



*News Release*  
**FOR IMMEDIATE RELEASE**  
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**Chris Baer Named Executive Vice President**

**Crystal Lake, Ill.** –VIPAR Heavy Duty president Steve Crowley has announced the promotion of Chris Baer to the position of executive vice president. Crowley recently made the announcement during the organization’s annual conference in Marco Island, Fla. Baer joined VIPAR Heavy Duty in January of 2002 as director of program management and in November of 2003 he was named vice president and a corporate officer.

“We are happy to announce this promotion for Chris,” said Crowley. “He has been a valued member of our team since the day he started working here, always ready to roll up his sleeves to get the job done. We have been fortunate to benefit from his customer-centric focus over the years and this promotion for Chris is very well deserved.”

In addition to executive level responsibility for strategic planning, Baer is responsible for the program management and marketing groups within VIPAR Heavy Duty. He is also the president of VHD Equipment Network, LLC, having been named to that role in March 2012.

Before joining VIPAR Heavy Duty, Baer was with Chicago Rawhide/SKF for 17 years in a variety of sales management roles, including as director of automotive sales. Baer has served as a member of the AWDA Young Executive Society (YES) committee and earned the Automotive Aftermarket Professional (AAP) designation from the University of the Aftermarket. He is a 2014 recipient of the Northwood University Automotive Aftermarket Management Education Award.

Baer is a graduate of North Park University.

For more information on VIPAR Heavy Duty, visit [www.vipar.com](http://www.vipar.com) or e-mail: [info@vipar.com](mailto:info@vipar.com).

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**Image attached:**

**Download image:** <http://goo.gl/MfTPgZ>

**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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