



Dana Launches Total Cost of Ownership Calculator for Commercial Vehicle Applications

February 7, 2019

MAUMEE, Ohio, Feb. 7, 2019 /PRNewswire/ -- Dana Incorporated (NYSE: DAN) today announced the launch of its total-cost-of-ownership calculator for the commercial-vehicle market. Fleets and independent operators can utilize this calculator to make comprehensive cost comparisons between traditional diesel platforms and full-electric powertrain solutions.



"Fleets are closely evaluating the costs to potentially transition from diesel to electric platforms as they seek to move goods more responsibly," said Mark Wallace, president of Dana Commercial Driveline Technologies. "Dana is committed to supporting customers throughout the evolution of mobility, and our new analytics tool provides an extensive review of the total cost of ownership for diesel and electric powertrains, aiding fleets as they explore electrification's role in their operations."

The easy-to-use calculator requires minimal input and includes visual prompts for simple navigation. Prior to beginning an assessment, a user may choose to include their specific cost of ownership details, such as vehicle acquisition cost, taxes, tolls, and maintenance fees. If this information is not readily available, the calculator is pre-populated with common operating parameters for six key "electrification-first" applications. Designed with the flexibility to tailor the calculations to a user's unique situation, Dana's calculator is able to address the needs of its diverse customer base, including regional considerations for units of measurement and currency.

Total cost of ownership calculations include fuel, equipment, and a total of "other" costs to provide a summary assessment of the total cost per mile and the total annual cost for operation. The user is able to toggle between the diesel evaluation and the full electric evaluation, as well as display both calculations for a side-by-side comparison.

Future enhancements to the calculator will include alternative power variants, as well as the ability to customize powertrains featuring specific Spicer® Electrified™ with TM4 systems. To experience the Dana total cost of ownership calculator, visit dana.com/tco.

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 30,000 people in 33 countries on six continents who are committed to delivering long-term value to customers. Based in Maumee, Ohio, USA, the company reported preliminary sales of \$8.1 billion in 2018. For more information, please visit www.dana.com.

C View original content to download multimedia:<http://www.prnewswire.com/news-releases/dana-launches-total-cost-of-ownership-calculator-for-commercial-vehicle-applications-300791143.html>

SOURCE Dana Incorporated

Jeff Cole, +1-419-887-3535, jeff.cole@dana.com