

FOR IMMEDIATE RELEASE



ATRO Leads Global Expansion with Dynamic 2024 International Sales Meeting

St. Clair, Missouri—April 18, 2024

ATRO, a leading force in the trucking industry, has successfully concluded its 2024 International Sales Meeting, held April 8-11 in St. Louis, Missouri. This year's meeting was a vibrant gathering of the ATRO sales team from the USA and Canada and representation for newly expanded markets, including Mexico, Central and South America, and Australia.

Led by CEO Rich Ryan, the meeting exemplified the energy and unity of ATRO's world-class sales force, which blends industry veterans and new talent to build the most formidable team in trucking. The four-day event included marketing, presentations on each territory, and training to reinforce ATRO's global commitment to setting industry standards.

A highlight was a visit to the ATRO plant, where the sales team engaged directly with the manufacturing and operations teams, underscoring the collaborative spirit that drives ATRO's success. The team also enjoyed a night out at a St. Louis Cardinals baseball game, celebrating a win that mirrored the winning spirit of the company.

"As we continue to expand our operations in the USA and globally, our sales team's dedication and collective effort are key drivers of our continued growth and success. We're excited about the future as we continue to lead and innovate in the trucking industry," said Rich Ryan, CEO of ATRO.

For more information about ATRO and its initiatives, please contact:



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About ATRO

ATRO heavy-duty polyurethane truck parts are engineered to perform and built to last. Founded in 1987 and based in St. Clair, Missouri, we're the industry leader focused on quality and committed to excellence. With precision manufacturing, world-class sales and customer service, and warehouses that stock parts closer to customers—our team delivers on our mission to help distribution partners and end-users improve performance. ATRO Parts. Performance that drives your success.