

## 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

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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.

#### About Dana in the Aftermarket

Powered by Dana brands such as Spicer<sup>®</sup>, Victor Reinz<sup>®</sup>, Glaser<sup>®</sup>, GWB<sup>®</sup>, Thompson<sup>™</sup>, Tru-Cool<sup>™</sup> and Transejes<sup>™</sup>, 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 support, high fill rates, and on-time delivery to customers everywhere. For more information, please visit [www.VictorReinz.com](http://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

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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](https://www.dana.com).

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