



*The World's Most Trusted Lift.*

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## **NEWS RELEASE**

### **The World's Fastest Lift and Smartest Welder Are Coming to NADA Expo** *Rotary Lift, Chief and Elektron demonstrate new ways to grow fixed ops profits*

**Madison, Ind. (Jan. 23, 2012) NADA Expo Booth #718** – Rotary Lift, Chief Automotive Technologies and Elektron will introduce equipment designed to help dealers increase their fixed operations productivity and profitability at the 2012 NADA Expo in Las Vegas, Feb. 4-6, 2012.

The Rotary Lift Shockwave™-equipped SmartLift® environmentally friendly inground lift and Elektron® Multispot MI-100control T squeeze-type resistance welders from Chief will make their industry debut at the show.

Shockwave-equipped SmartLift inground lifts and two-post surface lifts are the world's fastest lifts. Their 25-second rise and 19-second descent times are twice as fast as traditional lifts'. These DC-powered lifts also cost less to install and operate, for even speedier return on investment. Time and motion studies have found that Shockwave-equipped lifts can drive an additional \$3,259 of profit per bay annually. Rotary Lift will run side-by-side speed demonstrations of standard vs. Shockwave-equipped lifts in NADA Booth 718 throughout Expo show hours so dealers and fixed operations managers can see the power of Shockwave for themselves.

The Elektron Multispot MI-100control T resistance welder is the "smartest" welder on the market today. Designed specifically for spot welding vehicle structural body damage to areas manufactured with high-strength and advanced high-strength steels, the MI-100control T constantly monitors the materials being welded and automatically adjusts the welding parameters during the repair process to ensure uniformity. The welder detects and compensates for interference factors such as dirt, adhesives or protective coatings, as well as a change in materials. The welder will even adjust electrode pressure as needed.

"Fixed operations remain an important factor in dealer profitability," says John Rylee, marketing director for Rotary and Chief parent company Vehicle Service Group (VSG). "As dealers increasingly heed OEM suggestions to add express service lanes, improve service times and bring collision repair back 'in house,' we're providing equipment that enables them to maximize these investments for greater customer satisfaction and overall profitability."

For more information about Shockwave, visit [www.rotarylift.com/shockwave](http://www.rotarylift.com/shockwave). To learn more about the full line of collision repair equipment from Chief, including Elektron welders, visit [www.chiefautomotive.com](http://www.chiefautomotive.com). You can also find the brands on Facebook, Twitter and YouTube.

## About Rotary Lift and Chief Automotive Technologies

Rotary Lift is the leading brand of vehicle lifts and equipment designed to increase technician productivity. Founded in 1925 by the inventor of the first automotive hydraulic lift, Rotary Lift offers the broadest line of lifts for use in professional automotive service, commercial truck and transit, and enthusiast/residential customer segments. There are more Rotary Lift products used in vehicle repair shops around the world than any other brand.

Chief Automotive Technologies is one of the world's largest manufacturers of high-quality collision repair products and services, including frame-pulling equipment, vehicle anchoring systems, computerized measuring systems, and vehicle frame specifications. Chief is also a leading provider of comprehensive training on structural analysis, computerized measuring, collision theory and design based repair. Additionally, Chief is the exclusive supplier of Elektron welders, battery chargers and plasma cutters in North, Central and South America. Elektron has earned more vehicle OEM homologations (approvals) for its equipment than any other manufacturer.

Rotary and Chief are Vehicle Service Group (VSG) brands. VSG comprises eight major vehicle lifting and collision repair brands: Rotary Lift, Chief Automotive Technologies, Forward<sup>®</sup> Lift, Direct-Lift<sup>®</sup>, Hanmecson<sup>®</sup>, Revolution<sup>®</sup> Lift, Blitz<sup>®</sup> and nogra<sup>®</sup>. Based in Madison, Ind., VSG has operations worldwide. VSG is part of the Engineered Systems segment of Dover Corporation (NYSE: DOV), a multi-billion dollar, global producer of innovative equipment, specialty systems and value-added services.

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