



*News Release*  
**FOR IMMEDIATE RELEASE**  
March 6, 2012

**CHRIS BAER NAMED PRESIDENT OF  
VHD EQUIPMENT NETWORK**

**Crystal Lake, IL** – The [VIPAR Heavy Duty](http://www.vipar.com) board of directors has named Chris Baer president of VHD Equipment Network, LLC, a separate buying group wholly owned by VIPAR Heavy Duty. In his new role, Baer will have overall management responsibility for VHD Equipment Network, the first buying group to offer membership to commercial vehicle truck equipment distributors in North America.

Baer has been overseeing VHD Equipment Network since its inception in 2008. He will continue in his role as vice president at VIPAR Heavy Duty with responsibility for program management, and marketing and communications groups.

"Chris is a tireless worker and well-regarded by everyone in our organization. On behalf of the board, stockholders and staff, we congratulate him on his new responsibilities," said Steve Crowley, president and CEO, VIPAR Heavy Duty. "This appointment demonstrates our commitment to grow our footprint in the commercial vehicle truck equipment segment among distributors and suppliers."

Baer joined VIPAR Heavy Duty in January of 2002 as director of program management. In November of 2003 the board of directors of VIPAR Heavy Duty named Baer a vice president and corporate officer. Previously, Baer was with Chicago Rawhide/SKF for 17 years in a variety of sales management roles, including director of automotive sales.

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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**Scan here for more information on VIPAR Heavy Duty:**

**Image attached:** Chris Baer

**Caption:** Chris Baer, president, VHD Equipment Network and vice president, VIPAR Heavy Duty

**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).

**About VHD Equipment Network**

[VHD Equipment Network](http://www.vhdequipment.com), LLC is a wholly owned subsidiary of VIPAR Heavy Duty, Inc. VHD Equipment Network leverages the experience and expertise of VIPAR Heavy Duty in the heavy duty aftermarket to focus on the North American commercial vehicle truck-mounted equipment market. The \$9 billion dollar industry represents over 1,700 companies that distribute, install, buy, sell and repair truck-mounted equipment. VHD Equipment Network provides vehicle equipment distributor members with program management, business services, advanced technology solutions, timely communications and effective marketing tools. For more information on VHD Equipment Network, visit [www.vhdequipment.com](http://www.vhdequipment.com).

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