

Press information

Enhancing product accessibility:

Dana Aftermarket launches online Spicer® product catalog at Automechanika 2014

Neu-Ulm, Germany, September 2014 – At Automechanika 2014, Dana Holding Corporation is launching a new online Spicer® product catalog featuring its extensive off-highway front axle portfolio consisting of 35,000 parts, including 5,000 axles and driveshaft products.

The new online platform allows customers to quickly and conveniently locate products by model type or part number through its search function. In addition to a database that is easy to navigate, the virtual catalog also features usage descriptions and technical details, including gear sizes and measurements, to help users select optimal products for their aftermarket needs.

“Dana always looks for ways to enhance customer service and increase accessibility to the wide range of equipment we offer,” said Stefan Kast, product manager for Spicer. “Converting the catalog to a virtual space provides users with a searchable medium where they can easily find the appropriate technologies in our vast product collection.”

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Dana also has the ability to promptly update the product database as new technologies become available, consistently providing users with its most current offerings. To order products, customers can utilize the catalog's basket function to collect items they want to purchase. After products are selected, a list can be downloaded or emailed for use when ordering from a Spicer parts dealer. Customers interested in utilizing the online catalog can register through the Spicer website www.SpicerParts.com/online-catalog.

Dana's off-highway products are the first to be transitioned to an online platform, with plans to offer additional Spicer catalogs in the future.

Attendees at this year's Automechanika can visit Dana in booth D54, Hall 5.0. Automechanika is the world's leading automotive trade fair, 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. The event is held 16-20 September in Frankfurt, Germany.

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SPICER®



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.

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