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FOR IMMEDIATE RELEASE

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DRAKE PIPER TO JOIN ATRO ENGINEERED SYSTEMS IN SENIOR SALES POSITION

Focusing on ATRO's line of steering products

St. Clair, Missouri – ATRO Engineered Systems announced the hiring of Drake Piper as a Product Channel Manager, a senior-level role on ATRO's sales team. Initially, Piper's focus will be on ATRO's line of steering products following their acquisition of SteerKing in August 2020.

Piper joins ATRO with more than 20 years of experience in the heavy-duty trucking industry where his customer-focused approach has led to successfully strengthening relationships and growing sales spanning a broad range of aftermarket product categories.

"We are excited to have Drake on the ATRO team. When Drake heard that ATRO and SteerKing had joined forces, he was enthusiastic about the combination of the strength of the ATRO brand with a high-quality product like SteerKing, said William Gregerson, ATRO's Chief Executive.

"I see this as a huge opportunity to grow both the SteerKing product line and further the ATRO brand. It's a really exciting opportunity for me to continue helping ATRO's distributor customers and the fleets who use their top-notch parts," said Piper. "The heavy-duty trucking industry is constantly evolving to the ever-changing landscape and I see ATRO as one of the companies at the forefront of meeting those new demands. In spite of the impact the pandemic has caused, ATRO has remained steadfast in its commitment to deliver for their distribution partners and end-users," Piper continued.

Piper will begin in his new role at ATRO on February 8th, 2021.

About the Company ...

ATRO was founded in 1987 by accomplished engineer George Sturmon. Sturmon realized that truck torque rods had a quality problem because the rubber bushings were failing. The heavy-duty trucking industry requires equally heavy-duty parts, and Sturmon knew he could engineer a better solution. He designed a way to replace rubber with his own custom blend of polyurethane to make torque rod bushings that last longer and perform better. Today, ATRO has grown to a team of over 100 employees, and from a handful of parts to more than 1,000 parts ranging from torque rods to suspension to steering, underhood and undercab. ATRO engineers custom design the urethane for each product based on what purpose the part serves: load-bearing, dampening, transmission, shock absorption, or stabilization to maximize performance and longevity.

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