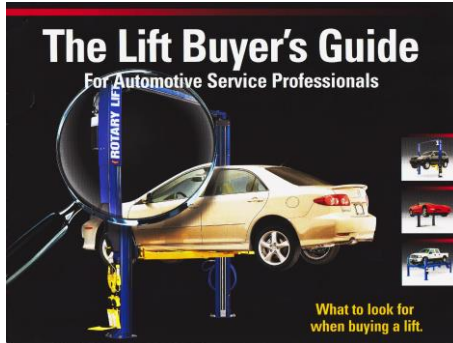


## Collateral

### Cross-Channel Promotion



## Lift your productivity. Raise your bottom line.

Of all the tools in your shop, a vehicle lift offers the greatest opportunity for improving service bay productivity and profits. It can also open your business up to severe liability for injury and property loss if the lift does not meet structural and performance standards, or if the manufacturer lacks the commitment and service network to fully support it.

That's why it's important to know what it can really cost to buy any lift that compromises on design, construction or lifetime service support.

### The cost of buying a lift versus the cost of owning a lift.

A lower price doesn't necessarily mean that you're getting a lift for less. Too often it means that you're getting less lift.

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You want a lift that delivers the lowest total cost of ownership. That means a lift that costs less to operate. One that has a proven track record for consistent uptime with lower lifetime repair costs. One manufactured by a company with a record of consistent, dependable support.

**UNREPAIRABLE - POOR SUPPORT - MORE DOWNTIME**

Price is just the tip of the iceberg when evaluating a lift purchase. Owners of inferior lifts experience:

**The most expensive lift you can buy is one that isn't lifting.**

In general, service bay productivity is cut by 50% any time a lift is out of commission. With \$800 as the national average for daily service bay revenue (according to the NADA), it means you're losing about \$400 per day while you're waiting for a lift to be repaired.

**FACTORY SUPPORT**  
**WARRANTY**  
**PARTS**  
**TESTING**  
**SERVICE**  
**ENGINEERING**

**BAY REVENUE**

Category	Value
Buy With Lift	\$800
Buy Without Lift	\$400

NADA National Average Revenue Per Day

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