

Newsletter Article

## DanaAftermarket.com Replaces DanaMATE for Spicer<sup>®</sup> Customers

In order to give Dana's customers a more comprehensive, easy-to-use tool for accessing Dana parts in real-time, the company has been transitioning customers from DanaMATE to DanaAftermarket.com. Dana launched DanaAftermarket.com in January 2017, with the intention of making it a robust, one-stop e-commerce site, capable of addressing all aftermarket needs.

"The transition to DanaAftermarket.com truly supports our mantra that it's never been easier to do business with Dana," said Darryl Wray, Sr. Manager, Strategy & Program Management. "DanaAftermarket.com makes the e-commerce experience easy through its user-friendly part search, up-to-the-minute inventory updates, and a wide breadth of product information and resources."

Through the optimized site, approved distributors can see inventory and pricing, place orders, and check their order status for select locations. In fact, users across Dana divisions can search for every part number sold in the EMEA (Europe, Middle East, Africa, and Russia) region, which includes about 108,000 SKUs; with about 230,000 SKUs accessible across the globe. More than 73,000 of the SKUs are specifically designed for Off-Highway customers. In addition to a strong inventory, users also can easily locate distributors through the mobile friendly platform.

Customers in North America completed the transition in December 2018, with DanaMATE users in the EMEA region following suit in April. Dana Wuxi customers will make the change at a future date. To best support customers during the transition, and ensure all questions and concerns were addressed, Dana team members hosted customer training

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sessions. For customers that have been unable to join the sessions, support videos can still be accessed on [DanaAftermarket.com](http://DanaAftermarket.com) or via the company's [YouTube](#) page.

## **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 [www.dana.com](http://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 [www.DanaAftermarket.com](http://www.DanaAftermarket.com).

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