



ATRO Engineered Systems, Inc.  
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**FOR IMMEDIATE RELEASE**

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## **ATRO Welcomes Roger Comer to the Sales Team**

**St. Clair, Missouri**—ATRO Engineered Systems is pleased to announce the hiring of Roger Comer as Area Sales Manager. Comer's territory will include the states of Colorado, Montana, Utah, and Wyoming.

Roger comes to ATRO with 26 years in the Heavy-Duty Industry. He has experience as a Manufacturer's Representative, Parts Manager, and Purchasing Agent. "I've covered the mountain states, and I'm excited for the opportunity to do it again," said Comer. "I saw this as the perfect chance to join a successful, motivated, supportive team and represent a quality product. I can't wait to hit the ground running."

"Along with the entire ATRO Team, I'm excited to welcome Roger. He has a strong background in trailer parts and brings many years of heavy-truck experience to our crew. In addition, his customer-first approach makes him the perfect choice for the northern Rocky Mountain territory," stated Jacob Homstad, Western Regional Sales Manager.

Comer started in his new role at ATRO on November 8, 2021.

### **About ATRO Engineered Systems, Inc.**

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.

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