



THE *Twin Post*

Update for the SVI Line of
Intentionally Designed Equipment & Repair Parts—May 2011

- Baltimore
- Chicago
- Los Angeles

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Competitive...

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American-Made
Rolling Air Jacks

Since 1977

At the Speed of Competitive...



A fast-growing plant just west of Chicago, Illinois is helping TURN opportunities into success stories for many SVI distributors on a daily basis.

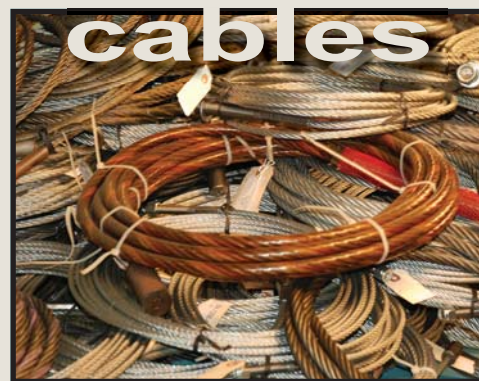
Because of continually expanding capabilities, SVI is helping more distributors than ever to land passenger car and heavy-duty lift orders. While we still build and supply many single post and side-by-side in-ground lifts, the heavy-duty segment of our lift product line is fast

expanding. With our added capabilities comes a full spectrum selection of lifting cylinders. We not only produce Weaver-style cylinders, but also the Manitowoc and Globe styles. However, the newest member of our cylinder family is a direct match to the current style produced for Rotary that is effectively a clone of the old Cochin design. This is a guide barrel style cylinder that incorporates a long tube that houses both the upper and lower bearing strip. These bearing strips can be made of glass-filled nylon, UHMW or other materials such as bronze and teflon.

So, what does this all mean for you? Well, simply put, if you want it, we will build it and if you are looking for a competitive price value to help you land more heavy-duty lift jobs, look no further. SVI can match up specification wise with anyone when it comes to real and proven lifting equipment. Say your customer wants a steel containment vault to hang a rear cylinder in—no problem. Also, we now offer EnviroKote™ in addition to our proven fiberglass coating option. Let SVI help you beat Rotary and others with American-Made products that will truly help save the taxpayers money and increase your sales and revenue.

763 of the Best Priced

At this writing of The Twin Post, there are 763 engineering documented cable assemblies used in the auto lift industry. This number grows all the time. Some time ago we wrote that there were over 400 different cable assemblies. It has nearly doubled. And, this doesn't include all the customs we do every week.



Watch your e-mail for other special newsletters
and information from SVI! Not on our e-mail list? Call today.

800-321-8173



Remember This?

Ben Won't but SVI "Wil"

For nearly eleven years now, SVI has been the sole holder of all the computer and hand-generated engineering records and documentation of the former Benwil Lift Company. It is hard to believe it has been this long. Over the past decade plus we have helped SVI distributors maintain that Benwil lifts are functioning properly and safely.

Benwil lift was originally one of the most prolific sellers of two post surface mount lifts. They dominated the eighties with their product and found themselves in the GM Dealer Equipment program. Benwil lifts can be found virtually everywhere from mom and pop shops to lavishly constructed dealership facilities. Since, SVI maintains an extensive library of lift industry information you can conduct profit making repairs on Benwil lifts for many years to come.

SVI is your Answer.



Mounties—Saddle Up!

That's right, we build saddles for replacement on Canadian-made lifts that can be found in police garages. This saddle is an SVI Direct-Fit™ brand saddle that is for a Ford Smith lift.

Ford Smith has been out of the picture since filing for receivership in July of 2003. SVI stepped up to the plate and helps many distributors with repair parts and complete replacement cylinder assemblies. Naturally, as SVI was a huge component supplier to Ford Smith for many years.

How many of you were aware that Ford Smith was contractually bound by Globe Lift as its licensee for most of its existence? It's a fact.



Baby Boomer, Socket to Them

SVI Lift King brand SuperSocket is ideal for everyone who installs or inspects auto lifts using standard wedge anchor fasteners. Since air or electric powered impact wrenches are an absolute no-no around wedge anchors, this product is the right tool for the job. Who wants to crawl around on their knees to hand tighten 10 or more anchors per lift inspection?

Every inspector and installer team should carry at least one on the truck. Do the job right and reduce the energy you expend. Don't delay, order your SuperSocket today.

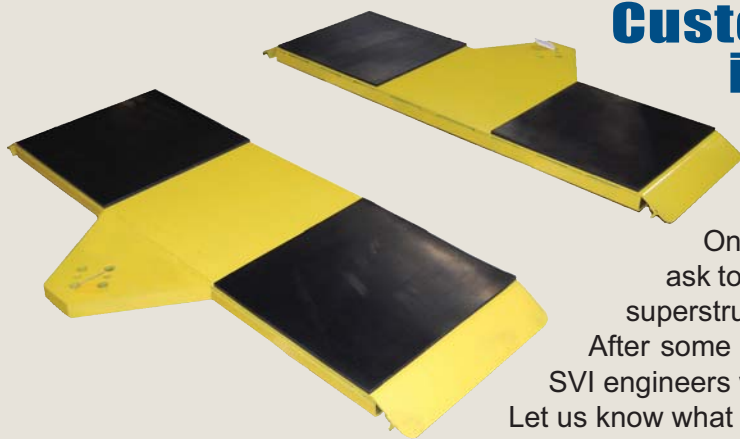


Since 1977

In a New York Minute

We often wonder exactly how long a New York Minute really is. If it's anything like how fast we decide to help distributors, it's less than a second.

Case and Point: A customer in New York needed a new cylinder for a continuous trench Ford Smith lift. SVI didn't hesitate and went right to work building a Direct Fit™ replacement. This was done in a fraction of the time and cost of what others would have charged. Everyone has been speaking so much in this country about saving the taxpayers money and one company certainly delivers. It is good to know SVI is truly fair and sensibly priced.

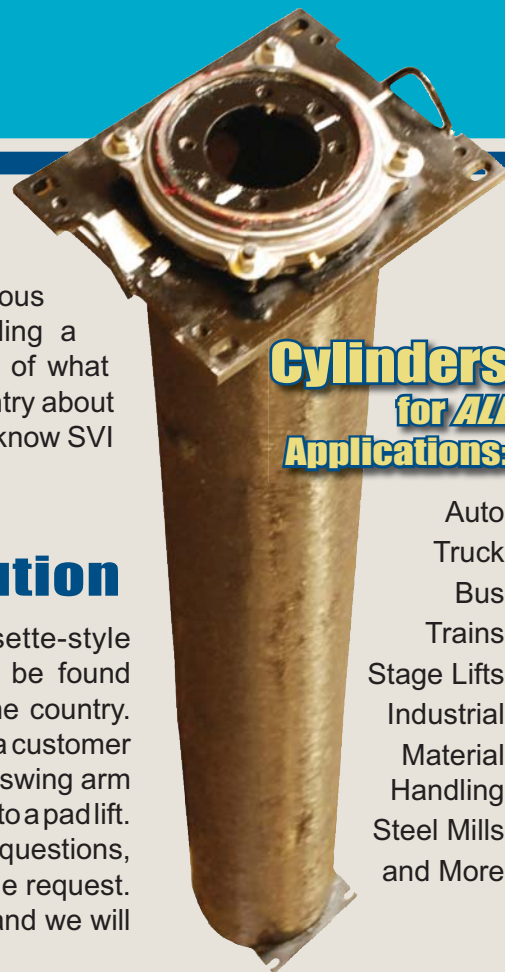


Custom-Made is the Solution

Nussbaum cassette-style in-ground lifts can be found in pockets across the country. One SVI distributor had a customer ask to them to remove the swing arm superstructure and turn the it into a pad lift. After some back-and-forth with questions, SVI engineers were able to solve the request. Let us know what you need help with and we will go to work for you.

Cylinders for ALL Applications:

Auto
Truck
Bus
Trains
Stage Lifts
Industrial
Material Handling
Steel Mills
and More



Power Unit Pointers

SVI receives calls for power unit parts everyday and we want to provide you with quick answers. Here are some tips to help you while in the field or on the phone with your customer about a power unit problem. Please have the basic information listed below ready to help us help you. These are the typical questions we will be asking:

- 1 ▶ What type of lift is the power unit on?
- 2 ▶ Who made the power unit?
- 3 ▶ Is the power unit single or three phase?
- 4 ▶ Where is the power unit mounted to the lift?
- 5 ▶ What size is the reservoir?
- 6 ▶ What model number can locate on the lift and on the power unit?

There have been many power units used by lift companies over the years and each power unit manufacturer used different motor sources. For example, the plate on the power unit motor might say Emerson, Doerr, Baldor, Leeson or something else. These are the makers of the motor only and do not really help us.

To help answer the questions above, the best thing you can do is write down everything you can find on the power unit. Having this information is the best way for SVI to decrease identification time and ensure you get the correct parts.

increase your business easy as 1 - 2 - 3

Check out our **NEW Marketing Kit!**

SVI's marketing kit is available for download now and every day on our website:

www.sviinternational.com
- Go to Products > Marketing Kit

NEW!

1. Download the high quality files.
2. Print.
3. Hand out flyers to your customers.



Keep coming back.
Materials are updated regularly!

Another Day on the Dock

Show this picture to your Boss.

SVI Distributors are having great success selling lifts, lift sections and kits. We may have to expand the size of our dock area. Robustly built and each hydraulically tested, everyone is enjoying the ease of installation and trouble-free operation. Plus, saving money for cities, municipalities, and ultimately the taxpayers \$\$ is something that makes us feel good.

Announcement: SVI has a *new model* that competes directly with a Rotary R10 specification wise and we mean directly. Order **SV-R1065ML** for the 10-5/8" rear section with rectangular multi-position lock leg. If you want the section to include a containment vault ask for **SV-R1065ML-SCV**.

Save Money on Heavy Duty Lifts Now!

The Positive ID™ adapter exclusively available from SVI is the only tailpipe adapter that engages the inside of the tailpipe.

The Positive ID™ works where others can't.

ES-1202-20-3	3" Adapter
ES-1202-20-3PS	3" Adapter with stop
ES-1202-20-4	4" Adapter
ES-1202-20-4PS	4" Adapter with stop
ES-1202-20-6	6" Adapter



Positive ID™ Tailpipe Adapters AN SVI EXCLUSIVE

The Positive ID™ is exactly what you need when you want a tailpipe adapter to easily fit and stay put. Simply insert the adapter into the tailpipe until it stops and then give it a twist to the right. It is now so secure you could literally put the car in neutral and pull it by the length of exhaust connected to the tailpipe. A simple twist to the left and you have removed it just as easily as it was installed.

Order one attached to a length of hose and start demonstrating them to your customers and increase your sales.

Many more exhaust products available.



Since 1977



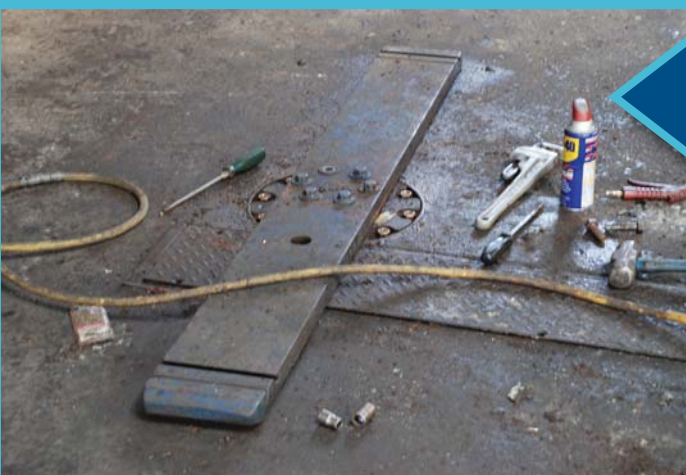
Every Picture Tells a Story

Each day, our selection and variety of parts we sell to maintain brake service equipment increases. From protective boots to cutting bits we can help. Take advantage of our availability and great pricing. And, if we don't have what you are looking for look no further let us run the parts down for you.

We found this brake lathe in one the most awesomely maintained shops we have ever visited. We just had to take a picture of it. See something cool in a shop, send us the picture and see if it makes its way into a future issue of The Twin Post. This is your industry newsletter.

It's Pronounced "Pop-It" (poppet)

Since dialing in the material used to produce these poppets used in SVI Direct Fit™ brand repair kits for Graco air motors, these kits have become top sellers. For those who perform repairs on Graco lubrication equipment, SVI kits are a top choice. Put more profit in your company coffer and save your customers some money, too. Get in on the action today.



Who Knows the Model #?

HINT: SVI can build this very lift for you still to this day.

This lift is located in Oregon, IL on the bank of the Rock River. It was installed in 1957. It is obviously an in-ground lift. It was being repacked when this picture was taken. The lift is 54 years old. We want to know how many surface mount lifts have you scrapped that didn't even make it to twenty years old? Dollar-for-dollar and pound-for-pound, in-ground lifts are the best and safest investment your customers can make, tell them this fact.

Get their name.

There are eight (8) different SVI distributor support representatives serving you. When you call in for special help, make sure you write down the name of the person you are speaking with. If you call back later regarding the same order, ask for the same SVI rep by name, avoiding any confusion and lost time.

We want to provide you with personalized service and you remembering our names will help us do that. Getting the information you need will be more productive.

*Help us give
personalized service
to YOU!*



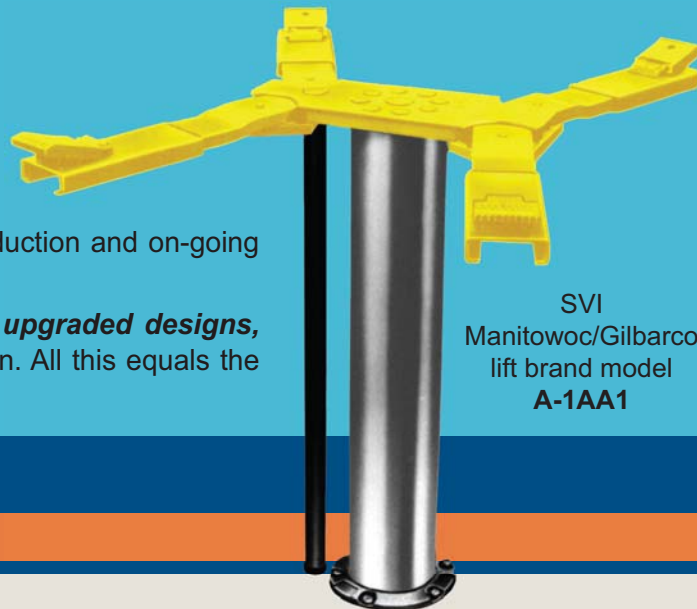
SVI is your one-stop shop.

800-321-8173

Strength Variety Innovation

SVI is the premier organizational leader in the continued production and on-going development of proven safe and reliable lifting equipment.

The SVI lift production program promotes ***economic value, upgraded designs, American jobs*** and a truly viable option to foreign competition. All this equals the lowest cost of ownership and longest lasting equipment.



SVI
Maniwoc/Gilbarco
lift brand model
A-1AA1

800-321-8173



SVI
Maniwoc/Gilbarco
lift brand model
A-12E3

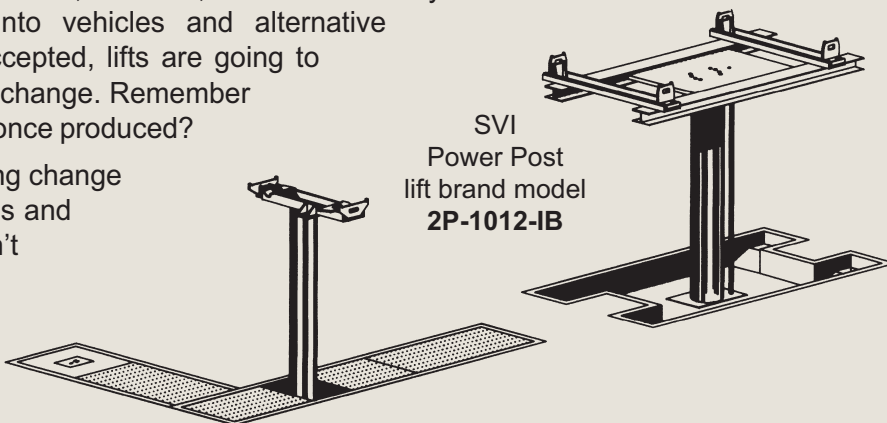
Lifts That Last for Decades

History is full of many turns and twists and ironies. In this case, we see irony in that for so many years SVI was the critical component supplier to many of North America's lift manufacturers. Now with most of these manufacturers gone having succumb to intense competition from China, India, Korea and once Japan and a few European countries, SVI emerges alone as the United States last standing conventional wholly domestic lift manufacturer. This is a role we do not take lightly and are rather proud of accomplishing this feat made only possible due to your dedicated support over the years.

SVI's future in the lift industry is only getting more exciting. With our new found role we are going place emphasis on more research and further development of our capabilities. This means exploration of new models tailored to the changing lift market place.

One thing everyone needs to be looking at is the future of the automotive lift industry. Scope and size of the vehicles we drive are only going to get smaller and lighter. This means lift models need to become less gargantuan and environmentally wasteful to produce. For example, no cars weigh even close to 10,000 lbs. but everyone has to have a 10,000 lb. lift when a 7,000 or 8,000 lb. lift is all you need. As more composites are placed into vehicles and alternative propulsion systems become more widely accepted, lifts are going to have to follow suit with the vehicles and also change. Remember the Volkswagon lifts that our Globe Lift brand once produced?

Over the next couple of decades much is going change in the lift industry. While construction methods and materials may change, one thing that won't be going away any time soon are SVI in-ground lifts that last for decades.



SVI
Power Post
lift brand model
2P-1012-IB

BALTIMORE • CHICAGO • LOS ANGELES

Turf Lift Accessories

Grass Stain...

If your customers want to convert standard lifts over for turf applications, SVI can help. These turf accessories can be made to fit many existing two post surface lifts. Call with your needs and outer arm tube dimensions and price and delivery will be provided.



SVI is your answer!

Just How Many Models are Available?

Due to the nature and culture of the SVI organization, we can build your customer just about anything they want.

You Name it! 7-1/2" • 8-1/2" • 10-5/8" • 12-5/8" Cylinders
Manual Lift Locks • Remote Release Air-Operated Locks

There are a few things we won't do and that is lead babbitt bearing style or screw-in bronze bearing style lifts. These styles are cost prohibitive and people and lead just don't get along. You name just about anything else and we will build it—just please don't ask for a surface mount lift.

Protective Coatings—Your Choice: Fiberglass or EnviroKote. Chrome Plungers, too! **Consider It Done!**

Bus Garages, Dealerships and Tire Shops

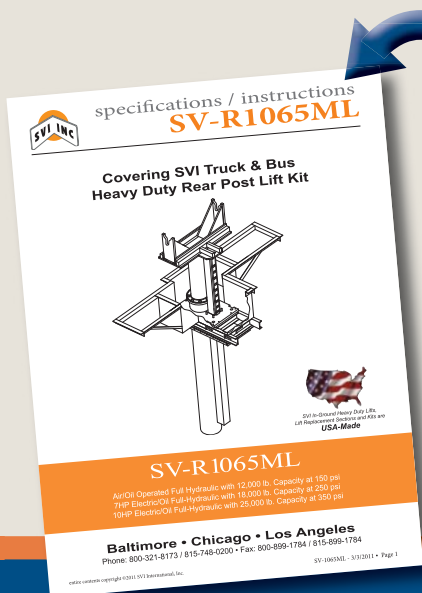
As new bus garages, dealership and tire shop construction starts to heat up again, include SVI Manitowoc, Globe, Weaver-style or SVI Power Post brand lift models in your job winning arsenal of products to propose. Special program pricing is available to those qualified who inquire, put economies of scale to work for you. The SVI Globe brand FSR-28 pictured (above left) is an ideal lift for new car dealerships requiring total under carriage access.



SVI
Globe
lift brand model
FSR-28BS

New Model • SV-R1065ML

Competes directly with the R10 replacement section model offered by Rotary



Since 1977



SVI Protects You with Air Supremacy

ML-6 6,000 lb.
ML-12 12,000 lb.

We love it when a plan comes together. Over the past several months, many of you have asked us to explore the possibility of producing USA-Made rolling air bridges. The pieces have all fallen together and now all we need is you. We need you to start ordering and start demanding that our production department gets busy making the air powered rolling jacks you need.

We have the capability to begin making 6,000 lb and 12,000 lb. rolling jacks. We need your pre-production orders. SVI rolling air jacks will benefit the American economy because they will be made right here in Illinois, USA by American workers using American materials. Most other rolling jacks currently sold in the U.S. come from foreign countries. America can compete but we need the support of SVI Distributors.

Call Today: **800-321-8173**

Say "no more, China", "absolutely not" to India and "forget it, Canada" because we want ours **American-Made**.



make the easy choice.
SVI is your one-stop shop.

www.sviinternational.com

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