



News Release

VIPAR Heavy Duty Promotes Independent Distribution Through Support of “We Supply America” Campaign

VIPAR Heavy Duty Distributor Hovis Auto & Truck Supply to be Featured in Upcoming Episode

- *Organization helps build momentum behind noble calling of distribution*
- *We Supply America shares stories of people in distribution through eight-episode docuseries*
- *VIPAR Heavy Duty Distributor Hovis Auto & Truck Supply to be featured in August 12th episode*

Crystal Lake, Ill. – Aug. 10, 2021 – As an advocate for independent distributors, VIPAR Heavy Duty is proud to be involved in and actively support the *We Supply America* tour, a national campaign highlighting the noble calling of distribution and the stories of the people behind the businesses. Hosted and produced by visionary entrepreneur, author and speaker, Dirk Beveridge, of UnleashWD, *We Supply America* shares the under-told stories of leaders and frontline employees in distribution businesses across trades through an eight-episode, broadcast-quality streaming docuseries.

VIPAR Heavy Duty distributor Hovis Auto & Truck Supply based in Mercer, Penn. will be featured in the *We Supply America* episode airing Thursday, August 12 at 3 p.m. CT on www.wesupplyamerica.net and will be available on demand after the premiere.

“I truly believe that there is a noble calling to distribution and part of my mission is to show the inherent goodness of people in the business,” said Dirk Beveridge, executive producer, *We Supply America*. “Visiting with multi-generational distributors, like Hovis, is rewarding because I see how deeply they believe in and care for their employees. People are their family and the entrepreneurial spirit they share with others encourages the entire team to dream big. Hovis Auto & Truck Supply is a perfect example – their commitment to creating opportunity for their employees and customers is inspiring.”

Beveridge continues to travel coast-to-coast via RV meeting with distributors to share their inspiration and insight on his website and social media channels. Through his many conversations, Beveridge has identified pillars that set family-owned, independent distributors apart from

corporations and a common thread based on human connection - family, appreciation for people and taking care of the customer.

“As home of the independent truck parts distributor, VIPAR Heavy Duty recognizes the critical role that distribution and the people who fuel it play in supporting not only the heavy duty and transportation industries, but the overall economy across North America,” said Jeff Paul, vice president of marketing, VIPAR Heavy Duty. “Dirk’s passion for distribution and his vision for *We Supply America* provided an exciting opportunity for our network to help build momentum behind messaging that supports independent distribution and the entrepreneurial spirit that drives it, of which VIPAR Heavy Duty is founded in.”

For more information on *We Supply America*, visit www.wesupplyamerica.net.

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

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Image Attached: **Heavy Duty**

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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 690 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.

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