



News Release

VIPAR Heavy Duty Welcomes Mexico-Based RGDAYA as its Newest Stockholder

- *Refacciones Generales Diésel Agrícola y Automotriz, S.A. de C.V. (RGDAYA) has been in business for more than 70 years*
- *Among country's top distributors with coverage in all 32 Mexico states*
- *Focused on the medium and heavy duty segments*

Crystal Lake, Ill. – Oct. 6, 2017 – Refacciones Generales Diésel Agrícola y Automotriz, S.A. de C.V. (RGDAYA) is the newest company to join the [VIPAR Heavy Duty](#) network of distributors as a stockholder. Established in 1947, RGDAYA is currently among the top distributors in the heavy duty aftermarket segment in Mexico.

The company started out distributing replacement parts for agricultural equipment. Over time, RGDAYA broadened its offering to include light and heavy duty products. RGDAYA continues to sell into the light duty and agricultural markets, but now is focused on offering on-road heavy duty engines, engine parts and aftermarket components.

While engines and engine parts have grown in importance, RGDAYA offers a much broader selection that includes medium duty engine and heavy duty driveline parts, including clutches, transmissions, differentials, suspension, steering, brakes and wheel end products.

“With its full coverage across Mexico, RGDAYA is a strategic addition to enhance VIPAR Heavy Duty’s footprint across the country,” said Jim Pennig, vice president of business development, VIPAR Heavy Duty. “We are grateful to welcome RGDAYA to the VIPAR Heavy Duty family and look forward to working with its management team to help expand their business.”

For more information on VIPAR Heavy Duty, visit www.vipar.com or email: info@vipar.com.

###



Image attached: **Heavy Duty**

Download image: <http://goo.gl/gomTPJ>

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.

For further product information, contact:

Jeff Paul
Vice President of Marketing
VIPAR Heavy Duty
815-893-5965
jpaul@vipar.com

For further PR information, contact:

Gary McCoy
Public Relations Director
Marx Group
847-372-0722
gmc coy@marxgrp.com

If you would rather not receive future communications from Marx Group, let us know by clicking [here](#).
Marx Group, 2175 Francisco Blvd. East, Suite F, San Rafael, CA 94901 United States