

## Introducing ATRO University



## Training Built for the Heavy-Duty Trucking Industry

ATRO University helps your technicians, service advisors, and sales teams sell ATRO parts with confidence, install products correctly, reduce rework, and boost shop performance. It's quick, free, and works for every truck brand you service.

### What You Will Learn:

- Course 101 is available now.
- The next courses are in development with additional topics, including:
- Course 102 Service Writer Training
- Course 103 (Series) Best Practices for Installation (products including Torque Rod, Self-Aligning Carrier Bearing, Steer King king pins, and more)
- All courses are being produced in English, Spanish, and French

### Perfect For:

- Sales Teams
- Parts Managers
- Service Advisors
- Technicians
- Dealerships
- Independent Repair Shops
- Fleet Maintenance Teams

### Why ATRO University?

It's an investment in our mutual success. We created ATRO University to support your team with the knowledge and skills they need to sell more, work smarter, and deliver better results.

- Self-paced learning that fits your schedule
- Easy-to-watch videos and clear text content
- Free access - no cost to you or your team
- Immediate impact - start applying what you learn right away

### Ready to Get Started?

We have two delivery methods we can use to support your learning system requirements. The set up and launch for your team involves a few steps and our ATRO University team will assist you every step of the way.

Contact us today to enroll your team.  
[customerservice@atrobushing.com](mailto:customerservice@atrobushing.com)

