



*The World's Most Trusted Lift.*

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## **NEWS RELEASE**

### **Rotary Lift Hits the Accelerator on Shop Productivity with Shockwave™** *Rotary Lift unveils the world's fastest lift at AAPEX*

**Las Vegas (Nov. 1, 2011) AAPEX Booth #2457** – Rotary Lift introduces Shockwave™, a package of patent-pending lift technologies that dramatically accelerate vehicle service speed to provide greater technician productivity and higher shop profitability. Shockwave-equipped two-post and SmartLift® inground lifts use DC power to drive the world's fastest rise/descent times. They also feature an exclusive Spotline™ laser spotting guide to speed up vehicle positioning, and a choice of new superstructures to maximize flexibility.

“When Rotary Lift introduced the Y-Lift™ last year, we promised that it was just the first in a series of faster lifts that would help shops speed up service and make more money,” says Jim Dirksen, vice president of sales and marketing for Rotary Lift’s parent company Vehicle Service Group (VSG). “Shockwave delivers on that promise. We spent two years talking with shop owners, dealers and technicians about their ‘pain points’ with vehicle lifts. Then we created Shockwave to address their common concerns. Recognizing that the lift is a shop’s top money-making tool, we included features that enable Shockwave-equipped lifts to start paying for themselves right away through lower installation and operating costs, and better cycle times.”

Designed primarily for express service bays where service speed is paramount, Shockwave-equipped lifts are the world’s fastest. Their 25-second rise and 19-second descent times are twice as fast as standard lifts’.

Shockwave’s impressive speed is made possible in part by its environmentally friendly DC power unit. A Shockwave-equipped lift is battery operated, with a built-in charger that runs on 110V current. This patent-pending approach eliminates the need for expensive 220V wiring, significantly reducing installation costs. Because the lift uses less electricity, daily operating costs are also lower. As an added benefit, a Shockwave-equipped lift can be used even during a power outage.

Technicians using Shockwave also can position a vehicle for service more quickly thanks to the patent-pending Spotline laser spotting guide and a variety of quick-set lift superstructures. Spotline projects a green laser line into the middle of the lifting area. The technician pulling a vehicle into the bay just centers the line on the vehicle’s hood and dash for perfect positioning.

Because not every shop handles the same mix of vehicles, Rotary Lift offers a choice of three superstructures for Shockwave-equipped two-post lifts, which range in capacity from 7,000 to 10,000 lbs.

- Standard arm packages are available in flip-up or rubber pad thread-up configurations and can pick up a wide range of vehicles at the frame.
- Moveable, low-profile pads quickly slide into place to lift unibody vehicles.

- The Shockwave-exclusive pad/arm hybrid combines a three-stage rear arm with a fixed front pad that also incorporates auxiliary three-stage arms. As a result, the patent-pending hybrid system provides the speed of a pad lift and the versatility of a frame-engaging lift.

There are two superstructures available for Shockwave-equipped SmartLift inground lifts. The new patent-pending Trio™ superstructure features the latest evolution of low-profile three-stage arms with extended reach, improved lift-to-vehicle clearance, and the industry's widest drive-through. The patent-pending moveable pad superstructure also has an ultra-low profile and offers fast positioning. SmartLift inground lifts equipped with Shockwave have a lifting capacity of 8,000 lbs.

As part of its new product development process, Rotary Lift always tests its products for a significant period of time in actual vehicle service facilities. Ed Morse Cadillac in Tampa, Fla., has been using SmartLift inground lifts equipped with Shockwave for about six months.

"It's the best lift I've ever used," says Gene Byrd, fixed operations director for Ed Morse Automotive Group, which has multiple franchises in Florida and Alabama. "It's quicker, it's more efficient, and it operates very smoothly. The technicians love these lifts. I wouldn't even consider putting anything else in."

Rotary Lift two-post and SmartLift inground lifts accelerated by Shockwave have been third-party tested by ETL and ALI certified to meet ANSI safety and performance standards. They are made in the U.S.A.

For more information about Shockwave from Rotary Lift, visit AAPEX booth #2457, 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>; 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 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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