



News Release
FOR IMMEDIATE RELEASE
February 7, 2012

**VIPAR HEAVY DUTY NAMES MARK IASIELLO
DIRECTOR OF BUSINESS DEVELOPMENT**

*Experienced sales management executive and heavy duty industry advocate
will help grow the organization's national account program*

Crystal Lake, IL – [VIPAR Heavy Duty](#) has announced the appointment of Mark Iasiello to the position of director of business development – national accounts. Iasiello brings a wealth of experience to VIPAR Heavy Duty with previous experience in a sales management role while at Dayco and as a heavy duty industry advocate during his tenure at the Heavy Duty Manufacturers Association (HDMA).

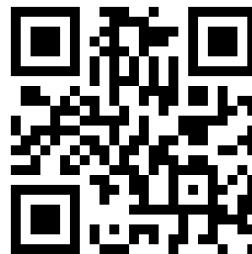
In his new role, Iasiello will assist in growing VIPAR Heavy Duty's National Account Program. He will report to Jim Pennig, VIPAR Heavy Duty's vice president of business development.

"The VIPAR Heavy Duty National Account Program brings together nearly 120 distributors at over 500 locations across North America to meet the needs of multi-location regional and national fleets," said Pennig. "We are excited to welcome Mark to the VIPAR Heavy Duty team. He will assist us in growing and developing an already strong national accounts program that utilizes the highest quality products from the industry's leading suppliers."

During his 22 year career at Dayco, Iasiello served in a variety of sales positions before becoming the company's heavy duty national sales manager. During his five years at HDMA, Iasiello served as vice president of member development for commercial vehicle suppliers. He received the Northwood University Management Education Award in 2009.

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

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Scan here for more information on VIPAR Heavy Duty:



Image attached:

Caption: Mark Iasiello

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
gmc coy@themarxgrp.com