



News Release
FOR IMMEDIATE RELEASE
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New Online Truck Parts Marketplace Featuring Industry Leading Brands is Launched at VIProParts.com

Crystal Lake, Ill. – [VIPAR Heavy Duty](#) has launched [VIProParts.com](#) - an online marketplace for buyers to purchase heavy duty truck parts. The website is a full-featured online store where end users can find the industry's leading brands of high quality aftermarket products which are then delivered via the VIPAR Heavy Duty network of participating distributors.

Jeff Paul, director of marketing for VIPAR Heavy Duty says the organization recognizes a shift in the buying habits of some truck parts purchasers to now include the convenience and instant access of the web, in addition to more traditional methods.

"We've designed the site with simple navigation, intuitive menus, and robust product search capabilities to enable buyers to shop and purchase parts easily when it best suits them," Paul explained. "The online marketplace is an extension of our philosophy of having the right people, with the rights parts, in the right places to best serve our customers. In this case it is continuing to provide the high quality components customers demand through the local distributor who adds value through their knowledgeable sales and parts specialists with the ease of purchasing online."

VIPAR Heavy Duty facilitates the marketplace utilizing its robust ecommerce solutions. When visitors enter VIProParts.com, they are prompted to select a local participating distributor to fulfill their order. Specific catalog information for that distributor is displayed to end users, as well as location and technical support contact information providing the expertise of a local parts specialist when needed. The order, payment, and delivery are then fulfilled through that local distributor with multiple shipping and delivery options.

Paul emphasizes that VIProParts.com features a strong breadth and depth of products from the industry's leading suppliers in its initial deployment with plans for continued product expansion. The marketplace is supported by participating VIPAR Heavy Duty network distributors, which along with its many shipping options, will provide strong geographic coverage throughout the continental U.S. when fully deployed.

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

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Image attached:

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 over 500 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. For more information, visit www.vipar.com.

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