

FOR IMMEDIATE RELEASE

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ATRO Saves Customers Time with Digital Solutions

New assets make it easier to find the best parts faster

St. Clair, Missouri – From the launch of torque-rod.com in April 2017 to the relaunch of ATROBUSHING.COM in March 2018, ATRO continues to expand and launch digital assets to assist its distributor network. With expanded resources that educate sales staff and reduce time at the counter, ATRO brings technology forward to simplify the sales process.

“Whether through torque-rod.com, the digital catalog or the ATRO suspension videos, sharing installation and product information is ATRO’s continuous effort to make our partners more efficient and get trucks back on the road,” says Joe Samel, VP of Marketing & Business Development. “Making the finest parts is our top priority. Making those ATRO parts easy to find with educational resources for our distributors and retail partners is a close second.”

Torque-rod.com identifies and selects the proper parts from a comprehensive database of torque rods with as few as three clicks, putting an end to the time consuming task of cross-referencing complex charts. The average session on torque-rod.com is under two minutes. Return and new visitors continue to grow monthly.

A digital video library of *suspension and educational shorts* provides customers with brief synopses of major suspensions. The videos highlight popular suspensions in the marketplace, their key attributes and the benefits of ATRO’s proprietary polyurethane materials. Additionally, the videos explain the key parts, wear points and the repairs commonly addressed during service. Videos also detail what makes ATRO’s torque rods the best in the industry. The videos are available on ATROBUSHING.COM, YouTube and Vimeo.

March 2018 saw the re-launch of **ATROBUSHING.COM**, the hub of digital assets. “The ATROBUSHING.COM relaunch provides convenience to the ATRO customers and expands our partners’ resources,” said Samel. “From automated re-ordering to an expansive cross-referencing tool, ATROBUSHING.COM has been a great success and an asset to growing our business.”

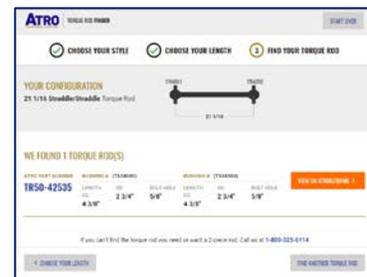
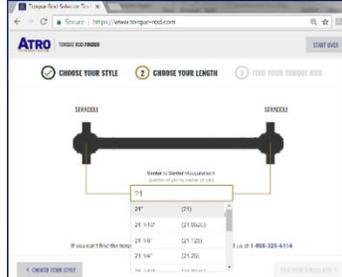
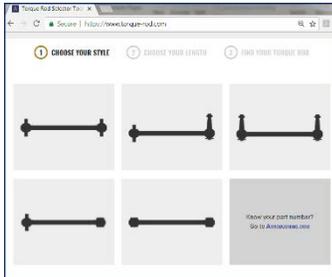
Go to ATROBUSHING.COM to utilize and review some of the enhancements:

- **Cross-Reference Search:** Whether filtering by manufacturer, product category or a direct part number search, ATRO provides results referencing OE and competitive numbers
- **Resource Documents:** Suspension Schematics, Technical Bulletins, Product Spotlights, Instruction Sheets and Sales Literature
- **Digital Catalog:** Built with hotlinks for easy navigation, the 2018 ATRO Product Catalog is available for download or virtual use

ATRO provides its distributor partners with industry leading technology and technical support to confirm the right parts and save time at the counter and in the field.

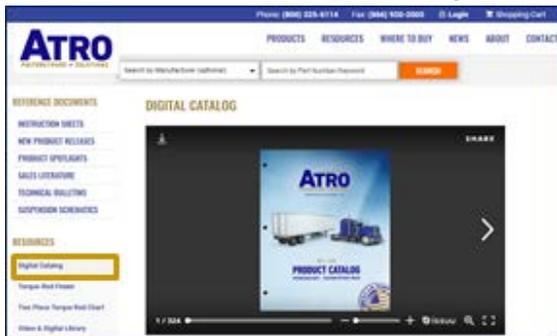
www.TORQUE-ROD.COM

The Torque Rod Finder: Three Click Finds Results



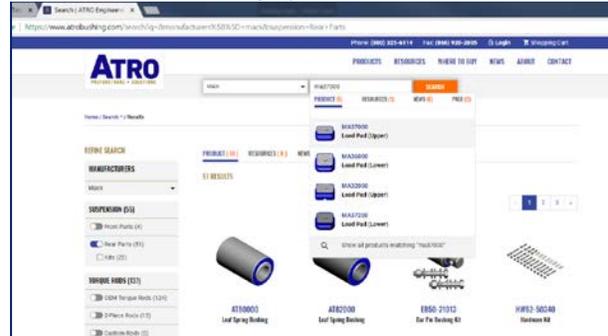
Digital Catalog

Available under the Resource tab @atrobushing.com



Product Search

Manufacturer & Category Filters with cross-reference data



Digital Video Library

Available on YouTube, Vimeo and ATROBUSHING.COM

ATRO SUSPENSIONS					KEY PARTS/TRAINING VIDEOS	
ATRO: Kenworth Airglide 200/400	ATRO: Peterbilt Low Low Air Leaf - Kenworth AG400L	ATRO: International Corporate Air "Z" Beam	ATRO: International Corporate Air/IROS	ATRO: Hendrickson RT	ATRO's Industry Best Torque Rods	ATRO Polyurethanes Better than Rubber
ATRO: Hutch Trailer	ATRO: Freightliner FAS II	ATRO: Mack Camelback	ATRO: Chalmers	ATRO: Kenworth Airglide 380 - Peterbilt Flex Air		

About the Company...

ATRO is a recognized U.S. and worldwide leader for high quality polyurethane parts for heavy trucks, trailers, buses, agricultural equipment and military vehicles. **Atro Polyurethane•Solutions** designs and builds specifically for the application, outperforming and outlasting OE rubber and other polyurethane manufacturers' parts by utilizing 11 proprietary formulas - ATRO POLYS. ATRO's product line extends beyond suspension bushings and torque rods to include polyurethane solutions bumper-to-bumper for heavy trucks and trailers. ATRO, located in St. Clair, MO, U.S.A., was founded in 1987 and is family-owned. The company's website is ATROBUSHING.COM.

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