



News Release

VIPAR Heavy Duty Launches New, Enhanced Website

New site provides added functionality and enhanced design

- *New VIPAR Heavy Duty website delivers clean, modern, responsive design*
- *New site provides more efficient search functions and browser compatibility*
- *Added site features enhance user experience*

Crystal Lake, Ill. – March 12, 2020 – [VIPAR Heavy Duty](#) has unveiled its all-new website with a clean, modern design and improved navigation to enhance visitor experience while on the site.

The new site offers a responsive design, compatible with popular browsers and mobile devices, as well as expanded search capabilities that allow visitors to search the site more efficiently. Features like the improved “[Find a Distributor](#)” tool allow visitors to easily locate the nearest VIPAR Heavy Duty parts and service professional from more than 650 locations throughout North America.

Additional site features include a more visual supplier partner page, highlighting the premium brands available through the network. The site also offers quick links to key resources like VIPAR Heavy Duty’s PARTSPHERE OMS and PARTSPHERE PIM technology platforms. The [industry events](#) page includes added search and mapping functions with a streamlined design to help visitors more easily find upcoming events.

“VIPAR Heavy Duty is committed to connecting customers and improving access to our distributor and supplier partners through the enhanced features and functionality of the new website,” said Jeff Paul, vice president of marketing, VIPAR Heavy Duty. “The launch of the new site supports our continued focus on providing solutions that help end-users obtain the information and products they need quickly and efficiently.”

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

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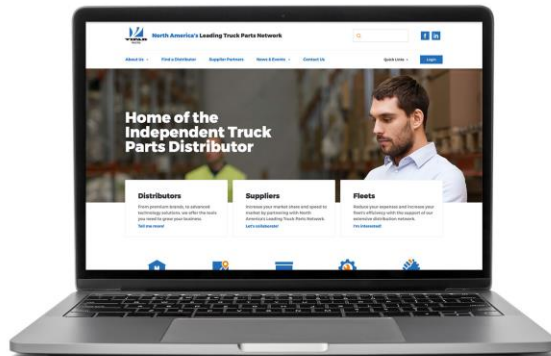


Image attached:

Download image: <http://bit.ly/2vLBFrh>

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 650 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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