



News Release

Power Heavy Duty Member Powertrain Plus Truck Parts & Service: *Customer-intimate Model Focuses on Relationships*

HOFFMAN ESTATES, Ill. (Oct. 4, 2024) – When two industry veterans get together, it’s hard to, literally, not talk shop. The two co-owners of Powertrain Plus Truck Parts & Service, who joined Power Heavy Duty this year, were doing just that when they realized one had extensive parts experience, and the other knew the service business.

Learning of their complementary skill sets, the two set out to establish a distributorship and service facility that would approach things that played to their strengths and strongly focused on customer service.

“When Mert [Kahyaoglu] and I started talking about becoming business partners, we felt it was the perfect combination to best serve our industry,” said John Ferry, Powertrain Plus co-owner and CEO. “Developing our business plan, we wanted to differentiate ourselves in our market – we wanted a customer-intimate model that really focused on customer relationships.”

For the Cinnaminson, N.J.-based company, the first step was staffing the right people who know the aftermarket and prioritize customer service. “We didn’t want to have a phone menu. When customers call for parts or service, someone answers that can help, that knows trucks and can offer solutions,” Ferry said. “We remember every customer’s first name. That’s important to us.”

As they approach their one-year anniversary, Powertrain Plus has 14 employees, all seasoned in their roles and sharing the customer-intimate attitude. Nine of them work in the full-service shop which can accommodate nearly 10 vehicles.

Co-owner and CFO Kahyaoglu managed the service facility of his family’s dump-truck fleet business for many years. He brings that experience and expertise to Powertrain Plus, positioning it to specialize in severe-duty markets.

“Line-haul is still an important part of our business, but when it comes to dump trucks, waste haulers, and fire and emergency vehicles, that’s really the focus of Powertrain Plus,” said Kahyaoglu. “We provide customers with the full range of maintenance and repair work – including diesel engine repairs, replacements and overhauls – and parts for all makes and models. We want to give our customers a wide offering of product lines and Power Heavy Duty is going to help us achieve that.”

Jim Pennig, VIPAR Heavy Duty Family of Companies’ vice president of business development, said Powertrain Plus has quickly, and successfully, implemented an ambitious and innovative business plan.

“In a short amount of time, Powertrain Plus Truck Parts & Service has taken root within their community and become a multi-faceted resource for customers,” Pennig said. “For instance, they routinely host training events – providing customers with parts and service knowledge is part of the company’s mission

statement. Power Heavy Duty is proud to support them, as these are the types of business models that will continue to strengthen our network.”

For more information about Powertrain Plus Truck Parts & Service, contact help@pttruckparts.com, or visit pttruckparts.com. For more information on Power Heavy Duty, contact info@powerheavyduty.net, or visit www.powerheavyduty.net. Connect via social media on [LinkedIn](#) and [Facebook](#).

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Image attached:

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About Power Heavy Duty

Power Heavy Duty helps independent distributors and service specialists of all sizes to be competitive in today's market. From more than 235 locations across the U.S., Power Heavy Duty members provide customers with quality heavy duty parts from many of the industry's leading manufacturers. In addition to quality parts, Power Heavy Duty members offer quality repair service backed by professionals with the experience and knowledge to help get trucks back on the road quickly. For more information, visit www.powerheavyduty.net.

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