

ROTARY LIFT®
The World's Most Trusted Lift™



Rotary World Headquarters
2700 Lanier Drive
Madison, IN 47250

Media Contact:
Kristen Simpson
Simpson Communications, LLC
(216) 991-4297
kristen@simpsoncomm.com

NEWS RELEASE

Rotary Lift Plans Major Product Launch at NADA Expo 2010

Lift manufacturer to introduce new product, new training and new campaign

Madison, Ind. (Jan. 19, 2010) – Rotary Lift has a lot to share with dealers at the National Automobile Dealer Association (NADA) Expo in Orlando next month. Rotary will launch a unique new lift and a new accredited AIA online architect training course, as well as kick off a year-long commemoration of the 15th anniversary of one of its flagship products at the show.

“The NADA Expo has historically been a very important event for us due to our long-standing involvement with the OEs and their dealers,” explains John Rylee, Rotary Lift marketing director. “Today more than ever, dealers are looking for more ways to further increase shop productivity and drive more revenue from every service bay. That’s one of the reasons why dealers have chosen our SmartLift® inground lift for the past 15 years. And it’s why we’re using this venue to take productivity one step further by introducing a new vehicle lift designed to help technicians work even more quickly and efficiently.”

Rotary Lift’s commitment to the automotive industry isn’t limited to the fit of its products with dealers; the company continues its investment and support by maintaining a strong presence again this year at the NADA Expo. Rotary Lift’s 2,000-square-foot exhibit, booth #1828, is located right on NADA Main Street in the center of the show floor, next to the NADA Pavilion. In addition to new and popular Rotary vehicle lifts for cars, trucks, vans and SUVs, the booth will also feature collision repair equipment and computerized frame measuring systems from sister brand Chief Automotive Technologies.

The NADA Convention & Expo runs Feb. 13-15, 2010, at the Orange County Convention Center in Orlando, Fla.

For more information about the full line of vehicle lifting products and services available from Rotary Lift, visit NADA booth #1828, go to www.rotarylif.com or call (800) 640-5438.

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.

###

1850-1216
1/16/10