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## **NEWS RELEASE**

### **New Rotary Lift Web Site Is Customizable and Easier to Navigate**

**Madison, Ind. (April 21, 2009)** – Leading vehicle lift manufacturer Rotary Lift has redesigned its Web site so customers can find the products and support they need more quickly.

The revamped site, **www.rotarylif.com**, provides a variety of ways to access information, including an expanded top menu and buttons on the side of the home page.

To help customers identify the right lifts for their needs, Rotary added a new “Customized Information for Me” or “Just for You” option. With this feature, the user simply chooses from a list of nine customer descriptions: “government purchaser,” “independent repair shop,” “municipality,” “car/truck dealership,” “transit agency,” “fleet,” “architect/engineer,” “enthusiast” and “commercial truck dealer/repair.” Making a selection instantly takes the user to a customized page containing links to the appropriate vehicle lifts, productivity tools, services and support.

Product information includes specifications, photos, brochure pages, feature tours, photos and videos. Rotary has added an entire library of videos to Rotarylift.com, including product videos, service videos, a corporate overview and a product overview. Other new content includes details on Rotary’s environmental initiatives and its equipment installation and repair program, ServAll™. Access to assistPro™, Rotary Lift’s professional planning assistance program, also has been simplified.

Other site navigation improvements include the addition of a search function and better category headings.

“Our new user-friendly Web site makes it easy for customers to get the information they need from Rotary Lift at any time,” says John Rylee, marketing director. “The simplified navigation, increased use of photos and video and other enhancements were designed to improve customers’ online interaction with Rotary Lift.”

For more information about Rotary Lift and its full line of vehicle lifts, productivity tools and service/support, visit [www.rotarylif.com](http://www.rotarylif.com) or call (800) 640-5438.

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## **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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