



12.10.2016 Dana Aftermarket Delights Customers
with New Products, Online Catalog at Automechanika
Frankfurt 2016

At Automechanika Frankfurt 2016, the world's leading international automotive trade fair held September 13-17 in Frankfurt, Germany, Dana gave guests who visited their exhibitor booth direct access to their Spicer® driveline and Victor Reinz® and Glaser® sealing premium aftermarket technologies for light, commercial, and off-highway vehicles.

Dana's exhibit attracted show attendees with many new products, including a new Spicer® Medium Duty Commercial Vehicle Series driveshaft for the Mercedes Benz Sprinter, recently introduced online catalog, and interaction with their on-site technical experts from every region. Visitors were pleased with Dana's exceptional hospitality and dynamic nature of the exhibit, which created key opportunities for Dana to interact with current customers, and attract and inform potential new customers from around the globe.

By bringing their Victor Reinz®, Glaser®, and Spicer® product lines into one exhibit, Dana was able to showcase its diverse product

Publisher

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portfolio and introduce comprehensive solutions for their customer's driveline and sealing needs.

Among the attractions at Dana's exhibition space was an Audi V6 3.0l TFSI engine. The engine, features Dana's Victor Reinz® Multi-Layer Steel (MLS) Power Wave cylinder-head gasket, with Dana's patented Wave-Stopper™ sealing technology around the combustion chamber to prevent leakage. This unique gasket is enhanced to sustain high-pressure sealing even at the most extreme temperatures and engine forces, and can be tailored to suit almost any engine configuration.

Visitors also were able to get instant access to the comprehensive Victor Reinz®, Glaser®, and Spicer® product ranges through the company's recently-introduced, well-received online catalogs. This regularly-updated tool allows customers to easily view and order Dana Aftermarket products. Features include technical bulletins, specifications, and installation videos for certain products.

Dana's continued presence at Automechanika is testament to the company's commitment to offering advanced technologies that meet customer needs, and offer high-quality original equipment solutions that meet top performance standards.

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This year's Automechanika Frankfurt hosted approximately 136,000 visitors from more than 170 countries, with a record of 4,820 exhibitors. Numerous exhibitors reported that the quality of their interaction with visitors was exceptionally high, and event organizers reported that visitor satisfaction for the event was 95 percent, with more than 80 percent of exhibitors reporting that they were able to effectively reach their visitor target groups at the show.

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