

05.04.2016 Dana Aftermarket finds success with Saudi Arabian market at Automechanika Jeddah 2016

Dana Holding Corporation recently enhanced its commitment to participating in leading aftermarket events by exhibiting at the inaugural Automechanika Jeddah 2016. With its extensive product portfolio on-site, Dana was able to educate attendees on the breadth of its premium aftermarket Spicer® and Victor Reinz® technologies, including driveline and sealing solutions for light, commercial, and off-highway vehicles.

This newest edition to the Automechanika brand of global fairs gave Dana the opportunity to have face-to-face interaction with Middle Eastern customers and present its Spicer and Victor Reinz aftermarket products to the region.



“We weren’t sure what to expect from Automechanika Jeddah, since it’s in its first year, but we were very pleased with the event attendance and outcome of the tradeshow,” said Jan von Ungern-Sternberg, area sales manager for Dana Aftermarket. “Being able to have in-person interactions with current and prospective customers in that region

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proved to be invaluable. The significant amount of interest we received in our high-performing brands exceeded expectations, which was encouraging.”

More than 170 exhibitors from 27 countries were on-site for the trade exhibition, which took place at the Jeddah Center for Forums & Events in Saudi Arabia from Jan. 26-28. With Saudi Arabia positioned as an emerging market that is quickly growing, Automechanika Jeddah was created to highlight key opportunities in the automotive aftermarket space. Manufacturers and distributors on-site presented a range of solutions, including repair and maintenance, parts and components, electronics and systems, tires and batteries, and more. Dana will be participating at other upcoming Automechanika events in 2016, including Automechanika Istanbul from April 7-10; Automechanika Dubai from May 8-10; and Automechanika Frankfurt, Sept. 13-17.

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