

## **NEWS RELEASE**

### **SmartLift®**, the Original Environmentally Friendly Inground Lift, Celebrates 15 Years *Rotary Lift Launches Campaign to Give Away 50,000<sup>th</sup> SmartLift*

**Madison, Ind. (Feb. 23, 2010)** – Rotary Lift announces a campaign to celebrate the 15<sup>th</sup> anniversary and 50,000<sup>th</sup> unit of SmartLift®, the original environmentally friendly inground lift. The “Proven 15/50” campaign will highlight the features that have inspired more dealers and independent repair facilities to install the Rotary Lift SmartLift than any other inground lift.

“When Rotary Lift introduced the SmartLift in 1995, it was the first fully contained, modern inground lift. We invented the category,” says John Podczerwinski, Vehicle Service Group (VSG) general manager for North and South America. “Fifteen years later, we’re proud to announce that we’ve sold 50,000 SmartLift inground lifts. This milestone was made possible by the confidence and trust that customers have placed in our product and our company.”

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

Inground lifts are popular because they provide the best vehicle access, take up little space and give the service department a streamlined appearance. They enhance technician productivity and can make a positive impact on profitability. SmartLift inground lifts can be installed in bays that are just 11 feet wide, while two-post lifts need 12-foot bays. As a result, 12 SmartLift inground lifts will fit in the same amount of space as 11 surface lifts, providing an increase in annual revenue of around \$200,000. Alternatively, shop size can be reduced by 15 percent without decreasing the number of bays, providing an upfront construction cost savings, as well as an ongoing reduction in utility use and expense.

Prior to Rotary Lift’s introduction of the SmartLift, inground lifts carried the risk of leaking hydraulic fluid underground. Rotary addressed this concern by enclosing all of the SmartLift’s underground components in a polymer composite housing made from recycled materials. The containment unit protects the environment from any potential leaks, while at the same time protecting the lift itself from corrosion and electrolysis. The SmartLift also uses less than five gallons of hydraulic fluid vs. 62 gallons required by traditional inground lifts. Bio-fluid can be used in place of petroleum-based hydraulic fluid.

Other environmentally friendly aspects of the SmartLift inground lift include:

- **Recyclability.** At the end of its useful life, the SmartLift inground lift’s composite housing and steel components can be recycled.
- **Liquid Detection System.** On SmartLifts equipped with *inbay*®, the patented LDS™ alerts the technician if moisture develops in the housing. The available liquid removal system can be used to extract any liquid.

- Minimal packaging. The lift's containment unit protects the lift components during shipping, minimizing the need for excessive packaging materials.

"The SmartLift helps dealers and shop owners meet their environmental goals, while at the same time driving more revenue to the bottom line," explains Podczerwinski. "With 15 years of experience and 50,000 units in the field, our customers know they can count on the Rotary Lift SmartLift. It's the proven original."

Rotary Lift SmartLift inground lifts are available in a variety of configurations to suit virtually any light-duty maintenance and repair application. They can be equipped with two-stage arms, three-stage arms or moveable pads, three-position flip-up adapters, polymer screw-up adapters, pad adapters, stackable adapters and drive-on runways. Both twin-post and single-post models are available. 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.

For more information about the Rotary Lift SmartLift and Proven 15/50 campaign, contact your local Rotary Lift distributor, log on to [www.rotarylift.com/SLgiveaway.aspx](http://www.rotarylift.com/SLgiveaway.aspx) 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 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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