



**FOR IMMEDIATE RELEASE:**

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**VIPAR Heavy Duty Launches Mobile Identity Program**

**Crystal Lake, IL-** VIPAR Heavy Duty announces the launch of its Mobile Identity Program; a grass-roots initiative aimed at enhancing national exposure of the VIPAR Heavy Duty Network through street level branding.

The Mobile Identity Program was introduced with the distribution of Mobile ID launch kits to all VIPAR Heavy Duty Stockholders the last week of December 2004. Launch kits included sample graphics and usage suggestions that give stockholders the opportunity to proudly identify themselves locally as being part of “North America’s Leading Truck Parts Network.” With these mobile identification graphics VIPAR Heavy Duty is taking it’s name and it’s respected reputation to the streets; in a solid effort to expand local branding.

“VIPAR Heavy Duty Distributors have in excess of 2,500 vehicles logging millions of miles on the road everyday to sell and deliver parts,” remarks Jeff Paul, marketing and communications manager. “The VIPAR Heavy Duty Mobile ID Program is a great tool to reinforce street level branding for our Network, along with the solid reputation and brand our distributors have created in their local marketplace.”

VIPAR Heavy Duty is North America's leading network of aftermarket truck parts wholesale distributors with over 500 locations across the United States, Canada, Puerto Rico, and the Dominican Republic. 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), or, contact Jeff Paul, Marketing & Communications Manager for VIPAR Heavy Duty, at 815.788.1725 x 223 or by e-mail to [jpaul@vipar.com](mailto:jpaul@vipar.com).

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