



**News Release**  
**FOR IMMEDIATE RELEASE**  
July 24, 2014

**VIPAR Heavy Duty Supports GenNext as a Platinum Sponsor**  
*Applauds efforts of new industry organization to help encourage the growth  
of the next generation of heavy duty aftermarket leaders*

**Crystal Lake, Ill. –** [VIPAR Heavy Duty](#) announced today that it has become a platinum sponsor of GenNext, the heavy-duty aftermarket's newest group formed to educate, mentor and recruit the next generation of aftermarket leaders.

"GenNext is a group with over 100 members and growing who are the up-and-coming leaders of tomorrow in the aftermarket truck parts industry," said Steve Hansen of Minimizer, who is serving as the group's president. "We are grateful for VIPAR Heavy Duty's support and commitment to help attract the next generation of aftermarket talent."

While the group's message is meant for younger executives who are 45 and under, Hansen says any age level is welcome to join GenNext.

"We believe GenNext can make a difference in helping mentor, educate, and recruit future industry leaders," said Jeff Paul, director of marketing for VIPAR Heavy Duty. "That's why we are pleased to support the group as a sponsor and to host a reception along with GenNext in conjunction with our annual conference."

A GenNext reception will take place at the VIPAR Heavy Duty Annual Business Conference, scheduled for Oct. 19-24, 2014 at the Marco Island Marriott in Marco Island, Fla. In addition, VIPAR Heavy Duty will also host its own Young Leaders Forum luncheon for the second year in a row during the annual meeting.

For more information on GenNext, visit [www.gennexthd.com](http://www.gennexthd.com) or follow the group on social media through Facebook (Gen Next – Heavy Duty), Twitter (@GenNextHD), or LinkedIn (GenNext-HD).

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:

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