

Dana Aftermarket introduces Online Spicer® Merchandise Shop for European Customers

Popularity of online shopping continues to grow worldwide and Dana is expanding its virtual offerings to its European aftermarket customers with the launch of a new online Spicer® merchandise store, www.spicershop.com. This marks the company's first merchandise store for the Spicer brand outside of North America, and will allow aftermarket customers throughout Europe to explore all of Dana's Spicer® promotional gear quickly and conveniently.

The shop offers a variety of Spicer-branded products for purchase, including multitasking tools, counter mats, lanyards, polo shirts, banners, and stickers. The site will soon feature baseball caps, USBs, LED lights, and laser pointer pens. To support customers in easily navigating the store and promptly locating specific items, the site includes a search bar, quick navigation tool for searching by item ID or name, and product categories.

Customers can visit the new shop at www.spicershop.com for instructions on registering as a new customer and purchasing the latest Spicer gear. The online shop accepts credit card payments from American Express, MasterCard, and VISA.

Visit the site today and begin to set yourself apart. Show your customers that you carry genuine Spicer products. They will notice the difference!

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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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