



**Per H. Larsen**  
Chief Sales Officer (CSO)  
Aftermarket  
Dinex Group



going the extra mile



November 2021

## CSO NEWSLETTER AFTERMARKET

As the world's biggest One-Stop-Shop manufacturer of exhaust spare parts, Dinex aftermarket perform significant growth and developments when it comes to both sales and technologies. "After a minor increase in sales last year with the corona limitations we now face a +50% increase in sales on the aftermarket this year despite the global shortage of components and materials. We expand the organization with many new talents, and we are now globally 82 colleagues in sales - whom by the way counts 40% women", says Chief Sales Officer (CSO), Aftermarket, Per H. Larsen. "We are delighted to increase our business this year – we surely want to be easy to do business with. And we don't hesitate to claim, that Dinex occupies at leading role in both Europe and Northamerica", says Per H. Larsen and points out a selection of the following news:

### Much closer to the North American customers



Dinex has opened three new warehouses in the US, and we have now five distributions centers in North America, bringing us much closer to the customers. In order to boost the sales activities even more in North America we have established the three new warehouses in Dallas, Denver and Seattle to optimize the logistic setup with a higher availability, faster delivery and being closer to the customers.

"Dinex is investing heavily in North America, and we strengthen our position clearly with these five distributions centers – besides the three new warehouses our factory and headquarter in Dublin, GA, and our existing warehouse in Toronto, Canada", says Per H. Larsen.

### WELCOME TO THE ORGANIZATION



**Marcel Piel**  
Marcel is our new Area Sales Manager



**Marc Worthington**  
Marc is our new Senior Sales Manager



**Kirsty Davies**  
Kirsty is our new Sales Manager



**Trevor Barwick**  
Trevor is our new Technical Support



# Unique OneBox hits the European aftermarket



Dinex has just released a game changer for the European aftermarket, the unique OneBox – the first step is for Volvo and Renault trucks. After two years of development, heavy investments, a row of independent test-approvals and a successful launch of the OneBox exhaust solution used on Freightliner and Western Star trucks for the American aftermarket in 2020 Dinex has launched the OneBox on the European aftermarket, firstly for Volvo and Renault trucks, but shortly OneBox for a series of the other big truck-brands will follow.

*“Dinex OneBox exhaust solution for Euro VI is a complete aftertreatment solution and includes high complexity and important type approved, and it is a true game changer in the European market”*



Thomas Timmermann  
Executive Vice President



First Dinex OneBox prototype for Euro VI Volvo/Renault trucks.



Dinex OneBox for Euro VI Volvo/Renault trucks.



A proud production and development team in Dinex Latvia.

# More than 50 Dinex parts are now type approved



On the aftermarket the Dinex has put itself in a unique position after heavy investments in type approvals. The first approval was obtained in the beginning of 2020, and since there has been a rapid development. And Dinex is first with the introduction of the all Type Approved Euro VI emission systems.

*"On the type approval listing we have now just over 50 parts approved with 55% of those DPFs (Diesel Particulate Filter), and the rest split pretty evenly between DOC (Diesel Oxidation Catalysts) and SCR (Selective Catalyst Reduction)"*



Rogier van der Oudera  
Product and Project Director, Aftermarket



## New unique feature on the US Webshop: Search with VIN no.



Dinex keeps on introducing new features on the webshop, which creates value for the customers, states Per H. Larsen. Dinex is truly a firstmover on the aftermarket, and just some weeks ago Dinex has introduced a unique feature on the webshop as the first in the world, when it comes to the heavy duty automotive exhaust business:

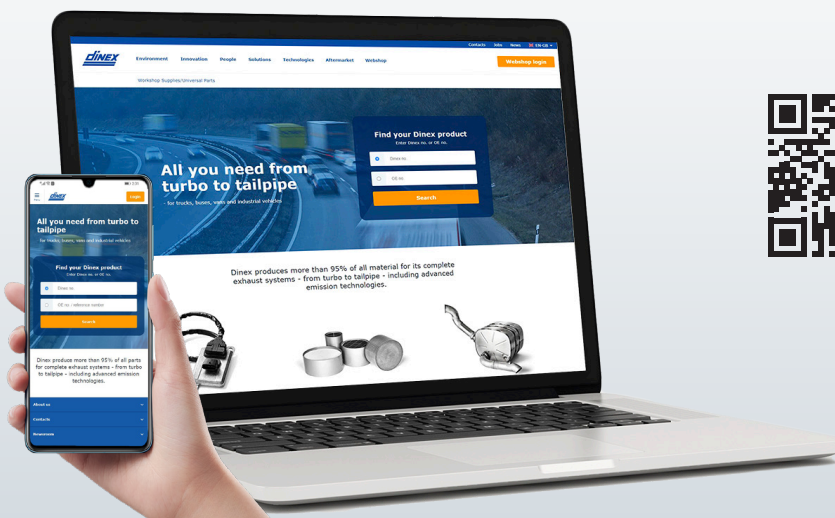
*"Drop any other numbers and details as vehicle, year, engine and axles - this is extremely easy and fast"*

*"We have deciphered up to 100.000 vehicle numbers into the database over the last three months. We have started with the North American market, because the vehicle numbers are pervasive among vehicle manufacturers. But we are working on introducing the same unique feature on the European market and hope to launch this in 2022".*

**Enter with the 17 digits vehicle identification number, and the customer will right away get at complete overview of all the exhaust- and emissions parts, the vehicle is born with. And of course the many parts, Dinex delivers.**



Stefan Dolleris  
E-commerce Manager



Visit the new Dinex webshop at [dinex.net/webshop](https://dinex.net/webshop) or scan QR code with your smartphone

# Big success on three fairs – two more to come



Dinex was busy and had big success at three fairs in September in both Germany, Denmark and USA.

In Germany Dinex was happy to be able to participate on the Automechanika fair in Frankfurt live again this year, although it was not on same level as in 2018. The Dinex team had some good customer meetings and conversations about the Euro VI Reconditioned DPF program, the OneBox and other relevant topics. The visitors were also happy to participate live again and were very interested in the OneBox concept which we are looking forward to expanding to additional brands until we meet again at the Automechanika 2022.

At the TMC fair in Cleveland the US-team was approached by many end user fleets. Most were very impressed by our OneBox and EPA 10 catalogue. Besides Dinex experienced many visits by big dealer opportunities. They were interested in the Recon program.

Also the Transport 2021 fair in Herring, Denmark, created attention and interesting customer opportunities.

Dinex is now looking forward to the next two fairs, Solutrans in Lyon, France, 16.-20. November 2021 and the HDAW fair in Dallas TX, USA, 24.-27. January 2022.

See you!



## Dinex truck team wins Le Mans



Dinex has made a sponsorship with the winning Lion Truck Racing Team, and since the team has won the "24th Truck Le Mans" in France. We are extremely proud of our good friends at Lion Truck Racing. Dinex is looking forward for more races and trophies.

