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VIPAR Heavy Duty Adds Parts Interchange

Interchange Allows Distributors to Better Serve Customers Needs

Crystal Lake IL — VIPAR Heavy Duty has contracted with FleetCross to offer VIPAR Heavy Duty Distributors with twenty-four hour a day, seven day a week web-based access to the industry’s largest cross reference resource of OEM and aftermarket part numbers. The interchange covers thousands of suppliers and part numbers of light, medium, heavy duty and off highway equipment updated daily providing millions of parts cross-references on demand.

FleetCross provides a tool to VIPAR Heavy Duty distributor personnel making much needed information available in the face of growing part number proliferation and cross-referencing challenges. The interchange returns manufacturer numbers matching the distributor’s part number request and further provides a standardized list of cross-referenced part numbers, supplier names, and part descriptions.

“FleetCross provides our distributor’s front-line personnel the ability to ensure their customers have the correct part to fit their specific application based on information from



the customer that is often limited,” remarked Jeff Paul, Marketing Manager for VIPAR Heavy Duty. “Our distributor’s ability to act as a valuable resource in this fashion is what sets them apart in their markets as the go-to source for medium and heavy-duty parts.”

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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, and Puerto Rico. They are heavy-duty specialists who understand the needs of their local, regional and national customers for quality and exceptional service. For additional information, go to www.vipar.com .