



## **For Immediate Release**

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### **VIPAR HEAVY DUTY POWERS UP NEW WEBSITE**

**Crystal Lake, IL — March 9, 2007** — VIPAR Heavy Duty, North America’s leading truck parts network, has redesigned its state-of-the-art website, *www.vipar.com*. The new look is more streamlined and more secure, and has an easy-to-use format that allows users to quickly access the information they need.

Fleets, owner-operators, and service facilities will find it quick and easy to find a distributor with the new Find a Distributor tool. They can find a distributor simply by entering a zip code or postal code, state or province, or by selecting a distributor by name. The Locator will search up to a 250-mile radius of the zip code or postal code entry. VIPAR Heavy Duty distributors supply the most extensive line of aftermarket truck parts in the industry, including over 150 product categories from more than 160 manufacturers.

“The new website is a valuable tool for fleets, owner-operators and service facilities, making it easier than ever for them to find quality parts and service they need from a trusted heavy duty expert,” says Jeff Paul, Marketing & Communications Manager.

Now fleets can gather more information on VIPAR Heavy Duty’s National Fleet Program by logging onto *www.vipar.com*. VIPAR Heavy Duty provides bumper-to-bumper coverage with

the highest quality products from the industry's leading suppliers so fleets can stay up to spec. With over 500 locations throughout the United States, Canada, and Puerto Rico, fleets can get replacement parts when they need them. In addition, there are no budget management worries since fleets get the same brand name parts at consistent pricing as part of VIPAR Heavy Duty's National Fleet Program.

*www.vipar.com* is also packed with valuable industry resources including information on leading events and links to industry organizations.

### **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, and Puerto Rico. They 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).

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