



Schrader® Announces Enhanced TPMS Training Initiatives
Schrader commits to continued efforts in training and education for TPMS service providers to further ensure the safety of consumers.

Auburn Hills, MI (April 5, 2016) – Schrader, the leading OE manufacturer of tire pressure monitoring systems (TPMS), announces the enhancement of its exclusive TPMS training programs. Nothing is more important than the safety of consumer drivers, and as the industry leader, Schrader is committed to training and education. Having trained 4,348 individuals, including 233 specialized training events in 2015, Schrader plans to continue propelling its training efforts forward in 2016.

Schrader conveniently delivers multiple training platforms in order to offer its educational services to diverse customers. In addition to its in-person, instructor-lead sessions, Schrader offers video-based training on its YouTube channel, [SchraderInnovation](#), as well as consistent, informative posts on its [Facebook page](#). Technicians can access these at any time to reference Schrader's recommended best practices for various TPMS services and repair jobs. Now, Schrader also offers customized webinars as another platform, ensuring that any concerns unique to a specific customer are addressed. Through its various computer-based information and training, Schrader is able to cover all facets of TPMS service and repair when it is convenient for the customer. Training topics include profitability, sensor and service pack replacement, operational best practices, in-store consumer awareness and many other essential TPMS-related topics.

More recently, Schrader has added an advanced TPMS course for a more in-depth look into the TPMS category. "At Schrader, we believe a key element to our leading position in the TPMS aftermarket is the passion and time we invest in our training programs to help our customers drive efficient and profitable TPMS services," said Frank Frederick, general manager, North American Aftermarket. "It helps boost awareness to consumers and technicians that TPMS is an important safety system."

TPMS is a safety feature that must consistently be serviced and maintained the way it was designed. Education and training, while using quality products, is the only way to guarantee safe practices in any TPMS program. As the leading OE TPMS manufacturer in the industry, Schrader will continue to step forward and lead TPMS training and education initiatives in North America and throughout the globe.

About Schrader

Schrader, a part of Sensata Technologies, is the leading global manufacturer of tire pressure monitoring systems (TPMS) for automotive, heavy vehicles and off-road leaders, delivering solutions that protect and perform. Schrader is a pioneer in TPMS, a vehicle safety feature that is now standard on all cars and light trucks sold in the U.S. Schrader's direct TPMS technology can be found in over 50 percent of global OEM vehicle platforms, with more than 325 million Schrader sensors currently produced and installed.

About Sensata Technologies

Sensata Technologies is one of the world's leading suppliers of sensing, electrical protection, control and power management solutions with operations and business centers in 16 countries. Sensata's products improve safety, efficiency and comfort for millions of people every day in automotive, appliance, aircraft, industrial, military, heavy vehicle, heating, air-conditioning, data, telecommunications, recreational vehicle and marine applications. For more information, please visit Sensata's website at www.sensata.com.

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