Challenger Lifts

Quick Cycle ROI

December 2012

Ford | LINCOLN

ROTUNDA

QC series Quick Cycle

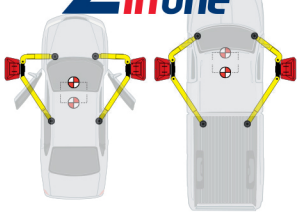
Challenger Lifts Quick Cycle two post lifts are designed with quick service in mind. With increased rise and decent speed your Challenger Lift is 2X faster than traditional automotive lifts. With that in mind we have projected that service productivity will be increased by servicing at least 4 more vehicles per bay each day. This increase in productivity will result in a 68% increase in annual service and parts sales.

Average Shop Profile	Standard Two Post Lift	QCseries Two Post Lift
Annual Service & parts sales	$4,386,547	**$10,329,188***
Number of service bays	18	**18**
Average annual service & parts sales per lift/bay	$243,697	**$573,844**
Average monthly service & parts sales per lift/bay	$20,308	**$$47,820**
Dealer payback time (Difference in initial 18 bay cost divided by average monthly service and parts sales per lift/bay)	3.45 months	**1.6 months**
Projected total 15 year service and parts revenue per lift/bay	$3,655,456	**$8,607,657**
Total annual increase in revenue *per bay* with Quick Cycle Lifts:		**$18,341**

(Estimated 15 year average lift life x annual dealership service & parts sales per lift/bay
Quick Cycle equipped lifts are projected to increase service productivity by 4 vehicles per day
* Annual Service & Parts Sales with projected 4 vehicle services per bay each day included.
Refernece: NADA DATA State of the Industry Report 2011

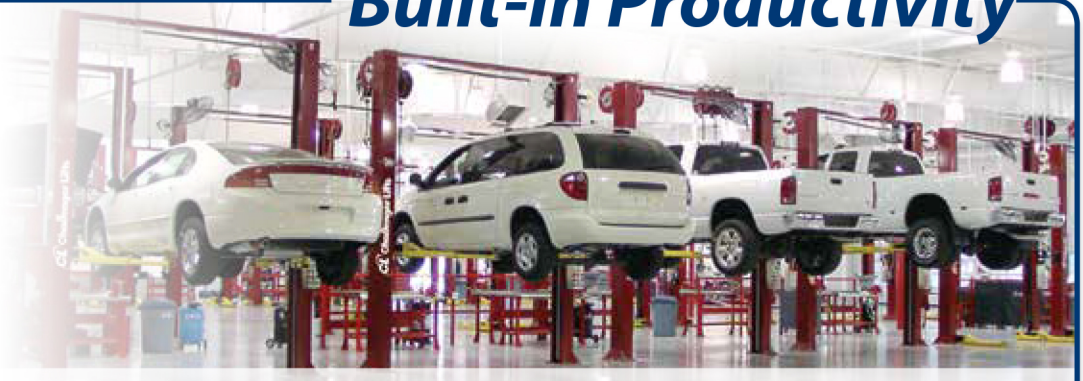
Built-in Productivity

2 Lifts in One™



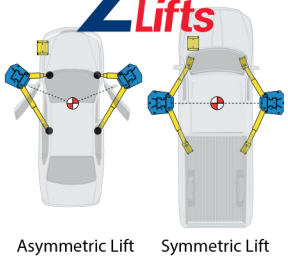
Versymmetric® Lift Versymmetric® Lift

Versymmetric® Technology



Versymmetric® lifts provide the benefits of asymmetric & symmetric only lifts in one versatile design to lift cars, minivans, trucks and SUV's properly and safely within the same service bay. This results in 100% lifting efficiency of the Top 20 selling vehicles.

2 Lifts



Asymmetric Lift Symmetric Lift

Symmetric & Asymmetric only lifts force a service facility to decide which types of vehicles are serviced most, limiting shop productivity. Symmetric only lifts were designed to lift larger trucks, vans and SUV's resulting in 20% lifting efficiency of the top 20 selling vehicles, leaving 80% of vehicles to be serviced with an Asymmetric only lift (designed to lift passenger cars and lighter duty pickup trucks) in a separate bay. Lifting the wrong vehicle on the wrong lift not only causes undo wear and tear on the lift, it could be a potential safety hazard or cause vehicle damage.