



## **Dana to Directly Sell Victor Reinz® Gaskets to Aftermarket Network in North America**

July 14, 2016

MAUMEE, Ohio, July 14, 2016 /PRNewswire/ -- Dana Holding Corporation (NYSE: DAN) announced today that it will begin selling its original-equipment line of gaskets and sealing products, under the Victor Reinz® brand name, directly to its network of aftermarket customers in North America, effective Nov. 1, 2016.

For the past decade, Mahle Aftermarket has held the rights to distribute these gaskets under the Victor Reinz name in North America. Victor Reinz sealing products, engineered and manufactured by Dana, or to Dana specification, are distributed by Dana in all other global aftermarkets.

"Dana has long been the premier original-equipment supplier of gaskets and sealing solutions for virtually every major vehicle manufacturer in the world," said Dwayne Matthews, president, Dana Power Technologies Group. "Our expertise and knowledge of the market will again allow our customers in North America to get as close to Dana as possible. This means better service and technical support, and a more cost-effective solution by eliminating a party in the distribution process."

Victor Reinz gasket sets are known worldwide for meeting the highest standards of quality while addressing specific needs of the aftermarket, such as gasket set contents, packaging, labeling, cataloging, and vehicle coverage.

"Dana is proud to be the complete solution provider for our Victor Reinz products for the global aftermarket," said Doug Wolma, vice president and general manager of the Dana Aftermarket Group. "Aftermarket customers can be assured that the type of quality, technology and manufacturing excellence that is needed at the OE level is reflected in every Victor Reinz gasket set sold in the aftermarket."

### About Dana in the Aftermarket

Powered by recognized brands such as Dana®, Spicer®, Victor Reinz®, Glaser®, Magnum®, 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](http://www.dana.com/aftermarket).

### About Dana Holding Corporation

Dana is a world leader in the supply of highly engineered drivetrain, sealing, and thermal-management technologies that improve the efficiency and performance of vehicles with both conventional and alternative-energy powertrains. Serving three primary markets – passenger vehicle, commercial truck, and off-highway equipment – Dana provides the world's original-equipment manufacturers and the aftermarket with local product and service support through a network of nearly 100 engineering, manufacturing, and distribution facilities. Founded in 1904 and based in Maumee, Ohio, the company employs more than 23,000 people in 25 countries on six continents. In 2015, Dana generated sales of nearly \$6.1 billion. *Forbes* Magazine has again selected Dana as one of America's 100 Most Trustworthy Companies for 2016. For more information, please visit [dana.com](http://dana.com).

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/dana-to-directly-sell-victor-reinz-gaskets-to-aftermarket-network-in-north-america-300298839.html>

SOURCE Dana Holding Corporation

Jeff Cole, 419-887-3535, [jeff.cole@dana.com](mailto:jeff.cole@dana.com)