



Aftermarket

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NEWS BRIEF

September 8, 2021

Dana Launches DanaProParts.com for Performance Products

MAUMEE, Ohio – Dana Incorporated has launched DanaProParts.com, a new e-commerce site for enthusiasts looking to upgrade their customized vehicles with Dana and Spicer® performance products.

“The new DanaProParts.com site gives performance enthusiasts the opportunity to take their vehicles to the next level,” said Bill Nunnery, senior director, sales and marketing, global aftermarket for Dana. “Easy to use, the website lets customers search quickly for the Dana parts they need or make a special request online.”

Streamlined for easy navigation, DanaProParts.com provides enthusiasts with a brand-new experience in online ordering. Visitors can quickly locate products using year, make, and model or browse by product category. If the specific part is not found, visitors can complete an online form to make a special [request](#).

To assist with the parts ordering and the installation processes, a variety of free [calculators](#) are available to help quickly determine important values like gear ratio and horsepower. Also featured are how-to videos with helpful installation tips and Spicer gear for those who “Follow the Spicer Life.”

“Performance enthusiasts are very sophisticated and knowledgeable when it comes to their vehicles, so this site is specially designed to meet their parts needs for enhanced customization,” said Nunnery. “The most in-demand products are available now and we are poised to continually expand the selection of Dana and Spicer performance products available at DanaProParts.com.”

To learn more about Dana and Spicer performance products and sign up for the newsletter, visit www.DanaProParts.com.

About Dana in the Aftermarket

Powered by recognized brands such as Dana, Spicer®, Victor Reinz®, Albarus™, Brevini™, Glaser®, GWB®, Spicer Select™, Thompson™, 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 14 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 www.SpicerParts.com and www.VictorReinz.com. For e-catalog and parts locator, visit www.DanaAftermarket.com. To speak with a Dana customer service representative, call 1-800-621-8084.

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