

ROTARY LIFT®
The World's Most Trusted Lift™



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NEWS RELEASE

Rotary Lift Reveals “Y”

New Lift Increases Technician Productivity and Service Department Profitability

Madison, Ind. (Feb. 16, 2010) – Rotary Lift has unveiled the Y-Lift™, the first in a series of new vehicle lifts with faster speed that are designed to help improve technician productivity and increase bay revenue.

“Rotary Lift is helping dealers and repair shop owners boost the bottom line by designing products like the Y-Lift that enable technicians to work more efficiently,” says John Podczerwinski, Vehicle Service Group (VSG) general manager for North and South America. “And, over the next 12 months, we’ll launch even more models offering faster rise and descent times, as well as new productivity features.”

Rotary Lift’s new Y-Lift (model YA12) is a drive-on hinged lift that uses a patented design and unique Y-shaped legs to provide faster rise/descent speeds and greater vehicle access than traditional scissor lifts. Its innovative weight-sensing control system maximizes rise speed based on the weight of the vehicle being lifted. For most vehicles, the rise time will be around 37 seconds, which is at least 33 percent faster than comparable scissor lifts. The faster rise time means technicians using a Y-Lift can start servicing a vehicle sooner. And when they’re done, the Y-Lift also offers speedier descent than many scissor lifts, so techs can move on to the next job more quickly.

“Technicians hate wasting time getting vehicles into position for service and waiting to unload them from the lift when they’re done,” explains Doug Brown, VSG director of new product development. “The Y-Lift drastically reduces that wait time. The lift’s unique design also eliminates the restrictive scissor arms that get in the way on scissor lifts, so technicians have full vehicle access from side-to-side and front-to-rear, as well as 20 percent more overall work space. This allows them to work more efficiently. As a result, productivity is enhanced, and profitability increases accordingly.”

Although it somewhat resembles a parallelogram lift, the Y-Lift provides true vertical movement. As a result, the lift has a compact footprint that fits in smaller service bays.

The Y-Lift was designed for vehicle alignments and general service work. It accommodates a greater wheelbase range than any other alignment lift, and is the only lift that enables technicians to perform four-wheel alignments on micro-cars like the smart fortwo. The Y-Lift can be used for four-wheel alignments on wheelbases as short as 71½ inches. Competitive scissor lifts need a minimum wheelbase of 88 inches. Full-size pick-up trucks are no problem

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for the Y-Lift, either. It can be used to perform four-wheel alignments on vehicles with wheelbases up to 158 inches long. The Y-Lift is compatible with all leading alignment instrumentation, including new 3D and camera wheel alignment systems.

The Y-Lift incorporates a number of design features to provide overall durability and a long useful life. For example, the hydraulic cylinder, locking mechanism and position sensor are all located inside the Y-Lift’s runways, to protect them from corrosives and physical damage. Protecting the integrity of these components reduces lift downtime.

The Y-Lift has been third-party tested by ETL and ALI certified to meet ANSI/ALI ALCTV-2006 safety standards. It can be flush-mounted or recessed. Capacity is 12,000 lbs. The Y-Lift is made in the U.S.A.

For more information about the Y-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.

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 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, 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 brings together several top brands of vehicle service and repair equipment, including Rotary Lift and Chief Automotive Technologies. 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.

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