



## Customer-Focused Solutions

Solutions based on a solid foundation of core products, bolstered by broad, under-vehicle technologies; strategic collaborative relations (such as GETRAG); demonstrated systems integration success; and global reach. Environmentally focused innovations enhance overall vehicle performance and comfort.

Order-fill rates of 96 percent or higher, 48-hour distribution turnaround, and competitively priced products.

Global collaborative solutions that provide complete engine sealing systems, power cylinder systems, and complete fluid management systems that enhance fuel economy, improve durability, and reduce emissions.

Complete axle and suspension modules, chassis modules, torsionally tuned systems, and enhanced customer service under the Roadranger® banner (through relationship with Eaton Corporation).

Global drivetrain product and service solutions – from individual products to complete, electronically controlled systems. Intense focus on enhancing customer, distributor, and end-user productivity.

## Major Customers

Ford, DaimlerChrysler, General Motors, Toyota, Volkswagen, Isuzu, Nissan, Fiat, BMW, and China Motor.

NAPA, CARQUEST, Parts Plus, General Motors, and Pep Boys.

Ford, Visteon, DaimlerChrysler, General Motors, Caterpillar, and PSA.

PACCAR (Kenworth and Peterbilt), Mack, Navistar, Ford, General Motors, and DaimlerChrysler (Freightliner).

Agco, Case New Holland, Deere & Co., Manitou, and Tamrock.

## Future Growth Drivers

Customer focus and alignment, focus on innovation and technology, operational excellence, and systems integration technology. Wide array of electronic torque and traction products, magnetic-pulse welding, patented hydroforming process, and space frames. Total systems development and value chain management.

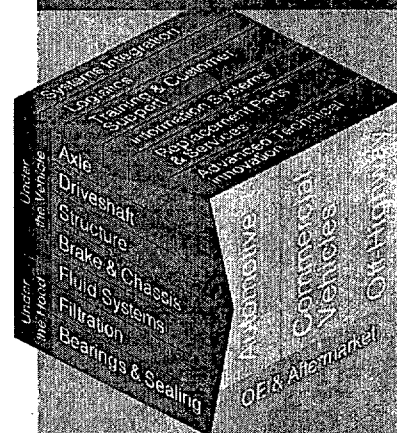
Inventory management system management, 96-percent or higher fill rates, and 48-hour distribution turnaround.

Technologies for emission reduction, oil consumption reduction, and fuel economy. Vehicular electric systems (42-volt); fuel cells for residential, commercial, and automotive markets; and hybrid/alternative-energy vehicles.

Transportation and logistics business (DTF), intelligent systems, and complete modules and suspensions.

Local product and service delivery capability in all regions; advanced electronic control, diagnostic, and monitoring collaboration in product design with customers; and major global engineering centers with regional satellite services.

## World-Class Products and Services Serving Key Global Markets



Dana's strategic cube illustrates how the company's foundation businesses (shown on the blue panel) are aligned with its markets (on the gold panel) to serve both original equipment and aftermarket customers. These businesses and markets are supported by the coordinated services located atop the cube.

## Foundation Businesses: Focused Excellence

Dana's Foundation Businesses are: axles, driveshafts, structures, brake and chassis products, fluid systems, filtration products, and bearings and sealing products.

These products hold strong market positions – number one or two in the markets they serve. They provide value-added manufacturing, are technically advanced, and each has features that are unique and patented.

## Transformation 2005: Technology and Innovation Drive Our Growth

We will lead in the transformation of the industry value chain to generate exceptional benefits for our customers and our shareholders.

Through innovation and technology, we will be the global leader in providing value-added products, systems, and services focused on the vehicular industry.

