

HD PLUS Private Brand



What is HD Plus?

This trademark is designed exclusively for heavy vehicle applications and offered only through the GPC Heavy Vehicle Parts Division. All new and remanufactured products distributed under this trademark are of the highest quality and stand out from the competition.

HD Plus market positioning

Products that we offer under our HD Plus private brand must meet these two key business criteria:

- Meet or exceed OEM specifications
- Priced very competitively with national brands

These criteria allow us to differentiate ourselves from competitive offering

Global sourcing strategy

Suppliers selected to be part of our HD Plus program must all meet the following selection criteria:

- Companies that are well established and that often supply OEM truck and trailer manufacturers elsewhere in the world
- Companies that have met quality standards such as ISO and QS
- Companies that operate in countries which allow them to offer excellent value / price ratios

HD Plus product lines

T20, T23, T24 & T25 Friction	Steering Gears & Pumps
Brake Drums & Rotors	Front End Components
Air Brake Components	Aftermarket Suspension Parts
Air System Components	Batteries
Spring Brakes & Components	Remanufactured Fan Clutches
Air Suspension Components	Wheel End Components
Hydraulic Disc Brake Calipers	Mirrors & Components
Clutches	Order Systems
Leaf Springs	... and more to come!

Look for our HD Plus Seal of Quality

Ask your Traction sales representative or the store nearest you for more details.



New product development

Current HD Plus product offering is mostly focused on steering, suspension, brake systems, compressors and valves. Future efforts will be aimed at developing additional product lines while continuing to expand our existing ones.