



News Release

Moreno Diesel S.A. de C.V. Joins VIPAR Heavy Duty Network

- *Moreno Diesel becomes VIPAR Heavy Duty stockholder*
- *Company serves northern and central Mexico from multiple locations*
- *Addition of Moreno Diesel expands VIPAR Heavy Duty footprint in Mexico*

Crystal Lake, Ill. - May 27, 2020 – [Moreno Diesel S.A. de C.V.](#), headquartered in Nuevo León, Mexico, has joined the [VIPAR Heavy Duty](#) network.

Started in 1999 by brothers Raul and Ernesto Moreno, Moreno Diesel offers truck parts to end-users, fleets and redistributors for all makes. The company serves customers from multiple locations across northern and central Mexico.

“Over the past two decades, Moreno Diesel has done an excellent job of growing their business across Mexico,” said Jim Pennig, vice president of business development, VIPAR Heavy Duty. “Their unique position with engine related products combined with VIPAR Heavy Duty’s growing program offering enables them to serve more customers in their strategic markets. Moreno Diesel is a strong addition to our existing group of distributors in Mexico.”

While the focus of Moreno Diesel’s business has changed over time, starting with engine related parts, to now offering products for all makes, the company’s mission of offering reliable products and services, with customer satisfaction being the center of their business, has remained.

For more information on Moreno Diesel, please visit <http://www.morenodiesel.com/>. For more information on VIPAR Heavy Duty, visit www.vipar.com or email: info@vipar.com.

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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 670 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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