



*The World's Most Trusted Lift.*

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## **NEWS RELEASE**



### **Rotary Lift Gives Away Its 50,000<sup>th</sup> SmartLift<sup>®</sup> Inground Lift**

**Madison, Ind. (Dec. 19, 2011)** – As part of the celebration to commemorate the 15<sup>th</sup> anniversary of SmartLift<sup>®</sup>, the world's most popular inground lift, Rotary Lift conducted a campaign to give away the 50,000<sup>th</sup> SmartLift. Thousands of entries were received, and a winner has been drawn: Keith Pastorius, service manager of Precision Auto Repair in Mayville, Wisc.

The 50,000<sup>th</sup> SmartLift inground lift is a 10,000 lbs. capacity model that features the patent-pending new Trio™ superstructure. This new design increases technician productivity by providing greater drive-through clearance, improved lift-to-vehicle clearance, and extended arm reach. A plaque affixed to the lift's superstructure features the "Proven 15/50" campaign logo and marks the significance of the 50,000<sup>th</sup> SmartLift. Pastorius also received a framed certificate recognizing Precision Auto Repair as the giveaway winner. It was presented by the shop's local distributor, Oil Equipment Company of Madison, Wisc.

"We'd like to thank the dealers and shop owners who have made SmartLift the world's best-selling inground lift," says John Rylee, Rotary Lift director of marketing. "Customers know they can count on the Rotary Lift SmartLift. It's the original environmentally friendly inground lift with proven performance in thousands of service facilities worldwide for more than 15 years."

When it comes to bay productivity and shop profitability, nothing beats a SmartLift inground lift. SmartLift inground lifts take up less space than surface lifts, have no above-ground posts to get in the way and offer unrestricted access to all of a vehicle's service parts. They also have a longer useful life than surface lifts, providing reliable service for 30 years or more.

The SmartLift also offers a host of environmentally friendly features. Its underground components are completely enclosed in a polymer composite housing made of recycled materials. The containment unit protects the environment from any potential leaks, while at the same time protecting the lift itself from corrosion and electrolysis. The SmartLift also uses less than five gallons of hydraulic fluid and can operate on bio-based fluid. SmartLift inground lifts do not rely on expensive and inefficient air compressors to operate. Their small, economical motor runs only when the lift is being raised. The lift's air locks use a minimal amount of air from a shop's standard air system.

Lift service times are also slashed with SmartLift. All SmartLift maintenance can be performed at ground level without removing the lift. Rotary Lift's patented EasyAccess™ cylinder does not require bleeding and can be serviced in just two hours — that's 75 percent less time than required for competitive cylinders, providing a significant savings in downtime.

Rotary Lift SmartLift inground lifts are made in the U.S.A. They are third-party tested by ETL and ALI certified to meet ANSI safety and performance standards.

For more information about the Rotary Lift SmartLift, contact your local Rotary Lift distributor, visit [www.rotarylif.com](http://www.rotarylif.com) or call (800) 640-5438. You can also find Rotary Lift on Facebook, [www.facebook.com/RotaryLift](http://www.facebook.com/RotaryLift); Twitter, <http://twitter.com/RotaryLift>; and YouTube, [www.youtube.com/RotaryLiftMedia](http://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 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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Precision Auto Repair of Mayville, Wisc., won Rotary Lift's 50,000<sup>th</sup> SmartLift inground lift as part of a celebration to commemorate the SmartLift's 15<sup>th</sup> anniversary. Pictured are Jeff Henning, owner of Precision Auto Repair (right) and Keith Pastorius, service manager, who had the winning entry.