

Rotary Lift - "The Most Trusted Lift" Comparison				
	Dollar Value/Benefit	Rotary Advantage	Rotary	Challenger
Model			SPOA10 RA/TA/FU SPO10 RA/TA/FU	SA10 (New)
Capacity			10,000 lbs.	10,000 lbs.
Available with Flip Up Adapters (with built-in truck adapters)	choice of adapter type allows you to tailor your needs for proper engagement of frame and/or unibody vehicles	✓	YES	NO
Available with Round Rubber Adapters			YES	Yes
Available with Truck Adapters			YES	YES
Column Configuration				
Column design	As original designers, Rotary is the expert at engineering and manufacturing the "Double S" column structure.		Double -S	"Mirrored"- S
Did you design, patent* and invent it?		✓	Yes	No
Time Frame of producing column design		✓	20+ years	?
# of Lifts Manufactured with column design		✓	1 million+	Very Limited
Manufacturing Capabilities				
Manufactured in a company owned ISO9001 certified facility	documented Quality Control	✓	YES	NO
Can forming tolerance be held over the entire 8' column length?	Rotary controls its own quality rather than rely on a third party	✓	YES, for 20 years	Unsure if non ISO9001 Asian facility can
Where are Replacement OE Parts Made/Inventoried for Lift	downtime = \$732.00 per day**	✓	Madison, IN	Asia
Column/Carriage Steel Origin		✓	USA	Asia
Number of Years Making Lifts	Experience/Quality	✓	87	28
Approvals				
ALI/ETL Certified			Yes	Yes
Car Program Approvals			Yes	Yes
Rotary Product Life Cycle Testing & Quality				
20,000 cycles@ rated load	proven quality	✓	Yes	?
1.5 times rated capacity load	proven performance/safety	✓	Yes	Yes
Every Arm Tested prior to final lift assembly	One arm failure = revenue loss of \$4170.00 downtime, material and labor only^^	✓	Yes	No
Design & Engineering Expertise				
# of Employed Engineers	Rotary is focused on engineering excellence	✓	70	?
Number of years combined experience		✓	400+	?
Service Network and Warranty				
# of North American service companies	Greater Service Availability = less downtime	✓	300+	?
Standard Warranty -Parts		✓	1 year parts	1 year parts
Additional Parts Warranty using the Authorized Service Network	With Rotary's warranty options, you get no parts cost for up to 5 years.	✓	1+ (2 years total)	no
Extended Parts warranty available up to 3 years		✓	3+ (5 years total)	no
Labor			1 year	1 year
Field Service Network Inventory requirement for OE Parts--this allows for faster service, less down time	Charge for second trip avoided.	✓	YES	?

* Patents applied in 1989, expired in 2008.

** Source: NADA Data 2012. Based on Avg. Dealer RO's and per bay revenue.

^^ Revenue loss figure based on cost of replacement arm, 2 hrs. service labor and 5 days of bay downtime. (Does not include potential vehicle damage or Technician injury) Actual numbers will vary.

Rotary SPOA10 vs. Challenger SA10

	Rotary Advantage	Rotary	Rotary Advantage	Rotary	Rotary Advantage	Rotary	Challenger Advantage	Challenger
Model		SPOA10		SPOA10-RA		SPOA10-TA		SA10
Capacity		10,000 lbs.		10,000 lbs.		10,000 lbs.		10,000 lbs.
Type of Lift		Asymmetrical Two Post		Asymmetrical Two Post		Asymmetrical Two Post		Asymmetrical Two Post
Column Design	✓	original design "Double S"	✓	original design "Double S"	✓	original design "Double S"		"Mirrored S"
Arm/Adapter Type	✓	2-stage Flip Up Adapter	✓	3-stage Round Rubber Adapter	✓	3-stage Truck Adapter		3-stage, Round Rubber
Lifting Height	✓	78 1/4"		73 7/8"	✓	78 1/4"		74 1/2"
Height Overall	✓	140 1/2"	✓	140 1/2"	✓	140 1/2"		142 1/2"
Width Overall		137 1/2"		137 1/2"		137 1/2"		137 1/2"
Drive Through Clearance	✓	95 1/4"	✓	95 1/4"	✓	95 1/4"		94 1/2"
Distance Inside Columns		107 1/4"		107 1/4"		107 1/4"	✓	107 1/2"
Front Arm Min/Max	✓	20 1/2" - 40 3/4"	✓	21 5/8" - 43 1/2"	✓	21 5/8" - 43 1/2"		22 3/8" - 41 1/2"
Rear Arm Min/Max		40 1/4" - 61"	✓	34 1/2" - 58"	✓	34 1/2" - 58"		38 1/4" - 59"
Min Adapter Height		4 3/4"	✓	3 5/8"		4 3/4"		4 3/8"
Voltage		208 v - 230v		208v - 230v		208v - 230v		208-230v
Motor		2 HP		2 HP		2 HP		2 HP
Lifting Time	✓	45 seconds	✓	45 seconds	✓	45 seconds		48 seconds
ETL Certified		Yes		Yes		Yes		Yes
Warranty	✓	1 year parts: 2 years parts if installed by a RAI: Extended parts warranty available	✓	1 year parts: 2 years parts if installed by a RAI: Extended parts warranty available	✓	1 year parts: 2 years parts if installed by a RAI: Extended parts warranty available		1 yr parts and labor
Warranty - Labor		1 year		1 year		1 year		1 year

Rotary SPO10 vs. Challenger SA10

	Rotary Advantage	Rotary	Rotary Advantage	Rotary	Rotary Advantage	Rotary	Challenger Advantage	Challenger
Model		SPO10		SPO10-RA		SPO10-TA		SA10
Capacity		10,000 lbs.		10,000 lbs.		10,000 lbs.		10,000 lbs.
Type of Lift		Symmetrical Two Post		Symmetrical Two Post		Symmetrical Two Post		Symmetrical Two Post
Column Design	✓	original design "Double S"	✓	original design "Double S"	✓	original design "Double S"		"Mirrored S"
Arm/Adapter Type	✓	2-stage Flip Up Adapter	✓	3-stage Round Rubber Adapter	✓	3-stage Truck Adapter		3-stage, Round Rubber
Lifting Height	✓	78 1/4"		80 1/4"	✓	80 1/4"		74 1/2"
Height Overall	✓	140 1/2"	✓	140 1/2"	✓	140 1/2"		142 1/2"
Width Overall		137 1/2"		137 1/2"		137 1/2"	✓	135"
Drive Through Clearance	✓	102 1/2"	✓	102 1/2"	✓	102 1/2"		98 3/4"
Distance Inside Columns	✓	114 1/2"	✓	114 1/2"	✓	114 1/2"		112 3/4"
Front Arm Min/Max	✓	31" - 54"	✓	27 1/2" - 59"	✓	27 1/2" - 59"		22 3/8" - 41 1/2"
Rear Arm Min/Max		31" - 54"	✓	27 1/2" - 59"	✓	27 1/2" - 59"		38 1/4" - 59"
Min Adapter Height		4 3/4"	✓	3 5/8"		4 3/4"		4 3/8"
Voltage		208 v - 230v		208v - 230v		208v - 230v		208-230v
Motor		2 HP		2 HP		2 HP		2 HP
Lifting Time	✓	45 seconds	✓	45 seconds	✓	45 seconds		48 seconds
ETL Certified		Yes		Yes		Yes		Yes
Warranty	✓	1 year parts: 2 years parts if installed by a RAI: Extended parts warranty available	✓	1 year parts: 2 years parts if installed by a RAI: Extended parts warranty available	✓	1 year parts: 2 years parts if installed by a RAI: Extended parts warranty available		1 yr parts and labor
Warranty - Labor		1 year		1 year		1 year		1 year