



News Release
FOR IMMEDIATE RELEASE
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TruckForce Offers Expanded Program for Independent Service Centers

Crystal Lake, Ill. – VIPAR Heavy Duty announced that its [TruckForce® Service Center](#) program now offers expanded tools, resources and services to support the success of independent service centers. Formerly known as VIPro TruckForce™, TruckForce is a program to help independent repair facilities manage and grow their business while providing best-in-class service using quality products from the industry’s leading suppliers. A new website for the program is located at www.TruckForceService.com.

“Our goal is to provide an additional level of benefits to existing members while expanding the program to appeal to a wider range of independent service shops,” said Jeff Paul, director of marketing, VIPAR Heavy Duty. “The rebranded TruckForce Service Center program offers educational webinars, business and management training and new marketing tools to help support independent shops of all sizes in today’s competitive market. Members also benefit from access to a broader depth of quality products available through the VIPAR Heavy Duty Family of Companies.”

TruckForce Service Centers employ highly skilled, trained technicians to offer comprehensive tractor and trailer service using quality products from the industry’s leading suppliers.

“Our experience has shown that commercial vehicle operators will select the product that offers the best overall value. More often than not the customer will opt for a premium branded product because of the advantages they provide,” explained Paul. “Downtime is money lost for truck operators, so having their vehicle serviced with quality products at their local TruckForce Service Center to keep their truck on the road brings peace of mind.”

VIPAR Heavy Duty is proud to partner with many of the industry’s leading manufacturers and feature their high quality premium branded products. The TruckForce program provides a great conduit to partner with service shops focusing on quality products in their operations and to provide many other value-added tools and resources.

For more information about TruckForce Service Centers, phone 800-494-4731 or visit www.TruckForceService.com.

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Image attached:

Download Image: <http://goo.gl/liYZIM>

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 600 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. For more information, visit www.vipar.com.

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