



Mitsubishi Electric Automotive America Signs Long-Term Agreement with VIPAR Heavy Duty

Northville, MI – October 21, 2014 – [Mitsubishi Electric Automotive America, Inc.](#) (Mitsubishi Electric) has signed a long-term agreement with VIPAR Heavy Duty, Crystal Lake, Illinois, to make its heavy duty electrical components available to more than 500 VIPAR Heavy Duty distributors. The agreement was announced at the VIPAR Heavy Duty Business Conference in Marco Island, Florida.

VIPAR Heavy Duty is a leading distributor network in North America, providing high-quality, brand name parts to regional and national fleet customers.

“We are pleased to forge this alliance with VIPAR Heavy Duty as we expand our heavy duty business in North America. When we looked at VIPAR’s business model, end-user focus, and commitment to quality and customer service, we were convinced that this agreement would be beneficial for our heavy duty truck end-customers,” said Dave Stone, executive director, Mitsubishi Electric Automotive America Heavy Duty operations. “We have had strong initial interest from our fleet customers.”

"The Mitsubishi Electric Automotive America product portfolio is known as a high quality, premium line which fits well with our strategy of partnering with the industry’s leading premium brand suppliers," remarked Larry Griffin, director of Program Management, VIPAR Heavy Duty, Inc. "We're pleased to have them as part of our network."

About Mitsubishi Electric Automotive America

Mitsubishi Electric Automotive America, Inc., a U.S. affiliate company of Mitsubishi Electric Corporation, was established in 1979 to serve the North American automotive, heavy duty truck and coach business. Mitsubishi Electric Automotive America offers a wide range of products and

services, including engineering, manufacturing, sales, marketing, distribution and service of electrical and electronic systems and components for automobiles, heavy trucks, buses and commercial engine manufacturers, serving both OEMs and the aftermarket. Additional information is available at the following websites: Mitsubishi Electric Automotive America www.meaa-mea.com; Mitsubishi Electric heavy duty products www.specmystarter.com; Mitsubishi Electric's Diamond Gard™ warranty program www.diamond-gard.com.

In addition to automotive electrical components, [Mitsubishi Electric US group companies](#)' principal businesses include semiconductor devices, factory automation products, heating and cooling products, elevators and escalators, solar modules, electric utility products, and large-scale video displays for stadiums and arenas. There are 50 locations throughout North America with approximately 3,600 employees.

About VIPAR Heavy Duty

VIPAR Heavy Duty is North America's leading network of independent truck parts distributors. VIPAR Heavy Duty distributors serve the needs of their customers from over 500 locations across the United States, Canada, Puerto Rico, and Mexico. VIPAR Heavy Duty distributors are specialists who understand the demands of their local, regional, and national customers for quality parts and exceptional service. For more information, visit www.vipar.com

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MEAA CONTACT:

Dick Pacini

The Millersch Group

248-276-1970

Cell: 248-770-6446

dpacini@millerschgroup.com

VIPAR – For further PR information, contact:

Gary McCoy

Public Relations Director

The Marx Group

847-622-7228

[gmccoy@themarxgrp.com](mailto:gmc coy@themarxgrp.com)