



News Release

ASC Auto Electric Joins Power Heavy Duty

HOFFMAN ESTATES, III. (SEPT. 26, 2023) – ASC Auto Electric has been serving the transportation industry’s electrical needs for nearly a century and now bring their expertise to the Power Heavy Duty network.

Founded in 1933 as Armature Service Company, the Little Rock, Arkansas, distributor’s motto summarizes their services: “If it has a motor or starter, we can help!” They fulfill that promise through extensive inventory in their 16,000-square-foot warehouse and 4,500-square-foot showroom, as well as a shop area where they rebuild components and custom cut cables. They also maintain a comprehensive e-commerce platform, shipping products throughout the U.S. and to other select countries.

“Our roots are deep with electrical parts and service – everything from trucks and cars to boats and tractors – and that’s still our specialty,” said ASC Auto Electric President and CEO Eddie Hairston. “But through the years we’ve expanded our products and services, including diesel particulate filter sales and cleaning.”

Hairston started working at ASC Auto Electric in 1989 and took ownership in 2006. His wife Rejena serves as vice president and treasurer.

Their commitment to the aftermarket goes beyond distribution and service. The company is an active contributor for the Arkansas School Bus Mechanics Association annual conference, providing technician training focused on alternators and starters.

“ASC Auto Electric is a great resource and asset to the transportation industry in Arkansas and beyond,” said Jim Pennig, vice president of business development for the VIPAR Heavy Duty Family of Companies. “Their focus on growth and providing end-user customers with the highest quality parts and superior service makes them a perfect addition to the Power Heavy Duty network.”

For more information on ASC Auto Electric, visit <https://www.ascautoelectric.com/>. For more information on Power Heavy Duty, contact info@powerheavyduty.net, or visit www.powerheavyduty.net.

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Image attached:

Power Heavy Duty Logo Download: <http://bit.ly/3pOCEmV>

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 200 locations across the U.S. and Canada, 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.

For further product information, contact:

Jeff Paul
Vice President of Marketing
VIPAR Heavy Duty
815-893-5965
jpaul@vipar.com

For further PR information, contact:

Lisa Gill
Vice President
MBE Group
810-459-4446
lgill@mbe.group