



*The World's Most Trusted Lift.*

Rotary World Headquarters  
2700 Lanier Drive  
Madison, IN 47250

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Media Contact:  
**Kristen Simpson**  
**Simpson Communications, LLC**  
**(216) 991-4297**  
[kristen@simpsoncomm.com](mailto:kristen@simpsoncomm.com)

## **NEWS RELEASE**

### **Tata Motors Approves Rotary Lift SPOA10 and AT07 Lifts Sold by Manatec Electronics**

**Madison, Ind. (August 12, 2011)** – Tata Motors, India's largest automobile company, has approved two Rotary Lift electric hydraulic lifts for its dealer network. The approved SPOA10-3SA and AT07 two-post lifts are sold in India through Rotary's distribution partner Manatec Electronics Pvt. Ltd.

"Tata Motors is one of the leading small car manufacturers in India. This segment represents about 70 percent of the country's total vehicle sales," says T.K. Surya Prakash, country sales manager for Rotary Lift in India. "Tata Motors is very selective about the companies it chooses to supply equipment to its dealer network. We are pleased to be able to provide Rotary Lift hydraulic lifts to help Tata dealers improve their service bay productivity."

Rotary Lift is the world's leading lift manufacturer, with regional business operation centers and ISO 9001-certified manufacturing facilities on three continents. Rotary Lift and its products have been approved by most of the world's top vehicle OEMs.

"It is an honor to have earned the approval of Tata Motors, one of the fastest-growing vehicle manufacturers in the world," says Matt Webster, vice president of global business development and marketing for Rotary Lift. "As the only lift manufacturer with a true global presence, Rotary Lift is positioned to provide Tata Motors and other vehicle OEMs with worldwide support."

Electric hydraulic vehicle lifts like the SPOA10 and AT07 offer many advantages over mechanical screw lifts, including a lower overall cost of ownership. Mechanical lifts use rotating lift screws to move the swing arms up and down. These mechanical lifts have a number of design features that require regular maintenance, including bearings, belts or chains, nuts and spindles. Hydraulic lifts have no bearings, belts, chains, nuts or spindles. Their swing arms are powered by hydraulic cylinders. They use only one motor, compared to two for most mechanical lifts, and rise and descend in half the time of their mechanical counterparts. And while most mechanical lifts are synchronized with an electronic potentiometer that can lead to unleveling up to 10 cm., hydraulic lifts are automatically synchronized, eliminating any chance of the arms being unlevel.

The SPOA10 is one of Rotary Lift's most popular vehicle lifts. It is a true asymmetrical lift, with columns that are rotated 30 degrees in order to place the car's center of gravity in line with the optimum load capability of the columns. This design also enables technicians to fully open car doors to more easily access the vehicle interior, while minimizing door dings. The SPOA10-3SA specified by Tata Motors features three-stage arms that make it easy to properly lift vehicles with unibody construction, lower profiles and shorter wheelbases. Capacity is 10,000 lbs./4,500 kg. The SPOA10 has been third-party tested and certified to meet industry safety and performance standards.

The AT07 is an asymmetric lift with a small footprint. Just three meters wide, it provides maximum drive-through clearance with minimum external dimensions. Its compact size makes it the ideal size for small service bays and for replacing existing mechanical screw lifts. Like the SPOA10, the AT07 provides a clear floor, eliminating tripping hazards, facilitating the use of toolboxes and drain pans under the vehicle, and making it easy to work around. Capacity is 6,000 lbs./3,000 kg. Both lifts feature an overhead limit switch to prevent vehicles from being raised too high.

For more information about Rotary Lift, visit [www.rotarylif.com](http://www.rotarylif.com). Rotary Lift is also active on Facebook, [www.facebook.com/RotaryLift](http://www.facebook.com/RotaryLift), YouTube, [www.youtube.com/RotaryLiftMedia](http://www.youtube.com/RotaryLiftMedia), and Twitter, <http://twitter.com/RotaryLift>. For more information about Manatec Electronics, visit [www.manatec.net](http://www.manatec.net). To learn more about Tata Motors, visit [www.tatamotors.com](http://www.tatamotors.com).

## **About Tata Motors**

Tata Motors is India's largest automobile company. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand and Spain. Among them is Jaguar Land Rover, the business comprising the two iconic British brands. It also distributes Fiat cars in India, and has an industrial joint venture with Fiat in India. With more than 5.9 million Tata vehicles in India, Tata Motors is the country's market leader in commercial vehicles and is among the top three in passenger vehicles. It is also the world's fourth-largest truck manufacturer and the third-largest bus manufacturer. Tata cars, buses and trucks are marketed in several countries in Europe, Africa, the Middle East, Asia and South America.

## **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.

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