

ROTARY LIFT®
The World's Most Trusted Lift™



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NEWS RELEASE

Vehicle Lift BIM Objects Now Available from Rotary Lift

Madison, Ind. (July 20, 2010) – Rotary Lift has released a series of vehicle lift Building Information Modeling (BIM) objects. These 3D models will help architects design productive, efficient vehicle service facilities for government agencies, automobile dealerships and independent vehicle service operations.

Rotary Lift is one of the first vehicle lift manufacturers to model its products using BIM. The company currently offers 41 of its vehicle lifts as BIM objects for free through ARCAT®, Inc., with additional models in development. Rotary also plans to make the objects available on its website, www.rotarylif.com, as part of its assistPRO™ professional facility planning assistance program.

“Our assistPRO program helps architects analyze and choose the appropriate type of lift for each installation and determine how to best place those lifts to maximize shop productivity. We provide CAD blocks, written specifications, customized layouts and AIA-approved training courses,” says John Rylee, director of marketing. “Now, we are proud to support architects with BIM objects, as well.”

BIM objects allow for earlier clash detection, saving project time and money. All of the technical information needed by architects, engineers and contractors about each lift is included in the BIM object. Each object also includes links to Rotary Lift’s CSI three-part specs, the Rotary Lift Web site and the ARCAT SpecWizard® product configurator.

Rotary Lift BIM objects currently include MOD30 modular heavy-duty inground lifts, Mach 4™ mobile column lifts, SmartLift® inground lifts, parallelogram lifts, two-post surface lifts and four-post lifts.

For more information about Rotary Lift’s assistPRO program, log on to www.rotarylif.com/assistpro_facility_planning or call (800) 640-5438. Rotary Lift’s BIM objects can be downloaded for free from www.arc.com. You can also find Rotary Lift on Facebook, www.facebook.com/RotaryLift; Twitter, <http://twitter.com/RotaryLift>; Flickr, www.flickr.com/rotarylif and YouTube, www.youtube.com/RotaryLiftMedia.

About Rotary Lift

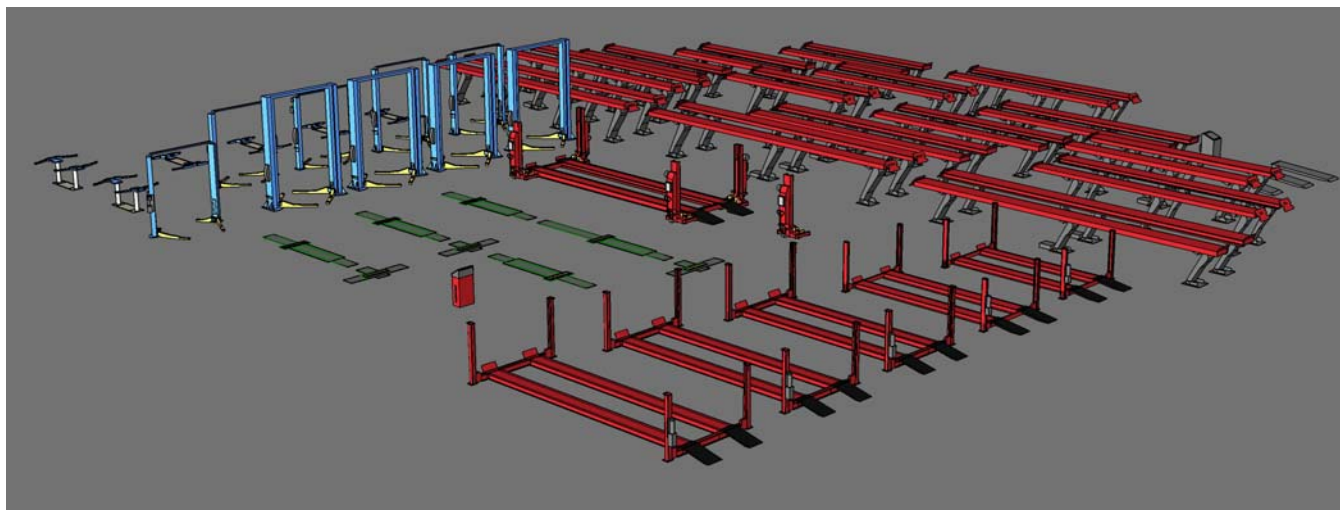
Rotary Lift is the leading brand of vehicle lifts and equipment designed to increase technician productivity. Founded in 1925 by the inventor of the first automotive hydraulic lift, Rotary offers the broadest line of lifts for use in professional automotive service, commercial truck and transit, and 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, Rotary Lift is also the only North American lift manufacturer certified to ISO 9001 quality standards.

Rotary Lift is a VSG brand. VSG brings together several top brands of vehicle service and repair equipment, including Rotary Lift and Chief Automotive Technologies. 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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BIM objects embed 3D product images, like this one from Rotary Lift, with a host of additional technical information.

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