

16.08.2020 100 Years Dedicated to Mobility: Dana Celebrates Victor Reinz® Sealing Technology Anniversary

Dana Incorporated is celebrating the 100-year anniversary of the historic REINZ brand, which was joined with Victor in 1993 to create the well-known Victor Reinz® brand of today. The name REINZ stands for German automotive history. A century ago, Hugo Reinz helped to lay the foundations for one of the largest international automotive suppliers of today. Founded in 1920 in Berlin, at a time when automobiles were still rare on the streets, the former Hugo Reinz GmbH started its first business year.

Then as now

Since 1947, the company's headquarters has been located in Neu-Ulm, Germany and has developed steadily. With more than 1,300 employees, REINZ-Dichtungs-GmbH is a subsidiary of Dana Incorporated – a global company with 36,000 employees on six continents. It is now one of the largest and best-known employers in the region. The brand name Victor Reinz® stands for innovative gasket technologies with the highest quality standards, then and now.

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Innovations for the future

Almost all well-known brands and models of car manufacturers worldwide are equipped with professional Victor Reinz sealing solutions for the engine and exhaust system.

Since the beginning of the development of metallic bipolar plates in 2001, the company has been an innovative pioneer in the field of fuel cell technology and won the Fuel Cells and Hydrogen Award in the category "Best Success Story" with its product development in 2019. It was also recognized as a 2020 finalist for the prestigious Automotive News PACE Awards.

The wide range of innovative Victor Reinz[®] sealing products is not only favored by the European automotive industry, but also lead the market in many industrial product areas.

"We connect the proud tradition of our now 100-year-old success story to the people and their experiences that have left their mark on the company over this long period. This is what we are building on with our innovative and future-compliant products, together for and with our customers", declares the Dana Neu-Ulm Managing Director Frank Bader, who has formed the management duo together with Olivier Lassurguère, since 2019.

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"Dana Incorporated has the aim of being one of the world's leading automotive suppliers for another 100 years", states Olivier Lassurguère. "Our vision is to collaborate with the automobile manufacturers to shape the engine of the future."



About Dana in the Aftermarket

Powered by Dana brands such as Spicer[®], Victor Reinz[®], Glaser[®], GWB[®], Thompson[™], Tru-Cool[™] and Transejes[™], Dana delivers a broad range of aftermarket solutions, including genuine, all makes, and value lines servicing passenger, commercial, and off-highway vehicles across the globe. 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 everywhere. For more information, please visit www.VictorReinz.com.

About Dana Incorporated

Dana is a leader in the design and manufacture of highly efficient propulsion and energy-management solutions that power vehicles and

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machines in all mobility markets across the globe. The company is shaping sustainable progress through its conventional and clean-energy solutions that support nearly every vehicle manufacturer with drive and motion systems; electrodynamic technologies, including software and controls; and thermal, sealing, and digital solutions.

Based in Maumee, Ohio, USA, the company reported sales of \$10.3 billion in 2024 with 39,000 people in 30 countries across six continents. With a history dating to 1904, Dana was named among the "World's Most Ethical Companies" for 2023 and 2024 by Ethisphere and as one of "America's Most Responsible Companies 2023" by Newsweek. The company is driven by a high-performance culture that focuses on valuing others, inspiring innovation, growing responsibly, and winning together, earning it global recognition as a top employer.

Learn more at [dana.com](https://www.dana.com).

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