



*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**

## **NEWS RELEASE**

### **New Products = More Training** **Rotary Lift Expands Factory Training for Installers** *Rotary University has trained nearly 4,000 since 1989*

**Madison, Ind. (Sept. 20, 2011)** – Since 1989, Rotary Lift has provided regular factory training classes on proper lift installation and service for its Rotary Authorized Installer™ (RAI) network. Recently, the company added a third full day to its RAI training classes in order to thoroughly cover new products.

“Over the last 18 months, we have introduced the Y-Lift™ alignment and general service lifts, the SmartLift® Trio™ superstructure, the EFX60 heavy-duty inground scissor lift, the Wireless Mach 4™ mobile column lift and an updated MOD30 heavy-duty inground lift,” explains Ron Lainhart, Rotary Lift parts and service manager. “Adding a day to our RAI classes enables us to teach authorized installers how to install, inspect and service these new products. It also gives us more time to provide additional service and maintenance tips for some of our other lifts.”

Rotary Lift offers its light-duty RAI training class 10 times per year. Its heavy-duty class is held five times per year. The company also provides its distributors with sales training classes throughout the year. Nearly 4,000 attendees have gone through Rotary University factory training programs.

RAI training is open to employees of Rotary Lift and its RAI network. One of the requirements to be an RAI is that the company must send a representative to Rotary University training at least every three years. RAIs from around the world may attend regularly scheduled classes. Rotary Lift also periodically conducts classes in Spanish specifically for its RAIs from Central and South America.

“Our RAI training program ensures that all of our authorized installers are thoroughly factory-trained to provide the best installation, service and inspection of Rotary Lift products,” Lainhart says. “The training is given to the RAIs, but the real beneficiaries are the customers who get the peace of mind that comes from hiring qualified personnel.”

RAI training classes are held at Rotary Lift headquarters in Madison, Ind. They are led by Lainhart and Rotary Lift product consultants. A representative of Hilti Corporation also teaches a segment on lift anchor embedment and epoxy application. Every course includes tours of the lift manufacturing facilities in Madison. The classes are heavily hands-on, with attendees working together to install lifts, take apart and rebuild hydraulic cylinders and accessories, and practice various service techniques. Interacting with other installers is another key component of the sessions, as it gives participants the opportunity to learn from each other. At the conclusion of the course, each participant receives a certificate of completion.

For more information about Rotary Lift, visit [www.rotarylif.com](http://www.rotarylif.com). To find your local RAI, 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 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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Rotary Lift has added a third day to its Rotary Authorized Installer™ (RAI) factory training classes in order to cover proper installation and service of the many new products the company has introduced recently, including the Y-Lift™ shown here. Fred Chatham, Rotary Lift senior product consultant, reviews Y-Lift installation instructions during one of the hands-on portions of the class.



Rotary Lift has provided regular factory training classes on proper lift installation and service to its Rotary Authorized Installer™ (RAI) network since 1989. In that time, Rotary Lift has trained nearly 4,000 attendees from around the world.