

Press information

Dana Aftermarket showcases Spicer® brand at Automechanika Istanbul 2015

For the first time, Dana is showcasing Spicer® aftermarket products at Automechanika Istanbul, Eurasia's leading OEM and aftermarket event. Dana representatives will be on hand to highlight a broad range of Spicer® products, including a full range of driveline and sealing solutions for off-highway, commercial, and light vehicles, as well as encourage stronger customer relationships in the Eurasian market.

"Dana is constantly seeking for opportunities to not only introduce customers to our premium aftermarket products for original-equipment applications, but also to give them consistent access to our experts," said Ernesto Bernasconi, area sales manager for the Dana Aftermarket. "Our presence at Automechanika Istanbul provides an opportunity to demonstrate our off-highway, commercial, and light vehicle applications to customers firsthand."

At the show, Dana will feature axle and transmission components for the agriculture, construction, mining and material handling industries, in addition to commercial, and light vehicle driveshaft solutions. The Dana Aftermarket group supplies all components to surrounding countries through its new European distribution center in Győr, Hungary.

Attendees at this year's Automechanika Istanbul can visit Dana in the German Pavilion, booth B120, in Hall 7.

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Automechanika Istanbul is one of the world's leading automotive trade fairs, offering a unique spectrum of innovations and solutions for parts and components; electronics and systems; repair and maintenance; accessories and tuning; service station and car wash; and IT and management. This event is held April 9-12 in Istanbul, Turkey. Looking forward, Dana also will be returning to this year's Automechanika Johannesburg on May 6-9 and Automechanika Dubai on June 2-4 to showcase Spicer® products.

About Dana in the Aftermarket

Powered by recognized brands such as Dana®, Spicer®, Victor Reinz®, Glaser®, 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. We need to subscript the registered trademarks in the beginning. For more information, please visit www.spicerparts.com

About Dana Holding Corporation

Dana is a global leader in the supply of highly engineered driveline, sealing, and thermal-management technologies that improve the efficiency and performance of vehicles with both conventional and alternative-energy powertrains. Serving three primary markets – passenger vehicle, commercial truck, and off-highway equipment – Dana provides the world's original-equipment manufacturers and the aftermarket with local product and service support through a network of

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SPICER®



nearly 100 engineering, manufacturing, and distribution facilities. Founded in 1904 and based in Maumee, Ohio, the company employs 23,000 people in 25 countries on six continents. In 2014, Dana generated sales of \$6.6 billion. For more information, please visit dana.com.

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