

Date: Thursday, March 27, 2008

Contact: Tracy Swartzendruber 269-342-3533 TracyLSwartzendruber@Eaton.com

For Release: Immediately

## **New Roadranger.com More Efficient, Easier To Use**

**KALAMAZOO, Mich.** ... Roadranger.com has an updated design with improved, reader-friendly screens throughout the site's comprehensive range of information on trucking components, systems and services from Eaton Corporation and Dana Limited. Highlighting the changes is a new, lighter look to enhance readability. The site's search functionality has also been upgraded to provide enhanced results, while the literature center has been streamlined with easy-to-use drop-down menus for simplified one-stop shopping.

"Our objective was to make the site more effective and efficient while maintaining the content that continues to be well received by our customers," said Tracy Swartzendruber, manager, digital marketing communications for Roadranger products and services. "The amount of rich service and sales information continues to grow as the Roadranger system grows with the addition of new products to existing lines as well as completely new solutions, including hybrid power systems and fleet resource management solutions. The new site will allow us to easily grow while not overwhelming our site visitors with information they don't need."

Swartzendruber added that service bulletins on key components have been added to the literature center to simplify access to important updates. In addition, access to transmission information has been improved with a literature center functionality that provides results based on transmission model number.

Despite these changes, visitors won't need to re-learn the site as the main sections of the Roadranger.com remain the same, noted Swartzendruber.

Nearly three-quarters of a million visits were made to Roadranger.com in 2007.

For additional information on Roadranger commercial vehicle components visit [www.roadranger.com](http://www.roadranger.com). To talk to a Roadranger service person in the United States or Canada, dial 1-800-826-HELP (4357). In Mexico, dial 001-800-826-4357.

Roadranger, March 27, 2008

Page 2 of 2

The Roadranger solution is an unbeatable combination of the best drivetrain, chassis and safety components from Dana Holding Corporation and Eaton Corporation, all backed by the Roadranger team – the most experienced, expert, and accessible drivetrain consultants in the business.

Dana Holding Corporation is a world leader in the supply of axles; driveshafts; and structural, sealing, and thermal-management products; as well as genuine service parts. The company's customer base includes virtually every major vehicle and engine manufacturer in the global automotive, commercial vehicle, and off-highway markets, which collectively produce more than 70 million vehicles annually. Based in Toledo, Ohio, the company's continuing operations employ approximately 35,000 people in 26 countries and reported 2007 sales of \$8.7 billion, with more than half of this revenue derived from outside the United States. For more information, please visit: <http://www.dana.com/>.

Eaton Corporation is a diversified industrial manufacturer with 2007 sales of \$13.0 billion. Eaton is a global leader in electrical systems and components for power quality, distribution and control; fluid power systems and services for industrial, mobile and aircraft equipment; intelligent truck drivetrain systems for safety and fuel economy; and automotive engine air management systems, powertrain solutions and specialty controls for performance, fuel economy and safety. Eaton has 70,000 employees and sells products to customers in more than 150 countries. For more information, visit [www.eaton.com](http://www.eaton.com).

###