



## Aftermarket

### **MEDIA ALERT**

January 19, 2022

#### **Dana to Showcase Innovative Products, New Technology at HDAW**

*Visit Dana at Booth 709*

Dana Incorporated will feature a wide array of innovative products during Heavy Duty Aftermarket Week (HDAW) at the Gaylord Texan Resort held Jan. 24-27 in Grapevine, Texas. To help kick off the event, Dana will sponsor the All-Industry Welcome Reception on Jan. 24 in the third-floor foyer at 5:30 p.m.

During HDAW, Dana team members will demonstrate the benefits of the industry-leading [DanaAftermarket.com](https://DanaAftermarket.com) e-commerce platform and eRFQ marketplace.

Dana will share information with attendees about the Spicer [ReadyShaft™](#) and Spicer [ReadyPack™](#) that drive uptime through next day services that help customers efficiently manage inventory. The Spicer ReadyShaft program provides next-day delivery of ready-to-install, premium-quality Spicer driveshafts and Spicer ReadyPack preassembled kits for the most popular commercial vehicle driveshafts, coupling shafts, and interaxle shafts offer convenience, streamlined ordering, and savings on inventory and labor costs.

To be introduced at HDAW is the Victor Reinz® [Reinzosil®](#) program for commercial vehicles. Reinzosil room-temperature vulcanizing (RTV) silicone is a permanently elastic, universal silicone sealing compound, providing superior resistance to fluids and extreme temperatures. Available in one shop-size 70 milliliter tube, Reinzosil can take the place of over a dozen RTV varieties, is safe for all sensors, and is ideal for use on two-dimensional flat surfaces where there is a sealing gap.

Also on display at booth 709 will be the Dana-customized 2021 Ford® Bronco® featuring the Ultimate Dana 60™ rear semi-float axle and Ultimate Dana 44™ front drive unit.

The Dana team will be on-site at HDAW and is available for one-on-one meetings. For onsite inquiries at HDAW, please contact Beth Mooney at (419) 309-9067. To learn more, visit <https://spicerparts.com/hdaw2022>.

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