Dana Introduces Rhombus™ TireAnalytics Solution to Deliver Critical Insights for Lowering Tire Costs, Improving Truck Performance

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NASHVILLE, Tenn., Feb. 27, 2017 /PRNewswire/ -- Dana Incorporated (NYSE: DAN) is unveiling its new Rhombus™ TireAnalytics solution, a cloud-based platform that enables commercial-truck owners and fleet maintenance managers to identify best practices for tire maintenance and optimize tire lifecycle management. The technology is being showcased at the Technology & Maintenance Council's 2017 Annual Meeting.

Leveraging Dana's close collaboration with trucking customers and a growing leadership in intelligent, data-driven solutions for vehicle owners, the Rhombus TireAnalytics solution provides valuable insights into the condition of tractor and trailer tires that help identify and analyze tire wear trends, predict maintenance issues that can be addressed preemptively to minimize truck downtime, and establish optimal timeframes for scheduled replacement. For larger fleets, it also facilitates the implementation of straightforward, standardized tire inspection and maintenance practices across terminals.

Available now in the United States and Canada, the Rhombus TireAnalytics system integrates portable communications and computing platforms, advanced data collection and analysis, information sharing, and dashboard technologies through a cloud-based solution. Truck owners can use the system with their existing mobile, tablet, and desktop assets, eliminating the need for any additional hardware purchases.

"Customer centricity is fundamental to everything we do at Dana, and it drives our long-standing commitment to innovation and best-in-industry quality and durability. It also provides the foundation for the commercialization of new technology – a key element of our enterprise strategy," said Mark Wallace, executive vice president of Dana and president of Dana Commercial Driveline Technologies. "Today's launch of the Rhombus TireAnalytics solution is our next step in developing world-class, data-driven solutions and customer experiences that address the top issues in the industries we serve."

Rhombus TireAnalytics is the latest in a series of intelligent solutions from Dana for vehicle owners. At Heavy Duty Aftermarket Week in January, Dana announced a comprehensive e-commerce platform that streamlines the identification process of the company's automotive and commercial-vehicle replacement parts portfolio and connects service technicians around the world with Dana's aftermarket parts distributors.

Dana is also developing Spicer® Smart Suite™ technology for off-highway applications. This platform of fully integrated, connected-vehicle features converts operating data from the drivetrain into actionable insights for enhancing productivity, improving operator and machine safety, reducing maintenance costs, and decreasing total operating costs.

"Over the lifetime of a truck, tire maintenance is a top spend item and a leading cause of over-the-road truck-down incidents that drive roadside assistance costs and late delivery penalties," said Tim Farney, vice president of global sales for Dana Commercial Vehicle Driveline Technologies. "The Rhombus TireAnalytics solution is a first-to-market, easy-to-use solution that enables truck owners to thoroughly assess the success of their tire management strategies, establish operational excellence for this critical area of maintenance, and utilize Big Data and 21st-century cloud-based software to predict and optimize tire spend."

TMC attendees may visit Dana in booth 1334 to learn more about the Rhombus TireAnalytics system and Dana's comprehensive suite of solutions for commercial vehicles. More information is also available at RhombusTire.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 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. *Forbes* Magazine has again selected Dana as one of America's 100 Most Trustworthy Companies. Based in Maumee, Ohio, the company's headquarters operations were selected as a "Top Workplace" by *The (Toledo) Blade* in 2017. For more information, please visit dana.com.

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