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AUTOLOGIC DIAGNOSTICS NAMES ALLAN HELLER NATIONAL SALES MANAGER

COMMACK, NY ... September 19, 2016 ... [Autologic Diagnostics](http://www.autologicdiagnostics.com), a worldwide provider of the first and only cloud-based, vehicle-connected aftermarket automotive diagnostic solution, announced today the appointment of Allan Heller to the post of national sales manager.

Heller, a seasoned sales executive, brings nearly two decades of related experience to his new role. As national sales manager for Autologic's U.S. operation, Heller will oversee national sales efforts. Responsibilities include managing the Company's growing team of direct sales professionals based throughout the U.S.

Prior to joining Autologic, Heller was a regional manager at Nespresso, a division of Nestlé, based in New York City. In this capacity, he executed sales strategies and grew Nestlé's premium coffee brand across corporate clients throughout the Northeast region. While growing both new account and coffee sales exponentially, the region Heller oversaw ranked number one in the U.S. (2014-16) under his guidance.

Earlier, Heller was regional sales manager at Chicago-based AMBIUS, a division of Rentokil Initial PLC, which is an interior enhancement company. Here, he directed the Northeast sales team while also building and leading a telemarketing effort that supplemented revenue streams.

Heller also was national sales manager at Borders Group, the national book retailer based in Ann Arbor, Mich., where he managed and drove sales of the company's national account programs as well as e-commerce and retail channels. He developed and executed a sales strategy to help grow corporate and educational segments.

"Allan is a veteran sales professional who has garnered extensive sales experience while working at several Fortune 500 companies over the course of his career. We believe both his sales management and customer service expertise will be easily transferable into his sales leadership role at Autologic. Allan intends to apply his background to building a strong, productive and efficient direct sales team across the U.S. that complements our U.K. sales force and Fault 2 Fix Vehicle Diagnostic (customer) Support group. With his broad knowledge and sales-focused capabilities, we look forward to the contributions Allan will make leading Autologic U.S. sales while helping take our innovative cloud-solution to the next level," explained Jeremy Fry, Autologic Diagnostics chief executive officer.

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Heller commented on his new role: "I joined Autologic because it is clear to me that there is a significant opportunity present within the automotive aftermarket diagnostics space. I look forward to working in concert with our U.K. management team and international sales force to demonstrate firsthand the power of Autologic's first and only cloud-based, vehicle-connected aftermarket automotive diagnostic solution for European makes and models. My goal is to build and develop a high-performance national sales team dedicated to helping mechanics solve challenges associated with diagnosing and repairing European vehicles. Our vision is for Autologic to become the 'go to' solution for mechanics looking to fix cars fast, increase productivity and improve daily car count."

Heller resides in Plainview, N.Y. with his family. He earned a Bachelor's degree in Business Administration from Pace University in Manhattan.

About Autologic

Autologic Diagnostics, based in the U.K. and the U.S., is a worldwide provider of the first and only fully integrated, cloud-connected aftermarket automotive diagnostic system, [Autologic Assist](#), which helps workshops quickly identify faults in vehicles and repair cars faster. This "fault-to-fix, fast" approach quickly and correctly identifies vehicle problems the first time, with fewer dealership referrals, resulting in improved productivity, increased financial benefit, and enhanced customer satisfaction.

[Autologic](#) is the first and only company to bring to market a diagnostic support system like Assist, that joins -- on a multi-functional device with one screen -- online data resources and superior diagnostic tools together with real-time access to a team of expert technicians around the globe. Autologic Assist specifically diagnoses BMW, MINI, Mercedes-Benz, Volkswagen, Audi, Jaguar, Land Rover and Volvo vehicles, some of the world's most complex vehicles.

From Assist Centers in the United States, United Kingdom, Australia and Germany, the Company serves more than 8,000 customers spanning 120+ countries. From the more than 300,000 cases submitted by customers in the past 12 months, Autologic's 100+ Assist technicians providing support worldwide identified in excess of 50,000 fault codes, supported more than 1,200 different automobile models and successfully fixed 97.5% of all cases submitted.

For more information, visit www.autologic.com or follow the Company on Twitter [@autologicassist](#) and [LinkedIn](#).

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