

ATEQ TPMS TOOLS APPOINTS AGNETA RONCERET TO OEM, TRUCK and INDUSTRIAL SALES MANAGER

Paris, France – December 17th, 2019. ATEQ TPMS Tools, the leading manufacturer of TPMS (Tire Pressure Monitoring System) diagnostic tools and solutions, is ready to meet the growing demands of the OEM, TRUCK and INDUSTRIAL markets naming Agneta Ronceret as EMEA TPMS MANAGER for these 3 markets.

Agneta Ronceret joined ATEQ TPMS tools division in France in 2015 as Sales Manager for TPMS tools in Europe, Middle East, Africa and Australia/New Zealand. Henceforth, she will focus on growing the OEM, Truck and Industrial sales in the same geographical areas. This comes at the right time, knowing that tire pressure monitoring systems are planned to become mandatory for European trucks and buses from 2022.



“After 4 years leading the TPMS team in the EMEA region, Agneta is well positioned to understand the needs of all OEMs, Truck and Industrial customers.” commented Bruno Rousseau, ATEQ TPMS Global Director.

“In an effort to further customise and optimise TPMS Tools solutions for all these large customers, Agneta has formed a dedicated team to help her achieve the leadership ATEQ wishes to extend in the TPMS tools business.”

“More countries realize the positive impact of having TPMS systems in place. As the market grows and technology changes, ATEQ will bring new innovations to increase our presence in the OEM, Truck and Industrial markets” commented Agneta Ronceret. “I’m up for new challenges and meet the growing expectations of small to large manufacturers in terms of TPMS control equipment”.

Originally from Sweden, Agneta Ronceret is based in France since more than 25 years. Her professional experiences include various executive positions in sales, marketing and product management in automotive, hi-tech and consumer electronics fields.

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.

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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.

To know more about [ATEQ TPMS](#)

About ATEQ Custom TPMS Solutions

The ATEQ team creates solutions for any specific application needs our customers may have such as rental or company car fleet management, professional tire management, Truck TPMS tools, TPMS trigger tools for motorbikes and much more.

To know more about [CUSTOM TPMS SOLUTIONS](#)

About ATEQ Truck TPMS Tool

ATEQ VT TRUCK tool is ideal for European transport fleets, truck dealerships and multi-brand service workshops. Today, the road transport industry is facing three major challenges: cost efficiency, safety, and environmental concerns. TPMS systems address simultaneously all of the challenges by monitoring tyre health in real-time.

To know more about [TRUCK TPMS TOOL](#)

About ATEQ Industrial Solutions

ATEQ has a comprehensive range of TPMS control equipment for small to large manufacturing. On the assembly lines, our TPMS test antennas are key for the installation of TPMS sensors and pairing of TPMS sensors with the vehicle's ECU (Electronic Control Unit). ATEQs customized TPMS tools test TPMS sensors on OEM light vehicle and truck production lines, as well as wheel and tire assembly lines, laboratories and test benches all over the world.

To know more about [INDUSTRIAL TPMS SOLUTIONS](#)