

Press Information

## Dana Enhances Customer Accessibility with Updated E-Commerce Platform

To help improve customers' experience and accessibility to Dana Aftermarket parts, Dana has launched an updated version of its e-catalog and e-commerce site, DanaAftermarket.com. The latest site now includes enhanced part search ability of Spicer<sup>®</sup> and Victor Reinz<sup>®</sup> parts for EMEA (Europe, Middle East, Africa) region customers. Additionally, all part models are now accessible to customers in Gyor, Hungary. Site users can now search, locate, order, and track a wider variety of part models to fit individual product needs.

Other new and enhanced features include improved fast order entry, the ability to order hard copies of product literature, and better access to identifying sales representatives for assistance with purchasing Dana inventory. Customers in select cities across Europe and North America also now have access to custom built-for-you and finished-goods inventory. Additionally, 12 technical calculators have been added to the site.

"Dana's comprehensive and responsive aftermarket e-commerce site makes doing business with us even easier by providing real-time, direct connectivity to our genuine Spicer<sup>®</sup> and Victor Reinz<sup>®</sup> brands part information," said Osvaldo Gallegos, senior director of strategy, product planning, and program management, Dana Incorporated Aftermarket Group and Commercial Vehicles. "We are consistently optimizing the site to help better connect our valued customers with the brands they trust most and ensure they have access to the part information they need, when they need it."

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To ensure customer privacy, the site abides by the European Union's [General Data Protection Regulation](#) requirements. For more information about Dana Aftermarket products or recent e-commerce upgrades, visit [www.DanaAftermarket.com](http://www.DanaAftermarket.com).

## **About Dana in the Aftermarket**

Powered by recognized brands such as Dana, Spicer®, Victor Reinz®, Albarus™, Glaser®, GWB®, Spicer® Select™, 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 around the world. 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 product information, visit [www.SpicerParts.com](http://www.SpicerParts.com).

## **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 30,000 people in 33 countries on six continents who are committed to delivering long-term value to customers. The company reported sales of more than \$7.2 billion in 2017. For more information, please visit [dana.com](http://dana.com).

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