

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



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## **NEWS RELEASE**

### **New Mach 4™ Mobile Column Lift from Rotary Lift Makes Vehicle Maintenance Faster and Easier**

**Madison, Ind. (Oct. 13, 2008)** – The benefits of the new Mach 4™ mobile column lift from Rotary Lift can be summed up in two words: fast and easy.

“Maintenance managers are looking for ways to increase productivity and move more vehicles through the shop every day,” explains Roger Perlstein, Rotary Lift heavy-duty sales manager. “Our new Mach 4 lift is faster to set up and raises a vehicle more quickly than any comparable mobile column lift. A recent time and motion study found that the Mach 4 provides a productivity improvement of more than 30 percent. Based on an hourly technician rate of \$60 per hour, this equates to an annual savings of \$7,604 in labor every year for the shop. Plus, the Mach 4 is easy to use and requires virtually no maintenance.”

The Mach 4 is sold in sets of four or six battery-operated columns. Each column has a rated capacity of 18,000 lbs. The lift can raise a vehicle 70 inches in just 78 seconds.

Each Mach 4 column is powered by two deep-cycle marine batteries and is equipped with an onboard waterproof Minn Kota® charger. It can be used anywhere in the shop — including wash bays — as well as outside. Its hydraulic cylinder is positioned to protect its chrome piston rod from debris and damage at all times.

The Mach 4’s proprietary horseshoe wiring layout is faster to set up and more convenient than other systems. While most manufacturers connect their mobile columns through a series of four communication cables, the Mach 4 uses just three (forming a horseshoe shape), leaving the front or back of the lift open. This layout enables technicians to drive vehicles in and out of the bay area without wasting time disconnecting and reconnecting cables. The cables are also located up and out of the way, instead of on the ground. At the end of the day, a quick tug on each disconnected cable automatically rewinds it into Rotary’s exclusive built-in cord reel. This is much faster and easier than looping up each cable by hand.

Each of the Mach 4’s columns is identical, so a technician can control the entire lift while standing at the most convenient column. This feature helps make the lift quicker to set up and more efficient than one operated by a single master column.

The patent-pending, easy-to-use control panel on each Mach 4 column features a graphic layout of the column set-up, a live height reading, battery indicator, programmable height limit settings, and one-touch controls. A slow-lowering function allows for precise vehicle positioning. Lifting and lowering of all columns is automatically synchronized.

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*New Mach 4 Mobile Column Lift  
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Rotary has also made it faster and easier for technicians to position the Mach 4 columns for lifting. Unlike pallet-jack style steering systems, there's no need to jack up a Mach 4 column before moving it. Simply push down on the spring-loaded handle and go. Rubber-coated wheels easily roll over dirt and debris that can jolt other mobile lifts to a stop. All wheels automatically retract under load, providing worry-free stability.

"While speed and ease-of-use are important, technician safety is paramount," Perlstein says. "The Mach 4 has locking mechanisms every three inches and a lower-to-lock function for those technicians who prefer the additional peace of mind that comes from knowing that the vehicle weight is resting on the lift's mechanical locks."

The Mach 4 features easily adjustable forks that can handle a wide range of wheels, from small-tire applications on passenger cars to large-tire applications on trucks and buses, without bulky adapter sleeves. Optional extended forks are available for supporting inboard tires on dual-wheeled axles.

Optional productivity features for the Mach 4 include:

- High-efficiency LED lighting system to provide hands-free lighting under the vehicle.
- Frame-engaging end lift to enable lifting by the front and rear of the vehicle using stacking adapters.
- Frame-engaging beam that is used laterally across the vehicle for wheels-free lifting.
- Fork-lift adapters for lifting material handling trucks weighing up to 10,000 lbs.

The Rotary Lift Mach 4 mobile column lift is designed and built in Madison, Ind., U.S.A.

For more information about the Rotary Lift Mach 4 mobile column lift, or any other Rotary Lift products or services, contact your local Rotary distributor, call Rotary at (800) 640-5438 or visit [www.rotarylift.com](http://www.rotarylift.com).

## **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) and is a GSA contract holder.

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*Editor's Note: Please see photo.*

*Caption: The new Rotary Lift Mach 4™ mobile column lift is faster to set up and raises a vehicle more quickly than other mobile column lifts, providing a 30 percent productivity improvement.*