



The World's Most Trusted Lift.

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NEWS RELEASE

Canadian Tire Dealers Choose Rotary Lift Y-Lift™

Madison, Ind. (Sept. 12, 2011) – Canadian Tire, Canada's most-shopped general merchandise retailer, has selected Rotary Lift as a preferred vendor for alignment lifts in its automotive service centers. Rotary Lift provides the Y-Lift™ (model YA12) alignment lift for many Canadian Tire dealers across the country. Canadian Tire and its Associate Dealers have 485 stores from coast-to-coast.

The Rotary Lift Y-Lift is a unique drive-on hinged lift that uses a patented design and Y-shaped legs to provide faster rise/descent speeds and greater vehicle access than traditional scissor lifts. Its innovative weight-sensing control system maximizes rise speed based on the weight of the vehicle being lifted. For most vehicles, the rise time will be around 37 seconds, which is at least 33 percent faster than comparable scissor lifts. The faster rise time means technicians using a Y-Lift can start servicing a vehicle sooner, and when they're done, the Y-Lift also offers speedier descent than many scissor lifts, so techs can move on to the next job more quickly.

The Y-Lift offers true vertical movement without the restrictive scissor arms that block the area under the runways on traditional scissor-style alignment racks. The Y-Lift's design provides 20 percent more overall workspace, including full vehicle access from side-to-side and front-to-rear.

"The Y-Lift improves technician productivity, allowing service departments to complete jobs more quickly for greater customer satisfaction and overall profitability," says Jim Smith, Rotary Lift Canadian sales manager. "Canadian Tire store technicians using the Y-Lift have said that they like the speed of the Y-Lift and the fact that it goes straight up in the air, giving them more room to work."

The Y-Lift accommodates a greater wheelbase range than any other alignment lift, and is the only lift that enables technicians to perform four-wheel alignments on micro-cars like the smart fortwo. The Y-Lift can be used for four-wheel alignments on wheelbases as short as 71½ inches. Competitive scissor lifts need a minimum wheelbase of 85 inches or more. Full-size pick-up trucks are no problem for the Y-Lift, either. It can be used to perform four-wheel alignments on vehicles with wheelbases up to 158 inches long. The Y-Lift is compatible with all leading alignment instrumentation, including new 3D and camera wheel alignment systems.

The Y-Lift has been third-party tested by ETL and ALI certified to meet ANSI/ALI ALCTV-2006 safety standards. It can be flush-mounted or recessed. Capacity is 12,000 lbs. The Y-Lift is made in the U.S.A.

For more information about the Y-Lift, 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.

For more information about Canadian Tire, visit www.canadiantire.ca.

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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Canadian Tire has selected Rotary Lift as a preferred vendor for alignment lifts, including the Rotary Lift Y-Lift™.