

Driving Innovation: How Dana Aligns with Global Aftermarket Trends

To deliver greater value and performance, Jan von Ungern-Sternberg, Sales Director for the Aftermarket EMEA for Dana's Victor Reinz® and Spicer® brands, says suppliers need to be prepared to meet customer demand both today and in the future.



Powering Reliability on a Global Scale

Aftermarket needs and purchasing behaviors vary widely by region, influenced by factors like local economic conditions, material and labor costs, material availability and logistics infrastructure. For these reasons, suppliers need to remain agile and familiar with local market demands.

Suppliers that lack the ability to scale globally often struggle to deliver with the expected responsiveness and quality customers want. Conversely, Dana has established a comprehensive footprint across 120 countries in Europe, the Middle East and Africa. Its diverse market presence allows the company to serve local repair shops and customers reliably and punctually every time.

“Dana’s Victor Reinz aftermarket products, which includes over 17,000 spare parts and repair kits, represents one of the world’s most comprehensive range of cylinder-head and secondary gaskets for cars and trucks,” said von Ungern-Sternberg. “This gives us a competitive edge, increasing accessibility of our robust catalog to serve all markets worldwide.”

However, Dana’s ability to maintain this competitive advantage rests on more than just its broad array of product offerings and delivery efficiency. It also depends on trust. Customers need to know that every part purchased is made with the highest quality and is authentic and safe. In recent years, the rise of product piracy and counterfeiting across the aftermarket industry has become a serious threat to that trust, undermining brand credibility and potentially compromising vehicle performance. To overcome this challenge, Dana has taken measures to safeguard their customers and the integrity of their vehicle parts.

Stay Protected with Dana Secure Mobile App

The development of the Dana Secure Mobile App was not only a preemptive step to combat product piracy and counterfeiting, but also to solidify a stronger connection with customers.

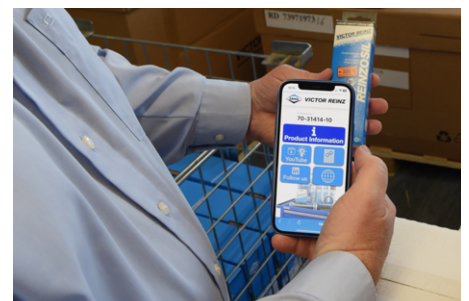
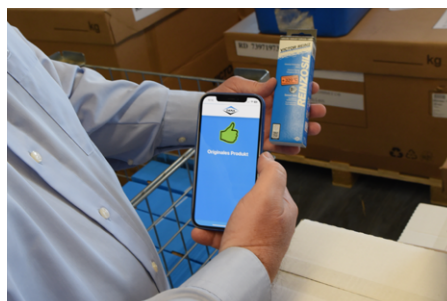
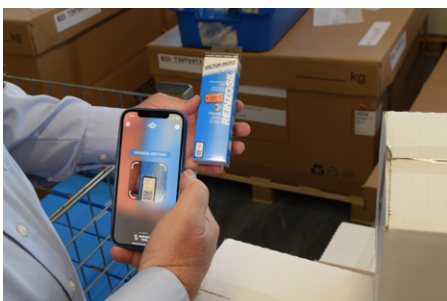
“We have been very transparent and diligent about communicating the rise of counterfeiting activities, and this awareness has led to an increase in trust across all trade levels right through to the end customer,” said von Ungern-Sternberg.

With the free Dana Secure Mobile App, users can verify the authenticity of Victor Reinz® products in seconds by scanning the product’s serialized QR code within the app. The scan results are displayed directly in the app and are not stored or shared elsewhere.

In addition to its verification process, the app provides direct access to detailed product and technical service information, safety data sheets, installation instructions for replacement parts, the complete Victor Reinz digital product catalog, as well as updates from Victor Reinz.

“Our app has been a game changer for us,” said von Ungern-Sternberg. “It has given our customers peace of mind and built lasting relationships that will support our continued growth.”

As Dana looks toward the future, it remains dedicated to evolving alongside its customers and their needs, developing new solutions to streamline the experience to keep its customers – and their parts- on the road to success. Whether purchasing container loads or general cargo, needing a nearly full-range supplier, or simply wanting a supplier with everything in stock, Dana and Victor Reinz have them more than covered.



VictorReinz.com/DanaSecure

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