

**ROTARY LIFT®**  
*The World's Most Trusted Lift™*



Rotary World Headquarters  
2700 Lanier Drive  
Madison, IN 47250

Media Contact:

**Kristen Simpson**  
**Simpson Communications, LLC**  
**(216) 991-4297**  
**Simpsoncomm@aol.com**

## **NEWS RELEASE**

### **SmartLift®, The “Original” Environmental Inground Lift, Helps Drive More Revenue for the Dealer**



**NADA Booth #2040 (Jan. 24, 2009)** – At modern dealerships, it's not just the hybrid cars on the lot that are “green.” Dealers are increasingly looking for more ways to lessen their environmental impact. In the service department, many start by installing SmartLift® inground lifts from Rotary Lift.

Today's redesigned inground lift concept was pioneered by Rotary with its introduction of the SmartLift in 1995. The SmartLift is the “original” environmentally friendly inground lift, with an entirely self-contained polymer composite housing made from recycled materials. This containment unit protects the environment from any potential leaks, while at the same time protecting the lift from the environment. A SmartLift uses less than five gallons of hydraulic fluid, compared to the 95 gallons required by old-fashioned inground lifts. Bio-fluid can be used in place of petroleum-based hydraulic fluid.

“Being environmentally responsible doesn't have to mean being economically irresponsible. SmartLift inground lifts increase technician productivity, enabling greater profitability,” says John Rylee, director of marketing for Rotary Lift. “At a time when growing service volume and revenue is critical to dealers' business, SmartLift inground lifts can increase the number of bays within the same space and boost revenue by as much as \$200,000 per year. The SmartLift is proven and reliable. In fact, more dealerships in North America have installed the Rotary Lift SmartLift over the past 14 years than any other brand.”

SmartLift inground lifts have a smaller footprint than two-post surface lifts. They can be installed in 11-foot-wide bays, whereas a surface two-post lift should not be installed in a bay narrower than 12 feet. As a result, 12 SmartLift inground lifts will fit in the same amount of space as 11 surface lifts.

Alternatively, shop size can be reduced by 15 percent without decreasing the number of bays, for an upfront savings in construction costs and an ongoing reduction in utility use and expense.

Other environmentally friendly aspects of the SmartLift inground lift include:

Recyclability. At the end of its useful life, a SmartLift inground lift's composite housing and steel components can be recycled.

Liquid Detection System. On SmartLifts equipped with *inbay*®, the patented LDS™ alerts the technician if moisture develops in the housing. The available liquid removal system can be used to extract any liquid.

Minimal packaging. The lift's containment unit protects the lift components during shipping, minimizing the need for excessive packaging materials.

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Another important aspect of the SmartLift is its serviceability. The SmartLift cassette is anchored in concrete at the top, rather than being supported by the earth around it. Technicians can grease every fitting, change every hose and conduct any necessary maintenance without removing the lift from the ground. That means no heavy equipment is required. The patented EasyAccess™ cylinder does not require bleeding and can be removed for service without disturbing other components. As a result, the cost of a service call (and related downtime) are reduced by 75 percent, a savings of \$528\* per lift, vs. the cost with competitive inground lifts.

Rotary Lift SmartLift inground lifts are available in a variety of configurations to suit virtually any light-duty maintenance and repair application. They can be equipped with two-stage arms, three-stage arms or moveable pads, three-position flip-up adapters, polymer screw-up adapters, pad adapters, stackable adapters and drive-on runways. Both twin-post and single-post models are available. Lifting capacity is from 8,000 to 12,000 lbs.

All Rotary SmartLift inground lifts are third-party tested by ETL and are ALI certified to meet ANSI standards.

For more information about SmartLift inground lifts, or any other Rotary Lift products or services, visit NADA booth #2040, contact your local Rotary distributor, call Rotary at (800) 640-5438 or visit [www.rotarylif.com](http://www.rotarylif.com).

\* based on average bay revenue of \$88 per/hr.

## **About Rotary Lift**

Rotary Lift is the leading manufacturer of vehicle lifts and equipment designed to increase technician productivity. It offers the broadest line of lifts for use in professional automotive service, commercial truck and transit, and enthusiast/residential customer segments.

Founded in 1925 by the inventor of the first automotive hydraulic lift, and based in Madison, Ind., Rotary Lift has facilities worldwide. There are more Rotary Lift products used in vehicle repair shops throughout the world than any other brand.

With an uncompromising commitment to product quality, testing and safety, the company'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 Dover Company (NYSE: DOV).

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