



News Release

Latin American Distributor DIREGO Adds Three Colombian Locations to VIPAR Heavy Duty Network

HOFFMAN ESTATES, Ill. (June 18, 2024) – A VIPAR Heavy Duty stockholder since 2010 and one of its first Mexico-based distributors, DIREGO added its three Colombian locations to the group’s network, expanding its footprint into South America.

Two of the Colombian locations are in Bogotá and one is in Cali. DIREGO is headquartered in Saltillo, the capital of Coahuila, Mexico, and operates four distribution centers and 24 stores in that country, as well as one in Houston.

“We are very pleased to continue growing our partnership with VIPAR Heavy Duty. Bringing our Colombian locations into the network strengthens our ability to serve customers in that region and positions us for further growth,” said Alejandro “Alex” Garcia Pérez, DIREGO’s commercial director. “Our reputation is built on exceptional service and providing truck and trailer parts of the highest quality from the industry’s most trusted brands. We are eager, in conjunction with VIPAR Heavy Duty, to strengthen that reputation among our Colombian customers and communities.”

Garcia, who joined DIREGO’s management team in 2013, serves on the VIPAR Heavy Duty Board of Directors. During his time with DIREGO, the distributorship has experienced significant growth. They also became a subsidiary of ZOR Capital Group, which is focused on Latin American transportation, manufacturing and distribution for automobiles and commercial vehicles.

“DIREGO and Alex have been essential to VIPAR Heavy Duty’s success and growth in Latin America where we have more than 100 locations and 15 years of experience,” said VIPAR Heavy Duty President and CEO Chris Baer. “Alex’s aftermarket expertise and market knowledge are great assets as we execute our strategy to further strengthen our presence throughout Latin America. We are proud to have the strongest and most progressive network of independent aftermarket distributors throughout the Americas – now serving end-user customer needs on two continents.

“It’s a great time to be in the heavy duty truck parts business!”

DIREGO was founded in 1994 and has steadily expanded its footprint through the years. They provide parts for all makes and models of trucks, trailers and buses.

“DIREGO is a top VIPAR Heavy Duty distributor, excelling in all areas,” said Jim Pennig, VIPAR Heavy Duty Family of Companies’ vice president of business development. “They are an outstanding ambassador of VIPAR Heavy Duty’s brand and principles, and we welcome their Colombian locations to our growing Latin American network.”

For more information on DIREGO, visit dirego.com.mx. For more information on VIPAR Heavy Duty, visit www.vipar.com or email: info@vipar.com.

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Image Attached:

Heavy Duty

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About VIPAR Heavy Duty

VIPAR Heavy Duty is the leading network of independent aftermarket truck parts distributors operating more than 735 locations throughout the U.S., Canada, Mexico, Colombia and Puerto Rico. VIPAR Heavy Duty distributors are specialists who understand the demands of their local, regional, and national customers for quality parts and exceptional service. VIPAR Heavy Duty also operates two wholly owned subsidiaries, Global Parts Network, LLC and Power Heavy Duty LLC, as part of the VIPAR Heavy Duty Family of Companies. VIPAR Heavy Duty is a proud member of NEXUS North America and NEXUS Automotive International, a worldwide group of parts distributors committed to bringing a global approach to the automotive and commercial vehicle aftermarket industries. For more information, visit www.vipar.com.

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