



Aftermarket

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NEWS BRIEF

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DanaAftermarket.com: Always Open for the Parts You Need

MAUMEE, Ohio – Dana Incorporated’s industry-leading e-commerce platform and global catalog, DanaAftermarket.com, is available 24-hours-a-day, seven-days-a-week to meet its aftermarket customers’ parts information and ordering needs.

“At Dana, we understand that our customers need ready access to detailed product information when it is convenient for them,” said Dan Griffin, senior director, aftermarket and digital solutions for Dana. “We developed DanaAftermarket.com so they have around-the-clock access to a robust library of technical information and state-of-the-art images. They can examine our products before reviewing inventory levels and placing an order. DanaAftermarket.com has quickly become a valuable resource for our customers worldwide. In fact, we have seen a 10 percent increase in page views so far this year, and a more than 30 percent increase in new customer signups in the last three months.”

Visitors to DanaAftermarket.com will find a dynamic information exchange where they can learn about Spicer[®], Spicer Select[™], Victor Reinz[®], GWB[™], Albarus[™], Brevini[™], Glaser[™], and Spicer TorqueHub[™] parts, and view global inventory levels. The site features an intelligent global search bar to find automotive, commercial vehicle and off-highway applications, as well as the ability to search by vehicle make and model. Also available are high-resolution and exploded product views, technical descriptions and product specifications, and associated literature and videos that provide more in-depth product attribute information.

By logging in to DanaAftermarket.com, customers can easily place orders and monitor them in real time, dramatically decreasing the time spent tracking and receiving orders. Because this comprehensive e-commerce platform is fully integrated with delivery services, they can continue to monitor the status of their orders in real time through arrival at their selected destinations.

For more information or to get login access, customers should contact their Dana sales representative or visit www.DanaAftermarket.com.

About Dana in the Aftermarket

Powered by recognized brands such as Dana, Spicer[®], Victor Reinz[®], Albarus[™], Brevini[™], Glaser[™], GWB[™], Spicer Select[™], Thompson[™], 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 14 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 and www.VictorReinz.com. For e-catalog and parts locator, visit www.DanaAftermarket.com. To speak with a Dana customer service representative, call 1-800-621-8084.

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