

Date: March 2, 2010

To: ATRO Distributors

Re: ATRO's New Western Regional Sales Manager

ATRO Engineered Systems, Inc. is pleased to announce the addition of Mr. Clay Zimmerman to the position of Western Regional Sales Manager.

Many of you may already know Clay as he comes to our sales team with much experience and a proven track record in distributor sales, national accounts and fleet field work. He has worked in the heavy-duty aftermarket for many years with V. W. Kaiser as National Sales Manager and more recently as an independent manufacturer's representative with Clark Sales.

Clay's responsibilities will include aftermarket account management and support, assist with management of ATRO's western sales rep groups, territory sales, all related sales and marketing analytics, presentations / clinics and fleet sales support for California, Arizona, Nevada, Washington, Oregon, Idaho, Utah, Wyoming, Montana, Colorado, New Mexico and El Paso, TX.

With the addition of Clay, our intention is to allow him and Tom McDermott to focus more intensely on their respective territories and service their sales reps and customers that much more efficiently. Tom McDermott will continue to handle the multi-location accounts, OE and OES accounts he manages along with the remainder of the aftermarket territory (including all of Canada.)

Clay will work out of his Arizona office and at our Sullivan, MO facility. He can be contacted at (623) 261-6178. His email is clay@atrobushing.com.

Please join us in welcoming Clay to the ATRO team and we appreciate your continued support.

Best regards,



Leslie Brock
Vice President Sales & Marketing