

Newsletter Article

Dana Sponsors Dakar Rally Teams, Showcases Performance Excellence

For the third year in a row, Spicer[®] sponsored teams participating in the annual Dakar Rally, which was held in the Middle East for the first time. The sporting event is known as the world's most difficult rally, covering more than 8,000 kilometers of desert across a span of 12 days. Spicer was proud to be a part of the Chevrolet Dakar Team, HINO Team Sugawara, and the Monster Energy Can-Am Team that included 2020 winner, Casey Currie.

Several vehicles that participated in the 2020 Dakar Rally had original-equipment Spicer driveline parts, with some featuring Spicer Performance components as well. Vehicles sporting Spicer's robust and high-performing products included a Chevrolet D-Max, Colorado, and Trailblazer, among others.

Sponsoring the hard-working teams gives Dana an opportunity to enhance its relationships with its current and prospective customers coming from different regions around the world. Additionally, the exceptionally rough terrain is a great platform to showcase the extreme durability and high performance delivered by the company's line of original-equipment and aftermarket parts.

For more information on Dana's comprehensive Spicer portfolio, visit DanaAftermarket.com.

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About Dana Incorporated

Dana is a world leader in providing power-conveyance and energy-management solutions for vehicles and machinery. The company's portfolio improves the efficiency, performance, and sustainability of light vehicles, commercial vehicles, and off-highway equipment. From axles, driveshafts, and transmissions to electrodynamic, thermal, sealing, and digital solutions, the company enables the propulsion of conventional, hybrid, and electric-powered vehicles by supplying nearly every vehicle and engine manufacturer in the world. Founded in 1904, Dana employs more than 36,000 people who are committed to delivering long-term value to customers. Based in Maumee, Ohio, USA, and with locations in 33 countries across six continents, the company reported sales of \$8.1 billion in 2018. Having established a dynamic, high-performance culture, the company has been recognized globally as a top employer, with significant honors in Asia, India, Italy, Mexico, and the United States. Learn more at [Dana.com](https://www.dana.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 [SpicerParts.com](https://www.spicerparts.com).

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