



The World's Most Trusted Lift.

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NEWS RELEASE

There's Still Time to Win a Free Rotary Lift SmartLift® Inground Lift!

Madison, Ind. (Nov. 10, 2010) – The Rotary Lift SmartLift® is the world's most popular inground lift, with more than 50,000 sold since its introduction in 1995. To celebrate the lift's 15th anniversary, Rotary Lift is giving away the 50,000th SmartLift. Enter online at www.rotarylif.com/SLgiveaway.aspx through Dec. 31, 2010.

"SmartLift is the original environmentally friendly inground lift — we invented the category," says John Rylee, Rotary Lift director of marketing. "We're proud that more shop owners and dealers have installed the SmartLift than any other inground lift. Since announcing our Proven 15/50 campaign and SmartLift giveaway in February, we've received several thousand entries. The deadline is coming up, and we encourage anyone who wants to improve shop productivity to enter!"

When it comes to bay productivity and shop profitability, nothing beats a SmartLift inground lift. SmartLift inground lifts take up less space than surface lifts, have no above-ground posts to get in the way and offer unrestricted access to all of a vehicle's service parts. They also have a much longer useful life than surface lifts, providing reliable service for 30 years or more.

The SmartLift inground lift is not only a productive choice; it's also a green choice. The lift's underground components are completely enclosed in a polymer composite housing made of 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 (including bio-fluid) vs. 62 gallons required by traditional inground lifts.

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.rotarylif.com/SLgiveaway.aspx 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.

-more-

Win a SmartLift
Add 1

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.

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Rotary Lift is celebrating the 15th anniversary and 50,000th unit of SmartLift, the world's most popular inground lift, by giving away the 50,000th SmartLift unit. Enter at www.rotarylift.com through Dec. 31, 2010.