



News Release

**VIPAR Heavy Duty Family of Companies Hires New
Director of Business Development for Latin America**

HOFFMAN ESTATES, Ill. (April 16, 2024) – The VIPAR Heavy Duty Family of Companies announced Cinthya Rivera has joined its team as Director of Business Development for Latin America.

“Today VIPAR Heavy Duty is well established in Mexico with over 100 points of sale. We are now ready to grow through expansion into the other Latin American markets. We are fortunate to be partnered with the strongest distributors in Mexico and many of our North American suppliers,” said VIPAR Heavy Duty President and CEO Chris Baer. “We are expanding our footprint into Central America and Colombia through existing and new unique relationships to continue building the strongest and most progressive independent aftermarket network in the Americas.

“Cinthya will play a key role in our strategic growth initiatives. She has exceptional skills in leadership, strategic planning, communications and relationship building.”

Rivera has more than seven years of experience in sales and market development, primarily in the commercial vehicle industry. Her most recent position was sales manager for North America with TMD Friction. She is based in Puebla de Zaragoza in the state of Puebla in south-central Mexico.

“Cinthya will be instrumental in growing business with our current Latin American distributors and supplier partners, while expanding our presence throughout those countries,” said VIPAR Heavy Duty Family of Company’s Vice President of Business Development Jim Pennig. “She knows the market, she knows the industry, and she makes a great addition to our team. We look forward to her contributions to our organization as we work together to further the success of our distributors, suppliers and end-user customers.”

Rivera graduated from Universidad Tecnológica del Centro de Veracruz with a degree in corporate development and innovation engineering.

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



Image Attached:

Download Image: <https://bit.ly/4aTNz0q>

About The VIPAR Heavy Duty Family of Companies

With more than 960 locations, the VIPAR Heavy Duty Family of Companies is North America's leading network of independent truck parts distributors and service providers serving the commercial vehicle industry's full range of aftermarket needs. It provides its VIPAR Heavy Duty and Power Heavy Duty distributors and its supplier partners with value-added, channel-specific tools to best deliver world-class products, services and satisfaction to customers throughout the U.S., Canada, Mexico and Puerto Rico. The VIPAR Heavy Duty Family of Companies includes VIPAR Heavy Duty, which was founded in 1989 and is headquartered in Hoffman Estates, Ill., and two wholly owned subsidiaries, Power Heavy Duty LLC, founded in 1994 and acquired by VIPAR Heavy Duty in 2014, and Global Parts Network LLC, a leading manufacturer of brake related products and parts distribution center of heavy duty truck parts. 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 about VIPAR Heavy Duty, visit www.vipar.com; for more information about Power Heavy Duty, visit www.powerheavyduty.net.

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