



PRESS RELEASE

Stertil-Koni to Support New Automotive Lift Institute (ALI) Safety Tips Poster Sales with 50% Discount on First 100 Purchases in Association with National Lift Week® Oct. 2-7

For Immediate Release

Stevensville, MD, October 2, 2017 – Heavy duty vehicle lift leader Stertil-Koni today announced that in honor of the industry’s popular National Lift Week®, which will be celebrated at locations across North America Oct. 2 – 7, the company will contribute 50 percent off the purchase price of the Automotive Lift Institute’s (ALI) new *Automotive Lift Safety Tips* poster – applied to the first 100 posters purchased beginning the first week of October. The limit is one per customer, five (5) per company.

The stakes are high, as safety in the maintenance shop is always a top priority. For its part, National Lift Week celebrates best practices in vehicle lifting safety, efficiency, durability and environmental stewardship. At the same time, ongoing education, training, and certification in vehicle lifting systems and service are equally critical.

That’s where ALI comes in: the Automotive Lift Institute has been driving the process since 1945 as a fiercely independent third-party industry watchdog that actively promotes the safe design, construction, installation, inspection and use of automotive lifting products.

According to R.W. “Bob” O’Gorman, ALI president, “Workplace safety is always a priority. Our new *Automotive Lift Safety Tips* poster is a highly visible and inexpensive way to constantly remind lift operators of 13 important safety tips that should never be overlooked. It’s a great training piece to hang in the service bay, break room and training facility.”

Added Dr. Jean DellAmore, president of Stertil-Koni, “It is an honor to partner once again with ALI and together further help communicate key messages associated with safe lifting practices. It’s a great way to lift the bar on our collective awareness of, and performance in, vehicle lifting across North America.



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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, 4-post, inground piston lifts, platform lifts, half-scissors and its innovative axle-engaging, inground, scissor lift configuration, ECOLIFT. The DIAMOND LIFT is now available in a "frame" version, engineered specifically for concrete foundations and ideal for replacement situations. Stertil-Koni is especially well known for its portable lifts (mobile columns) and high-performance in-ground and platform lifting systems. 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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Contact: Paul D. Feldman 800-336-6637 Paul.Feldman@Stertil-Koni.com