



Truck Parts Distribution 2000: Largest Independent Network Offers Solutions

([PRWEB](#)) January 17, 2000 -- VIPAR Heavy Duty, the industry's largest buying and marketing group for independent truck parts distributors is moving into the new millennium with real solutions for its members. "After our annual meeting in the fall we sat down to review the year," said David T. Rex, VIPAR Heavy Duty President. "When we looked at where we were and all we've accomplished, we realized we are really on a roll."

Rex believes that VIPAR's success is largely due to the firm foundation of corporate staff and solid, independent members. The staff headquartered in Williamsburg, Virginia, includes product, fleet, and member development professionals with years of industry experience and business connections. Other professional staff bring talent and expertise in finance, marketing, planning and administration. VIPAR's independent distributor membership group is made up of solid companies with coverage in all the major North American markets. VIPAR members bring an important base of knowledge to the VIPAR organization and their customers.

"Three other key factors contribute to our positive outlook," continued Rex. "We've added 20 members in the last 12 months, our e-commerce system was launched successfully in April, and we signed our first major fleet customer in September. VECS, the VIPAR Electronic Commerce System, is the catalyst for all of this growth."

VIPAR's e-commerce system is the first full-loop EDI program in the truck parts aftermarket. Two years in the making, the system is now processing orders from members to suppliers and invoices are returned electronically. Members have cited the reduction in cycle time and paperwork as a real savings. The efficiency speeds orders and gives staff more time to handle customer service and money to increase profits and invest in other activities to grow business.

VIPAR's national accounts program initiative has taken off as a result of VECS. "With electronic commerce, our fleet customers are able to process one purchase order and one invoice even though they're working with over 85 separate companies with 350 locations," said John Stoeckinger, Vice President of Business Development. "This seamless and consistent operation brings real value to the equation. Other important aspects of the e-commerce system are the option of customizing processes to suit the fleet and data collection management.

VIPAR Heavy Duty stands out as the leader among truck parts groups. "This year's marketing theme is 'Solutions for the New Millennium'," added Sara Lewis, Marketing Manager. "There can be no doubt that our e-commerce system and national fleet program are tools that independents see as important solutions in today's competitive business environment. VIPAR is also using other e-business strategies through their web site and e-mail capabilities to help members get the information they need faster. VIPAR's supplier partners are anxious to use these tools to develop custom promotions for the VIPAR network.

The year 2000 will bring growth and change to the industry and VIPAR. The upward economic trend and the explosive growth of the internet are having a positive effect on the trucking industry as freight moves across the country. "Our group is well-positioned to meet this challenging future," concluded Rex. "And the opportunities to use e-commerce tools to expand on a global scale are enticing and exciting."



Contact Information

Sara Lewis

VIPAR Heavy Duty

Online Web 2.0 Version

You can read the online version of this press release [here](#).