



VIPAR Heavy Duty Family of Companies

POWER HEAVY DUTY

CORPORATE OVERVIEW

Power Heavy Duty, LLC, is part of the VIPAR Heavy Duty family of companies. Power Heavy Duty members are recognized locally in their respective market under the Power Heavy Duty brand.

Power Heavy Duty helps independent distributors and service specialists of all sizes be competitive in today's market. From nearly 200 locations across the U.S. and Canada, Power Heavy Duty members provide customers with quality heavy duty parts from many of the industry's leading manufacturers. In addition to quality parts, Power Heavy Duty members offer quality repair service backed by professionals with the experience and knowledge to help get trucks back on the road quickly.

As a valued part of the VIPAR Heavy Duty family of companies, Power Heavy Duty members benefit from an experienced team committed to supporting and meeting the needs of independent distributors and service specialists of all sizes. Power Heavy Duty delivers the highest level of service with a variety of valuable tools and services including group purchasing, business services, reporting, marketing support and a robust communications platform to ensure its members get all the information they need, when they need it.

Power Heavy Duty is an active participant within the heavy duty aftermarket supporting both Heavy Duty Aftermarket Week (HDAW) and the Service Specialists Association (SSA).

The day-to-day management of Power Heavy Duty and member development is led by general manager Mark Iasiello. Iasiello previously served for four years as director of business development, national accounts for VIPAR Heavy Duty. He is a former heavy duty sales manager for Dayco Products LLC and the vice president of member development for commercial vehicle suppliers at the Heavy Duty Manufacturers Association.

For more information, visit www.powerheavyduty.net.

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