



ATEQ TPMS Tools Promotes Emily Humpert to Marketing Communications Manager

Livonia, MICH. - ATEQ TPMS Tools, LC, leader of TPMS Tool solutions for the OE, Industrial, and Aftermarket industries, announced on Monday that Emily Humpert has been promoted to Marketing Communications Manager in North America. Humpert started with ATEQ TPMS Tools in June 2019 as the [Marketing Communications Specialist](#).



“I am grateful for the opportunity to continue advancing ATEQ’s position in the Automotive Aftermarket Industry,” Humpert said. “As ATEQ works to grow TPMS business on a global scale, I look forward to helping achieve ATEQ TPMS Tools’ ambitious goals to transform TPMS as we build our reputation as the leader of TPMS tool solutions globally.”

As Marketing Communications Manager, Humpert will be responsible for ATEQ TPMS Tools’ overall communications strategy, including external/internal communication, public relations, social media and trade show management.

“Emily has established herself as a superb communicator with a deep understanding of the unique needs of the TPMS business and brings to this position great experience in marketing and communications. It has been wonderful to see Emily grow into this role first-hand. We value her hard work and she is a tremendous asset to the ATEQ team,” said Eri Muca, Global Aftermarket TPMS Manager.

Humpert joined ATEQ TPMS Tools in 2019 as the Marketing Communications Specialist, playing a key role in communication efforts between sensor partners and the ATEQ team, as well as social media planning and overall external communication with ATEQ TPMS tool users. In this new role, Humpert is looking to take on more responsibility to further position ATEQ in the automotive aftermarket industry.

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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