

Press Information

Dana Parts Showcased in Island Tour of South Italy

Several Dana products were put to the test during the Island Tour 2017 that recently launched around the southern part of Italy. The tour features a Dana-branded Jeep JK Rubicon outfitted with Ultimate Dana 60 axles, Spicer® driveshafts and Spicer® Performance Adjustable Shock Absorbers by Walker Evans Racing. This marks the first time a Jeep has been upgraded with the axles outside the U.S.

The promotional tour – put on by Dana-distributor Whitelk 4x4 Division – not only celebrates Dana products being brought to Europe’s robust Jeep JK Rubicon, but it also revels in Dana’s southern Italy manufacturing location, chosen for its beautiful scenery and proximity to customers in the European market.

A few places the Jeep traveled to were the islands of Sicily and Sardinia. Both are known for their stunning vistas of the Mediterranean Sea, in addition to their rugged mountainous terrain—making the locations well-suited to portray the Jeep’s off-road capabilities with the integration of the Dana products.

Throughout the tour, Whitelk 4x4 Division has posted updates of its adventure on social media to raise awareness of the event to its large and enthusiastic fan base. These posts include photos and videos from the journey as well as information about the Dana products and how followers can learn more about them.

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The social media posts highlight the industry-leading performance capabilities of the Dana axles and the reliability and durability of the Spicer® parts. Both make the products stronger than what is offered by competitors, and speak to why they were chosen for the Island Tour.

To see the latest photos and videos from the promotional tour, visit Whitelk's [Facebook](#) page. A video of Whitelk equipping the Jeep with the Dana products can also be viewed on their [Youtube](#) channel.

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.

About Dana Incorporated

Dana is a world leader in highly engineered solutions for improving the efficiency, performance, and sustainability of powered vehicles and machinery. Dana supports the passenger vehicle, commercial truck, and off-highway markets, as well as industrial and stationary equipment applications. Founded in 1904, Dana employs approximately 27,000 people in 34 countries on six continents who are committed to delivering long-term value to customers. The company reported sales of more than \$5.8 billion in 2016. For more information, please visit dana.com.

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