



LIFT BUYERS GUIDE

Everything you need to know.



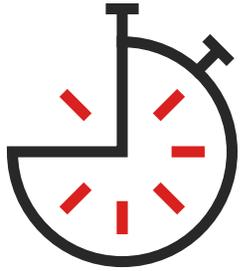
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WHY ARE LIFTS IMPORTANT?

A lift is the centerpiece of most service and repair bays. As an integral part of vehicle maintenance and repair tasks, a lift is used more times every day than just about any other piece of shop equipment. Perhaps because of this universality, there is a general perception that all lifts are pretty much the same, differentiated only by price. But the lift-buying process is about much more than that. The right lift can impact:

- **Productivity**
- **Profitability**
- **Safety and tech working conditions**
- **Tech recruitment and retention**



Improved productivity.

A lift provides ergonomic, convenient access to all of a vehicle's systems, enabling technicians to work as efficiently as possible for maximum productivity. When a lift is out of commission, bay productivity can be cut in half. If it takes technicians four hours to complete a two-hour job, lost revenue or fleet downtime adds up fast. That's why it's important to look at the total cost of ownership when shopping for a new lift rather than just the purchase price. The high costs of inefficiency from a broken cheap lift can more than outweigh any initial price savings.



Improved profitability.

Productivity is the key to shop profitability—whether you're repairing vehicles for a customer or getting your own fleet back on the road. Having the right lifts installed can also enable a shop to increase its service capacity, often without adding technicians or space. In independent shops, a lift added to a flat bay could increase technician productivity enough to double the revenue produced in that bay.



Safety and working conditions.

Lifts are designed to safely raise vehicles to a comfortable working height and keep them there. Ergonomic working heights and conveniently located tools and controls can lead to less strain on technicians' bodies, as well as fewer injuries and accidents. This results in healthier employees and fewer lost work hours. Over time, many facilities also see their workers' compensation premiums reduced.

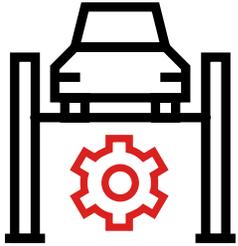


Recruitment and retention.

With the technician shortage, everybody's looking for an edge to attract new techs and hold on to existing ones. Given the choice, most technicians would prefer to work on a vehicle standing up with easy access to tools and other equipment. Investing in quality lifts contributes to good morale, lower absenteeism and a professional attitude.

HOW TO CHOOSE THE RIGHT LIFT FOR YOU.

There are many factors to consider when choosing vehicle lifts—and it's vital to consider them all.



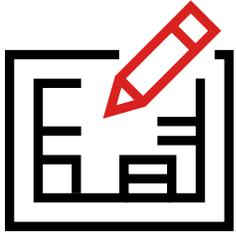
Types, sizes and weights of vehicles to lift.

What kinds of vehicles are you typically servicing in your shop? Consider the lift capacity you'll need as well as any must-have accessories for the types of repairs you perform. Don't forget to plan ahead for any new vehicles that might be added to the fleet.



Services performed.

The style of lift you choose can have a significant impact on the speed and quality of the work you perform. Some lifts will help you get the job done. But the right lifts will help you complete repairs more comfortably, with little hassle and in the shortest time possible.



Facility layout.

The goal is to find the safest, most efficient design for the available space. Consider the layout you're working with, including square footage, traffic flow, typical vehicle lengths and turning radiuses. Also think about concrete and soil quality and whether the space is leased or owned.



Budget.

When comparing the cost of lifts, make sure to consider the overall cost of ownership, not just the initial purchase price. For example, if this lift was down for a day or more, what would the loss in productivity cost you? The costs of repairs and downtime from a low-priced lift can easily outweigh any upfront savings.

TYPES OF LIFTS.

As a reminder, there are seven main types of lifts used in service and repair bays:

- **Two post lifts**
- **Four post lifts**
- **Inground lifts**
- **Scissor lifts**
- **Low-rise lifts**
- **Mobile columns lifts**
- **Parallelogram lifts**

Car lifts.



| Two post

The most widely used vehicle lift style in the world, ideal for most preventive maintenance and repair tasks.



| Four post

Ideal for fast-turn services, such as oil changes, center undercarriage and exhaust work, alignments, and tasks requiring loaded suspensions.



| Inground

The top choice of car dealers and independent service facilities that want to maximize their space.



| Scissor

Great for small spaces. Scissor lifts provide a flawless platform for quick service or fast repair work.



| Low-rise

Ideal for wheel, tire, brake and body work; new car prep; detailing; inspections; and estimating—basically anything where the vehicle can be just a few feet off the ground.

Truck lifts.



| Mobile columns

The most flexible option on the market with serious lifting strength and the ability to be stored away when not in use.



| Inground

An ergonomic, space-efficient solution for regular maintenance and inspection.



| Two post

Ideal for most preventive maintenance and repair tasks on trucks, vans and lawn care equipment.



| Four post

Drive on and get to work. Four posts are great for general vehicle maintenance, alignments and multipoint inspections.



| Platform

With a clear floor design and no obstructions due to columns, this is a go-to lift for inspection bays, routine service bays or wash bays.

HOW TO EVALUATE LIFT MANUFACTURERS.

Understanding the features and functions of the lift itself is important, but you also need to know about the company behind it. Why? A good manufacturer will provide you with the support you need to build and maintain a strong business. With so much riding on your lifts, buying based on price alone can be an expensive risk.

All the key factors to consider and questions to ask.

- 1. Company reputation.** Ask the manufacturer's representative for a list of references from businesses similar to yours. You can also talk to your distributor about lift manufacturers they've bought from in the past to find out which companies take care of their customers and build products that last.
- 2. Company history.** Knowing where a company has been can give you an idea of what to expect in the future. How long have they been in the lift business? Do they have a history of developing innovative new products to better serve customers?
- 3. Financial stability.** You want to buy from a lift manufacturer that will be in business for the life of your lift. Ask colleagues if they've seen any signs of trouble with the manufacturers they purchase from.
- 4. Company focus and depth of product line.** Are lifts the company's core business? Do they offer a variety of lift styles as well as arm, adaptor and capacity options? If you need more than one lift style, it's much easier to buy them from a single manufacturer.

EVALUATING LIFT MANUFACTURERS

- 5. Engineering and design.** Does the company do all of its product design and engineering in-house, or is some of it outsourced? Being involved in design is a key part of making safe equipment. It's also a good idea to go with a manufacturer that life cycle tests its lifts for durability and robustness.
- 6. Service and support.** After purchase, you're eventually going to need lift maintenance performed. Ask if the company has a service network. You'll want one with trained and certified service providers who can handle installation, maintenance and repairs.
- 7. Parts availability.** Are genuine OE replacement parts available right away from a local distributor, or do you have to wait for them to be shipped to you? Does the manufacturer use a computerized parts system to constantly maintain an appropriate inventory of parts? When your lift is down, you'll want to be able to repair it as quickly as possible.
- 8. Warranty.** Ask for a written copy of the warranty. It should clearly state which components are covered and under what conditions. Does the manufacturer offer the opportunity to purchase an extended warranty? If so, it might not be a bad idea to purchase one.

- 9. Liability insurance.** A solid, trustworthy company will have the financial resources to back its products. The best companies cover their authorized installers under an umbrella policy as well. The last thing you want is a situation where damages can't be covered or accounted for.
- 10. Environmental awareness.** What steps has the manufacturer taken to reduce its impact on the environment? Some hydraulic inground lifts, for example, can create hazardous fluids. Have any of its products been third-party certified to meet independent environmental standards?
- 11. Training materials.** A reputable lift manufacturer will offer a variety of training materials to help teach your technicians about proper and safe use of vehicle lifts and their accessories.
- 12. Facility planning assistance.** Will the manufacturer help you and your architect choose and arrange the best lifts to maximize efficiency for your facility? Remember that finding the best lift for the space you have is key to efficiency.

EVALUATING LIFT MANUFACTURERS

Look for the gold ALI seal.

Many of the lifts sold in the U.S. and Canada are certified by the Automotive Lift Institute (ALI) and are tested by an independent third-party laboratory called ETL. Certification also requires a periodic inspection of the manufacturing plants. However, just because a lift manufacturer states that one of their lifts is ALI-certified, it is no guarantee that all of their lifts are certified. Each individual lift model must earn its own ALI certification.

This testing includes verification of:

- Structural integrity of all the lift's systems and components
- Proper function of its controls and load-holding devices
- Proper lowering speeds
- Overload protection
- Instructional materials that meet the requirements



Lifts that are tested and found to meet all of the requirements outlined in the ANSI standards receive a gold “ALI Certified/Validated by ETL” label. Only lifts that have passed testing by an independent, nationally recognized testing laboratory like ETL can use this label.

SO YOU'VE PURCHASED A LIFT ... NOW WHAT?

Once you've selected a quality lift that can meet the needs of your business today and in the future, there are certain things you must do to make the most of your investment. The choices you make with regard to installation, regular inspection and maintenance can have a big impact on the life of your lift and the uptime you get out of it.

Lift installation.

When you're in the market for a new vehicle lift, your first call should be to your local lift distributor. A relationship with a distributor should last well beyond your initial purchase. The distributor is your one-stop shop for accessories, service, OE replacement parts, yearly inspections and professional installation.

You should work with a professional installer who is:

- | **Factory authorized.** These representatives will have access to the most current product, installation and service information available. Using a factory-authorized installer can also mean enhanced warranty protection and installation guarantees for your new lifts.
- | **Fully insured.** A trustworthy installer should have adequate liability insurance, as well as workers' compensation coverage.
- | **Available for future repairs and maintenance.** Your installer should have an adequate inventory of OE replacement parts on-site to get lifts back up and running as quickly as possible. They should also work around your schedule to find times that are best for your operation.

Lift maintenance.

ALI reports that one of the leading causes of accidents involving vehicle lifts is a lack of lift inspection and maintenance. Maintenance is a matter of safety, productivity and profitability.

To keep your lifts functioning properly for a lifetime of service, follow the specific maintenance, adjustment and lubrication recommendations provided for each lift by the manufacturer. Maintenance intervals and routines vary by lift, so it's important to adjust your maintenance procedures if necessary when you buy new lifts.

Above all, make sure to:

| Schedule annual lift inspections. Your technicians should perform a [quick daily inspection](#) of the lifts they use at the start of every shift. All of your lifts need to be inspected annually by a qualified service company.

| Use OE replacement parts. OE parts are designed with the exact tolerances and material strength required for a specific lift. Because they come from the lift manufacturer, they also incorporate the latest design updates and improvements.

Lift training.

Once vehicle lifts are installed, it is crucial that the operating technicians know how to use them correctly. No one should operate a vehicle lift without being trained. Ask your lift manufacturer's representative for training and maintenance materials. You should receive an owners manual outlining operating instructions for each lift that you purchase.

All lifts from ALI member manufacturers will also come with a safety tips placard and warning labels. These materials should be posted where they are easily seen by lift operators every day. Your local lift distributor may also offer operator training. Be sure to document your facility's operator training, lift inspections and lift maintenance. Inspectors may ask to see these logs.

General safety tips:

- | Never guess how to properly position and lift a vehicle.
- | Never overload a lift beyond its maximum capacity.
- | Do not make any modifications to the lift.
- | Always remain at the controls while the lift is moving.
- | Inspect the vehicle lift daily before use. Do not use if it has damaged parts or is not working properly.

WHY ROTARY?

With an uncompromising commitment to product quality, testing and safety, Rotary lifts are the world's most trusted lifts. Everything mentioned in this guide is something Rotary can—and will—deliver.

WHY ROTARY?

Since 1925, Rotary lift engineers have used customer feedback and product testing to design lifts that are durable, powerful, productive and environmentally friendly.

Our history. Rotary Lift was founded in 1925 by Peter Lunati, a car mechanic in Memphis, Tennessee, who invented the first automotive hydraulic lift. Lunati was inspired by a barber chair rising in the air. Today, there are more Rotary professional vehicle lifts used in repair shops around the world than any other brand.



Quality engineering. Rotary Lift representatives work closely with car designers to establish pickup points for future products. This “upstream engineering” ensures that Rotary lifts are able to safely and efficiently pick up any new vehicle when it debuts.



Reliability. Rotary rigorously cycle tests its lifts and components for at least 20,000 cycles at a rated load, giving you a reliable, proven and quality-tested lift that won't let you down.

Our distributor network. Rotary Authorized Installers and Distributors are your first line of service for lifts and parts. They give customers access to Genuine Rotary Parts™, ALI-certified lift inspections and factory-authorized installation.

For most shops, vehicle lifts are a major investment that will affect their revenue for years to come.

Don't take your decision lightly. Use all of the resources available when making your decisions, including Rotary's experienced distributor network. They can help you evaluate your needs and make the right decision for your shop now and in the future.

Contact one in your area or get in touch at RotaryLift.com.

