



*News Release*  
**FOR IMMEDIATE RELEASE**  
February 23, 2015

## **VIPAR Heavy Duty Welcomes Autosuministros Peninsulares as Its Newest Stockholder**

*Provides expanded distribution in the Yucatan Peninsula and central Mexico*

**Crystal Lake, Ill.** – Autosuministros Peninsulares, S.A. de C.V. is the newest stockholder to join the [VIPAR Heavy Duty](#) network of distributors. The company was founded in 1990 and has since grown to two locations. The main location is in Merida, the capital of the Mexican state of Yucatan, and a branch location is in Queretaro in central Mexico.

Autosuministros Peninsulares was initially established to fill a void in the Yucatan Peninsula regarding the availability of lubricants and filtration for heavy equipment. Given the lower population density and greater distances between customers in the Yucatan Peninsula, Autosuministros Peninsulares became well-known by its willingness to deliver product. This ultimately led to further diversification in its product offering. The company now offers wheel end components, braking system air valves, drums, rims, clutches, lighting and electrical connectors.

“Autosuministros Peninsulares is a strategic addition to VIPAR Heavy Duty for expanded distribution in the Yucatan Peninsula and central Mexico,” explained Chris Baer, executive vice president of VIPAR Heavy Duty. “It also provides Autosuministros Peninsulares with the opportunity to offer even more new products to its customers from VIPAR Heavy Duty’s portfolio of industry-leading brands.”

For more information on Autosuministros Peninsulares, phone 999-932-12-68. For more information on VIPAR Heavy Duty, visit [www.vipar.com](http://www.vipar.com) or e-mail: [info@vipar.com](mailto:info@vipar.com).

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Image attached:

Heavy Duty

Download image: <http://goo.gl/gomTPJ>

**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](http://www.vipar.com).

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