



Aftermarket

For more information, contact:
Lynn Konsbruck
(312) 768-7362
lkonsbruck@maxmarketing.com

NEWS BRIEF

October 21, 2020

Dana Bolsters Victor Reinz® Brand in North America

MAUMEE, Ohio – As the worldwide leader in sealing technologies, Dana Incorporated has made a significant commitment to the Victor Reinz® brand to ensure that the highest quality innovative sealing technologies are available to the North American aftermarket.

“With more than 30,000 SKUs globally and a focus on problem-solving applications, Victor Reinz is well positioned to lead the way as the premier aftermarket gasket and sealing provider in North America,” said Dan Griffin, senior director, aftermarket and digital solutions for Dana. “Dana has built in the required infrastructure and inventory, established direct-supply capabilities, and put an experienced management team and support staff in place to serve Victor Reinz customers and enhance their brand experience.”

Dana’s engineering footprint can be found on virtually every vehicle platform manufactured, and the company leverages the design, material, manufacturing, and testing technologies gained through its original equipment experience to develop Victor Reinz aftermarket offerings.

By employing computer-aided engineering, development and predictive tools, rapid prototype manufacturing, and product validation, Dana engineers can effectively simulate how gaskets will perform in service, ensuring that Victor Reinz gasket technology is second-to-none. Dana has also made an investment in inventory to meet growing customer demands and was recently presented with the Epicor Receiver’s Choice Award for supplying high-quality content, digital assets, and other customer specific formats to meet ACES and PIES industry standards.

“The Victor Reinz brand benefits from the strength of more than a 100 years of expertise,” continued Griffin. “With these recent investments in inventory and infrastructure, coupled with enhanced marketing, training and technical support, Victor Reinz will continue as the trusted brand of choice for professional technicians well into the future.”

For more information about Victor Reinz, visit www.victorreinz.com. To order Victor Reinz products, 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.

###