

Press Information

Spicer® Enhances Web Catalog with Product Images

The Spicer® brand is adding photos to product profiles to enhance its web catalog, beginning with the most popular items. The online catalog currently features approximately 5,000 product pictures, and the additions bring the total to nearly 30,000 images.

The Spicer® web catalog provides Dana customers with access to product collection portfolios available for orders. This includes more than 250,000 parts for lightweight vehicles, commercial vehicles, and off-highway vehicles.

“Images are important to help customers better understand our products and technologies by being able to see what it actually looks like,” said Stefan Kast, product manager of off highway axles and transmissions, Dana Incorporated Aftermarket Group. “We believe these photos will not only make the Spicer web catalog more customer-friendly, but also benefit our employees in serving our customers.”

Along with adding the photos, the web catalog was recently updated to allow customers to go back to the product search page in one click. The prior setup required visitors to re-enter the model number in order to return to the search page when looking for an item.

The majority of the new product photos were uploaded to the web catalog at the end of September. Some products that are special-ordered will have images posted in the near future.

Visit www.spicerparts.com to register for the Spicer® web catalog and view the new product photo additions.

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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.

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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