



News Release

VIPAR Heavy Duty Announces Latin America Expansion Plans

HOFFMAN ESTATES, Ill. (April 23, 2024) – Powered by more than 100 locations and 15 years of serving the parts and service needs of commercial vehicle owners throughout Mexico, VIPAR Heavy Duty announced plans to significantly expand its operations and network in Latin America.

“VIPAR Heavy Duty is focused on growing our business in Mexico, Central America and Colombia. Plans are underway for existing distributors to open new locations. We will also be strategically adding new stockholders and new suppliers to best serve Latin American markets. This is a growth opportunity for all participants,” said VIPAR Heavy Duty President and CEO Chris Baer. “We are proud to have the strongest and most progressive network of independent aftermarket distributors throughout the Americas.

“We’re bringing True Group Value to more of Latin America – it’s a great time to be in the heavy duty truck parts business!”

To execute its strategic growth initiatives, VIPAR Heavy Duty recently announced Cinthya Rivera joined its team as director of business development for Latin America. Rivera has nearly a decade of experience in sales and market development for the Latin American commercial vehicle industry and is based in Puebla de Zaragoza in the state of Puebla in south-central Mexico.

“Our success in Mexico continues to grow by bringing more and more value to VIPAR Heavy Duty stockholders, supplier partners and end-user customers,” said Jim Pennig, VIPAR Heavy Duty Family of Companies’ vice president of business development. “We will utilize our experience, strategies and resources to help stockholders and partnered suppliers achieve their goals for growth in new parts of the world.”

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

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Image Attached:

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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 735 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. 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, visit www.vipar.com.

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