



News Release
FOR IMMEDIATE RELEASE
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**RECORD TURNOUT/SUGAR RAY LEONARD KEYNOTE
SPEECH HIGHLIGHT VIPAR HEAVY DUTY'S
2011 ANNUAL BUSINESS CONFERENCE**

Meeting of group's stockholders and supplier partners took place October 16-21 in Tucson, Ariz.

Crystal Lake, IL – A record turnout highlighted the 2011 VIPAR Heavy Duty Annual Business Conference, October 16-21 at the JW Marriott Starr Pass in Tucson, Ariz. Over 90 percent of [VIPAR Heavy Duty](#) stockholder/distributors from the U.S., Canada and Mexico were in attendance for the event that included a tradeshow and one-on-one meetings with over 125 supplier partners.

Legendary boxer Sugar Ray Leonard presented a keynote address on "The Power to Win!" Leonard said whether achieving greatness as an athlete or in the business arena - the same qualities that drive success apply: "discipline, focus, determination, preparation, the right attitude and setting fear of the unknown aside."

Leonard's boxing career included three National Golden Gloves titles, two Amateur Athletic Union (AAU) championships and the 1975 Pan-American Games crown. After winning a gold medal in boxing at the 1976 Olympic Games, he turned professional, winning world titles in the welterweight, junior middleweight, super middleweight, and light heavyweight divisions during his 21-year career.

Under the theme "Synergy, Strength, Support," the Annual Business Conference included VIPAR Heavy Duty stockholders, supplier partners and industry associates. A new feature for the 2011 meeting were three specialty breakout sessions for stockholders on mobile technology, inventory and supply chain management, and customer service.

"We had positive feedback from our stockholders on the new breakout sessions which really kept the day high energy," said Steve Crowley, president and CEO, VIPAR Heavy Duty. "Overall the record turnout of this year's meeting provided a great opportunity to expand and enhance relationships between our stockholders and supplier partners and to establish direction and plan for future growth."

In addition to the keynote speech, tradeshow, one-on-one meetings and breakout sessions, the 2011 VIPAR Heavy Duty Annual Business Conference included a general session, and the annual stockholders meeting.



VIPAR Heavy Duty's 2012 Annual Business Conference will be held October 21-26 at the Marco Island Marriott Resort.

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

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Scan here for more information on VIPAR Heavy Duty:



Image Attached:

Caption: 2011 Theme Logo

About VIPAR Heavy Duty

[VIPAR Heavy Duty](http://www.vipar.com) 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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