



*News Release*  
**FOR IMMEDIATE RELEASE**  
September 29, 2015

## **Distribuidora ARESKO, S.A. de C.V. Joins VIPAR Heavy Duty**

**Crystal Lake, Ill.** – Distribuidora ARESKO, S.A. de C.V. is the newest company to join the [VIPAR Heavy Duty](#) network of distributors as a stockholder. The addition of Distribuidora ARESKO supports VIPAR Heavy Duty's efforts to further expand their North American footprint in Mexico.

Distribuidora ARESKO, S.A. de C.V. was founded in 1985 and is owned by Jorge Arochi. The company's initial focus was on the sale of brake parts, but it has gradually diversified its product offering to include lubricants, filtration and some light duty components. The company's sales territory encompasses most of Mexico, south of Monterrey.

"We are pleased to welcome Distribuidora ARESKO to the VIPAR Heavy Duty network," said Jim Pennig, vice president of business development for VIPAR Heavy Duty. "Their customer base is primarily fleets, sub-distributors and maintenance facilities. They currently carry a broad range of products for both heavy and light duty trucks, and are interested in expanding this to include many other parts. We are pleased to partner with them to offer premium, brand name parts to help support this effort."

For more information on Distribuidora ARESKO, visit [www.aresko.com.mx](http://www.aresko.com.mx). 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:

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 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](http://www.vipar.com).

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