



## ATEQ to Exhibit at The Tire Cologne, Announces Two Booth Locations

Paris - ATEQ is proud to rejoin the European Automotive Aftermarket Industry with an exhibit at [The Tire Cologne 2022](#). This will be the first The Tire Cologne show since 2018 and the largest industry event since the start of the Covid-19 pandemic.

For the first time, ATEQ TPMS will have two booth locations: one large area in Hall 8, and one at the entrance of the north hall. The primary location, Stand D-011, will be an all-new booth design fit with a custom BMW E30, courtesy of [Helen Stanley](#). The outside location will be used to showcase the state-of-the-art Drive-In system.



“We are honored and excited to be able to return to The Tire Cologne,” commented Eri Muca, Global Aftermarket TPMS Manager. “We’re looking forward to reconnecting with the aftermarket industry and seeing the ATEQ customers and partners who constantly support us.”

The Tire Cologne takes place from May 24 through May 26. It is the international trade fair for the tire industry. Motor vehicle and tire workshop equipment feature prominently in addition to tires and wheels. The offering is rounded off by tire retreading and the recycling and disposal of old tires.

### **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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