



*News Release*

## **VIPAR Heavy Duty and Industry Veteran Mark Iasiello Retires**

**Crystal Lake, Ill. - May 8, 2020** – [VIPAR Heavy Duty](#) has announced the retirement of Mark Iasiello, effective May 1. Iasiello has been with VIPAR Heavy Duty since 2012, serving in roles including director of business development for national accounts, as well as general manager of Power Heavy Duty, a subsidiary of VIPAR Heavy Duty.

“As director of business development for national accounts, Mark was key in establishing new business and growing relationships with existing fleet customers. Throughout his eight years with the company he provided tremendous value to the group, including helping triple our national account business,” said Jim Pennig, vice president of business development, VIPAR Heavy Duty. “Mark worked collaboratively with our distributors and supplier partners to ensure the success of customers. He will be missed at VIPAR Heavy Duty, but we wish him well in his next chapter.”

Throughout his career, Iasiello built a broad background in the heavy duty industry. He spent more than 20 years at Dayco Products LLC, where he served in a variety of sales management positions before becoming the company's heavy duty national sales manager. Iasiello also spent five years at the Heavy Duty Manufacturers Association as vice president of member development for commercial vehicle suppliers.

Iasiello was dedicated to the aftermarket industry, earning the Northwood University Management Education Award in 2009 and his Master Automotive Aftermarket Professional from the University of the Aftermarket.

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:

Download Image: <https://bit.ly/3cWat9A>

### **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 670 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. VIPAR Heavy Duty also operates two wholly owned subsidiaries, Global Parts Network, LLC and Power Heavy Duty LLC, as part of the VIPAR Heavy Duty Family of Companies. VIPAR Heavy Duty is a proud member of NEXUS North America and NEXUS Automotive International, a worldwide group of parts distributors committed to bringing a global approach to the automotive and commercial vehicle aftermarket industries. For more information, visit [www.vipar.com](http://www.vipar.com).

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