

## SVI (DSR) Distributor Support Representatives

There are 10 full-time DSRs available to assist callers, handle e-mails, tend to faxes and support your needs. Currently, SVI fields on average about 400 calls per day. Recently, each SVI rep was asked what is the most troubling phone call they would say they get on a regular basis?

Hands down, the response was: The calls they get from frustrated callers concerning their automotive lifts. What does this mean? Overwhelmingly, these calls stem from the caller's disbelief of something that was said to them.

The number one complaint: I was told that parts for my auto lift are no longer available, but a quick search online lead straight to SVI. Isn't everyone who works on automotive lifts aware of SVI?

*This type of call is just shocking since SVI works so hard to make sure everyone in the industry knows repair parts for automotive lifts remain available for the long haul.*

The number two complaint: Someone told me that since the original manufacturer of my automotive lift is no longer in business, I am not allowed to repair my lift and need to buy a new lift. Is this true?

*HOGWASH, of course you can repair your lift! That is like someone telling you, you can't repair an old car. What would the whole SEMA organization, NAPA, O'Reilly, Carquest or Advance Auto think of that? SVI has on-going knowledge of this occurring all the time with municipal and DOT garages to the detriment of tax payers and it needs to STOP.*

The number three complaint: A person came in my shop and said my in-ground lifts are illegal—is that true?

*Absolutely False!—it is widely known in-ground lifts remain one of the safest lift styles still available on the market today. SVI has all the repair parts to keep your in-ground lift working for many years to come. SVI even builds new in-ground lifts! Plus, your lift was permanently exempted from regulation in 1988 by the federal government.*

The number four complaint: Someone just told me I can only use OEM parts to fix my automotive lift.

*NONSENSE! This is just simply wrong and in direct conflict with the ANSI Standard. In fact, the new ANSI standard for Automotive Lifts titled Safety Requirements for Installation and Service effective June 15, 2016 says specifically in section 6.2.6 to: "Replace worn, damaged or broken parts with parts approved by the original equipment manufacturer or with parts meeting original manufacturer specifications." SVI parts either meet or exceed original specifications.*

## The Untold Story

**SVI feels these types of calls are very unfortunate to encounter.** Everyone within the SVI organization works very hard to support the automotive lift industry. Furthermore, all the professional companies in the automotive lift industry also work to properly inform lift owners and silence these examples of misleading tactics used by some. The automotive lift industry is by and large very professional. Serving and operating in a professional, ethical industry is what we all strive for each day.



Since 1977

## SVI is your Answer!

800-321-8173

[www.sviinternational.com](http://www.sviinternational.com)

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