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**NEWS BRIEF**

Oct. 30, 2024

**Dana Custom Builds, Performance Products on Display at SEMA Show®**

**MAUMEE, Ohio –** Dana Incorporated will feature its extensive range of high-performance products and unique custom vehicle builds at booth 60061 in the West Hall during the Specialty Equipment Market Association® (SEMA®) Show held Nov. 5 to Nov. 8 at the Las Vegas Convention Center.

“SEMA gives us the opportunity to showcase our in-house capabilities of designing, engineering, and manufacturing comprehensive traditional driveline and e-propulsion systems,” said Bill Nunnery, senior director of sales and marketing for Dana's global aftermarket. “Additionally, custom vehicle builds will be on display so customers can experience firsthand how Dana components can enhance the performance of their off-road vehicles.”

A major highlight at the Dana booth is a live axle teardown station that will show the internal workings of a Dana axle. Dana partners, including Marlon and Luna from “Offroad N Chill,” and the Brenthel Brothers from Fox Factory will be at the booth creating customer Dana crate axle stencils.

Fred Williams, host of the YouTube show “Dirt Daily” along with Steer Smarts, will showcase their Jeep® CJ10 custom build featuring Ultimate Dana 60® front and Ultimate Dana 80™ bracketless crate axles. This build comprises an old CJ10 body placed on top of a new Jeep® JL frame. Also on display will be the Fox Factory special Chevrolet® Silverado® limited edition truck featuring Dana 60™ semi-float rear axles.

SEMA Show® attendees can learn about Dana’s industry-leading Victor Reinz® Reinzosil® sealant product, with its new blister packaging that features the [Dana secure label](https://www.victorreinz.com/EN/Service-Downloads/Dana-Secure.aspx?region), making it quick and easy to verify product authenticity. Several of Dana’s industry leading Victor Reinz® gaskets will also be showcased, including gaskets for the Toyota® Tacoma® 2.7L trucks, valve covers for BMW® vehicles, as well as the popular Chrysler 3.6L Pentastar engine gaskets.

To learn more, visit SEMA booth 60061 in the West Hall, contact a Dana sales representative, or visit Dana’s industry leading ecommerce platform, [www.DanaAftermarket.com](http://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](http://www.SpicerParts.com) and [www.VictorReinz.com](http://www.VictorReinz.com). For e-catalog and parts locator, visit [www.DanaAftermarket.com](http://www.DanaAftermarket.com). To upgrade customized vehicles with Dana products, visit [www.DanaProParts.com](http://www.DanaProParts.com). To speak with a Dana customer service representative, call 1-800-621-8084.

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