



The World's Most Trusted Lift.

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NEWS RELEASE

From Traditional to Modular, Rotary Lift Now Has an Inground Lift for Every Heavy-Duty Application

Madison, Ind. (Oct. 24, 2011) – With the introduction of the EFX60™ scissor lift, Rotary Lift now offers a full line of inground lifts to meet any heavy-duty vehicle maintenance application. The EFX60 joins the MOD30 modular environmentally friendly inground lift and the traditional inground lift in Rotary Lift's heavy-duty line-up.

"Fleet maintenance managers have relied on inground lifts for more than 85 years because they provide the best unobstructed access to all service areas on a vehicle," says Doug Spiller, Rotary Lift heavy duty product manager. "Since its introduction in 2002, the MOD30 has been the gold standard for heavy-duty inground lifts, thanks to its environmentally friendly design and productivity-enhancing features. But Rotary Lift recognizes that budgets continue to tighten, and not all of our customers can afford the top-of-the-line MOD30 right now. Offering three heavy-duty inground lift options lets us provide customers with Rotary Lift quality, experience and support at a range of price points."

From a budget perspective, Rotary Lift's traditional heavy-duty inground lift is the most affordable because it is the most basic model. Its pistons are housed in a nine-foot-deep continuous concrete vault. It features push button controls mounted on the floor or wall, a wheel spotting dish for axle positioning and a front jack with hydraulic adjustment. Average service life is about 25 years.

The EFX60 incorporates more user-friendly features. This scissor lift is modular and located in a concrete trench less than three feet deep, for lower installation costs. It requires just 3 ½ gallons of hydraulic fluid per cylinder — the lowest oil displacement in the industry. Like the traditional inground lift, the EFX60 is equipped with a wheel spotting dish for axle positioning. Unlike the traditional lift, however, the EFX60 can be operated while standing comfortably at the upright control console. Expected service life is 25 to 30 years.

The feature-rich MOD30 uses technology to make the technician's job easier and more comfortable, improving productivity and reducing vehicle downtime, while at the same time protecting the environment. The MOD30 is contained in a six-foot deep steel enclosure that is completely sealed inside and out with Rotary Lift's exclusive EnviroGuard™ coating. It is covered by warranty against damage caused by electrolysis and harsh contaminants for 10 years. Rotary Lift's patented LDS™ Liquid Detection System monitors the system and signals the technician if liquid accumulates in the lift housing. In fact, the MOD30 is the only heavy-duty inground lift to meet environmental standards for underground storage tanks. The MOD30 also uses far less electricity than other lifts.

The MOD30's upright control console provides lift status, operation and maintenance information, online training guides and programmable wheelbase settings to save technicians time. Joystick controls allow infinite speed control. With more than 1,000 units in the field, the MOD30 has a proven performance record and an average service life of 25 to 30 years.

The following chart provides a quick comparison of Rotary Lift's MOD30 environmentally friendly inground lift, EFX60 heavy duty inground scissor lift and traditional heavy duty inground lift.

	MOD30 Environmentally Friendly Inground Lift	EFX60 Heavy Duty Inground Scissor Lift	Traditional Heavy Duty Inground Lift
Lift Style	Modular Piston with Containment	Modular Scissor	Traditional Piston
Investment Level	Premium	Mid-range	Economical
Capacity	60,000/90,000 lbs.	60,000/90,000 lbs.	50,000/75,000 lbs.
ALI Certified to Meet Safety and Performance Standards	Yes	Yes	No
Containment	Yes. Lift is fully contained. Meets environmental standards for underground storage tanks (USTs)	No	No
Liquid Detection System	Yes	No	No
Bio Fluid Compatible	Yes	Yes	Yes
Energy Efficiency	1/2 hp motor for wheelbase adjustment; 5 hp motor for cylinder raising; variable frequency drive delivers reduced energy for loads below maximum capacity	10 hp motor for all functions	One or two 10 hp motors for all functions
Oil Displacement per Cylinder	17.2 gallons	3.5 gallons	26.8 gallons
Pit Depth	6 feet	3 feet	9 feet
Warranty	10 years against electrolysis and corrosion	1 year	1 year
Average Service Life	25 to 30 years	25 to 30 years	25 years
VEC Equalization and Control System	Yes	No	No
Graphical Display	Yes	No	No
Real-Time User Feedback on Height and Position	Yes	No	No
Variable Speed Control	Yes	No	No
Programmable Wheelbase Settings	Yes	No	No
Auto Spotting System	Yes	No	No
Onboard Training Guides	Yes	No	No
Preventative Maintenance Reminders	Yes	No	No

Aside from budget, features and benefits, two of the most important factors to consider in the lift selection process are where the product is made and whether or not it's certified. Many governmental fleets are subject to Buy America regulations, so they must purchase lifts that are made in the United States. All three of Rotary Lift's heavy-duty inground lifts are made in the U.S.A. Similarly, vehicle service facilities throughout North America are governed by International Building Code and local regulations that mandate that new lift installations be third-party tested and certified by the Automotive Lift Institute (ALI) to meet ANSI safety and performance standards. Lifts that are not certified may be allowed for replacing existing traditional inground lifts, but new facilities should use certified lifts like the MOD30 and the EFX60.

For more information about any Rotary Lift heavy-duty vehicle lift, contact your local Rotary Lift distributor, log on to www.rotarylif.com, or call (800) 640-5438. You can also find Rotary Lift on Facebook, www.facebook.com/RotaryLift; Twitter, <http://twitter.com/RotaryLift>; and YouTube, www.youtube.com/RotaryLiftMedia.

About Rotary Lift

Rotary Lift is the leading brand of vehicle lifts and equipment designed to increase technician productivity. Founded in 1925 by the inventor of the first automotive hydraulic lift, Rotary Lift offers the broadest line of lifts for use in professional automotive service, commercial truck and transit, and enthusiast/residential customer segments. There are more Rotary Lift products used in vehicle repair shops around the world than any other brand.

With an uncompromising commitment to product quality, testing and safety, Rotary Lift's products have achieved the reputation as the world's most trusted lifts. A founding member of the Automotive Lift Institute (ALI), Rotary Lift is also the only North American lift manufacturer certified to ISO 9001 quality standards.

Rotary Lift is a Vehicle Service Group (VSG) brand. VSG comprises eight major vehicle lifting and collision repair brands: Rotary Lift, Chief™ Automotive Technologies, Forward® Lift, Direct-Lift®, Hanmecson®, Revolution® Lift, Blitz® and nogra®. Based in Madison, Ind., VSG has operations worldwide. VSG is part of the Industrial Products segment of Dover Corporation (NYSE: DOV), a multi-billion dollar, global producer of innovative equipment, specialty systems and value-added services. Rotary Lift is a GSA contract holder, GSA contract #GS-07F-8953D (Dover Industries, Inc., DBA Rotary Lift).

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Rotary Lift now offers three heavy-duty inground vehicle lifts: (from top) the MOD30 environmentally friendly inground, EFX60™ heavy duty scissor and traditional inground lifts. All are made in the USA.

