



News Release

**Famed Football Coach, Jimmy Johnson, to Deliver Keynote Address at
VIPAR Heavy Duty Annual Business Conference**

- *Former NFL and college football coach, Jimmy Johnson, named keynote speaker at VIPAR Heavy Duty Annual Business Conference*
- *VIPAR Heavy Duty Annual Business Conference to take place Oct. 14-19, 2018*
- *Johnson's address to focus on building relationships to create successful teams*

Crystal Lake, IL – (Oct. 9, 2018) Former NFL and college football coach, Jimmy Johnson, has been named as the keynote speaker at the 2018 VIPAR Heavy Duty Annual Business Conference, taking place October 14-19 in Marco Island, Florida.

Johnson, a famed NFL coach credited as the architect of the Dallas Cowboys' consecutive victories in Super Bowls XXVII and XXVIII, is a proven leader and motivator. His address during the conference will focus on the importance of building relationships in order to create a successful team.

"Our experience on the G3 team, combined with what we have seen with our stockholders, has shown us that whether a team is taking care of customers or on the field, strong, positive relationships are crucial to success," said Jeff Paul, vice president of marketing, VIPAR Heavy Duty. "Given Jimmy's experience working with some of the most successful athletes in the world, there is a parallel to be drawn to the business world regarding the value of individuals and structuring a winning team. We look forward to his keynote address."

Johnson's address will take place during lunch on Thursday, October 18, 2018 at the conference host hotel, the JW Marriott Marco Island. All conference attendees and their guests are invited to attend.

This year's annual conference, "Accelerate: Investing in Tomorrow," emphasizes the organization's focus on opportunities and solutions to support the current and future growth of stockholder and supplier business.

The VIPAR Heavy Duty Annual Business Conference is an opportunity for more than 800 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 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.

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