

SPICER®



VICTOR REINZ®



Press information

Dana Aftermarket featuring Spicer® , Victor Reinz® solutions at Automechanika Jeddah 2016

Dana is showcasing its Spicer® and Victor Reinz® aftermarket products at the inaugural Automechanika Jeddah 2016, the latest automotive trade show in Saudi Arabia. To extend its technology reach and develop stronger customer relationships in the Middle Eastern market, Dana will be exhibiting a range of innovative Spicer® and Victor Reinz® technologies, including driveline and sealing solutions for off-highway, commercial, and light vehicles.

The company provides customers in every region with premium aftermarket products designed to achieve the same high-quality and performance standards that are expected from original-equipment manufacturers. At Automechanika Jeddah, Dana will introduce Middle Eastern customers to the premium aftermarket parts and products for original-equipment solutions.

Victor Reinz® aftermarket products on display will include cylinder-head gaskets, sealants, valve cover gasket sets, integrated oil seals, and more. In addition, Spicer® axle, driveshaft, and transmission components will be on display. Dana representatives will be on hand to highlight the advanced technology features.

Show attendees can visit Dana in booth C45. Automechanika Jeddah is the latest Automechanika trade fair, offering local visitors and exhibitors direct access to the automotive aftermarket industry in the Middle East.

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More than 150 exhibitors from 25 countries will present innovations and solutions for parts and components; electronics and systems; tires and batteries; accessories and tuning; repair and maintenance; and service stations. The event is scheduled from Jan. 26-28, 2016 in Jeddah, Saudi Arabia. Dana will later return to Automechanika Istanbul on April 7-10, 2016, Automechanika Dubai on May 8-10, 2016 and Automechanika Frankfurt on Sept. 13-17, 2016.

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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. For more information, please visit www.dana.com/aftermarket.

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 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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