

## DAYCO EXPANDS CORE PRODUCT LINE, IMPLEMENTS QUICKER SHIPPING OF FAST MOVERS

**AAPEX, LAS VEGAS, Oct. 31, 2023** – Dayco, a leading engine products and drive systems supplier for the automotive, industrial and aftermarket industries, is implementing a number of initiatives to become the preferred solution provider for front end drive system components. With 140 part numbers being introduced in the coming months as well as a strategic effort to have specific top-selling parts guaranteed in stock, Dayco is focused on ensuring coverage is readily available for popular vehicle makes and models.

The ‘Top Movers’ project will ensure that Dayco’s top high volume part numbers are always in stock for distributors. The operations team is enhancing our warehouse management system by creating a new safety stock policy as well as consolidating different orders to the same shipment, reducing complexity, costs and order cycle times.

“We have the right team in place to help us re-establish our position in the market. Our key focus this past year has been on improving our fill rates and analyzing any possible gaps in our core product offerings – belts, kits and components,” said Tom Tecklenburg, VP of Dayco N.A. Aftermarket. “The Top Movers initiative and new coverage we’re introducing build on a commitment to our customers to help drive sales among the shops they serve, and to ensure top movers are always available so we can deliver the right part at the right time.”

This initiative also includes bringing to market 140 new part numbers during Q1 2024. Dayco’s light-duty serpentine belt kit line will grow by 8 part numbers, for a total of 105 skus, focusing on high VIO applications including popular last mile delivery fleet vehicles. Timing chain kits will increase by 9 skus. Serpentine belts will increase by 4 skus for an increase in VIO coverage of 2.3m. In addition, more than 40 tensioner, water pump and pulley skus are being launched to enhance coverage for fast moving applications. Hoses also continue to see line adjustments with 80 skus launching in 2023 for an additional 54m in VIO coverage. The line includes two new branched hoses for super-duty Ford diesel trucks that can be found in the AAPEX new product showcase. These hoses in particular are a cost-effective solution compared to OE hoses.

Distributors should contact their Dayco sales representative for additional details. More information about Dayco’s line of aftermarket products can be found [here](#).



MOVE FORWARD. ALWAYS.™



## **About Dayco**

Dayco is a global leader in the research, design, manufacture and distribution of essential engine drive systems and aftermarket services for automotive, truck, construction, agriculture and industrial applications.

Through its expertise in transferring power quietly and efficiently, Dayco has emerged as the leading global system solutions provider for hybrid electric vehicles. Dayco's 100+ years of experience in drive systems allows the company to equip all customer applications around the world with the most effective drive systems to meet customer specific performance requirements. Dayco's world class global distribution network services the aftermarket industry with a full offering of kits and products to meet each local market's need. Dayco accomplishes this with a dedicated global team that respects one another, shows humility through continuous learning and acts like owners in everything they do.

Dayco has more than 40 locations in 22 countries and over 3,600 associates. For more information about Dayco, visit the company's website at [www.dayco.com](http://www.dayco.com).

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