Dana Showcases Upgraded e-Commerce Platform, New Aftermarket Products at Heavy Duty Aftermarket Week '18

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LAS VEGAS, Jan. 23, 2018 /PRNewswire/ -- Dana Incorporated (NYSE: DAN) today revealed enhancements to its e-catalog and e-commerce platform, as well as a new seal installation tool kit, which the company is showcasing alongside its market-leading heavy-duty Spicer® universal joints, at Heavy Duty Aftermarket Week '18 (HDAW), the largest aftermarket trade show for the commercial-vehicle market in North America.

Since launching its DanaAftermarket.com e-catalog and e-commerce platform at HDAW last year, the company has added many upgrades and enhancements to improve the customer experience by enabling a real-time, direct connection between Dana's customers and its product brands.

"Dana continually looks for opportunities to improve our customers' interaction with our aftermarket products," said Peter Cirulis, vice president of customer experience, strategy, and product planning for the Dana Aftermarket. "We made these latest enhancements to maximize the functionality and convenience of DanaAftermarket.com, allowing our customers to easily search our extensive online product catalog, check availability, and purchase through the best real-time, web-based experience possible."

The new mobile-ready design makes the buying process easy from any mobile device. In real-time, DanaAftermarket.com provides unprecedented access to parts, including product images, descriptions, and informational videos. Customers can quickly search for parts, check availability, and review their order status. They are also able to receive instant notifications of order status via confirmation emails and text message notifications. Further, with direct connectivity to FedEx, UPS, and other freight companies, they can track their delivery all the way to their front door or dock.

Furthermore, for added convenience, the DanaAftermarket.com consumer-price-quote request feature allows Dana distributors to instantly bid on orders submitted by the general public, while its live customer-service enhancement creates a direct connection between customers and Dana representatives for immediate response to questions and feedback.

New Seal Installation Tool Kit Announced

Dana's new Spicer® seal installation tool kit provides precise tools to ensure the job is done right the first time, every time. The all-inclusive kit features an extensive collection of color-coded tools, an easy-to-understand tool selection chart, and installation instructions and tips that can be used on the most common Spicer® axle models.

Full Array of Aftermarket Products on Display

The Dana exhibit (located at booth 605) at HDAW, which runs Jan. 22-25 in Las Vegas, also features genuine Spicer Life Series® and Spicer 10 Series ™u-joints.

"Spicer is a trusted name for commercial vehicle parts in the heavy-duty aftermarket," said Dan Griffin, senior director of sales, engineering, finance, and human resources for the Dana Aftermarket. "Recent competitive testing for fatigue has proven that Spicer u-joints outperform the competition and are the optimal choice for our customers."

Fatigue test results showed that Spicer 10 Series u-joints were five times more durable than the closest competitor on like products. Spicer 10 Series u-joints are manufactured using statistically controlled processes to ensure consistently high quality, durability, and performance. The Spicer 10 Series u-joints feature enhanced journal cross material and zerks positioned on both sides for ease of lubrication and increased life span.

Test results also showed that Spicer Life Series u-joints last more than two times longer than the closest competitor on like product. Spicer Life Series u-joints are OEM-engineered to deliver better lubrication, a premium sealing package, and superior u-joint design that extends bearing life by 30 percent compared with competitive products. Spicer Life Series u-joints have upgraded lubrication options, seal guard, premium Viton® multi-lip sealing package, thrust washers, bearing cups, and journal cross equipment for optimal performance and reliability.

The Spicer u-joints and all other Dana products are available now through its recently enhanced e-catalog and e-commerce platform at DanaAftermarket.com.

About Dana in the Aftermarket

Powered by recognized brands such as Dana®, Spicer®, Victor Reinz®, Glaser®, GWB®, Thompson®, Tru-Cool®, 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 around the world. 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 product information visit Spicerparts.com. For e-catalog and parts location, visit DanaAftermarket.com. To speak with a Dana customer service representative, call 1-800-621-8084.

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 more than 30,000 people in 33 countries on six continents who are committed to delivering long-term value to customers. The company reported preliminary sales of more than $7.2 billion in 2017. Based in Maumee, Ohio, the company's operations were selected as a 2017 Top Workplace in Northwest Ohio and Southeast Michigan by *The (Toledo) Blade*. Dana is ranked among the Drucker Institute's listing of the 250 most effectively managed companies. For more information, please visit dana.com.

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