



## ***News Release***

### **Power Heavy Duty Launches New Website and Private Portal**

**HOFFMAN ESTATES, Ill. (Dec. 5, 2024)** – Power Heavy Duty has launched a new public-facing website and corresponding private portal that provides significant user experience updates. The new site incorporates a sleek, modern, mobile-responsive design with expanded functionality to offer users improved navigation, streamlined information, and an enhanced online experience.

"With the launch of our redesigned website and private portal, we're delivering a streamlined, intuitive experience that empowers users to access the information they need more efficiently than ever before," said Jeff Paul, vice president of marketing at VIPAR Heavy Duty. "Our investments in solutions like the new Power Heavy Duty website underscore our commitment to providing the best possible tools and resources to support business success."

The Power Heavy Duty public website, [www.powerheavyduty.net](http://www.powerheavyduty.net), is geared toward those interested in learning more about the organization. An interactive "Find a Distributor" tool enables fleets and owner operators to easily find their local Power Heavy Duty parts and service specialist from more than 225 locations across the United States. Visitors can also view the portfolio of premium brands available through the network's supplier partners, as well as news releases, industry event listings, and direct links to its social media platforms.

The Power Heavy Duty private portal hosts the most impactful upgrades for its distributors providing a customizable dashboard for easy navigation to frequently referenced information, enhanced search and filter functionality, and dynamic tools to help them find the right products and supplier programs to support their business and best serve their end-user customers.

For more information on Power Heavy Duty, contact [info@powerheavyduty.net](mailto:info@powerheavyduty.net), or visit [www.powerheavyduty.net](http://www.powerheavyduty.net). Connect via social media on [LinkedIn](#) and [Facebook](#).

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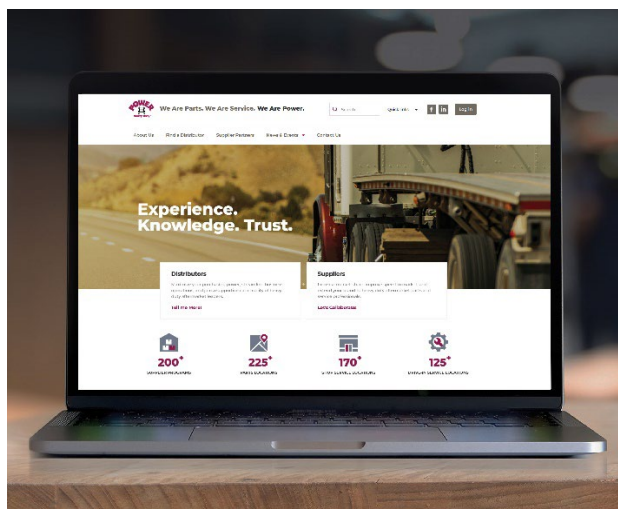


Image Attached:

Download Image: <https://bit.ly/49nh0IG>

### **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., 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. Power Heavy Duty is a wholly owned subsidiary of VIPAR Heavy Duty. For more information, visit [www.powerheavyduty.net](http://www.powerheavyduty.net).

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