



News Release
FOR IMMEDIATE RELEASE
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Power Heavy Duty Launches New Website

Crystal Lake, Ill. – With an upgraded design and improved functionality, [Power Heavy Duty](http://www.powerheavyduty.net) has announced the launch of its new website at www.powerheavyduty.net to better serve its members, supplier partners and end-users. The site includes a public side for industry visitors, and a private, secure portal for Power Heavy Duty members.

Among the new features on the public side is a new user-friendly “Find a Location” search to easily locate the nearest Power Heavy Duty member. The site also includes a comprehensive supplier page that lists many of the industry’s leading manufacturers; providing an opportunity to showcase the premium branded products that customers know and trust to keep their trucks on the road. Also a new “Quick Links” menu provides instant access to upcoming events, news and industry information.

“The new site provides an enhanced user experience, an improved brand experience, increased exposure for our supplier partners and new tools and resources for Power Heavy Duty members,” said Jeff Paul, director of marketing for VIPAR Heavy Duty.

Another feature of the public side of the website is separate “Power for Suppliers” and “Power for Distributors” tabs. The pages provide useful information for suppliers and distributors who want to learn more about the Power Heavy Duty network and an easy click through menu to contact the organization for more information.

“In the members portal area we’ve streamlined the page design and enhanced the navigation tools to make it easy for members to find supplier programs and marketing tools, including an all-new graphics gallery, enhanced linecard and product search,” explained Paul. “Plus, an all-new training library puts training materials from supplier partners into the hands of Power Heavy Duty members so they can keep their employees up to date with the latest resources available.”

Power Heavy Duty members are recognized locally in their respective market under the Power Heavy Duty brand. With more than 200 locations across the U.S. and Canada, Power Heavy Duty

members are able to serve the needs of their customers by providing quality heavy duty parts from many of the industry's leading manufacturers.

For more information on Power Heavy Duty, contact powerheavyduty@powerheavyduty.net, or visit www.powerheavyduty.net.

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Image attached:

Download Image: <http://goo.gl/dks1A8>

About Power Heavy Duty

Power Heavy Duty works to help independent distributors and service specialists of all sizes 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, many 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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