

## **NEWS RELEASE**

### **New SmartLift® Anniversary Brochure Celebrates 15 Years of “Leading the Industry from the Inground Up”**

**Madison, Ind. (June 14, 2010)** – As part of the year-long “Proven 15/50” campaign celebrating the 15<sup>th</sup> anniversary and 50,000<sup>th</sup> unit of the SmartLift® inground lift, Rotary Lift has released a new SmartLift anniversary brochure.

SmartLift is the original environmentally friendly inground lift. Invented by Rotary Lift and introduced in 1995, SmartLift was the first fully contained inground lift. Fifteen years after its introduction, Rotary Lift has sold more than 50,000 SmartLift inground lifts — more than any other inground lift in the world.

The new full-color SmartLift brochure’s back cover features a timeline outlining Rotary’s 85 years of inground lift innovation, starting with the company founder’s invention of the first inground lift in 1925.

One page of the brochure is dedicated to the environmentally responsible features and green benefits of the SmartLift inground lift, including:

- Uses less than five gallons of hydraulic fluid vs. 62 gallons required by traditional inground lifts.
- Full containment to prevent leaks and protect against electrolysis and corrosion.
- Composite housing and steel components made from recycled materials.
- Bio-fluid compatible.
- Minimal packaging.
- Smaller footprint allows 12 SmartLift inground lifts to be installed in the same amount of space as 11 two-post lifts, for lower construction costs and smaller utility bills.

The six-page brochure also reviews the many SmartLift configurations and options that are available and highlights some of the features that provide shops with lower overall total cost of ownership, including patented Easy Access™ cylinders, locking mechanism, and Liquid Detection System™. Plus, there are no hidden costs when installing a SmartLift inground lift. It runs on typical shop air systems, with no need for special compressors, airlines or other equipment.

Rotary Lift SmartLift inground lifts are available in a variety of configurations to suit virtually any light-duty maintenance and repair application. Lifting capacity is from 8,000 to 12,000 lbs. All SmartLift inground lifts are third-party tested by ETL and ALI certified to meet ANSI standards. The SmartLift is made in the U.S.A.

As part of the “Proven 15/50” campaign, Rotary Lift is giving away the 50,000<sup>th</sup> SmartLift inground lift. Enter the drawing online at [www.rotarylif.com/SLgiveaway](http://www.rotarylif.com/SLgiveaway) through Dec. 31, 2010.

For more information about the Rotary Lift SmartLift and “Proven 15/50” campaign, contact your local Rotary Lift distributor, log on to [www.rotarylif.com](http://www.rotarylif.com), or call (800) 640-5438. You can also find Rotary Lift on Facebook, [www.facebook.com/RotaryLift](http://www.facebook.com/RotaryLift); Twitter, <http://twitter.com/RotaryLift>; Flickr, [www.flickr.com/rotarylif](http://www.flickr.com/rotarylif) and YouTube, [www.youtube.com/RotaryLiftMedia](http://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 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 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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