



*The World's Most Trusted Lift.*

Rotary World Headquarters  
2700 Lanier Drive  
Madison, IN 47250

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

## **NEWS RELEASE**

### **The Industry's Fastest Mobile Column Lift Goes Wireless**

*Rotary Lift Introduces Wireless Mach 4™*

**Madison, Ind. (May 5, 2011)** – Mobile column lifts are one of the most versatile, cost-effective solutions for lifting virtually any vehicle for service. But they have one major weakness: cords. Power cords and communication cables get in technicians' way, slow lift setup and are vulnerable to damage that can leave a lift unusable.

Using patented technology, Rotary Lift's new Wireless Mach 4™ mobile column lift does away with cords and cables. Each Wireless Mach 4 column is powered by batteries and communicates with the other columns wirelessly. As a result, technicians no longer have to worry about knocking the lift out of service by running over the cords or getting one hooked on a truck bumper. Wireless Mach 4 also reduces trip hazards and makes lift set-up a snap.

"The lift is a tool that technicians use to get the vehicle into position to do their real job: truck maintenance and repair," explains Doug Spiller, Rotary Lift heavy duty product manager. "Making the lift as fast and easy to use as possible lets technicians get to work more quickly, which improves overall shop productivity and drastically reduces vehicle downtime. Our time and motion studies have shown that Wireless Mach 4 provides a productivity improvement of greater than 30 percent over similar lifts, saving an organization more than \$7,600 in labor costs annually."

Wireless Mach 4 is faster and easier than other mobile column lifts to set up, operate, troubleshoot, retrofit, and update. Technicians using Wireless Mach 4 make one trip around the lift at the beginning of a shift to turn it on and configure it, and then they spend the rest of the day concentrating on vehicle maintenance and repair.

Technicians can operate the entire lift using the patent-pending control panel on any of the columns. The panel features an intuitive graphic layout of the column set-up, on-board diagnostics, easy-to-read LEDs and one-touch controls.

Wireless Mach 4 is available in sets of four or six columns. Each column has a rated lifting capacity of 18,000 lbs. and is powered by two deep-cycle marine batteries. Lifting and lowering of all columns is automatically synchronized. Wireless Mach 4 can raise a vehicle 70 inches in just 78 seconds. The lift can be used anywhere in the shop — including wash bays — as well as outside.

Wireless Mach 4 lifts are equipped with back-up communication cables that can be used in place of the wireless system with the flip of a switch, for virtually zero downtime. The wireless system can also be retrofitted to existing Mach 4 mobile column lifts.

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## *Mach 4 Goes Wireless* *Add 1*

Wireless Mach 4 has locking mechanisms every three inches and a lower-to-lock function. Its easily adjustable forks can handle a wide range of wheels without bulky adapter sleeves. Optional extended forks are available for supporting inboard tires on dual-wheeled axles.

Rotary Lift's Wireless Mach 4 mobile column lift is made in the U.S.A. It has been third-party tested by ETL and ALI certified to meet ANSI safety and performance standards.

For more information about Wireless Mach 4, 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.

Rotary Lift is a GSA contract holder.

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Rotary Lift's new Wireless Mach 4™ mobile column lift uses patented technology to eliminate the need for power cords and communication cables between columns, making the lift easier for technicians to use reliably. To further enhance reliability, Wireless Mach 4 is the only wireless mobile column lift equipped with back-up communication cables that can be used in place of the wireless system with the flip of a switch, for virtually zero lift downtime.





Rotary Lift's new Wireless Mach 4™ is faster to set up and easier to use than other mobile column lifts. Technicians using Wireless Mach 4 make just one trip around the lift at the beginning of the shift to turn it on and configure it, and then they spend the rest of the day concentrating on vehicle maintenance and repair, instead of worrying about resetting the lift.