

Newsletter Article

Victor Reinz® Celebrates a Successful Year of Events in Eastern and Central Europe

Victor Reinz® is ending 2017 on a positive note in eastern and central Europe after attending 14 customer events in the region this year.

“This year has been significant for Victor Reinz and our customers in the eastern and central Europe region,” said Roman Heiler, area sales manager of automotive service parts. “The growth in this area’s automotive sector is tremendous. We look forward to its continued momentum in the upcoming year.”

The largest event attended by the team in 2017 was the Inter Cars Expo in Warsaw, Poland, which allows manufacturers and customers to network and discover unique industry products. This was the first appearance by Victor Reinz in the show’s 16-year history. Additionally, the team attended other Inter Cars events, including: Inter Cars Gala in Bucharest, Romania; and Inter Cars Home Fair in Budapest, Hungary.

Furthermore, the team supported other customer events in the eastern and central Europe region this year. Highlights include:

- AUTONET hosted the AUTONET Mobility Show, along with events in Bucharest, Romania; Budapest, Hungary; and Cluj-Napoca, Romania.
- Wagen International presented its first WINT EXPO and KIT Commerce held its second home fair in Belgrade, Serbia.

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- Croatian companies Tokić and CIAK Auto held events in Zagreb, Croatia.
- Autos, CER-MOTOR, ProfiAuto each hosted customer events this year in Poland.
- GMT celebrated the grand opening of its new logistics center in Murska Sobota, Slovenia.

Dana congratulates each of its customers on a productive year, and wishes them another year of continued success.

To learn more about Victor Reinz customers, events, and products, visit: www.victorreinz.com.

About Dana in the Aftermarket

Powered by recognized brands such as Dana®, Spicer®, Victor Reinz®, Glaser®, Magnum®, GWB®, Thompson®, TruCool®, SVL® 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 13 distribution centers, Dana’s dedicated aftermarket team provides technical service, customer support, high fill rates, and on-time delivery to customers around the globe. For more information, please visit www.dana.com/aftermarket.

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