



## PRESS RELEASE

### **National Lift Week® Set for Oct. 3-8; Official Sponsor Stertil-Koni to Provide Safety Briefings, Demos and Events: 50% Discount for ALI's "Lifting It Right" Course**

*For Immediate Release*

Stevensville, MD, August 10, 2016 – Heavy duty vehicle lift leader Stertil-Koni today announced that it will continue the tradition of sponsoring the industry's National Lift Week®, which will take place October 3 – 8 across North America.

The six-day event, now entering its third year, is a celebration of best practices in vehicle lifting safety, efficiency, durability, and environmental friendliness.

This year, National Lift Week will run October 3-8 and build on the success of the event's two prior years. In addition, as an active Member Company of the industry's premier organization advocating lift safety, the Automotive Lift Institute (ALI), Stertil-Koni has agreed that beginning October 3, it will contribute 50% of the cost of ALI's highly acclaimed online course – "Lifting It Right" – and provide a substantial discount – one-half off – on the first 80 copies of the program that are purchased. Limit is one per customer, five (5) per company.



The stakes are high and that's why ongoing education, training and certification in vehicle lifting systems and service are so critical. Driving the process since 1945 has been ALI – an independent third-party industry watchdog that actively promotes the safe design, construction, installation, inspection and use of automotive lift products.

According to Bob O'Gorman, president of ALI, "Advancing vehicle lift safety is mission number one for the Automotive Lift Institute". He continues his thought by stating: "Operator training is a key element of the vehicle lift industry's safety equation". O'Gorman, who encourages all lift users to successfully complete ALI's online 'Lifting It Right' certificate course, noted that he was pleased that Stertil-Koni has sweetened the pot by offering all purchasers – up to the first 80 participants – a 50% discount in association with National Lift Week. The course can be found at ALI's online store (<http://www.autolift.org/ali-store/>) and those wishing to qualify for the discount are encouraged to call ALI at: 607-756-7775.

As for National Lift Week itself, key events hosted by Stertil-Koni's expansive distributor network across North America and the Caribbean will include live product demos, hands-on briefings and educational updates associated with the entire range of heavy duty vehicle lifting systems.

Similar to 2015, each day of National Lift Week will focus on a particular vehicle lifting system or attribute:

- **Mobile Column Monday**: communicating the attributes and benefits of portable, mobile column lifts;
- **Two-Post Tuesday**: featuring the benefits of two-post vehicle lifts;
- **Wireless Wednesday**: demonstrating the benefits of wireless vehicle lifting systems, rather than interconnecting communications cables;
- **"Earthy Thursday"**: providing educational material about new initiatives in "green" vehicle lifting;
- **Free-Wheel Lifting Friday**: exploring lifting systems that provide "wheels-free" lifting to allow technicians to perform comprehensive vehicle maintenance and service; and
- **Safety Saturday**: presenting multiple approaches to advance shop safety, including third-party lift certification, the Automotive Lift Institute's Certified Lift Inspector Program and the importance of regularly scheduled lift inspections.

In making today's announcement, Dr. Jean DellAmore, president of Stertil-Koni, stated, "It is an honor to once again sponsor National Lift Week and help showcase the very latest advancements in vehicle lifting safety, features, environmental stewardship and ongoing performance. The week-long event is a powerful way to raise awareness about safety, best-practices and the importance of ALI lift certification and ALI's Lift Inspector Certification Program."

Learn more at [www.NationalLiftWeek.com](http://www.NationalLiftWeek.com) and [www.autolift.org](http://www.autolift.org).

#### **About Stertil-Koni**

*Stertil-Koni, a brand of the Stertil Group, is the global market leader in heavy duty vehicle lifts – bus lifts and truck lifts – and is the preferred supplier to the world's leading companies in the truck and bus industries. Stertil-Koni's breadth of products meets all ranges of lifting needs and includes mobile column lifts, two-post, four-post, in-ground piston lifts, platform lifts, half-scissors and its innovative axle-engaging, in-ground, scissor lift configuration, ECOLIFT. Stertil-Koni is also installing DIAMOND LIFT across North America, a full rise telescopic piston lift designed to set new standards in precision heavy duty lifting. The DIAMOND LIFT is now also available in a "frame" version, engineered specifically for concrete foundations and ideal for replacement situations. Stertil-Koni USA is headquartered in Stevensville, Maryland. Stertil-Koni has production facilities in Europe, in The Netherlands, and in the USA in Streator, Illinois.*

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