



News Release
FOR IMMEDIATE RELEASE
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VIPAR HEAVY DUTY LAUNCHES NEW AND IMPROVED WEBSITE

Updated graphics and technology reinforces organization's brand and better serves stockholders, suppliers and end-users

Crystal Lake, IL – [VIPAR Heavy Duty](http://www.vipar.com) has launched its new and improved website, www.vipar.com, with enhanced navigation functions and expanded contents to better serve its distributors, suppliers and end-users. Built on a robust technology platform, the site reinforces the VIPAR Heavy Duty brand and includes improvements to both the public and private sides of the site.

“The newly enhanced website reinforces our VIPAR Heavy Duty brand as well as provides increased exposure for both our stockholders and supplier partners,” said Jeff Paul, director of marketing. “Additionally, we have made major technical improvements to the website that offer optimal functionality and a user-friendly atmosphere for all of our constituent groups both internally and externally.”

VIPAR Heavy Duty's new website is centered on the theme, "It's Our Duty," and focuses on key qualities that the organization and its distributors bring to its end-user customers. They include years of experience and expertise, world-class service, the strength of the organization's vast network, and product quality through industry-leading brands.

The public side of the website is designed to serve the industry as a whole. Among the changes is a greatly improved "Find-A-Distributor" function, making it easier for fleet managers and owner operators to find the nearest VIPAR Heavy Duty distributor.

The private portal of the website for the organization's distributors and supplier partners provides enhanced functionality, navigation, and improvements to resources including the graphics gallery, enhanced line card and product search functionality.

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

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Heavy Duty



Image attached:

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.

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