



News Release
FOR IMMEDIATE RELEASE
Jan. 21, 2016

**VIPAR Heavy Duty Sponsors Northwood University
Student During HDAW 2016 in Las Vegas**

Crystal Lake, Ill. – **VIPAR Heavy Duty** is sponsoring a Northwood University student intern during **Heavy Duty Aftermarket Week** (HDAW) 2016, Jan. 25-28 at the Mirage Hotel in Las Vegas.

John Wilson from Ramsey, Minnesota is a senior in the aftermarket management program at the Midland, Michigan-based school and will actively participate with VIPAR Heavy Duty personnel in all HDAW activities. In addition, Wilson will help staff the VIPAR Heavy Duty booth #118, walk the show floor, shadow various VIPAR Heavy Duty personnel in sales, program management and marketing, and learn more about how the industry works including the role of distribution groups in the heavy duty aftermarket.

“We enthusiastically support programs like this with a mission of building the talent pool of future industry leaders,” said Jeff Paul, director of marketing, VIPAR Heavy Duty. “As a company that feels a responsibility as a steward of the industry’s future, we are excited to participate in HDAW’s internship program. An immersion program like this is a great mechanism for students to be exposed to all the opportunities available to them in the heavy duty industry.”

Donna Wagner, assistant professor and chair of the aftermarket management program at Northwood University said the HDAW intern program is an excellent way to expose Northwood University aftermarket management majors to all of the career opportunities available in the heavy duty aftermarket.

“Students get to learn about the industry, their sponsor company and gain real-world trade show experience all in four days,” explained Wagner. “Students attending HDAW end up being ambassadors for the heavy duty industry. In turn, sponsoring companies get to know potential new employees. It’s an excellent example of how industry and education can work together.”

“VIPAR Heavy Duty has been a longtime supporter of Northwood University and we are excited to extend our relationship with the school through the HDAW internship program,” said Steve Crowley, president and CEO of VIPAR Heavy Duty.



The HDAW internship program is a joint project of the Heavy Duty Manufacturers Association (HDMA), GenNext and Northwood University. Now in its second year, 21 students were chosen to receive scholarships to the 2016 program. Each company sponsorship covers their intern's airfare, airport transport, hotel stay, meals and HDAD and HDAW registration.

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

###



Image attached:

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 over 500 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.

For further product information, contact:

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

For further PR information, contact:

Gary McCoy
Public Relations Director
The Marx Group
847-622-7228
gmccoy@themarxgrp.com