



News Release

VIPAR Heavy Duty IMPACT™ Conference To Feature Sessions on Innovation and Leadership

- *VIPAR Heavy Duty IMPACT™ Conference to feature educational sessions*
- *Dirk Beveridge and Dr. Howard Fero to speak about innovation and leadership*
- *Presentations to take place October 22, 2019 at the JW Marriott San Antonio Hill Country*

Crystal Lake, IL – (Oct. 16, 2019) Innovation and leadership will be the focus of educational sessions on Tuesday October 22, during the 2019 VIPAR Heavy Duty IMPACT™ Conference at the JW Marriott San Antonio Hill Country in San Antonio, Texas.

Dirk Beveridge, an entrepreneur, strategist and advocate of innovation, will inspire distributors to rethink their business model during the Distributor Educational Session. Beveridge's presentation will highlight how to create a culture of innovation and how to put an obsession with customers at the core of distributors' value proposition.

The Young Leaders Forum and Lunch will feature Dr. Howard Fero, author of the book "*Lead Me Out to the Ballgame*." Fero's presentation will look at the Ten Bases of Leadership to help young professionals cultivate leadership skills and focus their motivation to create high performing teams.

"Innovation and leadership are key principles at the core of our business," said Jeff Paul, vice president of marketing, VIPAR Heavy Duty. "The knowledge and experiences shared by these speakers will help inspire our attendees to employ new strategies and ways of thinking to have a positive impact personally and professionally within their organizations."

In addition to the Young Leaders Forum and Lunch, there will be a mentoring panel and reception for young professionals on Monday October 21, organized with GenNext. The reception will provide the opportunity for young leaders to network with industry veterans and gain insight and advice on how to be successful within the heavy duty aftermarket industry.

The VIPAR Heavy Duty IMPACT Conference is an opportunity for stockholders, supplier partners and industry associates to come together to participate in open dialogue and share best practices and insights on opportunities and challenges in the independent heavy duty aftermarket.

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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 640 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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