



Aftermarket

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NEWS BRIEF

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Victor Reinz® Global Part Number System Simplifies Ordering

MAUMEE, Ohio – Dana Incorporated established a global part number (GPN) [system](#) for its Victor Reinz® line of products. This smart part numbering format utilizes a fully numeric part-numbering system that aligns with Victor Reinz products globally.

“Victor Reinz utilizes the same GPN system worldwide, increasing speed to market on new application coverage and allowing us to achieve demand coverage of more than 99 percent when indexing customers who utilize Epicor-based POS (point-of-sale) systems,” said Bill Nunnery, senior director, sales and marketing, global aftermarket for Dana. “The Victor Reinz global part number system provides our customers with simplified kit selection, ordering, and inventory management and is another example of how Dana provides customers with innovative ways to improve efficiency and productivity.”

The Victor Reinz engine gasket GPN sequence is standardized to the gasket application, making it easy to find the right gasket for the job. The part number prefix defines the part type and the nine-digit numerical format eases gasket kit selection using the smart part numbering format. In addition, the numerical nomenclature makes it easier to key in orders and optimize use of inventory on hand by matching the first seven numbers, recognizing material interchanges found in the last two digits.

For easy identification of the kits, the first two digits of the GPN define the kit type, the middle digits designate kit contents, and the last two digits designate internal changes. The numbering system clearly defines the products between a set and a single component. The same application and same kit equal the same part number anywhere in the world.

Victor Reinz is the global leader in original-equipment gasket engineering, technology, and manufacturing with a product line covering nearly all North American aftermarket gasket demand. Every Victor Reinz gasket set includes the right parts needed for fast, long-lasting repairs.

Victor Reinz has earned the prestigious TecAlliance Certified Data Supplier (CDS) designation and Dana was recently presented with a 2021 Receiver’s Choice Award from the Automotive Content Professionals Network (ACPN). To learn more about the Victor Reinz product offering, visit www.victorreinz.us. To place an order, customers should contact a Dana sales representative or visit www.DanaAftermarket.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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