

ROTARY LIFT®
The World's Most Trusted Lift™



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NEWS RELEASE

Rotary Lift Releases New Heavy-Duty Mobile Column Lift Brochure

Madison, Ind. (Feb. 26, 2009) – Rotary Lift has issued a six-page brochure detailing features and benefits of its new Mach 4™ mobile column lift and accessories.

The full-color brochure uses a unique vertical design to call out many of the proprietary features that make the Mach 4 30 percent faster to set up and use than similar heavy-duty lifts. These features include retractable cord reels, patent-pending exclusive controls, automatic steering system, horseshoe wiring schematic, onboard battery charger, rubber-coated wheels, adjustable forks and more.

The brochure also outlines how the productivity-enhancing design of the Mach 4 can save maintenance shops up to \$7,604 annually. The Mach 4's environmentally friendly features are highlighted, as well.

Available accessories shown in the brochure include a frame-engaging end lift to enable lifting by the front and rear of the vehicle, high-efficiency LED lighting system for hands-free under-vehicle lighting, extended fork kits to support inboard tires on dual-wheeled axles, fork lift kit for servicing material handling trucks up to 10,000 lbs., and jack stands.

The Mach 4 is sold in sets of four or six battery-operated columns. Each column has a rated capacity of 18,000 lbs., for a total lift capacity of up to 108,000 lbs. The lift can raise a vehicle 70 inches in just 78 seconds.

The Rotary Lift Mach 4 mobile column lift is designed and built in Madison, Ind., U.S.A. It is ALI certified and validated by ETL to meet industry quality and safety standards.

To watch a video introducing the new Rotary Lift Mach 4 mobile column lift, or for more information about any other Rotary Lift products or services, visit www.rotarylif.com. Additional information is also available through your local Rotary distributor or by calling (800) 640-5438.

About Rotary Lift

Rotary Lift is the leading manufacturer of vehicle lifts and equipment designed to increase technician productivity. It offers the broadest line of lifts for use in professional automotive service, commercial truck and transit, and enthusiast/residential customer segments.

Founded in 1925 by the inventor of the first automotive hydraulic lift, and based in Madison, Ind., Rotary Lift has facilities worldwide. There are more Rotary Lift products used in vehicle repair shops throughout the world than any other brand.

With an uncompromising commitment to product quality, testing and safety, the company'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 Dover Company (NYSE: DOV) and is a GSA contract holder.

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2/26/09