



The World's Most Trusted Lift.

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NEWS RELEASE

New Rotary Lift EFX60 Inground Scissor Lift Slashes Vehicle Downtime

Madison, Ind. (May 26, 2011) – Rotary Lift introduces the EFX60, a new heavy-duty inground scissor lift that incorporates patented design features to make lift setup and operation faster and easier, resulting in more productive technicians and less vehicle downtime.

The EFX60 uses Rotary Lift's patented universal style lifting saddle with flip-up adapters to make lift set-up a breeze. The lift is compatible with the industry's widest selection of lightweight adapters, many of which are third-party certified. The EFX60 has an infinite adapter adjustment range, enabling technicians to precisely position adapters exactly where they're needed for proper lifting. The adapters also swivel, making it possible to pick up vehicles by either the frame or the axle. As a result, technicians using the EFX60 can properly lift and service virtually any medium-duty or heavy-duty vehicle weighing up to 60,000 lbs.

"The biggest complaint we hear about other inground scissor lifts is that they are difficult and time-consuming to set up," explains Doug Spiller, Rotary Lift heavy duty product manager. "We designed the EFX60 to be faster and easier. Technicians can quickly set up the EFX60 with one hand. That means they get to work faster, for less downtime."

The Rotary Lift product development team spent two years refining the heavy-duty inground scissor lift design for the EFX60. Part of Rotary Lift's standard R&D process includes cycling a new lift 20,000 times at capacity to ensure it meets the company's strenuous durability and performance standards. When existing heavy-duty scissor lift designs couldn't stand up to this intensive testing, Rotary Lift engineers developed a more robust lift. Knowing that scissor lifts are more prone to wear than other lift styles, Rotary ran the EFX60 for an unprecedented 30,000 test cycles — the equivalent of 15 to 30 years of service life.

Rotary Lift's EFX60 uses heavier, larger centering links that are 33 percent stronger than those on comparable lifts. Its heavier pivot pins are 37 percent stronger and offer 12.5 percent more bearing surface area for extended service life. The pins are also protected by Rotary Lift's exclusive Smartguard[®] corrosion protection. Finally, the EFX60's reinforced cover plates are 59 percent stronger than those used by other inground scissor lifts.

"When you're picking up trucks, buses and heavy equipment, you want to know that your lift is up to the task," says Spiller. "The EFX60 is the strongest heavy-duty inground scissor lift you can buy. The lift's superior strength also provides greater service life, reduced maintenance and better overall productivity."

Because technician safety is paramount, the Rotary Lift EFX60 also features a patented locking system. The EFX60 has been third-party tested by ETL and is ALI certified to meet ANSI safety and performance standards. It is made in the U.S.A.

For more information about the EFX60, contact your local Rotary Lift distributor, log on to www.rotarylif.com or call (800) 640-5438. You can also find Rotary Lift on Facebook, www.facebook.com/RotaryLift; Twitter, <http://twitter.com/RotaryLift>; and YouTube, www.youtube.com/RotaryLiftMedia.

About Rotary Lift

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.

With an uncompromising commitment to product quality, testing and safety, Rotary Lift's products have achieved the reputation as the world's most trusted lifts. A founding member of the Automotive Lift Institute (ALI), Rotary Lift is also the only North American lift manufacturer certified to ISO 9001 quality standards.

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

Rotary Lift is a GSA contract holder.

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When existing inground scissor lift designs couldn't stand up to Rotary Lift's rigorous lifecycle testing, Rotary engineers built a stronger lift. Before releasing the new EFX60, they ran it through an unprecedented 30,000 test cycles — the equivalent of 15 to 30 years of service life — to make sure it would be a powerful workhorse in the shop.