

10.09.2014 From print to mobile: Dana introduces  
Victor Reinz® aftermarket catalogs and new iOS  
tablet app at Automechanika 2014

Neu-Ulm, Germany, August 2014 – At Automechanika 2014, Dana Holding Corporation is presenting its updated Victor Reinz® aftermarket product catalogs as well as launching a new app for iOS, each featuring the full line of car, truck, agriculture, and turbocharger replacement parts.

The newly refreshed catalogs contain Dana's latest technology offerings. For car engines alone, Victor Reinz lists 8,700 engines, including approximately 700 new engines. For trucks, 5,500 engines are available, with nearly 300 listed in the catalog for the first time. The agriculture line is seeing changes as well, listing more than 1,300 engines. Finally, the turbocharger catalog showcases 4,400 turbocharger units, including 204 sets, with 52 appearing for the first time.



"At Dana, we seek to provide global customers with the most innovative, up-to-date technologies to meet evolving market demands,"

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**Publisher**

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said Markus Meier, supervising product manager. "Our latest catalogs – and supporting app – highlight our newest offerings and allow customers to easily explore products and select equipment best suited to their needs."

In addition to its updated catalogs, Dana's newly launched Victor Reinz product app offers users the full technology portfolios, consistent with the catalogs. The app is easy to navigate and offers users the ability to quickly search for products by part number or key words. It also features a section with the latest Dana news about new product offerings and company information. To organize product needs, customers can utilize the app's notes section, which is accessible through the homepage, to compile, review, and prioritize products they are interested in purchasing. The Victor Reinz app is free for download and available in the Apple app store.

Attendees at this year's Automechanika can visit Dana in booth D54, Hall 5.0, to test the new app and learn about its features and capabilities. The Victor Reinz catalogs are available through wholesalers, the newly launched app, and for download through the Victor Reinz website, [www.victorreinz.com](http://www.victorreinz.com).

Automechanika is the world's leading automotive trade fair, offering a unique spectrum of innovations and solutions for parts and

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components; electronics and systems; repair and maintenance; accessories and tuning; service station and car wash; and IT and management. The event is held 16-20 September in Frankfurt, Germany.

#### About Dana in the Aftermarket

Dana, a worldwide leading supplier of drive trains, sealing systems and thermal management products, also presents a broad spectrum of high-performance and efficient solutions for the field of aftermarket parts. The product range of successful brands includes Dana®, Spicer®, Victor Reinz®, Glaser®, GWB®, Thompson®, TruCool®, SVL® and Transejes® and offers replacement parts of superior quality worldwide. The offer comprises aftermarket products from original and third-party manufacturers for the maintenance and repair of passenger cars as well as utility and off-road vehicles.

The Dana Aftermarket team operates out of 13 distribution centers all over the world and is there to provide personal customer assistance and technical support. Extensive inventories in stock guarantee high product availability with quick delivery times.

Contenido del sitio: <https://www.victorreinz.com/ES/Noticias/Noticias-de-prensa.aspx?conseq=3268>

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