

ROTARY LIFT®
The World's Most Trusted Lift™



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NEWS RELEASE

Rotary Lift Launches Inspect to Protect™ Lift Inspection Program in Canada *Specially Priced Annual Lift Inspections Protect Technicians and Shop Profits*

Madison, Ind. (July 8, 2009) – Leading vehicle lift manufacturer Rotary Lift introduces Inspect to Protect™, the first nationwide lift inspection program in Canada.

“In this tough economy, consumers are deferring new vehicle purchases and keeping their existing cars and trucks longer,” says John Rylee, Rotary Lift director of marketing. “This can lead to a major increase in maintenance and repair business for shops that are prepared. Rotary Lift’s new Inspect to Protect program provides professional lift inspections with special pricing in order to ensure that all of a shop’s lifts can handle the increased workload safely and efficiently.”

A growing number of provincial regulations **require that all vehicle lifts be inspected by qualified lift inspectors at least annually.**

“Properly functioning vehicle lifts are crucial to service bay safety and can directly impact both employee morale and productivity,” says R.W. “Bob” O’Gorman, president of the Automotive Lift Institute (ALI), the independent trade association representing lift manufacturers in North America. “Periodic lift inspections following the manufacturer’s recommendations ensure reliability and allow the continued safe operation of the lift.”

A professional lift inspection will identify any issues before they can grow into major problems. This keeps employees safe, maintains bay productivity and reduces lift repair costs.

There is no national certification, licensing or directory of qualified lift inspectors, so shop owners in the past have been on their own to find someone to inspect their vehicle lifts. The Rotary Lift Inspect to Protect program now makes it easy to find a qualified lift inspector. One phone call to Rotary Lift at **(800) 640-5438** will connect shop owners with local, factory-trained lift inspection providers through the exclusive Rotary Authorized Installer (RAI) network.

Each participating Inspect to Protect company has inspectors on staff who meet all of the requirements for a “qualified lift inspector” outlined in ANSI/ALI ALOIM (current edition), the ANSI standard covering vehicle lift operation, maintenance and inspection. Plus, each company is required to attend annual Rotary Lift training, maintain insurance coverage and be able to provide customers with lift maintenance, repair and genuine Rotary replacement parts.

Rotary Lift equips its Inspect to Protect program providers with inspection checklists that detail what should be inspected on all of its lift models. At the conclusion of every inspection, customers receive an inspection certificate signed by the lift inspector that details what was found during the inspection, any adjustments made and parts replaced for each lift. This inspection certificate can be posted on the lift or stored with other lift records.

As an added benefit of the program, if a customer replaces any broken/outdated lifts as a result of an Inspect to Protect lift inspection, the replacement Rotary Lift product will come with a free extended warranty, if it is installed by an RAI.

The Rotary Lift Inspect to Protect program runs throughout Canada from July 1, 2009 until Sept. 30, 2009.

For more information about the Rotary Lift Inspect to Protect program or any of the products in Rotary's full line of vehicle lifts, productivity tools and service/support, visit www.rotarylif.com/inspect or call (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).

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