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FOR IMMEDIATE RELEASE

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ATRO ENGINEERED SYSTEMS ANNOUNCES THE ADDITION OF ROGELIO LEMUS AS NEW VICE PRESIDENT OF SALES

St. Clair, Missouri – ATRO Engineered Systems announced the hiring of Rogelio Lemus as Vice President of Sales and a member of ATRO's Executive Leadership Team. Lemus comes to ATRO from his role as National Fleet Sales Manager at DENSO. Industry stalwart Skip Steffen, who's been in the position at ATRO for the past seven years, remains with the company in a sales advisory capacity.

Lemus joins ATRO with more than 15 years of experience in the heavy-duty trucking industry in both Aftermarket and OEM sales roles. Lemus 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 Rogelio join the ATRO leadership team. ATRO's foundation as an engineering company helping solve challenges facing the heavy-duty trucking industry lines up perfectly with Rogelio's strong track record in sales with a background in engineering. As they say, if the shoe fits..." said William Gregerson, ATRO's Chief Executive Officer.

"I've long admired ATRO's position in the market. Throughout their history, they've consistently designed and produced a broad range of polyurethane parts to the highest of quality standards. To join the company knowing the value ATRO's parts bring to their network of distributors and the fleets that use them is an exciting opportunity. I've known ATRO for a long time and I look forward to leading an extraordinary sales organization knowing the precision they bring to the design and manufacturing of their line of products. The entire organization is focused on helping distribution partners and end-users enhance the performance of their operations," said Lemus. "The dynamics in our industry require parts like ATRO's that perform at the highest of levels."

Lemus started in his new role at ATRO on February 15th, 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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