



News Release

2018 VIPAR Heavy Duty Annual Business Conference Keeps Focus on Growth and Investing in the Future

- *Record attendance at annual conference held Oct. 14-19 at JW Marriott Marco Island under theme “Accelerate: Investing in Tomorrow”*
- *Conference emphasized distributor and supplier partner growth opportunities*
- *VIPAR Heavy Duty announced exclusive relationship with equity investment firm Falcon Affiliates*
- *Keynote speech presented by famed NFL and college football coach Jimmy Johnson*

Crystal Lake, IL. – (Nov. 13, 2018) – The 2018 VIPAR Heavy Duty Annual Business Conference, held Oct. 14-19, 2018, emphasized the organization’s focus on opportunities and solutions to support the current and future growth of stockholder and supplier business. The event, themed “Accelerate: Investing in Tomorrow,” drew more than 800 attendees, setting a new conference record. Attendees included more than 90 percent of VIPAR Heavy Duty stockholders and over 130 suppliers. More than 1,500 one-on-one meetings between suppliers and distributors also took place during the conference.

“It’s a good time to be in the truck parts business and this year’s conference was another chance for us to demonstrate to our stockholders and suppliers that we are committed to helping them grow their business,” explained Jeff Paul, vice president of marketing, VIPAR Heavy Duty. “Small business optimism is at an all-time high and VIPAR Heavy Duty, along with our G3 management team, is committed to accelerating our key initiatives to deliver solutions that will support our stockholder and supplier business.”

At the conference, VIPAR Heavy Duty announced that it has formed an exclusive relationship with Falcon Affiliates, an equity investment firm with significant experience working with entrepreneurial-led and family-owned businesses and proven expertise within the heavy duty aftermarket. The relationship with Falcon Affiliates will provide VIPAR Heavy Duty stockholders with an experienced, growth-oriented partner that can support stockholders’ long-term growth, succession plans and exit strategies.

The Annual Business Conference included a keynote speech from former NFL and college football coach, Jimmy Johnson. Johnson’s presentation focused on the concept that in order for teams to be

successful, team members must support each other with respect and understanding of the role of each person.

John Blodgett of MacKay & Company presented to the group about the strong state of the aftermarket and economic conditions and their role in the heavy duty aftermarket.

Matt Trentacosta of IHS Markit addressed changing vehicle technologies, the impact on the market and the predicted strong outlook for the future, based on the IHS Markit study.

Jim Pancero, a sales leadership strategist, presented at the Distributor Educational Session. Pancero noted key changes in the commercial distribution industry including, a changing workforce, the role of the sales team in the buying process and changes in how customers view competitive advantage, and how to best work with these changes.

The Young Leaders Forum and Lunch featured a presentation from experienced corporate training professional, Ray White. White presented on how to inspire your team to perform at their peak level. The Young Leaders programming was also highlighted with a mentor panel session and reception, organized with GenNext.

The VIPAR Heavy Duty Annual Business 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. The 2019 VIPAR Heavy Duty Annual Business Conference will be held Oct. 20-25, 2019 at the JW Marriott San Antonio Hill Country.

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

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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.

For further product information, contact:

Jeff Paul
Vice President of Marketing
VIPAR Heavy Duty

815-893-5965
jpaul@vipar.com

For further PR information, contact:

Lisa Gill
Account Director
Marx Group
810-459-4446
lgill@marxgrp.com