



ATRO, LLC
6 Bolte Lane
St. Clair, Missouri USA
Phone: (800) 325-6114
Web: atrobushing.com

FOR IMMEDIATE RELEASE

ATRO Welcomes Bill Fouch, Vice President of Territory Sales & Marketing

Dallas, Texas—January 23, 2025—ATRO is pleased to announce the expansion of its Leadership Team with the addition of Bill Fouch as Vice President of Territory Sales & Marketing.

Bill is well-known and respected in the heavy-duty industry with an extensive, successful career that includes sales and marketing roles with Eaton and, most recently, with STEMCO. He's held senior roles in both organizations, finishing his tenure at STEMCO as National Sales Manager and, before that, as Marketing Manager of Aftermarket Transmission at Eaton.

Bill's industry experience has been split about evenly between aftermarket and OE applications in truck and trailer segments. Notably, he led the DTNA account for Eaton for over a decade.

"Bill's extensive background in both aftermarket and OEM applications, combined with his proven leadership in sales and marketing, makes him an exceptional addition to the ATRO team," said Rich Ryan, CEO of ATRO.

"I am honored to lead and be part of this professional and driven organization at ATRO. Bringing all my knowledge in sales, marketing, and customer expectations together, my goal is to provide our customers with an exceptional experience with ATRO and our products," stated Bill as he embarked on his new role at ATRO on October 21, 2024.

###

About ATRO

ATRO Parts are built tough for heavy trucks. We lead the market with reliable, durable OE and aftermarket parts that improve truck performance and reduce lifecycle costs.

Our company was founded in 1987 to solve problems with heavy truck suspensions, and we haven't stopped since then. We've grown from a few parts to over 1,500—and from regional markets in the U.S. to a robust global expansion extending to Canada, Mexico, Central and South America, Australia, and Europe.

With manufacturing operations in St. Clair, Missouri, headquarters in Dallas, Texas, and expanding global markets, our team delivers on our mission to help our distribution partners and fleet end users improve the productivity of their operations with ATRO Parts.

Contact Information:

Bill Fouch | Vice President of Territory Sales & Marketing
ATRO, LLC
Main Phone: (800) 325-6114
Email: bfouch@atrobushing.com
Website: www.atrobushing.com

ATRO Parts. Performance that drives your success.