



VICTOR REINZ®

Sealing Products

02.08.2016 Dana to Directly Sell Victor Reinz® Gaskets to Aftermarket Network in North America

Dana announced today that it will begin selling its original-equipment line of gaskets and sealing products, under the Victor Reinz® brand name, directly to its network of aftermarket customers in North America, effective Nov. 1, 2016. For the past decade, Mahle Aftermarket has held the rights to distribute these gaskets under the Victor Reinz name in North America. Victor Reinz sealing products, engineered and manufactured by Dana, or to Dana specification, are distributed by Dana in all other global aftermarkets.



"Dana has long been the premier original-equipment supplier of gaskets and sealing solutions for virtually every major vehicle manufacturer in the world," said Dwayne Matthews, president, Dana Power Technologies Group. "Our expertise and knowledge of the market will again allow our customers in North America to get as close to Dana as possible. This means better service and technical support, and a more cost-effective solution by eliminating a party in the distribution process."

Publisher

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Victor Reinz gasket sets are known worldwide for meeting the highest standards of quality while addressing specific needs of the aftermarket, such as gasket set contents, packaging, labeling, cataloging, and vehicle coverage.

"Dana is proud to be the complete solution provider for our Victor Reinz products for the global aftermarket," said Doug Wolma, vice president and general manager of the Dana Aftermarket Group. "Aftermarket customers can be assured that the type of quality, technology and manufacturing excellence that is needed at the OE level is reflected in every Victor Reinz gasket set sold in the aftermarket."

Contents from site: <https://www.reinz.com/EN/NEWS/Press-News.aspx?conseq=2018>

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