



Aftermarket

For more information, contact:
Lynn Konsbruck
(312) 768-7362
lkonsbruck@maxmarketing.com

NEWS BRIEF

November 4, 2021

Dana-Customized Ford® Bronco® Unveiled

Performance Build Features New Ultimate Dana 60™ Rear Semi-Float Axle and Ultimate Dana 44™ Front Drive Unit

LAS VEGAS – The new Ultimate Dana 60™ rear semi-float axle and Ultimate Dana 44™ front drive unit will be featured parts on a Dana-customized 2021 Ford® Bronco® that will be unveiled this week in Las Vegas. This one-of-a-kind Bronco vehicle, built by Expedition Vehicle Outfitters, will showcase the latest innovative Dana parts at a variety of off-road events throughout the country.

“Dana has a long history with the Ford Bronco since the first one rolled off the assembly line in 1966. We are very excited to introduce the new Ultimate Dana 60 rear semi-float axle on this Dana-outfitted iconic vehicle,” said Bill Nunnery, senior director, sales and marketing, global aftermarket for Dana. “The Ultimate Dana 60 rear semi-float axle is unique, offering an excellent value proposition for enthusiasts, especially if they also install a Dana 44 AdvanTEK front drive unit axle. The combination provides added on-trail durability for the most demanding off-roaders.”

While a standard Ford Bronco features a Dana 35 AdvanTEK® or Dana 44 AdvanTEK® independent axle in the front and a Dana 44 AdvanTEK® solid axle in the rear, the new Ultimate Dana 60 rear semi-float axle and Ultimate Dana 44 front drive unit are designed as bolt-on upgrades built to meet the requirements of the most demanding off-road enthusiasts. This setup offers vehicle owners a premium alternative for improved performance and durability. They will realize savings as they do not have to replace the factory six bolt wheels or brakes to accommodate the upgraded axles.

To learn more about performance products from Dana and to sign up for the newsletter, visit www.DanaProParts.com or www.SpicerParts.com/Bronco.

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.

###