new role at ATEQ,” commented Barnes. “I believe I can utilize my experience in my previous roles to be the most successful I can be. While this role will have its challenges, I’m looking forward to taking them on and I know I’ll be able to do that through the support of my coworkers at ATEQ.”

Grant Barnes can be reached by email at gbarnes@ateqtpmsusa.com or by phone at 734-838-6119 (x107).

About ATEQ TPMS Tools

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.

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