

NEWS RELEASE

New Rotary Lift Mach 4 Plus™ Makes Traditional Four-Post Lifts Obsolete *Runway System Converts Mobile Column Lift into Drive-on Model*

Madison, Ind. (May 13, 2009) – Rotary Lift introduces the Mach 4 Plus™, a new runway system for the Mach 4 mobile column lift that provides all the benefits of a heavy-duty four-post drive-on lift in a more versatile package.

The Mach 4 Plus runway system is used with a set of four Rotary Lift Mach 4 mobile column lifts. Once the system is connected to the columns, vehicles weighing up to 60,000 lbs. can be driven onto the runways and raised to a comfortable working height. Up to two optional 25,000 lb. capacity rolling bridges can be added to lift the vehicle's wheels off the runways, enabling technicians to perform brake, tire and suspension service.

“The new Mach 4 Plus has the potential to drastically increase shop efficiency,” says Roger Perlstein, Rotary Lift director of heavy duty. “If you're stuck working on your back in a shop, you're inefficient. The Mach 4 mobile column lift will double technician efficiency, and the Mach 4 Plus runway system multiplies it even further by allowing the technician to use the same lift to do wheels-free work. No other portable lift offers the speed of a drive-on lift, the efficiency of wheels-free and the flexibility of a mobile.”

The Mach 4 Plus can lift vehicles with wheelbases up to 33 feet, including heavy-duty trucks, RVs and buses. Like standard heavy-duty four-post lifts, the Mach 4 Plus is fast and convenient to use. It also offers several advantages over traditional four-post models:

- Once a vehicle is raised for service on the Mach 4 Plus, the columns can be replaced with jack stands. The mobile columns can then be used to lift another vehicle elsewhere in the shop.
- The Mach 4 is mobile, so it can be relocated as needed. Because the Mach 4 is battery-operated and recharged using standard 110 power, no complicated or expensive high-voltage electrical installation is required. It will also continue to operate in case of a power failure.
- The Mach 4 and Mach 4 Plus are impervious to water and can be used in wash bays or outside. Shops that in the past have been precluded from performing undercarriage inspections or service efficiently due to low ceiling height can improve their efficiency by using the Mach 4 Plus outside.
- When equipped with the optional rolling bridge, the Mach 4 Plus can be used without columns to raise a vehicle a couple of feet – the ideal height for brake work.
- The Mach 4 Plus has fewer moving parts, no cables or sheaves to maintain, low electrical usage and fully hydraulic operation.
- Like all Mach 4 models, the Mach 4 Plus can be operated from any of its four columns, for maximum convenience and productivity.

The Mach 4 Plus can be purchased by itself as an accessory for existing Mach 4 mobile column lifts or ordered with a set of Mach 4 mobile columns.

The Mach 4 mobile column lift and Mach 4 Plus runway system are made the U.S.A.

The Mach 4, Mach 4 Plus and optional rolling bridge are each ALI certified and validated by ETL to meet industry quality and safety standards.

For more information about the Mach 4 Plus or any other Rotary Lift products or services, visit www.rotarylif.com. Additional information is also available through your local Rotary distributor or by calling (800) 640-5438.

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, as well as a provider through HGACBuy and CMAS.

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The new Rotary Lift Mach 4™ Plus runway system increases the versatility of the Mach 4 mobile column lift, making it possible to perform virtually any heavy-duty vehicle maintenance using the lift.

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