



*News Release*

**VIPAR Heavy Duty Launches New Product Advisory Councils**

*New councils bring stockholder insight to forefront*

- *VIPAR Heavy Duty forms new Product Advisory Councils for the U.S. and Canada*
- *Stockholders from across both countries to meet monthly*
- *Product Advisory Councils developed to refine supplier programs and further strengthen the network*

**Crystal Lake, IL** – (July 2, 2018) [VIPAR Heavy Duty](#) recently launched Product Advisory Councils for the U.S. and Canada. The councils are comprised of stockholders who will meet monthly with the VIPAR Heavy Duty program management team to engage in discussion on existing supplier programs and new program opportunities to further strengthen the network and its offerings.

The Product Advisory Councils were developed to refine supplier programs, taking into account stockholders' local market conditions. Stockholders representing the geographic regions within the U.S. and Canada were selected as members for each respective council.

“Our kick-off meetings were highly successful with robust discussions about our supplier programs and market factors impacting our stockholders,” said Larry Griffin, vice president of program management, VIPAR Heavy Duty. “The insight generated through enhanced engagement with these council members will be valuable for our program management team as we strive to become more informed about local market conditions and their effect on the success of our supplier programs.”

The Product Advisory Council meetings will be held virtually each month with in-person meetings scheduled during the VIPAR Heavy Duty Annual Business Conference in October.

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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 630 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. For more information, visit [www.vipar.com](http://www.vipar.com).

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