

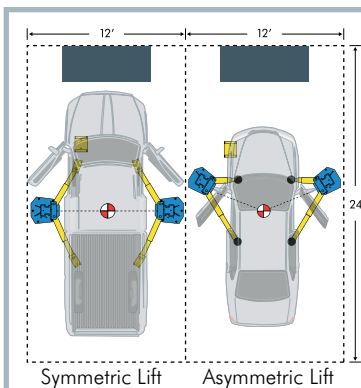
2 Lifts in One™

Versymmetric® Lifts provide the benefits of asymmetric and symmetric only lifts in one design.

Versymmetric® Technology

Challenger Versymmetric® Lifts

Challenger's Versymmetric® Technology provides the versatility to pick up vehicles both symmetrically and asymmetrically safely within the same service bay. This exclusive technology facilitates increased efficiency and revenue potential, expediting payback time. Versymmetric® lifts provide 2 lifts in 1, lifting 100% of the Top 20 selling vehicles.



2 Lifts

Asymmetric only lifts were designed to service passenger cars and symmetric only lifts were designed to service trucks, vans and SUV's.

Symmetric and Asymmetric only lifts

Symmetric and Asymmetric only lifts force a service facility to decide which types of vehicles are serviced most, limiting the growth potential of a shop. Symmetric only lifts pick up 45% of the top 20 selling vehicles, leaving 55% of vehicles to be serviced with an asymmetric only lift in a separate bay. Lifting the wrong vehicle on the wrong lift not only causes undo wear and tear on the lift, but also can be a potential work hazard or cause vehicle damage.

	2007 Top 20 Best Selling Vehicles	Versymmetric®	Symmetric Only	Asymmetric Only
1	Ford F-Series			
2	Chevy Silverado/CK			
3	Toyota Camry			
4	Honda Accord			
5	Toyota Corolla			
6	Dodge Ram			
7	Honda Civic			
8	Chevy Impala			
9	Nissan Altima			
10	Honda CR-V			
11	GMC Sierra			
12	Chevy Cobalt			
13	Toyota Tundra			
14	Toyota Prius			
15	Dodge Caravan			
16	Ford Focus			
17	Honda Odyssey			
18	Toyota RAV4			
19	Ford Econoline			
20	Ford Escape			
	Lifting Efficiency	100%	45%	55%

Versymmetric® Technology



Model#: CL10V3
Versymmetric® 2-Post
10,000 lb. capacity

Expedite Lift Investment Payback Time with Versymmetric®

Challenger Versymmetric® Lifts expedites Dealer Payback Time by providing the versatility to lift virtually all vehicles within the same service bay. This exclusive technology facilitates increased revenue over the life of the lift and allows Dealerships a quicker return on their equipment purchase.

Versymmetric® 2-Post Lift Payback Time

Average Dealership Profile ¹	2006	2007
Annual Dealership Service & Parts Sales	\$3,795,387 ²	\$4,013,121 ²
Number of Service Bays	18	18
Average Annual Service & Parts Sales per Lift/Bay	\$210,855	\$222,951
Average Monthly Service & Parts Sales per Lift/Bay	\$17,571	\$18,579
Dealer Payback Time (Difference in Initial 18 Bay Cost ³ ÷ Average Monthly Service and Parts Sales per Lift/Bay)	3.5 months	3.4 months
Projected Total 15 year Service & Parts Revenue per Lift/Bay = \$3,344,265 (Estimated 15-year Average Vehicle Lift Life x Annual Dealership Service & Parts Sales per Lift/Bay)		

¹ Source: NADA Industry Analysis Division. ² Figures derived from NADA's AutoExec Mar. 2008 issue
³ \$3,500 (estimated total lift cost) x 18 bays = \$63,000 Initial 18 bay CL10V3 Lift cost



Model#: CS1020WV
Versymmetric® Inground
10,000 lb. capacity

Versymmetric® Inground Lift Payback Time

Average Dealership Profile ¹	2006	2007
Annual Dealership Service & Parts Sales	\$3,795,387 ²	\$4,013,121 ²
Number of Service Bays	18	18
Average Annual Service & Parts Sales per Lift/Bay	\$210,855	\$222,951
Average Monthly Service & Parts Sales per Lift/Bay	\$17,571	\$18,579
Dealer Payback Time (Difference in Initial 18 Bay Cost ³ ÷ Average Monthly Service and Parts Sales per Lift/Bay)	6.5 months	6.2 months
Projected Total 15 year Service & Parts Revenue per Lift/Bay = \$3,344,265 (Estimated 15-year Average Vehicle Lift Life x Annual Dealership Service & Parts Sales per Lift/Bay)		

¹ Source: NADA Industry Analysis Division. ² Figures derived from NADA's AutoExec Mar. 2008 issue
³ \$6,400 (estimated total lift cost) x 18 bays = \$115,200 Initial 18 bay CS1020WV Lift cost