



Press Release

Thor Motor Coach Rolls with Stertil-Koni Heavy Duty Vehicle Lifts to Boost Production Efficiency, Keep Pace with Consumer Demand

For Immediate Release

STEVENSVILLE, MD, May 17, 2021 – When North America’s leading motorhome brand –Thor Motor Coach (TMCRV) – sought new ways to boost production efficiency in the face of rising consumer demand, it got a genuine lift from another innovative company.

That vendor was Stertil-Koni, the leader in heavy duty vehicle lifts – recognized for superior engineering in its lifting solutions as well as an unwavering dedication to user safety and customer support.

For Thor Motor Coach, based in Elkhart, Indiana, the stakes were high. The company produces nearly 25 percent of all motorhomes sold in the U.S. each year. What’s more, its diverse product lineup includes many of the world’s most recognized gas- and diesel-powered Class A and Class C motorhomes. The company’s competitive advantage is bolstered by its extensive variety of unique styles, sizes and floor plans. In that way, the company offers motorhomes that feel custom-made – at a truly competitive price point.

As a consumer and data driven company, it was only logical for Thor Motor Coach to pursue new efficiencies in its manufacturing and assembly processes. As a baseline, Thor tracks metrics daily to monitor, refine, and streamline its operations. But it knew there was more it could do. To take it to an entirely new level, the company selected Stertil-Koni to accelerate assembly, installation, quality inspections, and repairs.

And the impact was staggering – a 20 percent increase in productivity.

As Mike Hunsberger, Sr., Plant Manager at Thor Motor Coach explains, “We installed the Stertil-Koni Mobile Column Lifts at our Critical Install Stations and right out of the box it was a game changer. Not only for our line work and install efficiency, but it also improved our quality inspection times on both our production and repair lines. These are the way to go for any kind of install, mainly for their quality and the speed you get with these lifts. The maintenance on them is zero, and the customer support is incredible. They’ll help anybody and everybody on their process.”



Stertil-Koni Mobile Column Lifts at work in TMCRV’s production facility

For Stertil-Koni, and its exclusive distributor in Indiana that made it all possible –Indiana Automotive Equipment (IAE) – that is what the companies strive for every single day.

As for TMCRV, it had selected Stertil-Koni’s very popular, truly portable ST 1085 Mobile Column Lifts.

Constructed with maximum strength high tensile DOMEX steel, these lifting systems feature reliable hydraulic



technology, deliver rapid lifting and lowering every time, contain a super safe mechanical locking system, deliver overload protection and synchronization as standard -- all easily managed with a full-color, touch-screen control console. They also provide a lifting capacity of up to 18,500 lbs. per column and feature the coveted Gold Label from the Automotive Lift Institute (ALI), the industry’s independent, third-party watchdog.

The impressive partnership with Thor came together thanks to the responsive customer-centric approach of Indiana Automotive Equipment, a key player in Stertil-Koni’s exclusive distributor network. IAE’s mission says

it all: “Let’s lift your business to new heights,” and Hunsberger confirms that the company lives up to that pledge. “They are always only a phone call away, even at five at night or six in the morning and are right on target with their service and support.”

Stertil-Koni’s Mid-West Regional Sales Manager, Carl Boyer, agrees. “Indiana Automotive Equipment is strongly representative of Stertil-Koni’s customer-centric approach. We view each installation as a partnership -- one that can elevate our customers to new levels of performance.”

Added Indiana Automotive Equipment President Chris Susott, “We pride ourselves on exceeding expectations for service, and will continue to do that.” Indiana Automotive Equipment and Stertil-Koni look forward to doing more with Thor through this dynamic partnership.

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About Stertil-Koni

Stertil-Koni - proud to be a Buy America company - is the market leader in [heavy duty vehicle lifts](#), notably bus lifts and truck lifts, and proudly serves municipalities, state agencies, school bus fleets, major corporations, the U.S. Military and more. Stertil-Koni’s breadth of products meets all ranges of lifting needs and includes [portable lifts](#) such as [Mobile Column Lifts](#), 2-post, 4-post, [inground piston lifts](#), [platform lifts](#), and its axle-engaging, inground, scissor lift configuration, ECOLIFT. The company’s innovative, inground telescopic piston DIAMONDLIFT is now available with an optional Continuous Recess system, ideal for low clearance vehicles. Stertil-Koni USA is headquartered in Stevensville, Maryland with production facilities in Europe, The Netherlands, and Streator, IL.

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