



News Release
FOR IMMEDIATE RELEASE
April 3, 2014

**VIPAR Heavy Duty Announces Promotion of
Larry Griffin to Director of Program Management**

Crystal Lake, Ill. – [VIPAR Heavy Duty](#) announced today the promotion of Larry Griffin to director of program management. Griffin joined VIPAR Heavy Duty in September of 2012 as program manager. In his new role, Griffin will be responsible for directing the activities of the organization’s program management team that oversees all supplier relationships.

Before joining VIPAR Heavy Duty, Griffin was with Up Time Parts, a Navistar company where he was responsible for new product strategy and expansion. Griffin has more than 20 years of diverse experience in both the automotive and heavy duty truck aftermarkets.

“With his strong background in business development and product management, Larry has been a tremendous asset since joining VIPAR Heavy Duty,” said Chris Baer, vice president, VIPAR Heavy Duty. “Larry will drive our product strategy and further strengthen our relationships with the industry’s leading suppliers.”

During his career, Griffin has held various positions in sales, sales management and purchasing, along with experience as a general manager and as president of a \$50 million aftermarket distribution company.

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

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Image attached: Picture of Larry Griffin

Download image: (insert link here)

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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