



Press Information

Dana Showcases Victor Reinz® and Spicer® Aftermarket Products, Demonstrates New Secure Mobile App at Automechanika Dubai 2024

Dana Incorporated (NYSE:DAN) will be presenting the innovative product range from its Victor Reinz®, Spicer®, Tru-Cool™, and GWB® brands from December 10-12 at Automechanika Dubai 2024. Taking place at the Dubai World Trade Centre, this is the largest international trade exhibition for the automotive aftermarket industry in the region.

Dana's Aftermarket experts will welcome visitors to stand D32 in Hall 2 where they can see our latest innovations and new developments for the spare parts market, as well as test the new [Dana Secure Mobile App](#) for product verification.

Effective Protection Against Counterfeits

The Dana Secure Mobile App is helping customers to verify the authenticity of Victor Reinz products. Users simply use the free app to scan the product's serialized QR code comprising an integrated hologram that ensures its validity in a matter of seconds. The app also supplies product information, technical service details, and installation instructions.

"Our Secure Label enables our dealers and end customers to quickly and easily verify that seals and sealing compounds are genuine, original Victor Reinz parts," explains Jan von Ungern-Sternberg, Dana Regional Sales Lead Aftermarket EMEA. "Counterfeit products pose significant risks and will be tracked and prosecuted by Dana."

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Beginning 2025, the Dana Secure mobile app will expand to include verification for Spicer and Glaser® Aftermarket products.

Brand Power from Dana

Among the products on display will be Victor Reinz seals and sealing products as well as Spicer driveshafts and components. Special highlights include the Spicer Ultimate Dana 44™ and Ultimate Dana 60™ axles, which transform vehicles such as the Jeep Wrangler JK / JL and Gladiator JT platforms and the Ford Bronco into offroad masters.

Dana will also feature its special Tru-Cool engine oil and gear oil coolers for hot climates — now available for sale in Europe, Middle East, and Africa. For the first time at Automechanika Dubai, Dana will feature the GWB articulated shafts and universal joint shafts for industry applications and vehicle construction, offering customer-specific drive shafts for torque values ranging up to 16,300,000 Nm.

New Interactive Spare Parts Catalogs

Dana recently launched an extensive update of its Victor Reinz interactive PDF catalogs for aftermarket products, which now include more than 17,000 parts. Addressing both passenger car and commercial truck segments, as well as more than 50 brand-specific catalogs, the PDFs are searchable by brand, engine, and original spare part number. The spare parts data is based on TecDoc.

These catalogs are available as high- and low-resolution PDFs for free download from www.VictorReinz.com/online-catalog/PDF.

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About Dana in the Aftermarket

Powered by Dana brands such as Spicer[®], Victor Reinz[®], Glaser[®], GWB[®], Thompson[™], Tru-Cool[™] 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 14 distribution centers, Dana's dedicated Aftermarket team provides technical service, customer support, high fill rates, and on-time delivery to customers everywhere. For more information, please visit www.DanaAftermarket.com.

About Dana Incorporated

Dana is a leader in the design and manufacture of highly efficient propulsion and energy-management solutions that power vehicles and machines in all mobility markets across the globe. The company is shaping sustainable progress through its conventional and clean-energy solutions that support nearly every vehicle manufacturer with drive and motion systems; electrodynamic technologies, including software and controls; and thermal, sealing, and digital solutions.

Based in Maumee, Ohio, USA, the company reported sales of \$10.6 billion in 2023 with 42,000 people in 31 countries across six continents. With a history dating to 1904, Dana was named among the "World's Most Ethical Companies" for 2023 by Ethisphere and as one of "America's Most Responsible Companies 2023" by Newsweek. The company is driven by a high-performance culture that focuses on valuing others, inspiring innovation, growing responsibly, and winning together, earning it global recognition as a top employer. Learn more at dana.com.

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