Dana Corporation to Participate on Three Key Industry Panels During SAE World Congress

March 8, 2004

DETROIT, Mar 8, 2004 /PRNewswire via COMTEX/ -- Executives from Dana Corporation (NYSE: DCN) will participate with other industry leaders on three panel discussions as part of the 2004 SAE World Congress, which begins today at Cobo Hall in Detroit.

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The panelists include:
- Rachael Elliott, Dana's director of supplier diversity, who will speak on the topic of "Diversity Challenges in the Global Supply Chain" Monday, March 8, at 1:30 p.m.;
- Ismael Melgar, global president, Torque-Traction manufacturing technologies, for Dana, who will participate on the panel titled "The China Experience: Value Chain Costing" March 8, at 3:30 p.m.; and
- Jeff Carter, European marketing director for Dana's Glacier Vandervell bearings group, who will take part in the panel "High Performance Cars - A Passion for Performance: The Impact of Race Development on Production Vehicles," Tuesday, March 9, at 1:30 p.m.

Ms. Elliott also will serve as moderator for a discussion titled "Becoming a Link in the Diversity Supply Chain" March 9 at 3:30 p.m. All four panels will consist of OEM and Tier 1 supplier representatives and take place in the Dana Technical Innovation Forum on the exhibition floor.

Dana CEO and President Michael J. Burns said, "Dana is proud to take a leadership role in our industry's most comprehensive automotive technology event. Our panelists represent just one dimension of our commitment to this event. In addition, a number of Dana engineers are presenting technical papers, and we invite all attendees to visit our booth to explore how Dana is advancing the science of mobility as we celebrate our centennial year."

"Diversity Challenges in the Global Supply Chain" will discuss the challenges of finding and working with diverse suppliers on a global basis. Ms. Elliott will address why it is important for automotive businesses to approach supplier diversity initiatives from a strategic development perspective, versus a sourcing-only standpoint.

"Increased use and awareness of diverse suppliers continues to be an important directive from our OEM customers," Ms. Elliott said. "It is essential that we work to address this issue together, and at every level of our organizations."

"The China Experience: Value Chain Costing" will address the unique aspects of doing business in China, including total costing, product design and development, and supply-chain value. Mr. Melgar will provide firsthand experiences of the challenges a Tier 1 supplier faces while working to establish and maintain a supply chain in China.

"With the continued expansion of the automotive industry in China, it is imperative for any organization to understand the Chinese business environment before investing significant time and resources," said Melgar. "Building relationships is a core competency of Dana, and it has been successful in creating working relationships and new opportunities with many Chinese automotive businesses by taking the necessary steps to operate at a global level."

"High Performance Cars - A Passion for Performance: The Impact of Race Development on Production Vehicles" will address the influence high-performance vehicles are having on the market and the way passenger vehicles are being produced. Mr. Carter will highlight Dana's history and involvement within the racing arena. He also will focus on the challenges of providing high performance bearings and other automotive technologies to meet the industry's increasing demand for performance products and applications.

Dana will also be presenting the following technical papers during the SAE World Congress:

- A Study of the Effect of Multiple Braze Furnace Exposures on 304L Stainless Steel Copper-Brazed Assemblies;
- Characterization of the Soot Deposition Profiles in Diesel Engine Exhaust Gas Recirculation (EGR) Cooling Devices Using a Digital Neutron Radiography Imaging Technique;
- Effect of Diesel Soot Deposition on the Performance of Exhaust Gas Recirculation Cooling Devices;
- Influence of Design Parameters on the Lubrication of a High-Speed Connecting Rod Bearing;
- Member Stiffness of Axisymmetric Bolted Joints in Axial Tension;
- Microstructure and Mechanical Properties of Welded Thermoplastics;
- Modeling Suspension Response via Lagrangian Dynamics; and
- The Advantages of an Electronically Controlled Limited-Slip Differential.
Dana Corporation is a global leader in the design, engineering, and manufacture of value-added products and systems for automotive, commercial, and off-highway vehicles. Delivering on a century of innovation, the company's continuing operations employ approximately 45,000 people worldwide dedicated to advancing the science of mobility. Founded in 1904 and based in Toledo, Ohio, Dana operates technology, manufacturing, and customer-service facilities in 30 countries. Sales from continuing operations totaled $7.9 billion in 2003. Dana's Internet address is www.dana.com.

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