Supreme Wraps Taps Veteran Fleet Executive to Lead Commercial Fleet Expansion in Central Florida

Bruce Swyers named Director of the new Supreme Wraps Orlando Commercial Fleet Division serving fleet operators, dealerships and upfitters across Central Florida



Supreme Wraps Logo

ORLANDO, FL, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Supreme Wraps Orlando, the Central Florida location of the Supreme Wraps paint protection film (PPF) and vehicle wrap brand, today announced that Bruce Swyers has been named Director of its newly formed Commercial Fleet Division. The division provides commercial fleet wraps, fleet graphics and rebranding programs for multi-vehicle fleets in the Orlando metro area and throughout Central Florida.

Swyers brings more than 25 years of sales, business development and leadership experience to the role. He most recently spent nearly five years with Fluid Truck Share, the commercial vehicle mobility company recognized as No. 9 on the Deloitte Technology Fast 500 and No. 101 nationally on the Inc. 5000, where he served in multiple leadership roles including Head of Sales and General Manager.

A fleet operator's perspective on fleet branding

At Fluid Truck Share, Swyers worked directly with commercial fleet operators, business owners and enterprise customers on vehicle and fleet solutions while leading teams through rapid growth, market expansion, operational change and post-acquisition integration. That experience shapes how the new division approaches fleet managers.

"Fleet managers don't think of their vehicles as billboards. They think about uptime, turnaround, consistency across units and what happens when a truck gets replaced or a brand changes," said Swyers. "A fleet wrap program has to fit inside that reality. Our job is to make branding a scheduled, repeatable part of fleet operations rather than a one-off project that pulls vehicles off the road."



Commercial Fleet Wrap

Swyers' career includes work with nine startup and early-stage organizations across more than three decades, serving in executive, sales leadership, consulting and advisory capacities, as well as leadership roles with R.R. Donnelley. He has built and led sales organizations, developed go-to-market strategies and helped companies expand into new markets and revenue channels.

Built for multi-vehicle fleets and ongoing additions

Under Swyers' leadership, the Supreme Wraps Orlando Commercial Fleet Division is building relationships across the fleet ecosystem, including commercial fleet operators, dealerships, vehicle manufacturers, fleet management companies and upfitters. The division is developing scalable branding solutions for:

Full and partial fleet wraps for multi-vehicle commercial fleets
Ongoing fleet additions, so new units match existing vehicles as fleets grow
Fleet rebranding programs following mergers, acquisitions or brand refreshes
Coordination with dealerships and upfitters so vehicles arrive branded and ready for service

The division's focus is helping businesses treat fleet branding as part of the complete marketing lifecycle, turning commercial vehicles from an operational necessity into highly visible, mobile brand assets.

"Commercial fleet work rewards process, and Bruce has spent his career building sales organizations and operating processes inside high-growth companies," said Omar Sanchez, President of Supreme Wraps Orlando. "He understands the fleet business from the operator's side, and he has been part of the Central Florida business community for nearly three decades. That combination is exactly what we wanted leading this division."

A Central Florida resident for 28 years, Swyers has built his career in Orlando while working with

organizations, customers and teams across the country, bringing a national perspective on sales, business development and commercial fleet operations to the local market.

Frequently asked questions

What does the Supreme Wraps Orlando Commercial Fleet Division do? It provides commercial vehicle wraps, fleet graphics and rebranding programs for businesses operating multiple vehicles in the Orlando area and across Central Florida, with an emphasis on consistent branding across units and repeatable programs for fleet additions.

Who leads the Commercial Fleet Division? Bruce Swyers, Director of the Commercial Fleet Division, leads it. He is a 25-year sales and business development executive and former Head of Sales and General Manager at Fluid Truck Share.

What types of fleets does the division serve? Commercial fleets of any size, including service and trade fleets, delivery and logistics fleets, and corporate vehicle fleets, along with dealerships, fleet management companies and upfitters that support them.

Where is Supreme Wraps Orlando located? Supreme Wraps Orlando is located at 7101 Presidents Dr., Suite 299, Orlando, FL 32809, and serves the greater Orlando metro area and Central Florida.

How can fleet managers contact the Commercial Fleet Division? Fleet managers can reach Bruce Swyers directly at bruce.swyers@supreme-wraps.com or 407-900-0190, or visit https://www.supreme-wraps.com.

About Supreme Wraps

Supreme Wraps is an automotive paint protection film (PPF) and vehicle wrap brand with locations in Orlando, Florida; Dallas and Frisco, Texas; Scottsdale, Arizona; and Orange County, California. The company installs its proprietary Apterix paint protection film, which carries a 15-year warranty, alongside commercial fleet wraps, color-change wraps and window tint. Supreme Wraps Franchising LLC is headquartered in The Colony, Texas. Learn more at https://www.supreme-wraps.com.

About Supreme Wraps Orlando

Supreme Wraps Orlando serves retail and commercial customers throughout Central Florida from its facility at 7101 Presidents Dr., Suite 299, Orlando, FL 32809. The Commercial Fleet Division is a new business operation within the established Supreme Wraps Orlando location.

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