

20.04.2015 Dana announces new Chinese Victor Reinz® website at Auto Shanghai

Dana announced today it has launched a website specifically designed for Victor Reinz® Aftermarket products in China, www.victorreinz.cn. Customers in the Chinese market will benefit from targeted information on this new Chinese-language version of the original Victor Reinz website.

In order to have a successful launch, Dana has ensured the site is as user-friendly as possible, offering a variety of content, including detailed product listings, assembly and installation instructions, and a complete product catalog. Website visitors also can receive more information about Victor Reinz aftermarket products, such as cylinder-head gaskets, sealants, manifold gaskets, and turbocharger mounting kits. The informative new website format is rounded out by a comprehensive download area containing a full product catalog – with more than 15,000 items – and product brochures.

Another valuable feature available to Chinese users is an optimized

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search function, an efficient resource used to learn more about Victor Reinz sales partners and its global impact. The site now features an interactive world map, which highlights members of the worldwide sales network and includes individual contact information.

In addition to these enhanced features, the latest news is communicated to customers through regular updates to the website, including product details, service information, and event dates.

Dana will be displaying its aftermarket technologies in booth 5BF101 at Auto Shanghai 2015, scheduled from April 22-29. Auto Shanghai is one of the leading automotive industry trade events in China, building a platform for collaboration between Chinese and international auto companies. As this year's theme is "Innovation for Upgrading," Dana and other suppliers, manufacturers, and distributors will be displaying innovative technologies and products.

About Dana in the Aftermarket

Powered by recognized brands such as Dana®, Spicer®, Victor Reinz®, Glaser®, GWB®, Thompson®, TruCool®, SVL® and Transejes®, Dana delivers a broad range of aftermarket solutions – including genuine, all makes, and value lines – servicing passenger, commercial, and off-highway vehicles across the globe.

Leveraged by a global network of 13 distribution centers, Dana's dedicated aftermarket team provides technical service, customer support, high fill rates, and on-time delivery to customers around the globe.

For more information, please visit www.dana.com/aftermarket.

About Dana Holding Corporation

Dana is a global leader in the supply of highly engineered driveline, sealing, and thermal-management technologies that improve the efficiency and performance of vehicles with both conventional and alternative-energy powertrains. Serving three primary markets – passenger vehicle, commercial truck, and off-highway equipment – Dana provides the world's original-equipment manufacturers and the aftermarket with local product and service support through a network of nearly 100 engineering, manufacturing, and distribution facilities. Founded in 1904 and based in Maumee, Ohio, the company employs 23,000 people in 25 countries on six continents. In 2014, Dana generated sales of \$6.6 billion. For more information, please visit www.dana.com.

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