



**News Release**  
**FOR IMMEDIATE RELEASE**  
October 16, 2012

**2012 VIPAR Heavy Duty Annual Business Conference  
Will Help Stockholders and Suppliers “Connect”**

*Includes keynote message from NFL Hall of Fame Quarterback Terry Bradshaw*

**Crystal Lake, IL** – Under the theme "Connected," the 2012 [VIPAR Heavy Duty](#) Annual Business Conference will be held October 21-26 at the Marco Island (Fla.) Marriott. The event will include an inspirational keynote presentation by Terry Bradshaw, four-time Super Bowl champion quarterback for the Pittsburgh Steelers, during a Thursday, October 25 luncheon. Bradshaw is a two-time Super Bowl MVP, Pro Football Hall of Fame inductee and well-known as a multi-E Emmy award-winning broadcaster for Fox on *Fox NFL Sunday*.

Each year the Annual Business Conference brings together VIPAR Heavy Duty distributors, supplier partners, and industry associates to exchange ideas and share information. A record number of distributors, suppliers, service partners and industry associates have registered to attend this year's event.

The 2012 VIPAR Heavy Duty Annual Business Conference will include a tradeshow, one-on-one stockholder/supplier partner meetings, and the annual stockholder meeting. A general session for distributors will be held with several value-added sessions including an update on VIPAR Heavy Duty's strategic direction, a session on competitive distribution strategies, a profile of the commercial vehicle market and a distributor profitability session.

For more information on the 2012 VIPAR Heavy Duty Annual Business Conference, visit [www.vipar.com](http://www.vipar.com) or e-mail: [info@vipar.com](mailto:info@vipar.com).

###

**Scan here for more information on VIPAR Heavy Duty:**

**Image attached: 2012 Theme Logo**

**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).

**For Further Product Information, Contact:**

Jeff Paul  
Director of Marketing  
VIPAR Heavy Duty  
815-893-5965  
[jpaul@vipar.com](mailto:jpaul@vipar.com)

**For Further PR Information, Contact:**

Gary McCoy  
Public Relations Director  
The Marx Group  
847-622-7228  
[gmc coy@themarxgrp.com](mailto:gmc coy@themarxgrp.com)