



A new range of 2-post lifts for Rotary

Bräunlingen. September 2022 - BlitzRotary GmbH, member of Vehicle Service Group (VSG), one of the world's leaders in the motor vehicle equipment sector, is launching a new line of Rotary brand 2-post lifts.

Tomorrow Series – The Way to the Future. This is the name and claim that Rotary has chosen for its new line of 2-post lifts presented at Automechanika 2022 in Frankfurt at its stand **Hall 8.0 A44**. The Rotary technology journey has started, and it has a unique and ambitious destination: the future.

When talking about lifting solutions, Rotary is considered one of the most well-known brands in the automotive industry. Ever since its establishment in 1924 it has positioned itself as a forerunner of technological trends and tendencies. It suffices to think, for example, of its very first lift model designed inspired by the operation of a barber's chair.

Today, Rotary wants to honour its reputation by launching an advanced range of 2-post lifts. With a contemporary look at the height of the high quality of the components, it sets for itself the goal of projecting customers towards a future where workshops have to be ready for any innovation that still have to arrive on the market.

The entire range of the Tomorrow series will be revealed over the months to come, and it will meet the requirements of any workshop. The first models to be launched are the SPMA - 3.2 and 3.5 t electromechanical 2-post lifts with asymmetric configuration, designed to lift vehicles ranging from micro cars to medium-size vans with long wheel base.

Pioneering innovation

The Tomorrow series is introduced to the market as a reliable and powerful lift able to sustain high performance even in demanding conditions.

The series distinguishes itself for:

- up to 20% less installation time. Electronic synchronisation prevents installation and adjustment of the realignment cable. Furthermore, the three width-adjustable positions allow the lifts to be flexibly installed;

Rotary-Tomorrow_Series-en-2022-09

Vehicle Service Group

BlitzRotary GmbH
Hüfänger Straße 55
78199 Bräunlingen
Germany

+49.771.9233.0
+49.771.9233.99
info@BRBUnited.com



- fast and simple operation with an obstacle-free work area and operations performed in safe and comfortable conditions;
- routine maintenance minimised thanks to the components designed for easy replacement, which reduce the operating cost and the risk of errors on safety-critical components;
- high quality components that guarantee safety and quality over the years;
- TEq-Link integrated module for connectivity in the workshop that offers remote monitoring of the work cycles, scheduled maintenance notifications and even more. (Applicable to selected models)

TOP components

Special attention has been dedicated to the lift's functional components, designed down to the finest detail to make lifting operations easier and safer.

- Aluminium pulley with cooling function.
- Long-life bearings.
- Main nut in bronze 50% longer.
- Motors with reinforced dissipating housing.
- Solid automatic arm locking system.

A heroic marketing campaign

Rotary decided to share the journey that led it to the launch of this important project in a totally unconventional style. Created by the hand of the artist Umberto Donati is a strip cartoon that tells the story of Agent Rotary - the brand's imaginative personalisation.

The story is divided up into four episodes that the customers and followers of Rotary's social channel were able to enjoy during the summer.

It is a story with nuances at times ironic that however conveys the strength and determination of this historical brand.

The campaign will have a sequel at Automechanika 2022, where Rotary intends to further amaze its customers with big surprises.

For more information on the Tomorrow Series, consult the landing page – tomorrow-series.rotarylift.eu.

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About Rotary

As part of the Vehicle Service Group (VSG), one of the world's leading automotive equipment companies, Rotary has been providing car lifting solutions with innovative features since 1925. Rotary has then extended its portfolio with products for the areas of truck lifting, tire service and diagnostics, to be able to cover the entire range of workshop needs. Located in Bräunlingen (Germany), it's one of the leading brands in the VSG EMEA division. For more information, visit www.rotarylif.eu.

About Vehicle Service Group

Part of Dover Corporation's Engineered Systems segment, VSG is a strong, diverse and dynamic global leader in the vehicle service industry. It comprises 13 major vehicle lifting, wheel service and collision repair brands: Rotary, Ravaglioli, Blitz, Butler, Elektron, Nogra, Space, Sirio, Chief, Forward, Direct-Lift, Revolution and Hanmecson. Headquartered in Downers Grove, Illinois, VSG has operations worldwide, including ISO9001 certified manufacturing centers in North America, Europe and Asia. Additional information is available at www.vsgdover.com.

For further information please contact:

Wolf-Erik Schmitt

Director of Marketing & Communication VSG EMEA

+49.176.11923374

wschmitt@vsgdover.com

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78199 Bräunlingen
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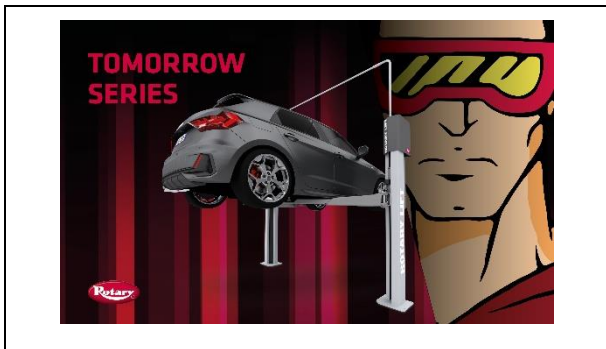
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Logo-Rotary-BI



Rotary-Tomorrow_Series-Hero



2-post-lift-Tomorrow_Series-MI

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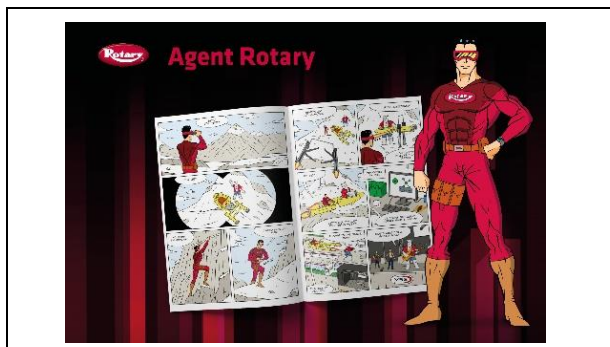
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2-post-lift-Tomorrow_Series-DI-2



Agent_Rotary-Tomorrow_Series

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