

17.09.2012 From cars to agriculture: The new Victor Reinz® product line for the aftermarket

At the Automechanika 2012, Dana presented the new Victor Reinz® aftermarket catalogs. For the first time, the company also published an agricultural catalog featuring replacement parts for construction and agricultural machines as well as for special-purpose vehicles in road construction. This product line goes back to models from 1950.

Altogether, the catalogs on offer comprise four publications covering the entire product line of Victor Reinz Service Parts. "This provides the full coverage



of the replacement parts market that we had set as our goal: cars, commercial vehicles and agricultural machines," says Markus Meier, Supervising Product Manager. "And also new – our catalog with turbocharger mounting kits for over 4250 turbochargers."

Both the car and truck catalogs contain the manufacturers' latest updates. For car engines alone, Victor Reinz lists over 8000 units, including 650 new engines. For the CV aftermarket, nearly 5000

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engines are available, with 250 listed in the catalog for the first time.

Dana's specialist catalog for agriculture provides an exclusive service. "Such a comprehensive compilation of replacement gaskets for tractors, excavators and caterpillars must be unique," declares Markus Meier. Appearing every two years and once again in time for the Automechanika 2012 in Frankfurt, the Victor Reinz product catalogs are available through wholesalers or the Internet.

Simple, fast and APP-TO-DATE – Find our comprehensive product catalog with more than 15.000 service parts at www.victorreinz.com.

Experience the Victor Reinz product world as mobile App and research service parts by:

Manufacturer, vehicle, OE no., competition no., REINZ no., model code



About Dana in the Aftermarket

Powered by Dana brands such as Spicer[®], Victor Reinz[®], Glaser[®], GWB[®], Thompson[™], Tru-Cool[™] 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 14 distribution centers, Dana's dedicated aftermarket team provides technical service, customer

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support, high fill rates, and on-time delivery to customers everywhere.
For more information, please visit www.VictorReinz.com.

About Dana Incorporated

Dana is a leader in the design and manufacture of highly efficient propulsion and energy-management solutions that power vehicles and machines in all mobility markets across the globe. The company is shaping sustainable progress through its conventional and clean-energy solutions that support nearly every vehicle manufacturer with drive and motion systems; electrodynamic technologies, including software and controls; and thermal, sealing, and digital solutions.

Based in Maumee, Ohio, USA, the company reported sales of \$10.3 billion in 2024 with 39,000 people in 30 countries across six continents. With a history dating to 1904, Dana was named among the "World's Most Ethical Companies" for 2023 and 2024 by Ethisphere and as one of "America's Most Responsible Companies 2023" by Newsweek. The company is driven by a high-performance culture that focuses on valuing others, inspiring innovation, growing responsibly, and winning together, earning it global recognition as a top employer.

Learn more at dana.com.

Contents from site: <https://www.victorreinz.com/EN/News/Press-News.aspx?conseq=69>

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