



ATEQ TPMS Tools promotes Erich Ludscher to lead Technical Support

NOVI, Mich., - ATEQ TPMS Tools, LC, leader of TPMS Tool solutions for the OE, Industrial and Aftermarket industries announced the promotion of Erich Ludscher to Lead TPMS Technical Support. As Lead Technical Support, Ludscher will handle key accounts for the TPMS division and assist the TPMS Service/Support manager. Ludscher joined the TPMS team in March 2021.

“Erich has been a great addition to the ATEQ TPMS family,” said Joshua Holmes, TPMS Service/Support Manager. “As we continue to improve our customer service department, I believe he will be a great leader.”



Ludscher graduated from the University of Michigan - Dearborn with honors in 2020 with a Bachelor of Science degree in Bioengineering. Ludscher spent the last five years in the customer service department at Henry Ford, where he gained excellent service skills.

“It's been a pleasure working with a passionate team that strives for pushing the standards of service higher and higher. I am thrilled to be able to work with our partners and customers to provide greater service in this new role,” said Ludscher.

TPMS technical support is available via email at help@supporttpms.com or by phone at 888-621-8767 six days per week, Monday through Friday, 8 am - 8 pm, and Saturday, 9 am - 3 pm.

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. *ATEQ is a perseverant global family of passionate individuals who are driven by our customers to innovate industry-leading TPMS devices and technology that help suppliers and distributors worldwide.*

Media Contact

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