

10.09.2014 From print to mobile:

Dana introduces Glaser® aftermarket catalogs and new iOS tablet app at Automechanika 2014

Neu-Ulm, Germany, Sept. 2014 – At Automechanika 2014, Dana Holding Corporation is presenting its updated Glaser® aftermarket catalogs, as well as launching a new iOS app, each featuring the full line of car, truck, and agriculture replacement parts.

The updated product catalogs highlight Dana's latest offerings and include new technologies to better serve customer needs. For car engines alone, Glaser's offerings exceed 8,000 engines, with the truck catalog featuring more than 5,000 engines, and the agricultural line exceeding 1,000 engines.



"Dana strives to provide global customers with an extensive product line that is aligned with changing market demands," said Markus Meier, supervising product manager. "Supporting the new catalogs with the app increases product accessibility for our customers, and allows them to easily navigate the technologies and select the right equipment for

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their needs.”

Dana’s newly launched Glaser product app offers users the full technology portfolio, consistent with the brand catalogs. The app is easy to navigate and offers users a search function to quickly locate products by part number or key words. To organize needs, customers can utilize the app’s notes section, which is accessible through the home page, to compile, review, and prioritize products they are interested in purchasing. It also features a news section, designed to help customers stay current on its latest offerings and company news. The Glaser app is free to download and available in the Apple app store.

Attendees at this year’s Automechanika in Frankfurt, Germany, can visit Dana in booth D54, Hall 5.0, to test the new app and learn about its features. The Glaser product catalogs are available through wholesalers, the newly launched app, and for download through Glaser’s website at <http://glaser.es/>.

Automechanika is the world’s leading automotive trade fair, offering a unique spectrum of innovations and solutions for parts and components; electronics and systems; repair and maintenance; accessories and tuning; service station and car wash; and IT and management. The event is held 16-20 September in Frankfurt, Germany.

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About Dana in the Aftermarket

Dana, a worldwide leading supplier of drive trains, sealing systems and thermal management products, also presents a broad spectrum of high-performance and efficient solutions for the field of aftermarket parts. The product range of successful brands includes Dana®, Spicer®, Victor Reinz®, Glaser®, GWB®, Thompson®, TruCool®, SVL® and Transejes® and offers replacement parts of superior quality worldwide. The offer comprises aftermarket products from original and third-party manufacturers for the maintenance and repair of passenger cars as well as utility and off-road vehicles.

The Dana Aftermarket team operates out of 13 distribution centers all over the world and is there to provide personal customer assistance and technical support. Extensive inventories in stock guarantee high product availability with quick delivery times.

Further information can be found at www.dana.com/aftermarket.

Contents from site: <https://glaser.es/EN/News/Press-News.aspx?conseq=1555>

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