



The World's Most Trusted Lift.

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NEWS RELEASE

Rotary Lift to Feature Three New Heavy-Duty Bus Service Lifts at APTA EXPO 2011 *EFX60, Wireless Mach 4 and updated MOD30 make transit industry debut*

Madison, Ind. (Sept. 23, 2011) APTA Booth #4633 – Rotary Lift is bringing a full line of new and updated heavy-duty vehicle service lifts to the APTA EXPO at Ernest N. Morial Convention Center in New Orleans, Oct. 3-5, 2011. The show will be the transit industry debut of the new Rotary Lift EFX60 inground scissor lift, Wireless Mach 4™ mobile column lift, and updated MOD30 modular environmentally friendly inground lift. All of these lifts are made in the U.S.A. and will be displayed in APTA booth #4633.

“These new lifts were designed to improve service technician productivity and reduce bus downtime,” says Doug Spiller, Rotary Lift heavy duty product manager. “They are faster and easier to set up and use than other lifts, and can accommodate the wide variations in bus designs that exist today in transit fleets throughout North America.”

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 third-party-certified lightweight adapters (the same adapters used with the popular MOD30 inground lift). 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 bus weighing up to 60,000 lbs. The 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. Because technician safety is paramount, the Rotary Lift EFX60 also features a patented locking system.

Using patented technology, Rotary Lift’s new **Wireless Mach 4** mobile column lift eliminates the most vulnerable aspects of mobile column lifts: power cords and communication cables. Each Wireless Mach 4 column is powered by batteries and communicates with the other columns wirelessly. As a result, technicians no longer have to worry about knocking the lift out of service by running over the cords or getting one hooked on a vehicle as it’s being lifted. Technicians can operate the entire lift using the patent-pending control panel on any of the columns. The panel features an intuitive graphic layout of the column set-up, on-board diagnostics, easy-to-read LEDs and one-touch controls. Wireless Mach 4 lifts are equipped with back-up communication cables that can be used in place of the wireless system with the flip of a switch, for virtually zero downtime. The wireless system can also be retrofitted to existing Mach 4 mobile column lifts.

The Rotary Lift **MOD30** inground lift has been a best-seller since its introduction at the APTA EXPO 2002. It was the first lift to virtually eliminate the environmental and safety worries that had prevented transit agencies from buying new inground lifts in the past. With more than 1,000 installed over the last 10 years, the MOD30 remains a top choice of transit agencies across North America. The MOD30 provides greater and faster access to more service areas on a bus than any other lift style. It uses half the hydraulic fluid of traditional inground lifts, and the entire system is contained in a six-foot deep enclosure that's coated inside and out with Rotary Lift's exclusive EnviroGuard™ coating, a quarter-inch thick polyurethane sealant that protects against electrolysis and harsh contaminants for the 30-year life of the lift. Only the MOD30 meets the environmental standards of underground storage tanks (USTs), including lead detection, fluid monitoring, fluid extraction and an alarm system. The MOD30 is energy efficient, requiring just a ½ horsepower motor for wheelbase adjustment, while other lifts need between two and 10 horsepower. The MOD30 has been updated with an ultra-low profile superstructure transit package that provides maximum flexibility and versatility for lifting most low-floor and kneeling buses.

The Rotary Lift EFX60 heavy-duty inground scissor lift, Wireless Mach 4 mobile column lift, and MOD30 environmentally friendly inground lift have all been third-party tested by ETL and ALI certified to meet ANSI safety and performance standards.

For more information about any Rotary Lift heavy-duty vehicle lift, visit APTA booth #4633, 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.

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APTA EXPO 2011 will be the transit industry debut of the updated Rotary Lift MOD30 modular environmentally friendly inground lift (left) and new Rotary Lift EFX60 heavy-duty inground scissor lift and Wireless Mach 4™ mobile column lift.