



## *News Release*

### **VIPAR Heavy Duty to Host 2017 Business Conference Under “Foundation for the Future” Theme**

- *2017 Annual Business Conference scheduled for Oct. 15-20 at JW Marriott Orlando, Grande Lakes*
- *Will include more than 1,400 one-to-one stockholder/supplier partner meetings*
- *More than 750 attendees expected*

**Crystal Lake, Ill.** – August 21, 2017 – United under the theme “Foundation for the Future,” the 2017 **VIPAR Heavy Duty** Annual Business Conference will take place Oct. 15-20 at the JW Marriott Orlando, Grande Lakes. The VIPAR Heavy Duty Annual Business Conference brings together distributors, supplier partners and industry associates in a forum for information exchange, open dialogue, and an opportunity to share insights on navigating the challenges and opportunities in a rapidly evolving independent heavy duty aftermarket.

“The theme of this year’s conference builds on the strength of our third generation (G3) management team and key initiatives,” explained Chris Baer, president and CEO, VIPAR Heavy Duty. “More importantly, G3 is all about execution and speed-to-market which has helped establish a solid foundation for our future as an organization and will help grow the mutual businesses of our stockholders and supplier partners.”

Baer says the VIPAR Heavy Duty Annual Business Conference is an action-packed week that will feature updates on the organization, technology solutions, new products and program opportunities. The structure of the week includes the annual stockholder meeting, a general session, trade show, more than 1,400 one-to-one stockholder/supplier partner meetings, as well as networking events. Additionally, the conference will feature several value-added sessions including a GenNext reception featuring speed mentoring, a Young Leaders Forum and Lunch, and distributor educational sessions.

For more information on VIPAR Heavy Duty, visit [www.vipar.com](http://www.vipar.com) or email:[info@vipar.com](mailto:info@vipar.com).

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**Image attached:**

**Download image:** <https://goo.gl/JHJCGt>

**About VIPAR Heavy Duty**

VIPAR Heavy Duty is North America's leading network of independent aftermarket truck parts distributors. VIPAR Heavy Duty distributors serve the needs of their customers from more than 630 locations across the United States, Canada, Puerto Rico and Mexico. VIPAR Heavy Duty distributors are specialists who understand the demands of their local, regional, and national customers for quality parts and exceptional service. VIPAR Heavy Duty also operates two wholly owned subsidiaries, Global Parts Network, LLC and Power Heavy Duty LLC, as part of the VIPAR Heavy Duty Family of Companies. For more information, visit [www.vipar.com](http://www.vipar.com).

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