



ATRO Engineered Systems, Inc.  
6 Bolte Lane | St. Clair, Missouri 63077 | U.S.A.  
Toll Free: (800) 325-6114 | Fax: (866) 920-2005

**FOR IMMEDIATE RELEASE**

Contact: Pam Ray  
pray@atrobushing.com

March 22, 2021

## **ATRO ENGINEERED SYSTEMS WELCOMES CHARLIE FARISH TO THE SALES TEAM**

**St. Clair, Missouri** – ATRO Engineered Systems announced the hiring of Charlie Farish, Area Sales Manager and a member of ATRO's Sales Team. Farish will be replacing Ted Ward who announced his retirement following seven years of distinguished service at ATRO covering parts of the Oklahoma and Texas markets. Farish comes to ATRO from his role as National Sales Manager at Sampa.

Farish joins ATRO with extensive experience and knowledge in the heavy-duty aftermarket trucking industry, including strong relationships with major fleets. Farish brings to ATRO a longstanding track record of successfully forging mutually beneficial relationships with distribution partners as well as some of the largest fleets across the country.

"We are excited to have Charlie join Team ATRO. His professionalism, customer focus, and 30-plus years of experience in the heavy-duty suspension market complement ATRO's customer-first philosophy. We are extremely grateful to Ted Ward for his years of service to ATRO, our distribution partners and fleet customers and wish him all the best," said Matt Perkins, ATRO's Sales and Marketing Manager.

"I am very excited to join the ATRO Team. I have always admired their product quality and the way ATRO goes to market. I can't wait to hit the streets and start talking to the fleets and repair shops about how using the ATRO Products will keep their trucks on the road" stated Farish.

Farish started in his new role at ATRO on March 22nd, 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, under-hood and under-cab. 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.

###