



ATTACHMENT A: PROPOSAL REQUIREMENTS & SPECIFICATIONS

VEHICLE LIFT & RELATED VEHICLE MAINTENANCE EQUIPMENT, SERVICES & SOLUTIONS

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Section 1. General Guidelines

1.1. Instructions for Completing Attachment A

Attachment A is provided to Bidders in an editable Microsoft Word form so that it can easily serve as the base document for a Bidder's Technical Proposal. Bidders should incorporate their Technical Proposal responses directly into this document and include referenced attachments separately.

Use the following electronic file naming convention for naming your Technical Proposal prior to uploading your completed Technical Proposal to Bonfire: *Technical Proposal – Bidder Name.docx*.

For sections of **Attachment A** structured like the example below, simply click in the green cell or paste (using the *Paste Special > Merge Formatting* function in Microsoft Word) your response.

1.1.1.	Formation. In what year was the company formed? For how long has your company been operating under its present business name? If your company has changed its business name, include the most recent prior business name and the year of the name change.	
This is a sample question. Do not provide a response.		

For sections of **Attachment A** structured like the example below, click on the “Yes” checkbox if your solution **fully provides** the defined requirement. Click on the “No” checkbox if your solution does not provide or only provides part of the defined requirement.

1.1.2.	Installation. Is installation available as a part of your proposal?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
This is a sample question. Do not provide a response.		

1.2. Attachments

Bidders may incorporate additional documents by reference as part of their response to the questions in this document. For example, you may want to include brochures, reports, charts, or graphs in response to specific questions. Bidders should clearly state in their response whether any specific documents are incorporated in their proposal by reference. In the event the attached documents are not referenced correctly, the PRT may exclude those attachments from consideration when scoring proposals.

The file names of such referenced documents that are included in a Bidder's electronic Technical Proposal submissions and uploaded to Bonfire should include in the following order: i) Technical Proposal, ii) Bidder's name, iii) the Section number of the question for which the file is included as part of the response, and iv) a brief description of what is included in the electronic file. For example, if a Bidder references an attachment that includes financial statements in response to **Section 2.2.1.**, the following electronic file name would be appropriate: *Technical Proposal – Bidder Name – Section 2.2.1. – Financial Statements.pdf*.

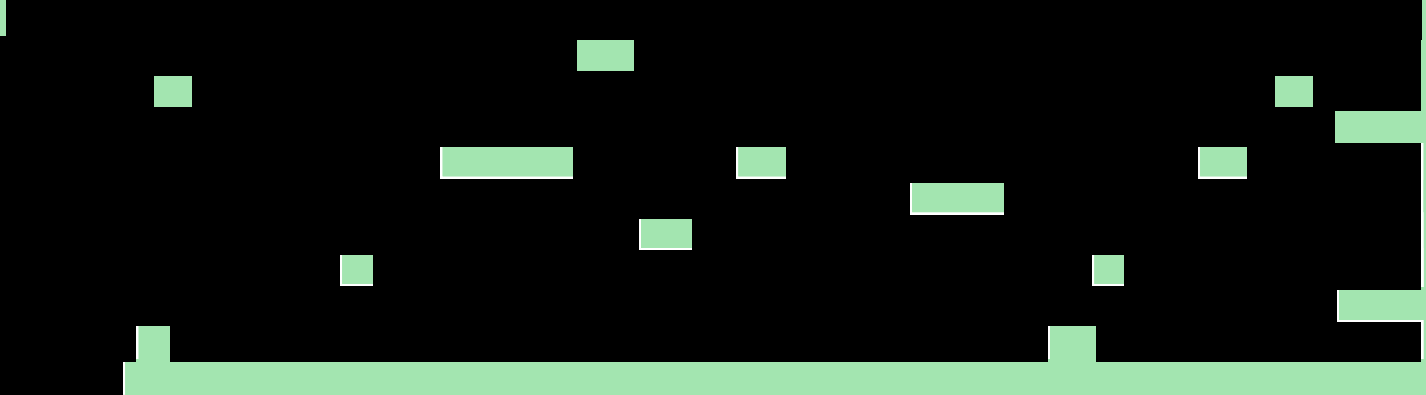


Section 2. Bidder Overview & Qualifications

2.1. Company Information

2.1.1.	Company Name & Address.	
Company Name:	Liftnow Automotive Equipment Corp	
Headquarters Street Address:	PO Box 972	
City, State & Zip Code:	Yorktown Heights, NY 10598-0972	
Main Telephone Number:	1-800-LIFTNOW (543-8669)	
Website:	www.govgarage.com	
2.1.2.	Formation. In what year was the company formed? For how long has your company been operating under its present business name? If your company has changed its business name, include the most recent prior business name and the year of the name change.	
Liftnow Automotive Equipment Corp. is a Subchapter S-Corporation formed duly under the laws of the State of New York since May of 2003. We have never changed business names, although we have filed for corporate status in a variety of states commensurate with our nationwide expansion. Those corporations are set up as foreign application of authorities to do business in each state and do not vary in name.		
2.1.3.	Legal Structure. Check the box next to the option that best describes the company's legal structure. Include requested narrative in the space provided.	
&	Corporation – provide the State of incorporation and the company ownership structure.	New York, Subchapter S-Corporation, Paul Stern 100% Owner

2.2. Financial Strength & Legal Considerations

2.2.1.	<p>Financial Strength. Provide three (3) years of company and any parent company financial statements or other documents that speak to the financial strength of the company, such as the most recent Annual Report to Shareholders and 10K Report (if applicable) or audited financial statements, including income statement and balance sheet. <i>Note: you may mark this information as a "Trade Secret" per the terms outlined in the RFP.</i></p>
	
2.2.2.	<p>Bankruptcy & Insolvency. Describe any bankruptcy or insolvency for your organization (or its predecessors, if any) or any principal of the firm in the last three (3) years.</p>
<p>Liftnow Automotive Equipment Corp., nor its owner, nor any predecessors or sister companies, have ever gone bankrupt or gone through bankruptcy or insolvency proceedings in the last three (3) years.</p>	
2.2.3.	<p>Litigation. Describe any litigation in which your company has been involved in the last three (3) years and the status of that litigation.</p>
<p>Liftnow Automotive Equipment Corp. has not been involved in any litigation in the last three (3) years.</p>	
2.2.4.	<p>Mandatory Contract Performance Disclosure. Pursuant to RFP Section 3.13, disclose whether your company's performance and/or the performance of any of the proposed subcontractor(s) under contracts for the provision of services that are the same or similar to those to be provided for the Program which is the subject of this RFP has resulted in any "formal claims" for breach of those contracts. For purposes of this disclosure, "formal claims" means any claims for breach that have been filed as a lawsuit in any court, submitted for arbitration (whether voluntary or involuntary, binding or not), or assigned to mediation. For any such claims disclosed, fully explain the details of those claims, including the allegations regarding all alleged breaches, any written or legal action resulting from those allegations, and the results of any litigation, arbitration, or mediation regarding those claims, including terms of any settlement. While disclosure of any formal claims will not automatically disqualify a Bidder from consideration, at the sole discretion of Equalis Group, such claims and a review of the background details may result in a rejection of a Bidder's proposal. Equalis Group will make this decision based on the Proposal Review Team's determination of the seriousness of the claims, the potential impact that the behavior that led to the claims could have on the Bidder's performance of the work, and the best interests of Members.</p>
<p>There are no formal claims made against Liftnow Automotive Equipment Corp. by any agency.</p>	

2.2.5.	<p>Mandatory Disclosure of Governmental Investigations. Pursuant to RFP Section 3.14, indicate whether your company and/or any of the proposed subcontractor(s) has been the subject of any adverse regulatory or adverse administrative governmental action (federal, state, or local) with respect to your company's performance of services similar to those described in this RFP. If any such instances are disclosed, Bidders must fully explain, in detail, the nature of the governmental action, the allegations that led to the governmental action, and the results of the governmental action including any legal action that was taken against the Bidder by the governmental agency. While disclosure of any governmental action will not automatically disqualify a Bidder from consideration, such governmental action and a review of the background details may result in a rejection of the Bidder's proposal at Group's sole discretion. Equalis Group will make this decision based on the Proposal Review Team's determination of the seriousness of the claims, the potential impact that the behavior that led to the claims could have on the Bidder's performance of the work, and the best interests of Members.</p>
<p>Liftnow Automotive Equipment Corp. is not and has never been the subject of any adverse regulatory or adverse administrative governmental action with respect to our company's performance or services similar to those described in this RFP.</p>	

2.3. Industry Qualifications

2.3.1.	<p>Company Identification. How is your organization best identified? Is it a manufacturer, distributor/dealer/reseller, or service provider?</p>
<p>LIFTNOW is a hybrid between a distributor/reseller and a service provider. Our service network is independent. We make agreements with many of these independently-owned companies to perform service and inspections through the Equalis Service Program, which we will dispatch, manage and oversee. These agreements will be largely contingent upon award and execution of this contract. Please see "Dealer Networks" for a list of these service providers. The sales and service forces of LIFTNOW and our supply partners are all trained in using contracts and the benefit of using a streamlined purchasing cooperative such as Equalis. All equipment is dropshipped by the manufacturer to the end-user's (Equalis Member's) facility. See the Marketing section for more on training and empowering these groups. Please see attached documentation regarding our status purchasing the products proposed in the RFP. Please contact us for further information on any of the brands, along with our ability to sell and deliver the products and services in question.</p>	
2.3.1.1.	<p>Authorization. If your company is best described as a distributor/dealer/reseller (or similar entity), please provide your written authorization to act as a distributor/dealer/reseller for the manufacturer of the products proposed in this RFP. If applicable, is your dealer network independent or company owned?</p>
<p>Please see attached authorizations and explanations for our vendors.</p>	
2.3.1.2.	<p>Network Relationship. If your company is best described as a manufacturer or service provider, please describe how your dealer network operates to sell and deliver the Products & Services proposed in this RFP.</p>

Our service network consists of the combination and continuous updating/validation of networks across our many brands, including the most popular lift brands, garage equipment, air compressors, and more. As a result of our methodology we have the most complete and comprehensive network in all 50 States.

2.3.2. **Industry Experience.** How long has your company provided products and services outlined in your response to this RFP? What percentage of your company's revenue in each of the last three (3) full calendar years was generated from these products and services?

Liftnow has provided the full suite of vehicle lifts, garage equipment and related services since 2003. We'll be celebrating our 18th anniversary in 2021. For the past 3 full calendar years, 100% of our revenue is generated from these products and services.

2.3.3. **Geographic Reach.** Describe your company's service area in the United States and which areas you intend to offer services under a resulting contract if awarded. If your company does not currently provide services nationwide, describe your plans/timeframes to achieve nationwide service provision, if applicable.

Our product and service area in the United States currently spans all 50 States and Canada from Day 1 of this contract's award. Our plan is to serve the 50 States, and if there is continued interest/growth in Canada, we have infrastructure in place to expand quickly there. Please note that Alaska and Hawaii will be subject to additional freight charges equal to the cost of shipping from the last CONUS port to the final destination. Similarly, additional costs would apply to Canadian customers in the form of potential freight, taxes and other costs associated.

2.3.4. **Certifications and Licenses.** Provide a detailed explanation outlining the licenses and certifications that are i) required to be held, and ii) actually held by your organization (including third parties and subcontractors that you use). Has your company maintained these certifications on an ongoing basis? If not, when, and why did your company lose any referenced certifications?

There are no formal licenses legally required to sell, install or service this equipment. We are legally incorporated in the State of New York as an S Corporation. However, all brands that we represent have the appropriate certifications as it relates to the manufacture, sale and post-sale activities of the equipment wherever necessary. (UL, ALI/ETL, ISO 9001, etc.) As a part of our Equalis Service Program, we offer Inspections from ALI-Certified Inspectors, who have committed to following ANSI-ALOIM and ANSI-ALIS (the only automotive lift standards created by ALI under the American National Standards Institute) to successfully inspect the lifts.

2.3.5. **ALI Membership.** Is your organization currently a member of the Automotive Lift Institute (ALI)? If yes, provide proof of membership. Yes No

Yes – our sister company is currently both an ALI Certified Inspector as well as an ALI Associate Member. Please see attached documentation. Please note that ALI Membership is reserved for those parties involved with Vehicle Lifts / Related Accessories only and does not cover the wide variety of other categories/products that we sell.

2.4. Public Sector Focus

2.4.1.	<p>Public Sector Contract Vehicles. What Public Sector contract vehicles (e.g., state term contracts, public sector cooperatives, etc.) does your company have in place to provide products & services defined in this RFP? For each contract vehicle, when was the contract established, what is the expiration date, and how much annual revenue does your company generate through the contract(s) in each of the last three (3) calendar years?</p>
<p>We are currently awarded some of the following contracts: Sourcewell, Ohio State Contract (Sourcewell Piggyback), CMAS, COSTARS. These contracts were all established in 2020. As such, we don't have reliable revenue numbers for these contracts yet as this marks a new strategy for LIFTNOW that was developed at the beginning of 2020. We anticipate these Public Sector contract vehicles, including Equalis, to become the dominant strategy for LIFTNOW through 2025.</p>	
2.4.2.	<p>Education Success. What is the i) total dollar amount, and ii) percentage of your company's total annual revenue generated by sales to educational institutions (i.e., K-12 schools & school districts and higher education)?</p>
<p>Historically, Education Sector sales has made up <5% of our annual sales as a company. In 2021, we anticipate this number should be around 5%. While sales to the Education Sector do exist in our category (Technical Colleges/High Schools), we have not historically pursued them but see it as a great source of growth for us.</p>	
2.4.3.	<p>Government Success. What is the i) total dollar amount, and ii) percentage of your company's total annual revenue generated by sales to local governments (i.e., municipalities, counties, special districts, and state agencies)?</p>
<p>Historically, Government Sector Sales has made up roughly 5% of our annual sales as a company. In 2021, we anticipate this number should be around 25-30%, representing roughly \$1.5mm in sales for the first full year in our new strategy.</p>	
2.4.4.	<p>Public Sector Strategic Growth Plan. Describe your company's three to five-year public sector sales objectives and the key elements of your strategic plan to achieve those objectives. What is the total annual dollar value of your company's total revenue generated by local governments and educational institutions in each of the last three (3) calendar years? What percentage of your company's total annual revenue is generated by sales to local governments and educational institutions? <i>For clarity, the figures requested are to include revenue generated through cooperative contracts (see question 2.4.1) and all other forms of revenue to local governments and educational institutions to represent the aggregate revenue volume.</i></p>
<p>As discussed above, we do not have 1 year of reliable government sales data because our strategy is new. In 2021, we anticipate having roughly \$1.5mm-\$2.0mm of government sales, mostly through cooperative purchasing agreements. However, since we had very few government sales in 2020, and virtually none in 2019, this would likely make us the fastest growing company in the sector, due in part to the breadth of our offerings. Assuming that our growth slows considerably (although government sales figures of our various competitors would suggest that there is significant room to grow), we believe that \$9mm annual sales in 2025 (representing a 35% Year over Year Growth, which is but a fraction of the growth we have achieved so far) is a realistic goal for our company. We currently maintain a sales force of 4 inside salespeople with no outside salespeople. One potential source of growth for us is to continue hiring both inside and outside salespeople, whom would represent both an outbound and inbound sales approach. Yet another source of growth that we see over the next few years stems from our marketing efforts. As of now, we have yet to spend any PAID marketing dollars. However, paid marketing is a proven source of growth, through methods like Paid Search, Content,</p>	

Digital, and more. Please check out our attachment entitled "Marketing Plan" to learn more about our forward looking strategy for marketing the Equalis contract successfully.

Additionally, another strategy that we employ is through taking advantage of our status as a distributor/reseller of brands, as opposed to a manufacturer or a vendor with a select few suppliers in their offerings. We currently have 25 brands and counting of leading shop equipment, spanning vehicle lifts, garage equipment, diagnostic equipment, air compressors, exhaust systems, and much more, creating a complete portfolio of equipment that accurately reflects the real needs of the modern Fleet Maintenance Facility or DPW Garage. A source of growth for our company in the coming years will stem from continuing to add products as necessary to reflect the changing needs of the Fleet Maintenance facility as vehicles and mobility changes, including solutions for accurately repairing and resetting ADAS-equipped vehicles (Advanced Driver Assist Systems such as Lane Departure Warning, Blind Spot Monitoring) and autonomous vehicles.

2.5. Customer References

2.5.1.	<p>Provide references of at least five (5) local government or educational institution customers to whom your company has provided products and services similar in nature and scope to those defined in this RFP in the last three (3) years. Each reference should include:</p> <ul style="list-style-type: none"> Customer name and location; Customer contact person and their title, telephone number, and email address; A brief description of the products and services provided by your company; Customer relationship starting and ending dates; and, Notes or other pertinent information relating to the customer and/or the products and services your company provided.
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Please see attached references document outlining government customers to whom Liftnow has provided products and services similar in scope and nature to this RFP. Please note that if more references are needed, we can furnish more.

2.6. Insurance Coverage

2.6.1.	<p>General Liability, Property & Automobile Insurance. If your company is selected as the Winning Supplier, during the term of any agreements between your company and Equalis Group, and for two (2) years following expiration or termination of such agreements, your company, at its own expense, will maintain and will require that its agents, subcontractors, or suppliers engaged in your company's performance of its duties under such agreements, maintain general liability insurance, property insurance, and automobile insurance (at a minimum, in the amount of \$1,000,000 per occurrence/\$5,000,000 annual aggregate) applicable to any claims, liabilities, damages, costs, or expenses arising out of its performance under such agreements. Confirm that your company either a) has, or b) will purchase insurance coverage as described herein.</p>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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Click here to provide additional commentary, if necessary.

2.6.2.	<p>Employee Dishonesty – Members. The Winning Supplier shall be held fully liable for any and all dishonest acts of its employees and/or its subcontractor’s employees. Coverage must be provided for Third Party Employee Dishonesty, covering all employees and all officers of your company and any subcontractors, in an amount not less than \$100,000 per occurrence. Confirm that your company either a) has, or b) will purchase insurance coverage as described above covering all employees and all officers of your company, in an amount not less than \$100,000 per occurrence for each Equalis Group Member utilizing the Program.</p>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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We will provide this coverage if absolutely necessary for award. However, this is not coverage that we currently carry and is not asked for by any of our other Contract Partners in our line of business.

2.6.3.	<p>Third Party Employment Practice Liability – Members. The Winning Supplier shall be held fully liable for any and all employment practice acts of its employees and/or its subcontractor’s employees, such as, but not limited to, sexual harassment and discrimination. Coverage must be provided for employment practice liability, covering all employees and all officers of your company and any subcontractors, in an amount not less than \$1,000,000 per occurrence. Confirm that your company either a) has, or b) will purchase insurance coverage as described above covering all employees and all officers of your company, in an amount not less than \$1,000,000 per occurrence for each Equalis Group Member utilizing the Program.</p>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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We will provide this coverage if absolutely necessary for award. However, this is not coverage that we currently carry and is not asked for by any of our other Contract Partners in our line of business.

Section 3. Products and Services

3.1. Products & Services

3.1.1.	<p>Product & Services Description(s). Provide a detailed description of the products and services you are offering as a part of your proposal. IMPORTANT: this description along with the products and services outlined in the Attachment B – Cost Proposal will be utilized to define the overall products and services available under a resulting contract.</p>
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Vehicle Lifts

- i. Two Post, Four Post, Multi-Post Runway, and Scissors
- ii. Heavy Duty, Light Duty and
- iii. Inground, Moveable, Mobile Column and Platform Lifts
- iv. Parts, Supplies and Accessories
- v. Installation, repair, maintenance and warranty services- See Equalis Service Program for an industry and worldwide-first government Service/Inspection Program

Garage and Fleet Maintenance Equipment

- vi. Wheel balancers, tire changers, alignment and tire machine

- vii. Brake Lathes (On Car and Bench)
- viii. Stationary Air Compressors (Reciprocating, Rotary Vane, Rotary Screw, Rotary Scroll)
- ix. Parts Washers
- x. Exhaust Ventilation Systems
- xi. Diagnostic Equipment
- xii. Shop Tools and Equipment
- xiii. Parts, Supplies and Accessories - Brands Available for Parts and Accessories: See Exhibit A, Parts and Accessories Lines Available.
- xiv. Installation, repair, maintenance and warranty services - See "Equalis Service Program" for an industry and worldwide-first government Service Program

In addition, we provide multiple other Categories of Equipment Products/Services:

- i. EQUIPMENT- AC Equipment (Refrigerant Handling Machines)
 - a. Nitrogen Tire Inflation Systems, Fluid Exchange Systems
 - b. Lubrication Equipment, Oil/Air Reels, Grease Fittings, Pumps (Variety of Fluid Management Systems, incl. Water, Grease, Antifreeze, Windshield Wiper Fluid Management, etc.)
 - c. Advanced Driver Assistance System- Safety System Reset Equipment
 - d. Tire Pressure Monitoring System Devices
 - e. Cabinetry for Garages and Shops (Pre-Built or Custom-Built)
 - f. Air Piping
 - g. Parking Lifts (Home, Commercial, Garage)
 - h. Collision Equipment – Frame Machines, Pulling Posts, Measuring Equipment
 - i. Bus Wash Equipment
 - j. Diagnostic Tablets for Truck and Off Highway Applications
 - k. Lathes, Drill Presses, Chain Hoists
- ii. SERVICES
 - a. Inspections - See our Equalis Service Program
 - b. Service, Installation & Maintenance - See our Equalis Service Program
 - c. Equipment Financing/Payment Options - See our Equalis Service Program
 - d. Training, Warranty Registration, Safety Manual Ordering - See our Equalis Service Program
 - e. Facility Design- Garage as it relates to garage equipment placement ONLY - See our Equalis Service Program

3.1.2.	ALI Product Certifications. Does your company manufacture and/or sell products certified by the Automotive Lift Institute (ALI)? If yes, please identify which products and accessories you manufacture and/sell that <i>are AND are not</i> currently certified by ALI.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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All lift brands we carry are members of the Automotive Lift Institute. Per the Automotive Lift Institute "Every ALI Member manufacturer pledges to certify at least 75 percent of the lifts it produces every year to the current edition of the ANSI/ALI ALCTV safety standard. ALI membership is open to North American-based lift manufacturers. ALI Member are located throughout the United States and Canada." We do not sell any lift brands that are not ALI Members. There are isolated models across these ALI Members that are not ALI Certified, yet as mentioned above, 75% of models must be certified. As also mentioned, the Automotive Lift Institute governs Automotive Lifts and select accompanying

accessories. The Automotive Lift Institute and their certifications do not apply to any of the other product categories we are offering.

3.1.3. *Open Market Products.* Provide a detailed description of your ability to accommodate requests for Open Market Products. Open Market Products is a category of products that cannot be found in your standard catalog offering or non-inventoried products.

The process for sourcing open market or non-standard options would be the same as the process for products and services being offered under the contract. This is exemplified through our Equalis Service Program, which offers a variety of services previously unavailable on a predictable and stable price-basis. That being said, there are some aspects of this equipment (including concrete work and electrical work most notably) that must be ordered "open market". As a courtesy to the Members, we can arrange these services at cost-plus pricing. It is our intention with the continued success of this program to augment our Equalis Service Program to include these more complex services in the future to continue developing the most turnkey solutions for Equalis Members. Since there are many categories and subcategories that fall under the scope of this contract (and more still unforeseen), we can specially procure any items that fall in the scope of this contract, but brands or categories that we did not bid on. These products will be quoted separately for each request, and will be subject to a \$500 minimum order for specially procured items.

3.1.4. *Differentiators.* Describe what differentiates your company's products and services from your competitors.

Thankfully, we are a distributor and not a manufacturer. This affords us the luxury to deploy a carefully chosen portfolio of brands committed to technological advancements in their given categories. Any single brand is inherently limited by its individual ability to innovate. By offering Members multiple choices, we can tailor our offering to the Member's actual individual needs and match those needs to the brand whose technology exceeds those needs. While some manufacturers contend that vehicle lifts may be a low-tech commodity, or praise the addition of years-old technology, you can never be sure you're comparing apples-to-apples. For example, one of our manufacturers, Challenger Lifts employs patented Versymmetric Technology, which allows for simultaneous symmetric and asymmetric lifting of vehicles, thereby eliminating the need for two lifts with two different use cases, or the only 2 Post 15,000-lb lift with 3 Stage Arms currently available on the market. Another example: Autel makes the most comprehensive solution for Advanced Driver-Assist Systems (ADAS) Calibration Equipment with greater coverage than any other brand currently on the market. This technology will be especially important going forward as more vehicles come standard with ADAS. Other ongoing strategy, communicating these technological advances is a part of our marketing plan and communicated through our greatest technological innovation, the GovGarage Portal.

We've shown the GovGarage Portal in this RFP and the dedicated folder, entitled "GovGarage". It's a fully dedicated portal for members of Equalis, where Members can upload their equipment, learn more about the products through the Education Center, and file and manage service requests, maintenance, and inspections directly. It also serves as an e-procurement portal and an order tracking platform. Never before has a platform of this type been introduced into the automotive equipment industry in any fashion.

Our uniqueness as a company lies in our breadth. Breadth in brands, products and services that render us a unique and industry-first point of contact that acts as the true "sole source" that most accurately reflects Member needs in a way that any single manufacturer (or manufacturer with 3-4 value-added suppliers) simply cannot boast. Through our Equalis Service Program, we can even assist on brands that we didn't bid on, brands that are no longer in business, or brands that are no longer sold in the United States or Canada as a courtesy which will foster additional future sales.

While we firmly believe it's important to outline all of a customer's options, we don't want to confuse them. Our highly-trained sales team will assist the Member in breaking through the clutter, which is the traditional downside of breadth. With an informed decision in hand, the Member can put faith in not only the product, but all services related to the product from the moment of purchase to the moment of scrap for dozens of brands of equipment, with one phone number, one website, and one company: LIFTNOW. With powerful tools like a completely unique and industry-first equipment management portal, this single point of contact is not limited to phone calls and emails but clicks and searches on a 24/7 basis. Further, the advantage of breadth extends to our service network. We have already leveraged data from our various manufacturers to create what is now the largest service network available in the automotive equipment industry, with our ever-growing list of over 1000 unique entries in a variety of disciplines, from Lift Repair & Inspection to Wheel Service to Lubrication, Compressors, and more.

3.1.5.	<p>Manufacturing. Describe your manufacturing process and any advantages it offers over your competitors. Your response may include, but is not limited to, facility locations, explanation of the materials used during various manufacturing processes, a description of the inspection & quality control processes, and identification of manufacturing certifications (e.g., ISO).</p>
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We are not a manufacturer - as a distributor and service provider, our company does not itself receive certifications for the equipment or products included in the Proposal related to quality control or green initiatives. We periodically review our portfolio of brands to ensure that they are continuously committed to improvement through product innovation and user experience. Please see the attached Equalis Brand Matrix to learn more about the certifications and statements from each company regarding their certifications. We can furnish any additional certifications for any brand upon further request. As a company, LIFTNOW has little-to-no negative impact on the environment as we are not manufacturing products. Most of our work is done on the computer or over the phone. We consistently seek ways to reduce our carbon footprint. Further, due to the breadth of our product offerings and variety of manufacturers, we believe it to be more expedient to refer you to the "Equalis Brand Matrix" Excel Sheet, where you can find a Per-Brand List of initiatives. Any further information can be requested as needed.

Many of our manufacturers have received awards across products, categories and geographies on a nearly continuous basis. Many of them have also received ISO 9001 certifications, ALI/ETL certifications, and more product quality certifications. Our brands collectively have manufacturing facilities across the United States and the world. We periodically review our portfolio of brands to ensure that they are continuously committed to improvement through product innovation and user experience. Please see the attached Equalis Brand Matrix to learn more about the certifications and statements from each company regarding their certifications. We can furnish any additional certifications for any brand upon further request.

3.1.6.	<p>The Buy American Act. Do the products you manufacture and/or sell meet the requirements of The Buy American Act?</p>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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The Buy American Act differs greatly from the Buy America Act; Buy American is concerned with Federal Procurement specifically as it relates to domestic materials (greater than \$10,000) and is a Federal only statute. Buy America, on the other hand, relates to the requirement/preference toward domestic manufactured and composed products by a variety of State and Local Organizations that received funding from Federal Sources, such as the Federal Transit Administration (FTA). We have only ever encountered Buy America in purchasing as it relates to SLED procurement, so this is how we will address the question. Many of our hallmark products and brands meet the Buy America requirement, including many

SKUs from a majority of our popular brands for Vehicle Lifts, Garage Equipment, Air Compressors, Lubrication Equipment, Shop Equipment, A/C Equipment, Bus Wash Equipment, and more. Most of our highest volume SKUs are Buy America compliant. It is worth mentioning here that for procurements less than \$150,000 using Federally Funded Transit Dollars, there is a waiver process that would allow for non-Buy American compliant options to be successfully procured. For any additional questions regarding these regulations please do not hesitate to reach out.

3.2. Turnkey Capabilities

3.2.1.	<p>Turnkey Capabilities. Describe the capabilities available through your company and, if applicable, your authorized network of dealers, distributors, and resellers that support your ability to provide turnkey solutions to Equalis Group Members. Your response may include, but is not limited to, site assessment, equipment consultations & recommendation, installation, inspection, and maintenance.</p>
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Our capabilities as they relate to the serviceability of the products included are strong. As discussed, our service network pulls from approximately 1000 installers of the various equipment that we sell throughout the United States. As we mentioned before, we are a hybrid between a distributor and service provider. We have years of experience differentiating ourselves from those who don't offer this complete solution to our customers. Additionally, we have been successful in the face of selling products that are viewed by many, including the manufacturers, as commodities. Over time, with success of the program, we will continue building industry-first features and content that Equalis Members will uniquely receive, all at no cost.

We are currently the only vendor with a recognized Service Program on a variety of cooperative purchasing, spanning installation, receiving equipment, removing, transferring, training, setup, maintenance, repair, inspections, parts, site visits (including 3D CAD Design), warranty registrations, and more.

While we leverage each manufacturer's service networks and processes, we create a sole-source solution that is favorable when compared to the common scenario. There is still no centralized approach because of the simple fact that each of our manufacturers only service what they sell, employing distributors and installers to do so. If a shop has 5 different lift brands and needs service, he must call 5 different Manufacturers—only to find out that 2 are out of business. The remaining 3 manufacturers then deploy their installer network (if they have one), each of whom charges different rates based on a variety of factors. If the Manufacturer has pre-negotiated a price for your service, then it's clearer. But if he hasn't (usually a Purchase Order for Service is made to the Installer), negotiating up to 5 requests takes up too much time and energy. Finally, there's no place to keep track of the 5 lifts – service history, payment history, and storing documents and records. GovGarage, our newest product for the Equalis Service Program for Equalis Members, aims to solve these issues in a variety of ways with a higher tech solution.

The Equalis Service Program also leverages the existing parts inventory of our Service Network. All members of our Service Network are encouraged and at times required to have a parts inventory of the most commonly-requested parts. We incentivize these installers to use their existing parts inventory whenever possible, paying them an additional percentage over their cost for access to this inventory. This helps compress lead times on commonly requested parts for Members, and leads to a more seamless delivery of any service related to those parts. Otherwise, these parts can take between 24 hours to a few weeks to ship (for custom-built parts).

While we institute a "Rush Fee" that is available for members in urgent situations which need a 24-to-48-hour turnaround, all service is completed in a timely and orderly fashion.

We follow up with all Equalis Members to describe their experience, as well as rate their installer in a Customer Satisfaction Survey, which then affects the Customer Satisfaction Index of each installer. We do not tolerate less-than-stellar reviews—much like our portfolio of brands, we frequently examine our service network (as they are one of the inputs in our Product Offerings, the Equalis Service Program) for underperformers, and act accordingly.

Of course, the speed and satisfaction of our products is also limited by parts availability. While these lead times are largely determined by our manufacturers, from 24 hours for many common parts, to weeks for custom parts (one brand uses a “parts class” system, shown as an example below):

- A-Class: Ships within 24 hours
- B-Class: Five Day Lead Time
- C-Class: Ten Day Lead Time
- D-Class: Fifteen Day Lead Time
- E-Class: Call for Lead Time

We further mitigate the risk of parts availability by incentivizing existing inventory deployment by our service networks to ensure the quickest possible turnaround for Equalis Members. Finally, technical support can be found on any of our manufacturers’ websites, which oftentimes include interactive videos. Some of our manufacturers, such as Autel and Mahle (which have onboard computers) allow the manufacturer to directly “patch in” to the machine, and fix onboard problems over the Internet instantaneously.

3.3. Installation

3.3.1.	Installation. Is installation available as a part of your proposal? If yes, continue answering the remaining questions in 5.2.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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Please see above to learn more about the Service Network that we will implement as a part of this contract.

3.3.2.	Installers. Is the installation service performed by a company owned installation team or one of your dealers or resellers?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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We maintain a hybridized approach to installation service. In our local “home market” of New York, our sister company, Certified Lift (the company that holds our ALI Certifications), does all installations. Outside of our home market, we draw on the Service Network that we’ve discussed above, which spans all 50 states across roughly 1000 independent service providers.

3.3.3.	Qualifications. Describe the qualification of your installation crews. Your response may include, but is not limited to, training and certification requirements.
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Installation crews have varying and myriad certifications, depending on the category of equipment. As a rule of thumb, the service networks of the respective manufacturers are manufacturer-certified to install/service that equipment. An additional certification is ALI Inspector, even though this applies specifically to inspections and not installations. Some other crews have OSHA Certificates for a variety of safety concerns, the most common being the 10 Hour Certificate.

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3.4. Other Services

3.4.1.	Training. If yes, provide a description of the training services offered. <i>Note: Training services are not limited to those provided to the members but can also extend to the training you provide you dealers, distributors, and resellers.</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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A variety of training services to the end users are offered depending on the product category, and the hourly rate is provided for in the excel sheet entitled "Equalis Service Program Final." There is no premium rate attached to training. Most recently, as an example of adaptation due to the Coronavirus crisis, some manufacturers have turned to virtual training with some great success.

The service network will be similarly empowered, as we will engage them more individually (due to the nature of their independent-business status). Each service network will be given a flowchart of the sales and service process, along with equipment surveys. These equipment surveys will be submitted to us to strengthen our continued marketing approach. They will also be armed with periodical service-specific webinars and a suite of marketing materials specific to service, inspection, and maintenance. Finally, each member of our service network receives unlimited digital access to operations and parts manuals that we have compiled over 10 years to help them specifically diagnose and repair certain lifts. Each member also receives Excel versions of the ALI Certificate forms (which you can find in the folder "Additional Information") to more expediently fill out the forms and send them to both the customer and to us for reporting purposes.

Another important stakeholder group to engage in our marketing plan is the Sales and Service Network for each vendor. Upon award, we will mobilize all Sales and Service Personnel for each vendor (you can see some of these listed in "Dealer Networks"), describing our contract with Equalis, as well as a guide to selling through the contract. Personnel that work directly for the manufacturer (as opposed to a distributor) will be engaged and given materials (created with the help of Equalis) on how to sell the equipment best through the contract. Additionally, sales personnel from each brand will be trained on a continuous basis, as we will host periodical webinars discussing sales methods and tools and identify products with greater velocity or greater opportunity (based on our data-driven marketing and engagement approach). All sales personnel will also receive LIFTNOW and Equalis-specific marketing materials, including brochures and multimedia pieces. Please see attached PowerPoint for a sample of the webinar that we've given for our other cooperative purchasing contracts.

3.4.2.	Maintenance Services. If yes, provide a description of the maintenance services included in your proposal.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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Our Equalis Service Program includes a full suite of maintenance services, including Inspection, Repair, Preventative Maintenance, Urgent Service (made possible through our Rush Fee structure), and much more, including Removal of existing equipment or structures, and Transfer/Moving Equipment. We have an hourly rate schedule for different categories and brands, including brands that fit within the scope of the contract, but are not carried by us, or are discontinued/defunct. You'll also see that there is a spot to choose an ALI-Certified Inspector Company to perform the service work needed. To our knowledge, we are currently the only company in a government purchasing cooperative atmosphere like Equalis offering service on equipment that we did NOT sell, or is defunct.

Members must choose an ALI Inspector at the increased rate prior to service. There are times when a traditional repairer will not be available, and we will assign an ALI-Certified company. In this case, Members will pay the normal rate.

3.5. Additional Features

3.5.1.	Value Add. Describe any other features or capabilities relating to this RFP that would improve or enhance the Program. Your response may include, but is not limited to, additional products and services, ecommerce capabilities, marketing capabilities, green initiatives, and technological advancements.
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There are many value add features to Liftnow:

1. Additional Products/Services

- a. We offer lift inspection as a value-add feature. Lift inspections are usually performed annually and are recommended for both maximizing uptime of lifts as well as ensuring workplace safety. Even a brand-new lift sale would be best served to be inspected thoroughly. The pricing for this service is available through the Equalis Service Program file.
- b. We offer parts and service availability on defunct or discontinued models of lifts through our aftermarket parts supplier, who has also become the "Effective OEM" for a variety of brands in the marketplace. The pricing for this service is available through the Equalis Service Program file.
- c. As a part of our Service Program, multiple training materials are available from the Automotive Lift Institute (ALI), such as the "Lifting it Right" package, which acts as a handy, single source of information. The package includes a manual and a DVD, and LIFTNOW has these packages in stock. These, and other ALI Materials (like the ANSI/ALOIM "Blue Book", which acts as a compendium for lift operation and maintenance knowledge for a variety of lift types, designs and working environments) are available to purchase through the Equalis Service Program, under the tab Manuals in the Excel Sheet. Additionally, as a part of the Equalis Service Program, we have access to all operation and parts manuals for hundreds of types of lifts, for both in-operation and out-of operation machines. Some products, the completed sale includes installation and technician training. The nature of many of these brands require little-to-no training and are shipped ready to use. However, training can be scheduled for any brand and any product. The pricing for this service is available through the Equalis Service Program file.
- d. We can offer computer-aided design as a value-add feature. This computer-aided design is a special software for the automotive equipment/garage category and features BIM (building information modelling) Files of many brands of the garage equipment we offer at a 1:1 scale. This can be quite helpful for new builds/constructions, where visualization is valued or required by the customer. The pricing for this service is available through the Equalis Service Program file.
- e. We offer warranty registration as a value-add feature. Some manufacturers have a process to register their warranty and "start the clock" - this is something that we can do on our contract. The pricing for this service is available through the Equalis Service Program file.

2. eCommerce Capabilities

- a. Please see a variety of answers to other questions to learn more about the GovGarage platform and other eCommerce Capabilities, including live chat on both the Liftnow and GovGarage websites (where you connect with a person, not a robot or told to leave a message),

3. Marketing Capabilities

- a. Please see a variety of answers to other questions to learn about

4. Green Initiatives

a. As a distributor and service provider, our company does not itself receive certifications for the equipment or products included in the Proposal related to "green initiatives". As a company, LIFTNOW has little-to-no negative impact on the environment as we are not manufacturing products. Most of our work is done on the computer or over the phone. We consistently seek ways to reduce our carbon footprint.

5. Technological Advancements

a. As a distributor and service provider, we don't retain significant input over the product development and design process of our over 20 brand partners. Over time, brands improve and change. As such, we will modify our portfolio to reflect those changes, allocating increased resources to those brands that exhibit a dedication to technological advances, while pressuring underperforming brands to develop solutions for the upcoming decade. Simultaneously, we are always searching for new and innovative technological partners.

b. The need for technological advancement cannot be overstated, especially in service and inspection. There is still no centralized approach because of the simple fact that each of our manufacturers only service what they sell, employing distributors and installers to do so. If a shop has 5 different lift brands and needs service, he must call 5 different Manufacturers—only to find out that 2 are out of business. The remaining 3 manufacturers then deploy their installer network (if they have one), each of whom charges different rates based on a variety of factors. If the Manufacturer has pre-negotiated a price for your service, then it's clearer. But if he hasn't (usually a Purchase Order for Service is made to the Installer), negotiating up to 5 requests takes up too much time and energy. Finally, there's no place to keep track of the 5 lifts – service history, payment history, and storing documents and records. GovGarage, our newest product specifically for the Equalis Service Program for Equalis Members, aims to solve these issues in a variety of ways with a higher tech solution.

c. Over time, with success of the program, we will continue building industry-first features and content that Equalis Members will receive, all at no cost.

3.6. Additional Offerings

3.6.1.	<p>Other Capabilities. Identify and describe any other products and/or services your company offers outside the primary scope of this RFP that can be made available to Equalis Group Members. Include proposed pricing for any additional products or services your company offers in Attachment B – Cost Proposal in accordance with the directions provide in RFP Section 2.3 Cost Proposal & Acceptable Pricing Formats.</p>
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While Liftnow is unsure about what "outside of the primary scope" of this RFP means in this context, Liftnow is best equipped of any player in the industry to accommodate ancillary or open market requests. Firstly, the Equalis Service Program sets out menu pricing for hourly labor rates, installations, removals, etc. instead of simply leaving it to additional negotiations between a Buyer and Subcontractor. Additionally, since we have experience with full projects, including experience with General Contractors in the Construction side of this business, there is a list of services that we can procure and provide nationwide which might not fall cleanly in the scope of this original contract on an open-market, preferential price basis. This can include:

Electrical Work (Licensed Electricians), Concrete Work, Engineer/Architect, Environmental Remediation Specialists, Equipment Rentals (Forklifts, Man lifts, Telehandlers, etc. needed in connection with the installation/service of this contract's products), Recyclers/Removers, and more.

While many municipal buyers might have a preferred vendor for these services or another contract in place, we always like to give the option to buyers to present a more turnkey solution. To date, some buyers appreciate these additional services.

3.7. Warranty

3.7.1.	Warranty. Provide a copy of the manufacturer’s warranty. If required, please attach the warranty as an attachment, as instructed in this document. Describe notable features and/or characteristics of the warranty that a public sector customer would find interesting or appealing. Pricing related to the any extended warranty options must be included in <u>Attachment B – Cost Proposal</u> .
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All of our brands and manufacturers maintain a warranty program that covers a combination of parts and labor. These brands meet, and in many cases, exceed industry standard warranties. Some categories and brands do not lend themselves to labor/parts coverage, but rather a materials and workmanship coverage. Please refer to the folder entitled "Warranties" to learn more about which warranties cover what from our brand portfolio. Please refer to the folder entitled "Warranties" to learn more about which warranties cover what from our brand portfolio. All warranties are typically passed on to the original equipment manufacturer, but we have the ability to directly dispatch and fulfill all warranty requests. As described in the Equalis Service Program, we are pleased to offer out-of- warranty service for not only our Brands, but Brands of other equipment that have since been discontinued or defunct, as well as manufacture custom parts for Members.

Other important and noteworthy features of warranties across our manufacturers include the ability to purchase extended warranties (select manufacturers), as well as some warranties that can include a lifetime warranty component.

Section 4. Business Operations

4.1. Logistics

4.1.1.	Distribution Capabilities. Describe how supplier proposes to distribute the products/service nationwide.
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Our suppliers collectively ship throughout the US every single day. The most economical and streamlined approach is to drop ship equipment directly from our 25+ manufacturers, who are already dropshipping throughout the country on a daily basis. There is no additional infrastructure needed to serve the Equalis members. Service is dispatched

4.1.2.	Distribution Centers. Provide the number, size and location of Supplier’s distribution facilities, warehouses, and retail network as applicable.
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Our manufacturers collectively have distribution facilities and networks across the United States. Here is a listing of some of the facilities:

BendPak: CA and AL

Challenger: KY

Lincoln SKF: MO, TN

SVI International: MD, IL, CA

Champion: IL

Mattei: MD
 Omer: GA
 Autel: NY
 Mahle: MI

Collectively our manufacturers have over 25 facilities across the continental United States. Some of these facilities are simply warehouses to help fulfill orders, while others are full blown distribution facilities. Arguably the most accomplished of these operations is BendPak, who maintains a global Headquarters and distribution facility in California and new facility in Alabama that spans over 400,000 square feet. Additionally, the collective retail network of these manufacturers spans all 50 States through the Equalis Service Network that we are proposing as a part of our RFP.

4.1.3. Supply Chain. Identify all other companies that will be involved in processing, handling, or shipping the products or services to the Equalis Group Member.

Other than all of the Manufacturers listed in our Proposal, these manufacturers frequently use industry-leading freight carriers who specialize in LTL Freight (less-than-truckload) to accomplish ontime and seamless processing, handling, and shipping. These companies include FedEx, UPS, ABF, YRC, Conway, XPO, among others.

4.1.4. On Time Delivery Rate. Provide your average on-time delivery rate.

These numbers can vary across manufacturers, but many manufacturers average a >95% on-time delivery rate. More recently due to both supply chain shocks due to COVID along with some of the inclement weather that struck the Midwest and Southern United States, these numbers dipped slightly across the board. We expect these to return to pre-weather and COVID levels soon.

4.1.5. Expedited Orders. Describe your approach to handling emergency orders and/or service. Your description may include, but is not limited to, response time, breadth of service coverage, and service level.

Many of our products are by nature not an emergency – however, service and parts can usually be more urgent. We have a multitude of ways to deliver expedited or emergency orders/service. Firstly, for equipment, many SKUs from many manufacturers can ship same or next day from a distribution center when in stock. For all CONUS locations, trucking usually takes a few days, which is the fastest anyone tries to replace a lift or piece of garage equipment in our experience, especially since many municipal facilities are lower traffic than certain private sector customers, for example car dealerships.

For the Service Program, we achieve expedited service through incentivizing service providers to use existing inventory wherever plausible. Additionally, to our knowledge, we are the only company to not only have a sprawling service network, spanning 1000 service providers across EVERY category of garage equipment (and the ability to provide service for those brands, instead of only providing service for OUR brand), but we are also the only company to institute service level priority, which are enabled by our Rush Fee Structure, which can be found in our Cost Proposal. These Rush Fees allow us to serve customers in as little as 24 Hours from the time that a service is approved.

4.2. Customer Service

4.2.1.	Customer Service Department. Describe your company's customer service department & operations. Your description may include, but is not limited to, hours of operation, number and location of service centers, parts outlets, number of customer service representatives. Clarify if the service centers are owned by your company or if they are a network of subcontractors.
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Our customer service program is second-to-none. Because we have a diverse portfolio of products, we are able to be the one phone call, instead of ten. Oftentimes, a garage of one of the Equalis Members can have over a dozen brands of automotive capital equipment as covered by this RFP.

Calling LIFTNOW, they will only have to make one call for all of their automotive equipment needs, in a way that few other companies can boast. We are not only open 60 hours/week through our toll-free 800 number that directs to our office in Yorktown Heights, NY, but we also implement a live-chat on our website www.liftnow.com, where visitors can get a real-time person (not a robot) to talk to them about their needs. Please see more on communication in our Equalis Service Program, which outlines a member-facing Portal that we believe will complement Equalis's existing efforts well. Additionally, we will implement a dedicated email address specifically to field Equalis requests (equalis@liftnow.com). Our brands incentivize Dealers and Service Providers for responsiveness to service calls.

Finally, all of our manufacturers have robust customer service departments that are able to field more specific questions about products, product configurations, etc. We will always act as a first point of contact as mentioned, but these additional customer service departments (who are employees of the respective companies) can act as an additional resource.

4.2.2.	Complaint Resolution. Describe your customer complaint resolution process. Describe how unresolved complaints are handled.
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Complaints are rare, but when they do happen, Liftnow takes them very seriously, as it is our company's approach and understanding that every correspondence and transaction made by our company reflects not only on our company and our partner brands, but our contract partners as well, and the ability to properly resolve a complaint is paramount to the contract's longevity and brand equity. If a customer has a complaint regarding a specific project or piece of equipment, we first assess the exact problem. If the problem is not one that can be resolved cheaply or freely, we then consult the following:

1. Is there a term of the existing contract that applies to this situation? E.g., Concrete Work not included in Installation is nomenclature would appear in the pricing section of the contract.
2. If there is not an existing contract term that applies to the situation, who bears the blame for the perceived complaint? For example, if a piece of equipment is requested by model by the customer and sold, which then doesn't fit. (A very rare occurrence).
3. Based on who bears the blame for the perceived complaint, contact the customer with a multitude of options, including a return policy, perhaps retrofitting an existing piece of equipment to make a solution work, and so on.
4. After extending options, wait on the customer for a response.
5. If the customer chooses an option, we then collectively pursue that course of action to complete a complaint.
6. If a complaint remains unresolved, we will make an attempt to reiterate the options extended while also reiterating the Equalis Contract.

7. If a complaint continues unresolved, the party making the complaint would likely seek additional remedy in the form of adequate performance or compensation.

4.2.3. **Product Returns.** Describe your product return policy and procedures.

We must adhere to the return programs and policies of each of our manufacturers, including restocking fees as necessary, which are usually expressed as a percentage of the initial purchase price. For the sake of brevity, we cannot include all return programs and policies here. We have included some samples of a return policy, while many others have return policies as a part of their warranties. Many of these manufacturers have a 14-60 day return policy with a restocking fee equal to a percentage of the purchase price, usually ranging from 10%-30%. We can provide any return policy information as requested and necessary to execute this contract.

In LIFTNOW's 17-year history, we maintain a nearly perfect customer satisfaction rating, with virtually no returns or exchanges for our entire line of equipment.

We have further researched similar contracts and concluded that total revenue is likely to include less than 0.025% of returns or exchanges. We ask Equalis to independently verify this claim.

4.3. Order & Invoice Processing; Payment

4.3.1. **Purchasing Options.** Describe the different channels in which this contract will be made available to Equalis Group Members. Your response should include, but is not limited to, whether your organization will serve as the single point of contact or if the contract will be made available to your dealers and reseller to serve as the single point of contact.

Purchasing can be done in a variety of ways for Equalis Members based on their needs. Firstly, Liftnow acts as a main point of contact for all purchasing, and can accept purchase orders from members either to one of Liftnow's personnel email addresses, or to the dedicated Equalis Email Address, equalis@liftnow.com, which will effectively place Equalis Members in a priority queue when compared to other general purchase orders. While it is not common for the modern procurement office, we can also accept smaller purchases that fall below a local purchase threshold via phone or email, especially if a P-card is being used to process payment. Finally, some municipalities might still opt to mail in a purchase order to Liftnow; while we encourage digital copies to expedite the ordering process, all purchase orders can be sent to the attention of the Equalis Contract to Liftnow Automotive Equipment Corp., PO Box 972, Yorktown Heights, NY 10598.

The dealers and resellers for our respective brands, including the brands themselves, have the ability and latitude to solicit for Equalis orders without our necessary involvement. Dealers, brands and resellers similarly have their own dedicated Liftnow Email Address, where all inquiries go to a priority queue. Additionally, they are instructed to place in the header of the email the name of the cooperative purchasing contract being utilized, at which point an automatic email software will place these purchase requests in the correct area. Additionally, as a part of all training done with our brands and those resellers, we instruct all purchase orders to be made out to Liftnow for sake of contract effectiveness and continuity, as well as retain tighter control over the reporting process.

We consistently encourage these brands and their resellers to utilize our contract portfolio and leverage their existing business relationships to create a “win-win” for them, our contract partner, and Liftnow.

Finally, through the GovGarage Platform/Portal, which is operational as a service and asset management platform, will be outfitted to include all Equalis Contract information. Additionally, a future plan for the asset management platform is to include both parts, services, and even equipment for sale through the contract in a protected e-commerce environment. This feature has not yet been built but can be implemented in the future.

4.3.2. | **Order Process.** Describe your company’s proposal development and order submission process.

Ordering can be achieved multiple ways with LIFTNOW for Equalis Members:

1. Direct, online e-procurement through www.govgarage.com, which will continue being built and enriched with features throughout the life of the Equalis Contract
2. Purchase orders sent directly to equalis@liftnow.com, the dedicated Equalis Member email address.
3. Live Chat through the LIFTNOW or GovGarage Website
4. Phone sales

All sales are entered in our accounting software (separate softwares for Sales and Service). Further, the accounting software is amended to include a field for the Equalis Member ID and Equalis Contract ID, both of which will be used for seamless reporting on a per-customer and per-contract basis for remittance of information and appropriate administrative fees. As per the contract template:

- Customer Name (e.g., City of Yorktown Heights Highway Department)

o This is a standard field in our accounting software.

- Customer Physical Street Address

o This is a standard field in our accounting software.

- Customer City

o This is a standard field in our accounting software.

- Customer State

o This is a standard field in our accounting software.

- Customer Zip Code

o This is a standard field in our accounting software.

- Customer Contact Name

o This is a standard field in our accounting software.

- Customer Contact Email Address

o This is a standard field in our accounting software.

- Customer Contact Telephone Number

o This is a standard field in our accounting software.

- Equalis Assigned Entity/Member Number

o This is added as a custom field in our accounting software.

- Item Purchased Description

o This is a standard field in our accounting software and is

automatically preloaded from the SKU.

- Item Purchased Price

o This is a standard field in our accounting software and is automatically preloaded from the SKU. The Equalis discount will then be applied as a separate line item to show the Equalis Member how much they've saved from using the contract specifically.

- Equalis Administrative Fee Applied

o This is a field calculated after-the-fact in an excel sheet. We will export the full list of transactions (with amounts) on a quarterly basis, which is as simple as the click of a button with the addition of a contract ID field (searching the contract ID will ensure that all transactions are captured. Further, the contract ID field will have data validation to ensure no misspellings or errors are made. The contract administrator will also manually double-check the report for any inconsistencies.)

- Date Purchase was invoiced/sale was recognized as revenue by

Vendor

o This is a standard field in our accounting field and automatically recorded/timestamped.

We arrange the Installer Network to perform the work, but no dealer or installer will process purchase orders or transactions made by Members of Equalis under this contract – we closely and centrally manage all aspects of the ordering process.

Upon the receipt of a purchase order with a purchase order number referencing the Equalis Contract ID and Member ID of the purchasing member, we then place the order with

4.3.3. Invoice Process. Describe your company's invoicing process.

First and foremost, all invoicing adheres to Equalis Terms, and additionally, to any Terms imposed by a singular Member based on local or state statute. However, Liftnow usually invoices using the following procedure:

8. Verify final delivery of equipment, including all packages/parcels/components.
9. If there is an installation or service component, verify that this has been completed to the Member's specifications and satisfaction.
10. If Step 2 has not been complete or there is a dispute, the customer is almost never invoiced unless it is a Member concern that is holding the project.
11. Invoice delivered to Accounts Payable contact of Member per their original Purchase Order instructions along with the original Purchase Order Number, the Equalis Contract Number and Equalis Member Number.
12. Payment made by Members according to terms in next question.
13. Upon receipt of payment, sale is recorded for the Sale Reports for Equalis, which are to be delivered monthly.

4.3.4. Payment. What are your standard payment terms? What methods of payment do your company accept?

Standard payment terms for ALL equipment is Net 30. However, we also understand that many municipalities have their own terms that they may follow (the next most common is Net 45). We can extend these terms, along with any possible prepayment/early pay terms, on a case-by-case basis. We accept many methods of payment, including Check, ACH/Direct Deposit, and P-Cards/Credit Cards. There might also be cases where we accept existing equipment as partial payment for a job (like a trade-in).

4.3.5.	Financing. Does your company offer financing options or programs?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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We work with a variety of lending partners to successfully lease or finance large projects on a regular basis. All financing and leasing programs can be extended to all members of Equalis in order to make acquisitions under this Contract. Members can also apply for financing and leasing directly on our website through a secure form. Additionally, we have recently signed up a new partner that specializes in financing for municipalities and other government agencies, NCL Government Capital. NCL has years of experience in financing, specifically in the public sector, and allows for razor sharp rates through their numerous cooperative purchasing contracts, creating a solution that ensures compliance at every step in the purchasing process.

4.4. Members Contracting for Services

4.4.1.	Customer Set Up. Once an Equalis Group Member decides to accept your company's proposal for services as described in this RFP, what is the process for the Member to become a customer?	
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There is no formal process for the Member to become a customer unless that Member is not a tax-exempt entity, which is more common in states like California. In this case we'll need the appropriate documentation to inform the taxes we must collect in accordance with local and state laws. Other than that, it is most common that the Member has a process for Liftnow to become a vendor. We take no more than 24 hours to register with a given municipality upon request. Members can similarly reach out to Liftnow using the dedicated email address, equalis@liftnow.com, to receive priority support in quoting requests.

4.4.2.	Customer Agreements. Does your company have standard customer agreements? If yes, please provide copies of any standard customer agreements and describe your process and timeline for reviewing, negotiating, and finalizing any customer-specific contract terms or requirements.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
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We do not maintain a standard customer agreement.

Section 5. Go-To-Market Strategy

5.1. Bidder Organizational Structure & Staffing of Relationship

5.1.1.	Key Contacts. Provide contact information and resumes for the person(s) who will be responsible for the following areas; Executive Contact, Contract Manager, Account Manager/Sales Lead, Reporting Contact, and Marketing Contact. Indicate who the primary contact will be if it is not the Account Manager.
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Paul Stern is the owner of Liftnow Automotive Equipment Corp. Paul has spent nearly 30 years in the sales and marketing of automotive equipment. Before his long and well-decorated career in automotive equipment sales, Paul owned a body shop and towing business in New York City. Before that, he was fixing bikes and cars in his parent's driveways in Queens, New York. In 2017, Paul Jr. joined the business, and the duo has been able to successfully break into the world of government contracting and government sales of automotive equipment. Liftnow has now grown to become a formidable national player in this niche category in the last 12 months, doing business in almost 30 states ranging from simple dropship scenarios to full scale projects.

Both Paul's will serve as the points of contact for the Equalis Contract, which will be an important keystone in our contract portfolio as we feel that Equalis and Liftnow are at similar points in their overall trajectory in their respective industries, the marriage of which is certain to grow both companies. The Paul's knowledge of contract management is also growing quickly, having been awarded nearly a dozen cooperative purchasing and government contracts, including SLED and Federal.

5.1.2.	Sales Organization. Provide a description of your sales organization, including key staff members, the size of the organization, in-house vs. third-party sales resources, geographic territories, vertical market segmentation, etc.
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As discussed, our sales organization dedicated specifically to government sales is 4 inside sales professionals and a government sales manager. We also maintain a private sector facing organization that we also tap into frequently and plan on rolling out the Equalis contract in our home market of New York, which spans an additional ~10 In-House Representatives that represent field sales and service work for this category. Additionally, we plan on leveraging the networks of our myriad brands, whose sales forces span all 50 states in a blend of in-house and third-party resources, depending on the brand. This includes regional managers, national account managers/key account managers, government sales specialists, independent distributors and service providers, etc. It is not typical of this industry's professionals to focus on a vertical market segment, but there are some that more closely focus on municipal/education work when compared to private sector work. We plan on engaging those firms that are more vertically oriented with Equalis' business model with a greater priority than those that do not currently maintain this vertical's understanding and network.

5.2. Contract Implementation Strategy & Expectations

5.2.1.	Five (5) Year Sales Vision & Strategy. Describe your company's vision and strategy to leverage a resulting contract with Equalis over the next five (5) years. Your response may include, but is not limited to; the geographic or public sector vertical markets being targeted; your strategy for acquiring new business and retaining existing business; how the contract will be deployed with your sales team; and the time frames in which this will be completed.
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We see this as a minimum five-year agreement, since there seems to be language that implies additional renewals. In any event, we view this as a long-term strategic partnership between Liftnow and Equalis; the growth and culture of each company will lead to a monstrous success for this contract and this category in general. We envision the first year or so of the contract being largely an educational and brand building one for both parties; both Liftnow and Equalis will need time to get the word out to Equalis Members, educating them on a new and exciting contract category for Equalis, and a new and exciting solution in the world of garage equipment procurement and services. While we continue to build a brand for this contract, we will look to leveraging relationships of both Liftnow's and Equalis's to catapult this contract into the spotlight. Multiple non-profits and potential partnerships come to mind, including NIGP, APWA, APTA, which are all great targets to trumpet this industry-best contract and partnership. Similarly, year 1 will see the majority of planning of the entire contract, including developing a roadmap. Much of the groundwork for acquiring and retaining larger customer accounts (States, Transportation Authorities, etc.) is begun in Year 1, yet executes in the following years.

Years 2 and 3 will be all about scaling up—both Equalis and Liftnow will have had ample time to understand the contract and develop a strategy, and we would expect that both parties allocate further resources into the success of this program. These resources can include increased marketing spend/partnerships, increased hiring and infrastructure on Liftnow's part (for example, an Equalis-dedicated team at Liftnow, as opposed to a government sales team), and increased investment by Equalis in overall Equalis adoption (including municipal or state adoptions). We expect Years 2 and 3 to be the transformative years through which our portfolio of brands (along with their dealers, resellers and service centers) would build their own rapport with customers about the Equalis contract. We would further examine growth strategies with those brands – in an ideal scenario, increased investments and infrastructure made by those companies to fuel their overall sales will keep in mind Liftnow and Equalis's niche but important and strategic place in the vehicle lift and garage equipment marketplace. Additionally, Years 2 and 3 will also see the Liftnow – Equalis team grow through more ancillary partnerships. For example, with Equalis' approval, we would engage contract partners that sell to the same verticals, yet do not compete. Some current vendors on the Equalis contract that immediately come to mind include Grainger, Auto Plus Auto Parts, The Group, Lordstown Motors, Lion Electric, Gordian, Fastenal, Collins. We currently have initial rapport with some of these companies through similar efforts on our other contracts, which we have been able to successfully convert into business for LIFTNOW.

Years 4 and 5 will be about optimization, and ultimately harvesting the fruits of the first 3 years of the contract, while keeping an eye on the future of vehicle lifts/garage equipment as well as cooperative procurement. The majority of Liftnow/Equalis's strategy will have already been executed, and most interested stakeholders should have at least a baseline awareness of the Equalis Contract Portfolio and Liftnow's unique suite of products and services. However, like any partnership and relationship, we do not live in a vacuum. Therefore, there is a portion of our strategy in Years 4 and 5 that will likely be developed in Year 3 --- for example, is there a new technology debuting that will change the way we look at vehicle lift service? Are there certain larger trends in regulation that impact the contract, positively or negatively? These are questions that we'll need to be asking for the life of the contract, but especially for the later stages of this contract. Other than optimization and "tweaking" of our prevailing strategy, Years 4 and 5 are also about harvesting the efforts of the first 3 years. Finally, in Years 4 and 5, both Liftnow and Equalis will want to revisit the contract. Are there any optimizations to the overall contract that need to be made in Years 6 and beyond? Are there new goals to be set and new strategies to be explored, outside of the purview of this original solicitation in 2021?

Developing a joint marketing strategy and roadmap would be most helpful; while we can discuss Liftnow's 5 Year Plan for the contract, along with a variety of ideas and strategies, the truth is that it would be **our** 5 Year Plan – together.

5.2.2.	Sales Team Incentives. Will your sales team be equally incentivized to leverage the Equalis Group Master Agreement when compared to their typical compensation structure?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> <input type="checkbox"/> No
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Our Sales Team is equally incentivized to leverage the Equalis Group Master Agreement as other public sector sales. We have already begun to examine a slightly improved incentive for Equalis sales when compared to sales through other channels.

5.2.3.	Revenue Objectives. What are your sales revenue objectives in each of the five (5) years if awarded this contract?
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As discussed in earlier questions, we anticipate that our government business will constitute an estimated \$9mm in 2025 using a conservative estimate that represents a miniscule fraction of the growth we have experienced in our first 12 months of government sales. Please see below based on a 35% Compounded Annual Growth Rate, placing our initial share of Equalis sales when compared to total government sales around 25%:

- Year 1 – 3/1/2021-3/1/2022: \$500,000
- Year 2 – 3/1/2022-3/1/2023: \$675,000
- Year 3—3/1/2023-3/1/2024: \$911,250
- Year 4 – 3/1/2024-3/1/2025: \$1,230,188
- Year 5 – 3/1/2025-3/1/2026: \$1,660,753

This would represent an estimated \$5mm in total business for the Equalis contract “AS-IS”. There are a number of other variables that would positively impact the anticipated performance above, including: Increase in Equalis brand recognition, Increase in Equalis Membership, Increase in Equalis Contract Utilization by Existing Members, Increase in Contract Utilization by New Members, Overall Increase in Category (All Equipment in Category), Ability to add new brands, including those vendors not awarded, and implement them into the contract (see 6.1.1). There are many other options to grow the performance of this contract. We anticipate the forecasting as outlined to be a baseline performance, while any of the aforementioned catalysts might increase performance either incrementally or exponentially.

Section 6. Administrative Requirements

6.1. Admin Fee & Reporting

6.1.1.	Administrative Fee. Equalis Group only generates revenue when the Winning Supplier generates revenue based on contract utilization by current and future Members. The proposed Administrative Fee for this contract is two percent (2%) based on the terms disclosed in the <u>Attachment D – Model Administration Agreement</u> .	<input checked="" type="checkbox"/> Agree <input type="checkbox"/> Negotiate
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We propose all Equipment and Service in the Equalis Service Program is at the requested 2% administrative fee. Commensurate with a sole (as opposed to shared) award, the Equalis Service Program and all related services will pay 2.5% of gross sales.

Additionally, we would also take this opportunity to mention that commensurate with a sole award we would like to reach out to all of those companies not awarded under this contract and negotiate (with Equalis by our side) to add them as vendors to our master contract, creating a complete and blanket solution in the space to meet all customer needs. This idea of course hinges on those company's receptiveness to this invitation. In these cases, we would likely have to lower the administrative fee paid on those brands ONLY to Equalis. For example:

1. Brand A is not awarded contract
2. Brand A originally asked to negotiate administrative fee in the amount of 1.5% in Original Contract, or opted to pay the full 2%.
3. Liftnow and Equalis reach out to Brand A to incorporate into the Liftnow – Equalis Master Agreement, keeping the requested terms of that company in tact. Equalis to receive ½ of Originally Requested Rate by Brand A; Liftnow to keep ½ of Originally Requested Rate by Brand A. (In this case, Equalis receives 0.75% of Gross on all non-awarded Brand A Equipment, while Liftnow receives 0.75% of Gross on all non-awarded Brand A Equipment). All installation and service activities of Brand A to contractually flow through the Equalis Service Program for sake of contract continuity, which commensurate with sole award, pays 2.5% to Equalis.
4. Liftnow and Brand A separately negotiate on any additional compensation as we would any other brand.
5. Brand A added to Liftnow – Equalis Master Agreement.

We have no reason to believe this would impair the content or efficacy of our contract as we strive to create a complete solution in the marketplace for Equalis Members. This arrangement would be the first of its kind in the cooperative purchasing space for Vehicle Lifts/Garage Equipment. We are open to discuss this arrangement further with Equalis if necessary. As a prime example, Omer, the ALI-Certified lift company that was on the original pre-bid meeting for this solicitation, has decided to use LIFTNOW for their Equalis contract efforts, and has written a letter explaining why they're choosing LIFTNOW .

6.1.2.	Sales & Administrative Fee Reporting. Equalis Group requires monthly reports detailing sales invoiced the prior month and associated Administrative Fees earned by the 15 th of each month. Confirm that your company will meet this reporting requirement. If not, explain why and propose an alternative time schedule for providing these reports to Equalis Group.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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We will fully adhere to the Sales & Administrative Fee Reporting requests imposed by Equalis Group.

Equalis Service Program

We are proud to offer an industry-first service program specifically for the members of Equalis as it relates to all services related to this RFP (Vehicle Lifts, Garage Equipment and other Associated Equipment). By implementing service agreements with a network of authorized inspectors and installers (specifically for vehicle lifts but some of the services extend to our other product categories), we will be able to offer these prices and programs to all Equalis members in North America.

The difference between this program and the networks utilized by other companies and manufacturers is that these prices and arrangements are made between us as a sole source and the members of Equalis and fulfilled through our service agreements on a standardized basis. Some companies and manufacturers offload services like installation and inspection, requiring the end user (in this case, a member of Equalis) to arrange for these services after-the-fact, which can defeat the process of an easier, more streamlined path-to-purchase that Equalis has created.

An additional strength of the Equalis Service Program is that the program will act as a true single-point-of-contact, whereas the industry's current service programs are limited to a single manufacturer or company. Under the Equalis Service Program, we are proud to not only offer services for our 20+ brands that we are bidding on in our Proposal, but services for dozens of other brands through our service network, including those brands that are now discontinued or defunct in the United States and Canada, but are still in operation by members of Equalis.

Most of our products and services (where allowed by our brands) can be either requested (via an email quote) or directly ordered online via credit card/purchasing card – these services are no exception.

Furthermore, members of Equalis receive **free** access to www.govgarage.com, which not only allows for the requesting and ordering of all products/services, but allows for tracking of orders and an inventory management system for all products/services maintained by the Equalis member. Please see our supporting documentation on www.govgarage.com entitled "GovGarage."

Accompanying this executive summary of the Equalis Service Program is an Excel Sheet entitled "Equalis Service Program", which goes in further detail the pricing structures that we have decided to implement.

All pricing of the Equalis Service Program is facilitated on flat-rate basis. Since most of these services are previously not offered. by any sole source, MSRPs are not available. However, due to the individual basis of service (especially on brands that fall outside of this RFP), we can at times utilize a custom quoting process. Please read the Equalis Service Program document and Excel Sheet carefully and reach out with any questions.

All components of the Equalis Service Program will yield 2.50% on gross receipts (SEE CONDITION OF THIS ADMINISTRATIVE REMITTANCE), less all quantity discounts/etc.

Installation

- Installation prices vary based on the type of lift.
- Quantity discounts are available—quantity discounts are given based on the TOTAL number of lifts being installed, regardless of type. Additional discount given off gross receipt.

- Many of the wheel service products manage their own setup and training upon purchase, namely Hennessy (AMMCO/Coats) However, Bend Pak/Ranger has their own schedule of Setup Prices, that can be found in the sheet “BPRGSW SetupTraining”

Receiving/Transferring/Removing

- Our Service Network can also receive, transfer and remove lifts.
- Receiving a lift is the alternative to drop shipping at the Member’s designated location. This is rather rare but can be requested from time-to-time. The prices reflect both the unloading and storing of the machine until the Member is ready to receive the lift, within 30 days.
- Liftgate service is available for \$299/order and must be designated before the order is placed.
- Removing a lift means uninstalling the lift and varies by type of lift. We are not responsible for the underlying concrete, air/electrical, excavation, soil contaminates, permits, licensing, and disposal/scrap of the machinery. Machines will be left on site.
- Transferring a lift refers to the removal and subsequent reinstallation of a machine. We are glad to offer a discount to a Member who chooses to remove a lift and install the same lift elsewhere. The member is eligible for a roughly 10% discount on the combined price of the Removal and Installation (see Transfer Prices). Price does not include travel time, which is outlined in the next section.

Service and Hourly Rates

- We have an hourly rate schedule for different categories and brands, including brands that fit within the scope of the contract, but are not carried by us, or are discontinued/defunct. You’ll also see that there is a spot to choose an ALI-Certified Inspector Company to perform the service work needed. See “Inspection Footnotes” in this document to learn more about why an ALI Inspector commands more money for these services.
- Members must choose an ALI Inspector at the increased rate prior to service. There are times when a traditional repairer will not be available, and we will assign an ALI-Certified company. In this case, Members will pay the normal rate.
- Travel Time is charged at \$150/hr + \$1.50/mile driven.
- We have created a “Rush System” for Members with Urgent Situations. In these situations, a Member must designate the problem as urgent, and opt for a 48-hour or 24-hour turnaround (business hours/days).
 - Upon notification of urgency, the total anticipated estimate (or simply the total rate) (Hours, Travel, Parts) will be multiplied by:
 - § 2.00x for 48-hour turnaround
 - § 3.00x for 24-hour turnaround
 - The turnaround period begins **after** the Member has pre-approved the repair estimate.
 - We may need to call our vendor or check stock for Parts Orders for repairs before confirming that a Rush Fee is possible for the exact problem.
 - If we are unable to complete the job within the allotted time frame, Member will be credited the upcharge due to the Rush Fee
- Service Call/Diagnostics

- Minimum 2 Hours + Travel Time; 1 Hour Refundable against Services Ultimately Rendered

Parts

- Parts discounts vary greatly by manufacturer and brand and are outlined in the Excel Sheet.
- Worth noting is that we use OE parts wherever possible, but give members the option of using Aftermarket parts. This can be beneficial to keep costs lower without compromising quality. Additionally, the Aftermarket part supplier we use has their own Direct Fit brand and has acquired multiple now-defunct lift brands. **As a result, we can service dozens of brands that are no longer being supported, but are still being used by Members of Equalis.**

Inspection

- We are proud to offer ALI-Certified Inspections for all types of lifts.
- ALI-Certified Inspectors and their Companies are highly decorated and vetted. See “Inspection Footnotes” at the end of this document to learn more.
- The financial commitment for an inspection made prior to inspection (a Purchase Order or Payment). An inspection charge is incurred regardless of a Pass/Fail Designation.
- If a lift receives a Fail designation, oftentimes the owner of the lift can oftentimes remedy these problems through servicing the lift. If the lift is serviced through our program, **there will be no additional charge to reinspect the lift.** However, if the lift is serviced independently of our program, there will be a charge to reinspect the lift equal to the greater of \$260 or 80% of the original inspection price paid by the Member, plus applicable travel time.
- We must retain a copy of all inspection reports for our company’s compliance with the Automotive Lift Institute.
- Because we believe in growing awareness of lift inspection and safety, in addition to our marketing plan and roll-out which we’ve described in further detail in the remainder of our proposal, we will match every advertising dollar that Equalis contributes specifically to lift inspection and safety, up to the sum total of the administrative fee for this program. This advertising must be done independently of Equalis’s existing marketing channels.
- For example, if year 1 sees \$100,000 in revenue from the Inspection Program, we will set aside up to \$2,500 if Equalis chooses to contribute to a Lift Safety/Inspection Mailer, or similar. (This 1:1 Match is only eligible for the Inspection portion of the Equalis Service Program).
- Non-ALI certified inspections will not be fulfilled under this program unless required by Municipality. There will be no price discount for non-ALI inspections.
- Quantity discounts are available.

Training & Design

Training can be arranged through the Equalis Service Program, using the Installers.

The training rate will be at the same hourly rates as the rest of the Hourly Rates for Service. The same hours, overtime and royalties apply.

Design is done by our inhouse design team using our partner Software, ECDesign. ECDesign creates beautiful, full-color renderings and walkthroughs of any type of repair shop or garage and has 1:1 digital

models of nearly all equipment that we sell. This rate is slightly higher than other services offered in this Program but includes 1 Revision. A quantity discount is available. Measurement must be done by Member for facility. If Member wants measurement to be performed by Program, please see Hourly Rates.

Inspection Footnotes

Lift inspections are a small-yet-growing, and ever important, part of the automotive lift industry. While there are no current federally mandated safety guidelines or laws, OSHA has recognized lift safety as important, and the Automotive Lift Institute (ALI for short) has developed standards under the American National Standards Institute (ANSI) for:

- the safe construction, testing, validation of automotive lifts (ANSI/ALI ALCTV Standard (2017))
 - Applies to Lift Manufacturers→ All reputable lifts sold in the United States bear the ALI "Gold Label". **Additionally, we only sell lifts certified under ANSI/ALI ALCTV.**
- the safe operation, inspection and maintenance of automotive lifts (ANSI/ALI ALOIM Standard (R2013))
 - Applies to Lift Operators/End Users→ Many lifts come with this booklet standard, and it lays out general guidelines for safe use/operation and maintenance of lifts, including recommending an annual lift inspection as a part of regular maintenance, which can be done through lift inspectors. Lift inspectors can either be ALI-Certified or Non-ALI Certified.
- the safe installation and service of automotive lifts (ANSI/ALI ALIS Standard (R2015))
 - Applies primarily to third-party companies that install and service automotive lifts for the end user for a fee. Lays out general guidelines for the proper installation and service of automotive lifts. Often, lift installers and lift inspectors are a part of the same company, but not always. Other times, the end user opts to install/service their own automotive lifts.

Additionally, states, cities and other localities have created their own laws surrounding automotive lift safety, such as mandating that all lifts receive an annual inspection. Many localities have taken these laws into their own hands because of lawsuits against businesses and municipalities in their respective or neighboring regions, and more importantly, loss of life due to negligence of these three standards. Please see two examples of this (one in Canada and one in the United States) in our supporting materials.

Every annual inspection includes readjusting and torqueing the bolts free-of-charge. Unlike many traditional inspections, we do not charge:

- A site charge (can be charged hourly or per-lift)
- A shop supply charge (for readjusting and torqueing the bolts)
- Hourly/mileage charge for performing the services
- No additional charge for ALI-Certified Inspections (see below)

Also note that we have tiered the prices based on the quantity. This is based on the quantity of total machines **per physical facility**, regardless of machine category. For example:

- 11 Jacks at one location is eligible for the QTY 10-23 Tier (Total Price to Member = $\$179.00 * 11 = \1969.00)
- 1 Jack, 10 Two Post Lifts are all eligible for the QTY 10-23 Tier (Total Price to Member = $\$179.00 * 1 + \$329.00 * 10 = \$3469.00$)

Also note that all inspections are by ALI-Certified Inspectors, and every inspection will be accompanied with the ~6 pages of paperwork **per machine** that is standard for an ALI-Certified Inspection, including an Administrative Checklist and an Inspection Checklist (both included in the supporting documents of this RFP) that covers things like:

- Locating Safety Instructions, Operating Instructions, etc.
- Confirming Adequacy of Clearances
- Examining structural components, including welds, electrical components & wiring, lift controls, proper operation of movable jacking or free wheel systems, telescoping stops, proper function of swing arm restraints, proper tightness of all fastening devices including floor anchor bolts, exposed surfaces & edges
- Operating the lift and checking the operation of the positive stop & the lift locks
- The condition and proper operation of adapters for those lifts that employ adapters
- Operating a lift with a vehicle on the lift to check the lowering speed
- Checking all points requiring lubrication (according to specific manufacturer guidelines)
- Checking the operation of the synchronization or equalization system
- Checking railings and walking surfaces (of platform lifts)
- Verify the safety shutoff of lifts incorporating overhead structures
- Inspecting all chains & wire ropes
- Checking the tracking & level winding of wire ropes & chains
- Reporting unguarded pinch points
- Confirm single point operation of multiple powered posts
- Reporting water in sub-floor pits or enclosures
- Checking all accessories for construction & labeling
- Checking all accessible piping, tubing, hose, valves & fittings
- Reviewing lift oil consumption records
- Operating lift through full travel
 - With lift loaded
 - Without lift loaded
- Checking with operator to ascertain any other unusual operating characteristics
- Checking air-oil lifts for low oil control
- Checking floor/trench cover lifts for proper operation
- Confirming cylinder venting provisions
- Confirming rotation prevention devices on single post lifts.
- Confirming adequacy of oil level at fully raised position
- Checking integrity of tamper resistant seals on relief valves

- Checking for the presence of slack suspension wire rope or slack suspension chain sensing system
- Checking the operation of screw drive systems; checking for proper lubrication
 - Checking operation of the follower or safety nut
- Running lift through its full cycle & checking for shutoff at top & bottom of travel (multiple screw systems)
- For mobile wheel engaging lifts, check mobility of individual units
- Similar standards for pneumatic lifts

Only if an inspection is through an ALI-certified inspector can these criteria be ensured and tracked. Additionally, ALI-Certified Inspectors (and their Responsible Companies) must go through a rigorous and continuous verification process, including but not limited to ongoing practical and book study, examinations, yearly compliance checks, Code of Ethics signatures on a per-inspector basis, and so on. To learn more about the ALI process, go to www.autolift.org.

By creating the most complete and accurate paper trail of a lift's operating history and inspection, an industry-leading, legally defensible record of safety and compliance is created. **Moreover, these documents can all be made electronically available through our website on a per-lift basis at www.govgarage.com by request of the Member at the time of inspection.**

Returns and Exchange Policy

BendPak / Ranger prides itself on a tradition of outstanding customer care and support. Our devoted team of account representatives understands that our customers are the hallmark of our enduring partnerships.

Our limited return and exchange policy allows you to return defective or incorrect merchandise for a full or partial credit of your order. All returned merchandise requires authorization. Contact our service representatives first for shipping instructions and to obtain a return authorization number. Credit will not be issued unless authorization to return merchandise has been received.

For all merchandise returned to BendPak / Ranger for reasons other than warranty, a 20% restocking fee and round-trip shipping costs will be deducted from the credit refund. All returned items must be in their original box or crating and must include all packing material, manuals and all accessories. At our discretion, a restocking fee may be charged if your product is opened or is not returned in its original condition, box, or is missing packing material, manuals, or any accessories.

FREQUENTLY ASKED QUESTIONS

[Please download and fill out the RMA Form](#)

Items Not Eligible for Returns, Credits or Exchanges

- Returned items that failed due to an accident, purchaser's abuse, neglect or failure to operate in accordance with instructions provided in the owner's manual(s) supplied.
- Returned items that failed due to incorrect voltage or improper wiring.
- Returned items that failed due to rain, excessive humidity, corrosive environments or other contaminants.
- Any item damaged in shipment or any product failure caused by installing or operating product under conditions not in accordance with installation and operation guidelines or damaged by contact with tools or surroundings.
- Returned items with cosmetic defects that do not interfere with product functionality.
- Returned items with no accompanying RMA number and completed RMA form.
- Returned items that are incomplete or defaced.
- Any consumable or standard wear items.

- Returned items with a different serial number from what was authorized for return.
- Returned items that do not include your original receipt, invoice or sales order.
- Returned items that were special ordered or custom configured.

Freight damaged items

If your shipment arrives damaged you must note the damage on the carrier's delivery record in accordance with the carrier's policy, save the merchandise in the original box and packing it arrived in, and arrange for a carrier inspection of damaged merchandise.

How to Return Products

Please contact BendPak / Ranger **within 14 days of your original shipment or warranty exchange** for a Return Merchandise Authorization (RMA) number before returning your product to BendPak / Ranger.

For faster service, please have the following information on hand when calling for an RMA number: customer name, order or invoice number, item (SKU) number and serial number (if exists) and the reason for the return. In addition to the RMA number, a completed RMA form must accompany each shipment of returned merchandise.

- No returns of any type will be accepted without an RMA number and completed RMA form.
- Returned items must be shipped via ground service only - do not return items by air unless authorized in writing.
- For warranty related exchanges and/or returns, a BendPak customer service representative will work with you to arrange to have the item(s) returned via a BendPak preferred carrier freight collect.
- Products returned C.O.D. will be refused. Unauthorized freight collect charges will be denied.
- Once an item arrives at BendPak / Ranger, we will issue a full or partial credit, exchange or refund within 15 days.
- Additional time may be required depending on the nature of the return.

Returns must be made within 15 days of the Return Authorization being provided.





Any incurred costs associated with damaged merchandise will be deducted from credits owed. BendPak / Ranger is not responsible for merchandise damaged in return shipment. We strongly recommend you package the items carefully to ensure safe passage. For non-warranty items, we suggest you fully insure your return shipment in case of loss or damage.

Open-Box And Refurbished Items / Return Policy

Because items that are listed as **"open-box" or "refurbished" are sold at greatly reduced prices**, they are subject to a limited return policy. Such items can only be returned within 30 days of the applicable invoice date. "Return" constitutes receipt of the product by BendPak / Ranger, and not the mere issuance of an RMA. BendPak / Ranger cannot provide replacement service for these items, as their stock is limited. The entire risk as to the quality and performance of these items is with the buyer. These items have been tested for functionality, but may have superficial physical defects including, but not limited to, scratches, dings or dents. Should these items exhibit a functional defect following their purchase, a limited warranty is provided by the manufacturer.

Brand

Warranty Summary

Aircom	10 Year Material and Worksmanship
American Forge & Foundry - Surewerx/Sellstrom	1 Year Material and Worksmanship
Autel	1 Year Material and Worksmanship
Bend Pak	5 Year Structural, 2 Year Hydraulic Cylinders/Power Unit, 1 Year
Ranger	2 Year Structural, 1 Year Functional/Parts, 1 Year Labor (Spray V
AutoStacker	2 Year Structural, 1 Year Functional/Parts, 1 Year Labor
QuickJack	1 Year Structural, 1 Year Functional/Parts, 1 Year Labor
Challenger Lifts	5 Year Structural, 1 Year Functional/Parts (All Installers), 1 Year
Chassisliner	1 Year Structural, 1 Year Functional/Parts, 1 Year Labor
	
Air Cleaning Specialists	
Blue Ox Air Cleaners	3 Years Material and Worksmanship
CLARCOR	1 Year Material and Worksmanship
Clark Filter	1 Year Material and Worksmanship
Fume-A-Vent	1 Year Material and Worksmanship
Crushproof Hose	Lifetime Material and Worksmanship
Dynamo Dust Collectors	1 Year Material and Worksmanship
FumeXtractors	2 Years Material and Worksmanship
Nederman Fume Removal Experts	1 Year Material and Worksmanship
Nordfab Ducting Systems	1 Year Material and Worksmanship
Purolator	1 Year Material and Worksmanship
Scandmist	1 Year Material and Worksmanship
Smoketeers	1 Year Material and Worksmanship
Goliath Carts	2 Years Material and Worksmanship, 1 Year Electronic Compon
Hennessy Industries	Tire Changers - Different Models have Different Warranties, bei
Lincoln Industrial/SKF	1 Year Material and Worksmanship; Some Models hold a Specia
Mahle	1 Year Material and Worksmanship
Mark VII Car Wash	2 Years Parts and Labor
Mattei	3 Years Parts; 1-1.5 Years Labor
Quality Stainless Products	Varies based on Product
	
Shure Manufacturing	LIFETIME Material and Worksmanship; 13 Months Parts
SVI	1 Year Material and Worksmanship
Stanwade	1 Year Material and Worksmanship
Omer	2 Year Structural, 2 Year Functional/Parts, 1 Year Labor. If custo

All warranties are from the manufacturers and subject to change without notice. This information is compiled and accurate to the best of our knowledge at the time of bid submission.

tween 1-3 Year Parts, 3-6 Month Labor; Balancers - Different Models have Different Warranties, between 1-3 Ye

mer opts for galvanization, Warranty is 5 Year Structural (option to Purchase 7 Year Structural), 2 Year Function:

ar Parts and 6 Month Labor



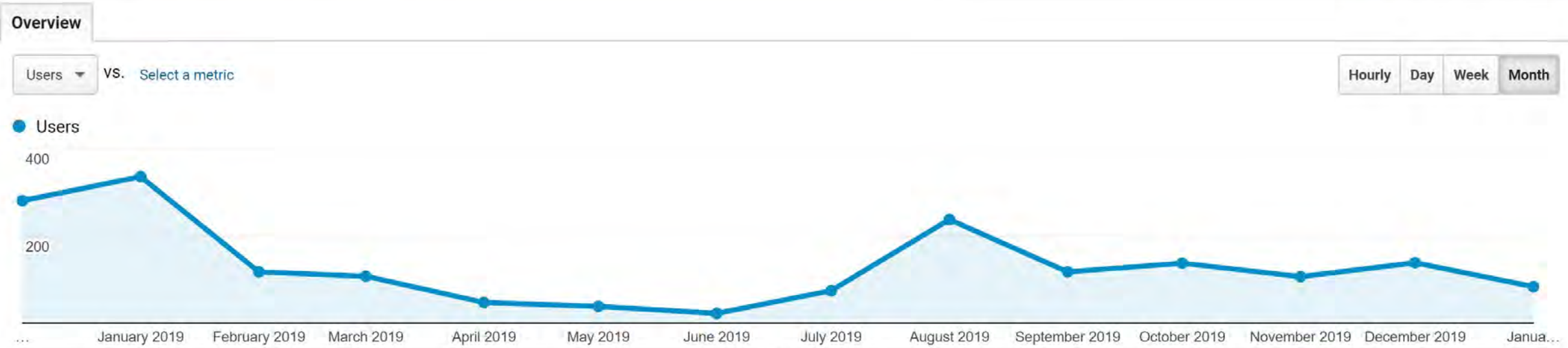
Panelists (left to right) George Lesniak (Autel); Michael Flink (Autel); Paul Stern (LIFTNOW); Chuck Leonard (Autopart International, Inc.); and Mark Olson (VECO Experts).

The Alliance of Automotive Service Providers of New Jersey (AASP-NJ) announced that it recently held a special panel discussion on advanced driver-assistance systems (ADAS) in an effort to educate repairers on the new technology in vehicles today.

Moderated by AASP/NJ President Jerry McNee, the USI North America-sponsored panel featured Mark Olson (VECO Experts), George Lesniak and Michael Flink (Autel), Paul Stern (LIFTNOW) and Chuck Leonard (Autopart International, Inc.).

First and foremost, the panelists stressed that ADAS calibration is not something that can be ignored.

- Home
- Customization
- REPORTS
- Realtime
- Audience
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - User Explorer
 - Demographics
 - Interests
 - Geo
 - Behavior



<p>Users</p> <p>1,807</p>	<p>New Users</p> <p>1,784</p>	<p>Sessions</p> <p>2,086</p>	<p>Number of Sessions per User</p> <p>1.15</p>
<p>Pageviews</p> <p>3,603</p>	<p>Pages / Session</p> <p>1.73</p>	<p>Avg. Session Duration</p> <p>00:01:01</p>	<p>Bounce Rate</p> <p>65.24%</p>



Demographics

Language
Language

Language

Language	Users	% Users
1. en-us	1,450	80.24%

ADAS Panel A/B Test

Switch Report ▾

Test Results [Link Comparison](#)

2,587 Recipients

List: New Email List

Tested on: 1,034 recipients (40%)

Variable tested: Content

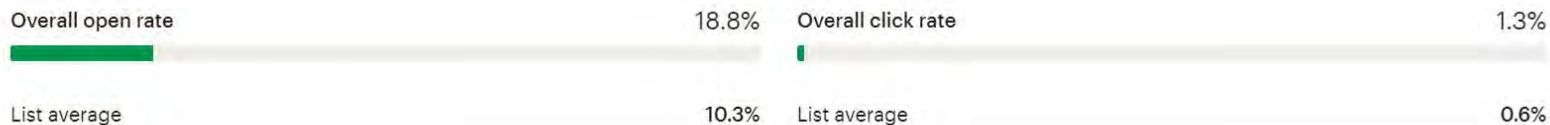
Subject: ADAS: The Future of Vehicles

Recipients per combination: Approx. 344

Delivered: Mon, Aug 12, 2019 8:00 am

Winning metric: Highest click rate

[View emails](#) · [Download](#) · [Print](#) · [Share](#)



Winning combination



ADAS Panel A/B Test | Winner

From Paul Stern <sales@liftnow.com>

Sent on Tue, Aug 13, 2019 7:59 am

"Call to action is click through"

1,553
Subscribers

18.2%
Opens

1.5%
Clicks

[View Report](#)

Combination results

Time frame of results: ▾

Combo	Content description	Open rate	Click rate	Sales	Sends	Unsubs	Abuse	
1	"Call to action is View More"	21.2% ± 2.7%	0.9% ± 0.5%	\$0.00	345	0	0	View report
✓ 2	"Call to action is click through"	21.2% ± 2.7%	1.8% ± 0.7%	\$0.00	345	1	0	View report
3	"Call to action is View More"	16.7% ± 2.4%	0.3% ± 0.2%	\$0.00	344	1	0	View report

ADAS Panel A/B Test

[← Back to test results](#)

[Overview](#) [Activity](#) [Links](#) [Social](#) [E-commerce](#) [Conversations](#) [Analytics360](#)

1,553 Recipients

Audience: New Email List

Delivered: Tue, Aug 13, 2019 7:59 am

Subject: ADAS: The Future of Vehicles

[View email](#) [Download](#) [Print](#) [Share](#)

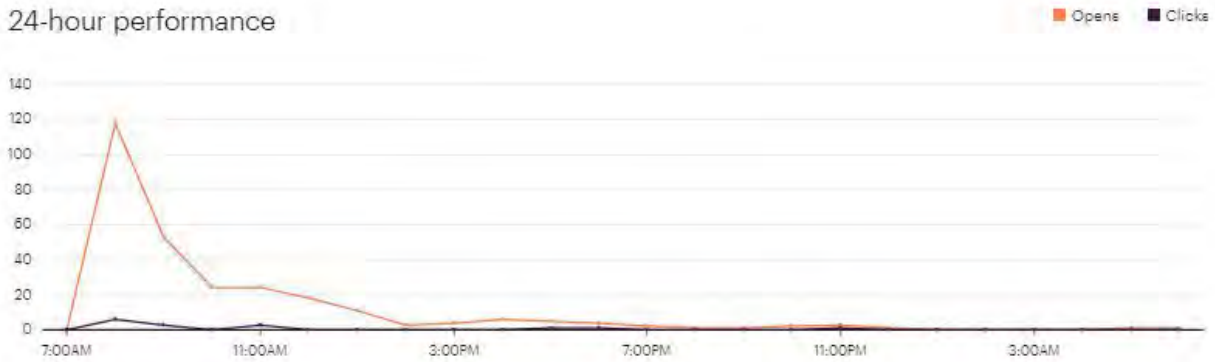
0 Orders	\$0.00 Average order revenue	\$0.00 Total revenue
-------------	---------------------------------	-------------------------

Open rate	18.2%	Click rate	1.5%
Audience average	10.3%	Audience average	0.6%
Industry average (Professional Services)	18.6%	Industry average (Professional Services)	1.8%

280 Opened	23 Clicked	18 Bounced	7 Unsubscribed
---------------	---------------	---------------	-------------------

Successful deliveries	1,535 98.8%	Clicks per unique opens	8.2%
Total opens	410	Total clicks	26
Last opened	1/1/20 5:28PM	Last clicked	9/27/19 1:03PM
Forwarded	0	Abuse reports	0

24-hour performance



Top links clicked

https://www.liftnow.com/the-future-of-advanced-driver-assist-systems/	22
https://www.liftnow.com/contact-us/	4
https://www.facebook.com/liftnowequipment/	0
https://www.linkedin.com/company/liftnowequipment/	0

Subscribers with most opens

[Redacted]	7
[Redacted]	6
[Redacted]	14
[Redacted]	11
[Redacted]	9

[View more](#)

Social performance

0
Tweets

41
EepURL clicks

0
Likes

Top locations by opens

 USA	395	98.0%
 France	3	0.7%
 Canada	2	0.5%
 Australia	1	0.2%
 Bahamas	1	0.2%



ADAS Panel A/B Test

[← Back to test results](#)

Overview **Activity** ▾ Links Social E-commerce Conversations Analytics360

Clicked

Export As CSV

1 - 10 of 23 >

Email Address	CITY	FACILITY NAME	STREET ADDRESS	ZIP	Phone	Position
[REDACTED]	NY	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	NY	[REDACTED]	[REDACTED]	11416	[REDACTED]	[REDACTED]
[REDACTED]	NY	[REDACTED]	[REDACTED]	10470	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	7601	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	7601	[REDACTED]	[REDACTED]
[REDACTED]	NY	[REDACTED]	[REDACTED]	8527	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	7050	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	6066	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	07204	[REDACTED]	[REDACTED]

Why do we change tires?

- Driving with worn out or low tread tires can be extremely dangerous during certain weather conditions
- Tire tread naturally deteriorates with use and tire wear become uneven
- Having a fresh set of tires keeps the roads safe and prevents any unwanted mishaps

How do we change tire using a tire changer?

1. Deflate Tire and brake the bead
2. Place the rim or rim with tire on the changer following equipment instructions
3. Remove tire from rim and reattach
4. Air up the tire so it can go back onto the vehicle

https://www.youtube.com/watch?v=BsOUtR_ITeE

When to replace tires/ causes of Tire Damage:

<https://www.youtube.com/watch?v=j00C9FMlgIw>

- Aging tires cause the rubber insides to become stiff and the insides to slowly crack
- Wear and tear from driving over potholes, curbs, speedbumps, etc. can cause dry rot, small cracks, and tire wear bars to appear
- Uneven tread wear caused by wheel misalignment, improper inflation pressure, the need for tire rotation, or all of the above can further cause tire damage.

<https://www.youtube.com/watch?v=1TT7lCpljXc&t=122s>

- Improper maintenance from not changing tires or not getting them checked for tread wear can increase the severity of damage
- Dangerous Weather Conditions
 - In certain areas and climates such as the Northeast, tires need to be changed more frequently because when it snows, the road is salted but it salt eats into the road causing potholes to emerge.
 - Rapid changes in pressure and temperature can also cause previously patched up holes to reopen and get even worse.



How to prevent Tire Damage:

1. Avoid potholes and speeding
2. Avoid quick starts and sudden braking as it increases the level of wear

3. Perform basic tire maintenance by checking your tires and using the right ones for the weather condition

Types of Tire Changers

1. Center Clamp

- a. Center clamping provides optimal wheel protection and greater clamping ease because it uses a single clamping technique to secure the wheel through the hub.
- b. Includes multiple clamping force to safely secure the wheel, making it an optimal choice to help tech change run flats and UHP tires



***** Automatic Tire Changers gives wheel operator maximum safety while being fast and efficient to provide consistent service for all wheel assemblies**

2. Table Top

- These tire changers are usually the most economical with them being “semi- automatic”. It boasts:
 - A quick change tool with infinite tool head positioning that can fit nearly any tire
 - Faster and often more familiar to businesses than center clamp
 - Strong changer, useful for high performance wheels like those of light trucks and/or more unconventional vehicles
 - *However*, readjustment would have to be done for each different tire, making it somewhat time and energy inefficient



3. Leverless/ Touchless Tire Changers

a. Most commonly used in the industry today

- Significantly reduce the chances of damaging your wheels and is most optimal for changing more difficult tires
 - Specifically made to change run flat tires and UHP (Ultra High Performance), thus making this type the most preferable for businesses that primarily deal with vans and trucks
 - Most have an integrated wheel lift that helps in handling heavy wheels without the need for lifting
- b. Uses of multi-size center cones to mount wheels easy and fast and can service a greater variety of sizes and styles.

4. Heavy Duty Tire Changers

- a. Optimal to service tires for large vehicles such as large vans and trucks because they can work with wheels up to 56 inches in diameter and tires up to 90.5 inches in diameter
- b. They are used mainly for agricultural off-road and construction vehicles but there are now bigger versions designed to mount and dismount tires up to 95 inches.



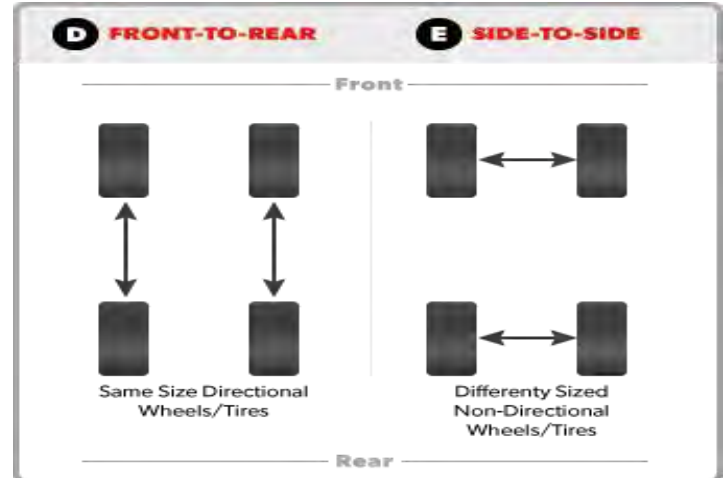
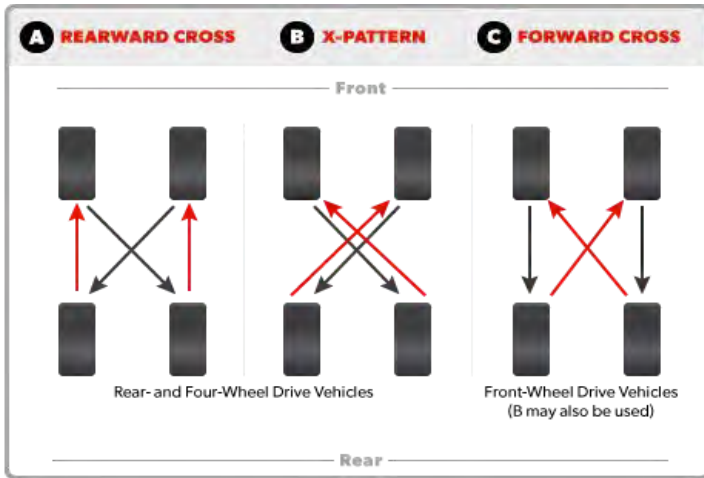
Tire Rotation:

- Moving tires from one wheel to the other, from right to left, back to front or diagonally
 - Tires tend to wear unevenly. The front tires tend to wear on the outside edges because the tire leans over when you turn a corner and as the rear tires follow the front they tend to wear more evenly.
 - If you leave tires in place, the outside edges on the front tires will wear down much faster, which will necessitate more frequent tire replacements.
 - During a tire rotation check, you should:
 - Move each tire to a different position
 - Check air pressure and adjust as necessary
 - Check brakes when tires are off as it is easy to see and reach them

Types of Tire Rotations:

Each type of tire is specific to the type of drive the car is equipped with and there tire components.

1. **Rearward Cross:** Used for Rear and Four Wheel- Drive Devices
2. **X-Pattern:** Each used for Rear and Four-Wheel-Drive Vehicles
3. **Forward Cross:** Used for Front-Wheel Drive Vehicles
4. **Front-to-Rear:** May be used for vehicles equipped with the same directional wheels and/or directional tires
5. **Side-to-Side:** Pattern may be used for Vehicles Equipped with different sized directional tires and wheels on the front axle compared to the rear axle.



Universal Accessories:

1. Bead Lever
 - Used to reduce servicing effort by demounting tires on conventional tire changers
2. Bead Depressor Tails



- Helps position low-profile tires into drop center for mounting & demounting

3. Mount/ Demount Tools

- Collection of spoons designed for fast and efficient tire changing

4. Grip Sets
 - Often used with clamps and is designed to provide greater wheel protection by doubling the slip resistance



provide

5. Clamps
 - Used to help stabilize and secure rim as tire changed

is

6. Wheel Lift:
 - Improves safety and productivity by reducing potential back injuries from lifting tires
 - Further reduces wheel damage by giving the operator more control of heavy wheel assemblies



7. Tire Lube
 - Used to help mount and demount tires and decrease chances of wheel damage



EXAM QUESTIONS: 12 Questions

We change tires to better equip vehicles to endure the wear and tear that comes from being on the road

A) True

B) False

What should you do during a tire rotation check?

A) Move each tire to a different position

B) Check air pressure and adjust as necessary

C) Check for any vehicle damages as they could affect the condition of the tires

D) A and B only

What is a cause of tire damage?

A) Oil, grease and chemicals spilled on the road

B) UV radiation/ sunlight

C) Improper maintenance/ use from driving

D) All the above

How can weather cause tire damage?

A) Snow gets on the ground leads to roads getting salted and will cause potholes, making tires more vulnerable to wear and tear

B) Moisture in the weather can cause tires to more easily deflate

C) Acidic levels of rain often increase tire longevity

D) Increased levels of sunlight and UV radiation will cause tires to stiffen

How can we prevent tire damage?

A. Avoid potholes and speeding

B. Avoid quick starts and sudden breaking as it increases the level of wear

C. Perform basic tire maintenance by checking your tires and using the right ones for the weather condition

D. All of the above

How can a quick start impact your tire life?

A) Increases level wear and overall damages the tire

B) Can lead tires to be unbalanced

C) May cause vehicle to become misaligned

D) Makes it easier for vehicle to drive on the road

Which of the following is not a type of tire changer?

A) Center Clamp

B) Leverless/ Touchless

C) Table Top

D) Flush Rim Axle

What is the difference between center clamp and table top?

A) Table Top Tire changers need a readjustment for each different tire whereas center clamp tire changers have a versatile clamping system

B) Center Clamps are completely automatic whereas table top is not

- C) Table Top Tire Changers are considered the most time efficient and effective whereas center clamps are less so
- D) Center Clamps are optimal for changing tires of light trucks whereas Table Tops are best suited for heavy duty ones.

What are two distinctions between automatic and touchless/leverless tire changers?

- A) Automatic tire changers are the most common in the industry whereas touchless not so much.
- B) Automatic tire changers are more likely to damage tires because there is less need for human intervention
- C) Automatic tire changers Provides maximum safety for operator and wheel assembly while being fast and efficient and is consistent for all wheel assemblies
- D) Leverless tire changers provide maximum safety for operator and wheel assembly while being fast and efficient

Leverless/Touchless significantly reduce the chance of damage to tires

- A) True
- B) False

What are some types of tire rotations and what are their uses?

- A) Rearward Cross is used for two wheel devices
- B) Rearward cross is used for Rear and Four Wheel- Drive Devices
- C) X-Pattern is used for two wheel devices
- D) Forward cross is used for two-wheel drive devices

Which tire changer accessories are often used together?

- A) Clamps and Tire Lube
- B) Mount Tools and Lube
- C) Grip Sets and Clamps
- D) Clamps and Wheel Lifts

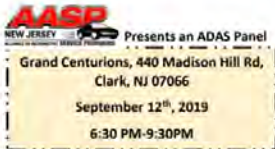


AASP & LIFTNOW Presents

ADAS Panel Coming to You!



Advanced Driver Assist Systems or ADAS are currently in 93% of all newly manufactured vehicles. To repair them, New York State will soon require body shops to strictly follow OEM guidelines for collision repairs and forbid insurance companies from pressuring repair shops to sway from those set standards. Many states across the nation such as California and New Hampshire have followed suit and are introducing and drafting ADAS vehicle inspection and protection bills in hopes of increasing vehicle and passenger safety to prevent future collisions. Stay updated on state legislation as it could significantly increase your revenue!



[READ ABOUT THE FUTURE OF ADAS HERE](#)

[Contact Us](#)

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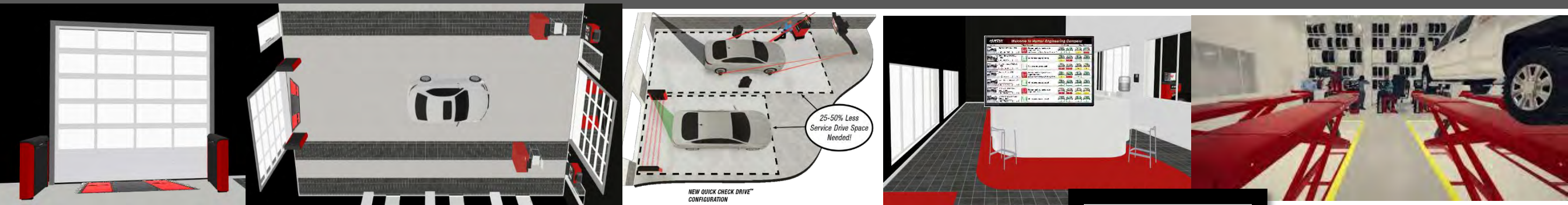
Founded by Paul Stern in 2003, Liftnow is the industry standard for competitive pricing and superior customer service. In 2013, Liftnow added its service arm to offer a suite of services to its already large customer base. As of late 2017, Liftnow is currently in Phase II of its aggressive expansion, rapidly adding salespeople and service technicians to serve an ever-increasing demand.

Our mailing address is:
PO Box 792
Yorktown Heights, 10592-0972

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.



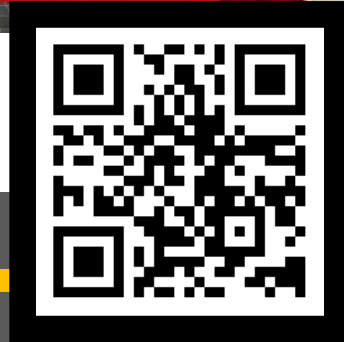
1. Read the description below for the Quick Check Drive, and look at the digital renderings and real-life examples to follow along!
2. When you see a blue number, like “1.”, open your phone’s camera or QR scanner, and scan the code to watch the proper video!



1.



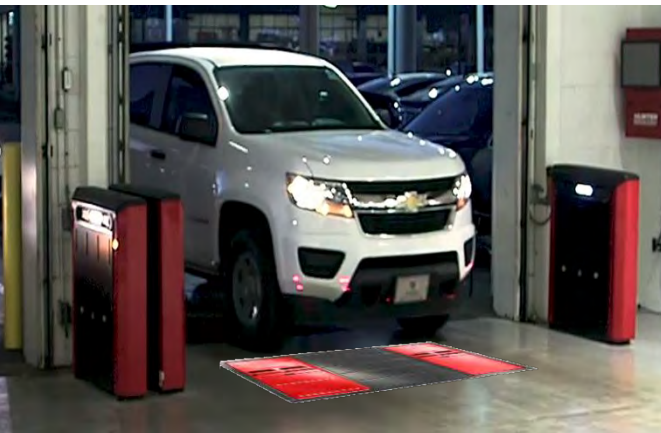
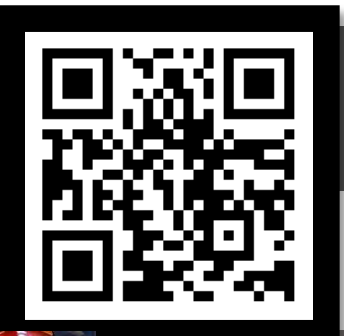
3.



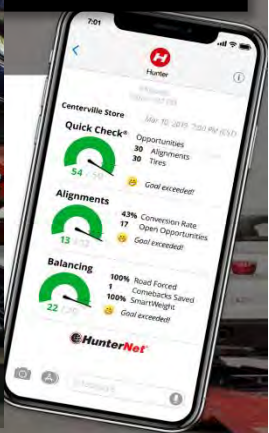
2.



4.



Welcome to Hunter Engineering Company			
Vehicles	Wheel Alignment	Front Tires	Rear Tires
Toyota : RAW 4X2 : 2015 MO AH1YSC 11:43	Recommend a comprehensive alignment check May require Safety System Alignment*	8 8 4 4	8 8 4 4
GMC : Sierra 4X4 1500... : 2014 MO OPW145 11:36	All measured angles passed	8 8 8 8	8 8 8 8
Subaru : Legacy Outback : 2016 IL Z856819 11:32	Further selection required	2 2 4 4	2 2 4 4
Toyota : Prius : 2008 IL AU84501 11:29	Recommend a comprehensive alignment check May require Safety System Alignment*	5 5 8 8	8 8 8 8
Jeep : Patriot MK 4X4 : 2017 MO DN2Z7G 11:24	All measured angles passed	8 8 8 8	8 8 8 8
Chevrolet : S10 Pickup 4X4 ... : 1998 MO CCAB23 11:21	Recommend a comprehensive alignment check	2 2 4 4	4 4 4 4
Chevrolet : Silverado 4X4 T800... : 2007 MO 75J244 11:19	All measured angles passed	8 8 8 8	8 8 8 8








The inspection lane is the most valuable and efficient way to identify additional service opportunities for your dealership. We’re excited to announce Hunter’s newest innovation, called the **Quick Check Drive**, which sets a new industry standard for the inspection lane. Using just two small towers and a console, vehicles can simply pass through. There’s also the **Quick Tread Edge**, which measures tire wear. It’s time to watch a quick overview. Scan the code labeled **1** to begin! You’re already a Hunter customer—that means you understand the importance of quality and remaining on the cusp of new technology as it arrives.

It’s a once-in-a-decade opportunity to transform the processes of your business. In the past, Quick Check took 1-2 minutes and blocked the service drive, shown above. Now, in 3-5 seconds, you will check every vehicle’s alignment, tire wear and body damage passively. It’s time to watch video **2** for a deeper dive. Placing multiple FlightBoards is essential to additional sales. Your customer’s alignment results and tire wear will be displayed before he even gets to the waiting area! That lets your service adviser plainly show the car’s results, and offer repairs instantaneously.

You’ll also get 40 high resolution pictures of every car, which is stored to a cloud database. These pictures virtually eliminate lot damage claims and turn them into potential opportunities for your collision center. When you check every car, you will identify more and sell more. Let’s watch video **3** to see how a Toyota Dealer makes the most of his Quick Check Drive. Dealers all over the country are starting to make serious money with their Quick Check Drives. For every 50 cars/day that come into your dealership, expect \$200,000 in estimated income. But, how do you make sure that these additional opportunities are translating

into sales? Watch video **4** to learn about Push Reports! Now, you know all about accountability for equipment—you can customize the frequency of reports as well as which equipment usage you want to track. **Now, turn this handy guide over for a quick return on investment!**

Now, we're going to discuss the **return-on-investment (ROI)** you can see on this equipment. There are two main components—the **Quick Check Drive** towers, and the **Quick Tread Edge**, which is the tire tread scanner. Both are essential components to a successful investment:

Product		Daily Traffic	Failure Rate	Total Opportunities	Acceptance Rate	Total Sales	Profit per Sale	Daily Profit	
Quick Check Drive and Quick Tread Edge Automatically checks alignment; takes 40 body damage photos; checks tire wear and health from 6 different spots Includes inground pit for flush mount Quick Tread Edge. Estimated Cost - \$83,500	Expected Alignments →	50 cars/day	60%	30	40%	12	\$68	\$816	
		50 cars/day	60%	30	3.3%	1 	\$68 Daily Profit → \$1700 Monthly (est. Payment is \$1050)		
	Expected Tires →	50 cars/day	15%	30	60%	18	\$25	\$450	
		200 tires/day	15%	30	3.3%		\$27 Daily Profit → \$702 Monthly (est. Payment is \$675)		
	If you can sell <u><1</u> alignment a day...						<1 Alignment a Day = Break Even		
	If you can sell <u>1</u> tire a day...						1 Tire a Day = Break Even		
   <div style="float: right; text-align: center;"> Liftnow Your Hunter Distributor Sales – Service – Inspections Financing – Training 1-800-LIFTNOW (543-8669) sales@liftnow.com – www.liftnow.com </div>							Total Daily Profit	\$1266	
							Total Annual Profit	\$334,224	
							<i>Equipment Investment</i>	\$83,500	
							Payback in Months	3.0 months	

Questions	Answer
What happens if my car count is only 30 cars a day?	Your payback on the equipment will be approximately 6 months (\$200,534 annual income). It'll still be your most profitable worker!
Why do I need the Quick Tread Edge?	Tire sales are an ever-important part of <u>customer retention</u> . In fact, 86% of customers that build a habit of visiting a dealership's service center buy a vehicle from that same dealership. Further, 75% of the time, the first person who identifies the need for a tire will sell the tires.
What happens if only 40% of cars need alignment?	Your payback on the equipment will be approximately 4 months (\$264,216 annual profit).
What happens if I decide not to buy the equipment?	You will not only receive \$0 annual income, but the concept of opportunity cost is important to—in other words, by not having the equipment you lose approximately \$300,000 annual income .

Respondent References:

Please see below three references in the last 5 years. Please reach out if you need any more references in sales, service or inspection and we'd be happy to furnish them in over a dozen states.

Respondent Name: Certified Lift Installation & Maintenance Corp.

KEY PERSONNEL INFORMATION		RESPONSE AREA	
Full Name:	Paul Stern		
Number of years employed by respondent:	7 years		
Title	Owner		
KEY PERSONNEL QUALIFICATIONS AND REQUIREMENTS		# YRS EXP.	HOW/WHERE OBTAINED
Number of years' experience in (required service):	28	LIFTNOW and Certified, prior running another company.	
Specific education, qualifications, training, certifications:	Rotary, Challenger, Bend Pak, CHIEF Hunter, Mattei, etc.		
Factory certifications for myself and my company			

Reference No.

Name of Organization:	Bronx Honda		
Business Address:	1133 Zerega Avenue		
Business City:	Bronx		
Business State:	NY	Zip:	10462

Contact Person Name:	John Ross		
Contact Person Title:	Service Director		
Phone Number:	718-904-0380	Fax:	

Project Title:	Ongoing Sales and Service, Inspection of Vehicle Lifts and Garage Equipment		
Project Description and dollar amount:	Inspect and service lifts as needed for Bronx Honda's Service Department. They are one of the highest volume car dealers in NYC. Hundreds of thousands in revenue over nearly a decade.		
Roles and Responsibilities of the Proposed Staff during this project:	Project manager and owner. Assessed needs and dispatched LIFTNOW local team to the site, delivered service estimates and completed service. Performed post-purchase quality assurance and customer satisfaction		
Project Start Date:	July 2012	Project End Date:	Ongoing
Client Comments:			

Reference No.

Name of Organization	West Virginia State Police		
Business Address	711 Jefferson Road		
Business City	South Charleston		
Business State	WV	Zip	25309

Contact Person Name:	Jonathan Nottingham		
Contact Person Title:	Procurement Associate		
Phone Number	304-746-2457	Fax	

Project Title	Sale, Installation of Lift for WVSP		
Project Description and dollar amount	Sale of a new Forward Four Post Lift with Jacks for Police Facility. Old lift removed and new lift installed in its place. \$17,284.34		
Roles and Responsibilities of the Proposed Staff during this project	Needs assessment and pricing within budget constraints; coordinated order placement and tracking. Subcontracted removal/installation work which included finding a forklift onsite. Ensured project was complete in full and on time.		
Project Start Date	3/20/2020	Project End Date	6/4/2020
Client Comments	Project took a long time since the lead time was greatly stalled by the manufacturer due to COVID-19		

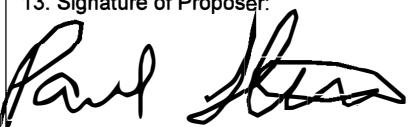
Reference No.

Name of Organization	City of Lincoln Nebraska		
Business Address	635 J Street		
Business City	Lincoln		
Business State	NE	Zip	68508

Contact Person Name	Patrick Wenzl		
Contact Person Title	Fleet Superintendent		
Phone Number	402-441-7693	Fax	

Project Title	Brake Lathe		
Project Description and dollar amount	Sold and arranged for shipment/setup of brake lathe with the Lincoln NE Police Garage. \$11,999.00		
Roles and Responsibilities of the Proposed Staff during this project	Responded to and won RFP; coordinated with customer for smooth order, tracking and delivery of brake lathe. Identified potential problem with receiving which was successfully thwarted and left a happy customer.		
Project Start Date	4/30/2020	Project End Date	5/13/2020
Client Comments			

PAST EXPERIENCE/PERFORMANCE REFERENCE INFORMATION FORM

1. Complete name of Government agency, commercial firm, or other organization Florida Department of Agriculture and Consumer Services	
2. Complete address 8431 South Orange Blossom Tr Orlando FL 32809	
3. Contract number or other reference PO S-4200-H2938	4. Date of contract 6/4/2020
5. Date work was begun 9/20/2020	6. Date work was completed 9/30/2020
7. Estimated contract price \$46,895.32	8. Final amount invoiced or amount invoiced to date \$46,895.32
9. Technical point of contact (name, title, address, telephone no. and email address) Jackie Walker Administrative Assistant jacqualine.walker@fdacs.gov 407-888-8777	10. Location of work (country, state or province, county, city) 8431 South Orange Blossom Tr Orlando FL 32809
<p>11. Description of contract work (Describe the nature and scope of the experience and provide an explanation of how the work is the same or similar to the work required by JTA). Attach an explanation of any performance problems or other conflicts with the customer. Use a continuation sheet, if necessary.)</p> <p>This work has just been completed. We have received the PO through our sister company for a Challenger 40,000-lb. drive on four post lift. We arranged for a subcontractor to unload and install the lift.</p> <p>We also collectively overcame a problem from the manufacturer where the column was improperly welded on the new lift. We acted as a liaison between the manufacturer and the buyer for this product as a "warranty call" free of charge. The customer is now very happy with their lift.</p>	
12. Current status of contract: RECENTLY COMPLETED	
13. Signature of Proposer: 	Date 10/1/2020
14. Print Name of Proposer: Liftnow Automotive Equipment Corp.	

Brand

Aircom

American Forge & Foundry - Surewerx/S

Autel

Bend Pak (Bend Pak, Ranger, AutoStacke

Challenger Lifts

Chassisliner



family of Brands for Exhaust Ventilation and Air Quality Improvement

Solutions): Blue Ox Air Cleaners,

CLARCOR, Clark Filter, Crushproof Hose,

Dynamo Dust Collectors, Fume-A-Vent,

FumeXtractors, Nederman Fume

Removal Experts, Nordfab Ducting

Goliath Carts

Hennessy Industries

Lincoln Industrial/SKF

Mahle

Mattei

Quality Stainless Products



Shure Manufacturing

SVI

Stanwade

Omer

Brand

Aircom

American Forge & Foundry - Surewerx/S

Autel

Bend Pak (Bend Pak, Ranger, AutoStacke

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Mattei

Quality Stainless Products



Shure Manufacturing

SVI

Stanwade

Omer

Environmental Initiatives and Commitments

<https://www.aircomsystem.com/en/services/>

ellstrom

<https://www.bendpak.com/company/about/environment/>

<https://www.snapon.com/EN/Environment-Health-Safety>

https://www.fortive.com/sites/default/files/inline-files/Fortive_CSR_Report_2019.pdf (PAGE 42)

<https://www.skf.com/group/our-company/organization/skf-care/environmental-care/index.html>; <https://v>

<https://www.mahle.com/en/about-mahle/environment/>

<http://www.matteicomp.com/air-compressors/miem>

<https://www.gsponline.com/about.html>

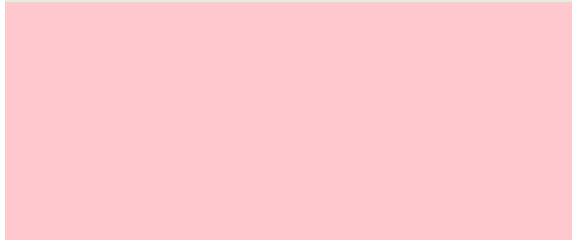
<http://shureusa.com/about-shure/go-green-with-shure/>

<https://www.stanwade.com/about-us.htm>

<https://www.omerlift.com>

Product Quality/ Training

<https://www.airc> N/A - The product's nature does not lend itself or otherwise necessitate training.
ISO Certification N/A - The product's nature does not lend itself or otherwise necessitate training.
More Informatio Autel's Training can be arranged through their distribution network. Alternatively, training o
ALI/ETL Certified Training can be scheduled through our Equalis Service Program using factory-authorized inst
ALI/ETL Certified Training can be scheduled through our Equalis Service Program using our Service Network. /
ISO-9001 Training can be scheduled through the Equalis Service Program. Additionally, training videos
ALI/ETL Certified Training can be scheduled through our Equalis Service Program using factory-authorized inst



More Informatio N/A - The product's nature does not lend itself or otherwise necessitate training.
More Informatio N/A - The product's nature does not lend itself or otherwise necessitate training.
ISO Products include initial training from the regional Service Representative. Additional training

<https://www.skf> N/A - The product's nature does not lend itself or otherwise necessitate training.

ISO-9001:2015 (P Training can be arranged through the Equalis Service Program using factory-authorized insta

<https://www.ma> Training can be arranged through the Equalis Service Program using factory-authorized insta

<https://www.qsp> N/A - The product's nature does not lend itself or otherwise necessitate training.

ALI/ETL Certified Training can be scheduled through our Equalis Service Program using factory-authorized inst

ALI/ETL Certified Training can be scheduled through our Equalis Service Program using factory-authorized inst

More Informatio Training can be scheduled through our Equalis Service Program using factory-authorized inst

<http://shureusa.c> N/A - The product's nature does not lend itself or otherwise necessitate training.

More Informatio N/A - The product's nature does not lend itself or otherwise necessitate training.

<https://www.sta> N/A - The product's nature does not lend itself or otherwise necessitate training.

ALI/ETL Certified Training can be scheduled through our Equalis Service Program using factory-authorized inst

n their ADAS Equipment can be scheduled at their United States Headquarters in Farmingdale, NY. Diagnostic Ta
tallers. Additionally, content-rich and interactive training videos can be found at: <https://www.bendpak.com>
Additionally, content-rich and interactive training videos can be found at: <https://www.challengerlifts.com>

tallers. [REDACTED]

illers. Additionally, there is a Training Request form that Mahle has made available to its customers, and a wide \
illers. Additionally, there is a Training Request form that Mahle has made available to its customers, and a wide \

tallers. [REDACTED]

tallers. Additionally, content-rich and interactive training videos can be found at: <https://omerlift.com>

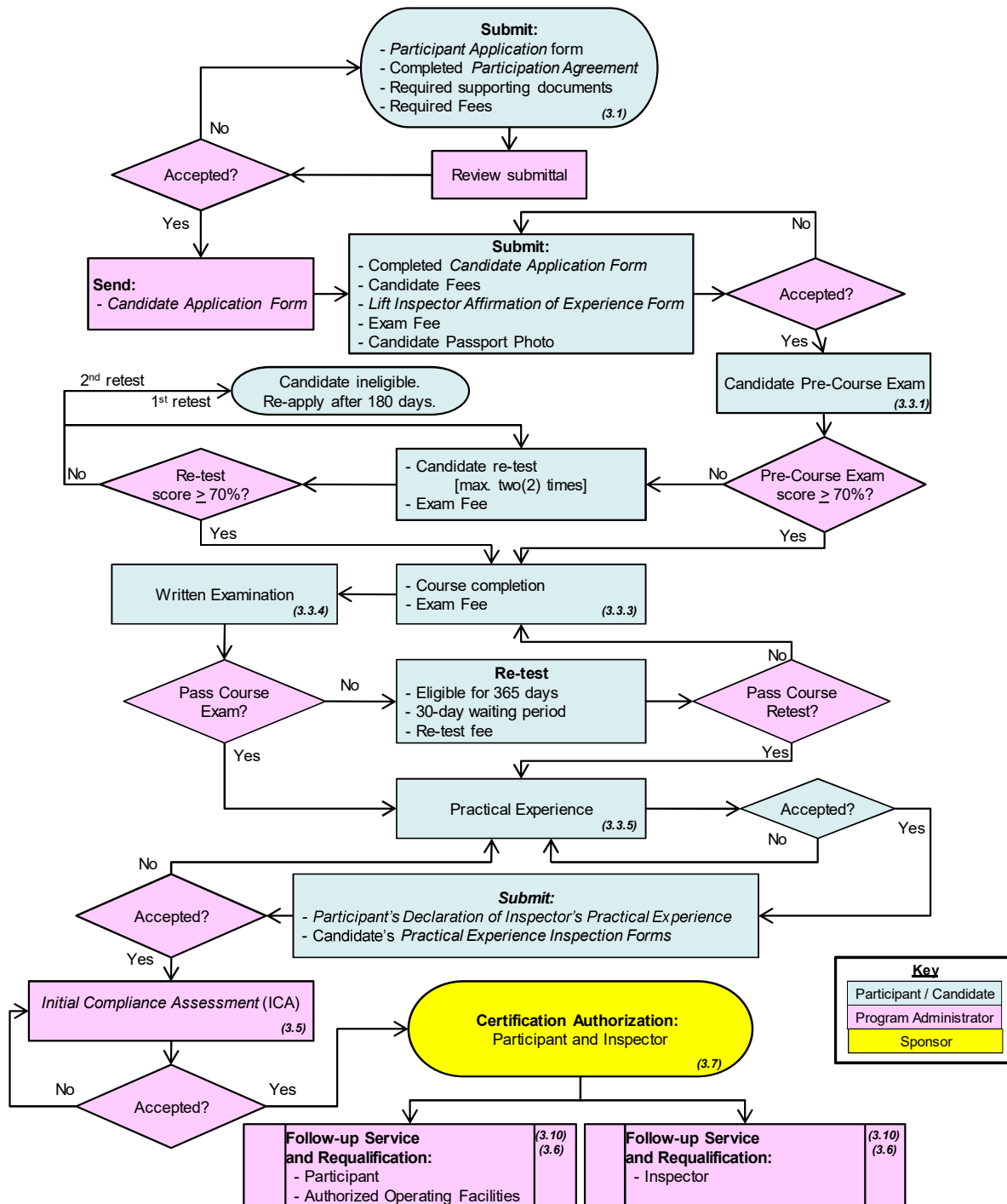
Tablet Training and Support can be trained and supported via Autel's Online website or their help line, <http://www>

variety of Training Videos available at: <http://www.servicesolutions.mahle.com/en/videos/>. Many of these prod
variety of Training Videos available at: <http://www.servicesolutions.mahle.com/en/videos/>. Many of these prod

v.autel.com or 1-855-288-3587. Many of their Diagnostic Tablets support Remote Training.

ucts can also be trained and supported remotely via the Device's on board computer system.
ucts can also be trained and supported remotely via the Device's on board computer system.

ALI Automotive Lift Inspector Certification Process



Key	
	Participant / Candidate
	Program Administrator
	Sponsor

[Add Equipment](#)[Download Demo CSV](#)[Import from CSV](#)

You have created 6 Products

Show 10 entries

Search:

Featured Image	Title	Serial Number	Lift Type	Lift Make	Lift Model	Capacity	ALI-Certified	Inspection Status
	New test product	test987	In-Ground	Snap-on	SOEMCZC33-210HP	66000		9 Days Expired
	Black 16K Hunter	1234RX165678	Scissor	Hunter	RX16KFISBLK	16000		17 Days Left
	My Rotary Lift	ABC123456789XXX	Two Post	Rotary Lift	SPOA10X	10000		Inspect this Lift
	My Not as Good Rack	65314ROTHXQ1	Scissor	Some Other Brand	Some Random Model	12000		189 Days Left
	4 Post Bendpak Sample	BP4P12345	Four Post	Bend Pak	HD-7P	7000		47 Days Expired
	My Hunter Alignment Rack	H12345ABC	Scissor	Hunter	RX12KIS	12000		75 Days Expired

Showing 1 to 6 of 6 entries

[Previous](#)

1

[Next](#)

MAHLE

Liftnow

Sourcewell Program Presentation

Who is LIFTNOW?

- u Founded as an automotive equipment distributor in 2003 in NY Tristate
- u Active Mahle distributor
- u 20-25 Brands of Shop Equipment, Service, Inspection, Shop Design, Financing, etc.
- u 2018- Started bidding around the country
- u 2020- Awarded Cooperative Purchasing Contracts, State Contracts, etc.

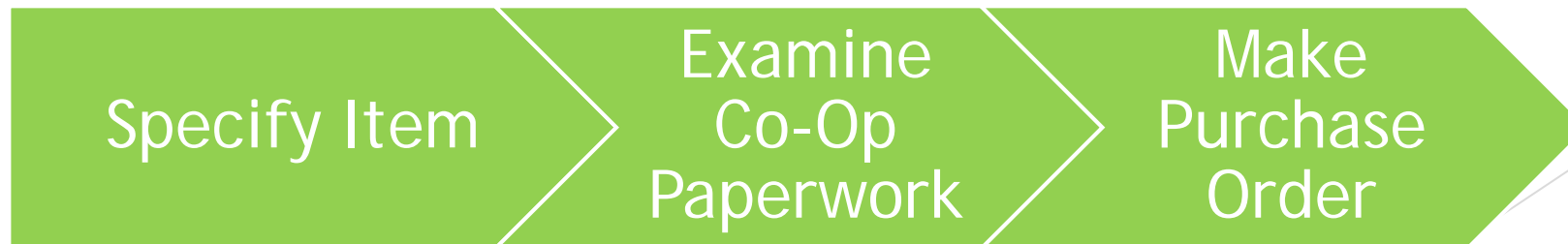
What is Cooperative Purchasing?

- u Cooperative purchasing refers to a buying group
- u Gained popularity in 2009 after Economic Downturn- purchasing agents don't have the time or money to bid! (\$11,000 on average in overtime costs)

Bidding



Co-Op Purchasing



Co-Op Purchasing means..

NO BIDDING NEEDED!!!

What is Sourcwell?

- u Formerly National Joint Powers Alliance (NJPA)- rebranded in 2018
- u One of the largest Co-Ops in North America (US and Canada)
- u Master Solicitations in all product categories - 70,000 government members, \$4 Billion *Annual* Revenue
- u Co-Op only for government, education and non-profit. Membership is free.
- u Only government-run cooperative purchasing group: “.gov” domain
- u Brand recognition among purchasing officials >80%
- u LIFTNOW Contract #013020-LFT: Ends 2024 + 1 Year Extension



Other Liftnow Contracts



CMAS
California Only
4-20-03-0094A
8/19/2020-5/18/2023



BuyBoard
National (focused in Texas)
629-20
12/1/2020-11/30/2023



Ohio (State Contract)
Ohio Only
RS900921-4
11/20/2020-4/13/2024

In 2021, Liftnow
will secure ~12
more cooperative
purchasing
contracts!

How it Works

1. Explain purchasing process- no bid needed!
2. Lead will come to LIFTNOW- using correct contract pricing, we will deliver a quote
 1. All government leads sent to coops@liftnow.com
3. Customer sends LIFTNOW Purchase Order directly:
LIFTNOW Automotive Equipment Corp.
P.O Box 972
Yorktown Heights, NY 10598
4. LIFTNOW orders equipment from Mahle and tracks delivery.
 - If customer is NOT a Sourcewell Member, it takes a five-minute form and a one-day verification period to get signed up: <https://www.sourcewell-mn.gov/become-member/application>
 - Including local distribution is KEY to success!

Where Mahle Fits

- u Average bid = \$11,000 in costs (mostly overtime hours)
- u Not only is the average cost greater than the savings from a Mahle bid, but greater than the whole bid.

Traditional Bid

Actual
Machine



Cost of
Bidding



Liftnow

Actual
Machine



Including Local Distribution

- u Like an OE Commission Program, Mahle Distributors will receive % on any sale they help facilitate
- u Distributors will also receive an appropriate amount on any OTHER brands that they are distributors for.
- u Distributors will receive 1% on any brand for which they are NOT a distributor
- u If Distributor also installs or services equipment, they are being paid market-or-better rates for ALL service
- u All distributors/installers must sign program enrollment form (sets ground rules, incentives and administrative- insurance requirements, etc.)

Collaborate > Compete



Questions?

The logo for LiftNow, featuring the word "LiftNow" in a bold, italicized, orange sans-serif font. The letters are closely spaced and have a slight shadow effect, giving them a three-dimensional appearance. The logo is centered horizontally on the page.

LiftNow

Marketing Briefing

The 5 P's of Marketing

The B2B Challenge

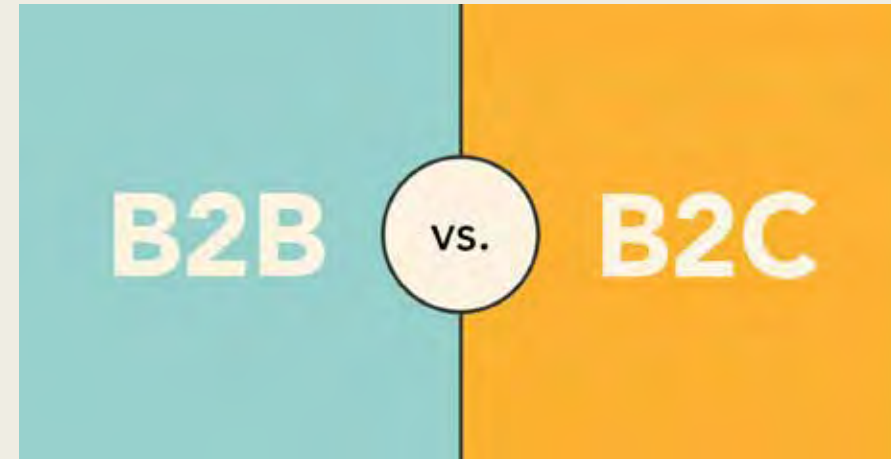
Market research is extremely challenging

What translates?

-
-
-
-

What doesn't translate?

-
-
-



Integrated Marketing Plan



Media (General Concept)

Can also refer to content that appears in channels (TV, Magazines, etc.)

-
-
-



1. Direct Marketing

Intended to reach the consumer personally and directly

-
-
-
-
-



2. Digital Marketing

SEO vs. SEM

—

Fighting for rankings
Google's "Secret Sauce"

—

PPC Advertising

—

The screenshot shows a Google search for "trip to Cancun". A red box highlights the search bar with the text "Search term/keyword". The search results are divided into two sections: SEM (Search Engine Marketing) and SEO (Search Engine Optimization). The SEM section includes sponsored links from CheapCaribbean.com, KAYAK, and United Vacations. The SEO section includes organic search results from Expedia and Travelocity. A green box highlights the "Top things to do in Cancun" section, which is part of Google's own info and services. The right side of the page shows a knowledge panel for Cancun, including a map, weather, and travel information, also highlighted with a green box.

Search term/keyword

SEM

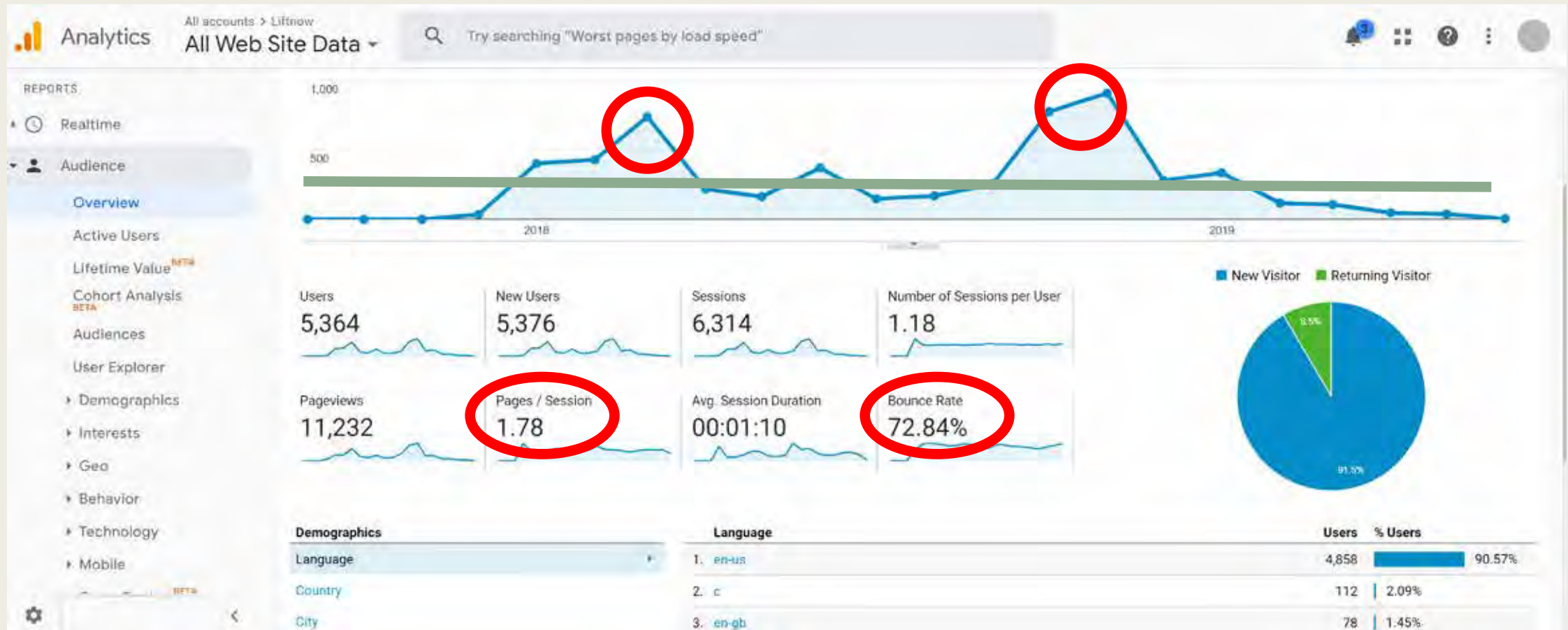
SEO

The green boxes are Google's own info and services.

2. Digital Marketing



2. Digital Marketing



3. Print Marketing

Magazines

Trade Journals

Newsletters

Refers to advertisements that we paid for.



4. Media Marketing

TV

Radio

Podcasts

Other types of Media (advertising)?



5. Public Relations

Communication and engagement with various stakeholders

Events, content generation, etc.

PR describes the stakeholder group

6. Event Marketing

Trade shows, seminars/presentations, demonstrations

Strength: People show up; equipment lends itself to demonstration; industry desperate for education; right topic is well-received

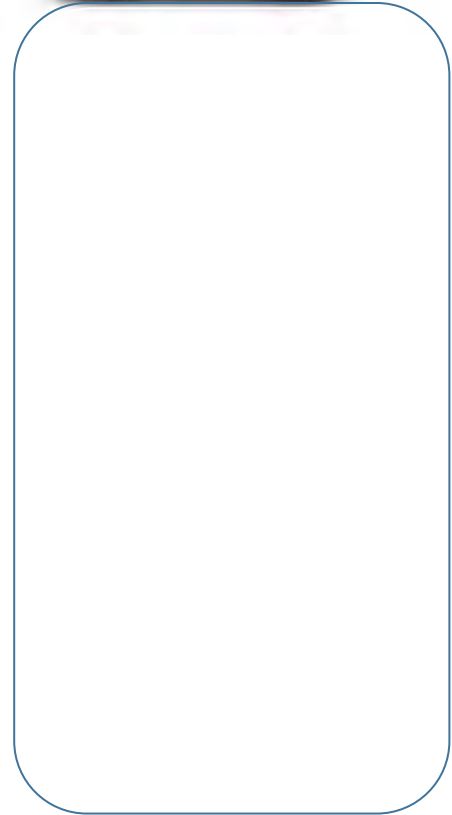
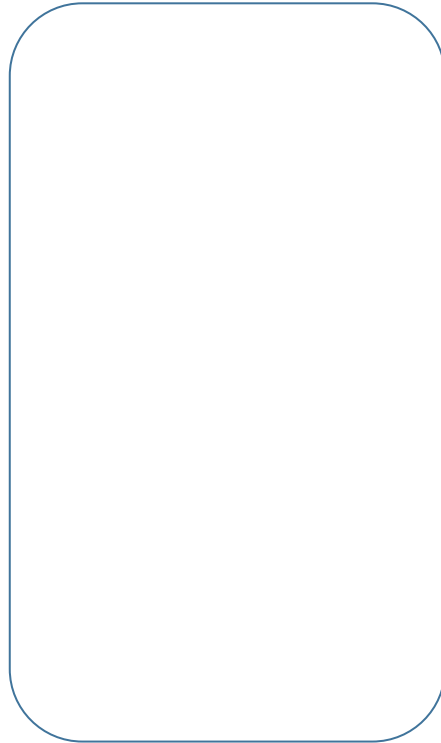
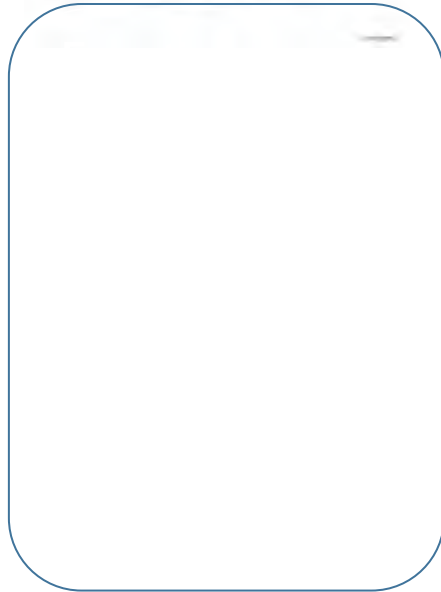
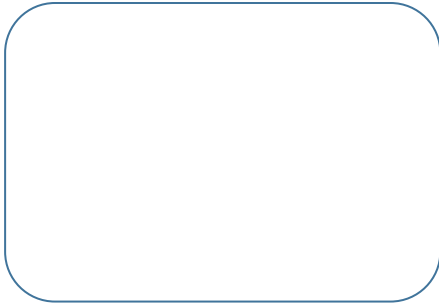
Weakness: Getting people to show up (choosing the right location, hours and topic), pricing the event, converting into sales

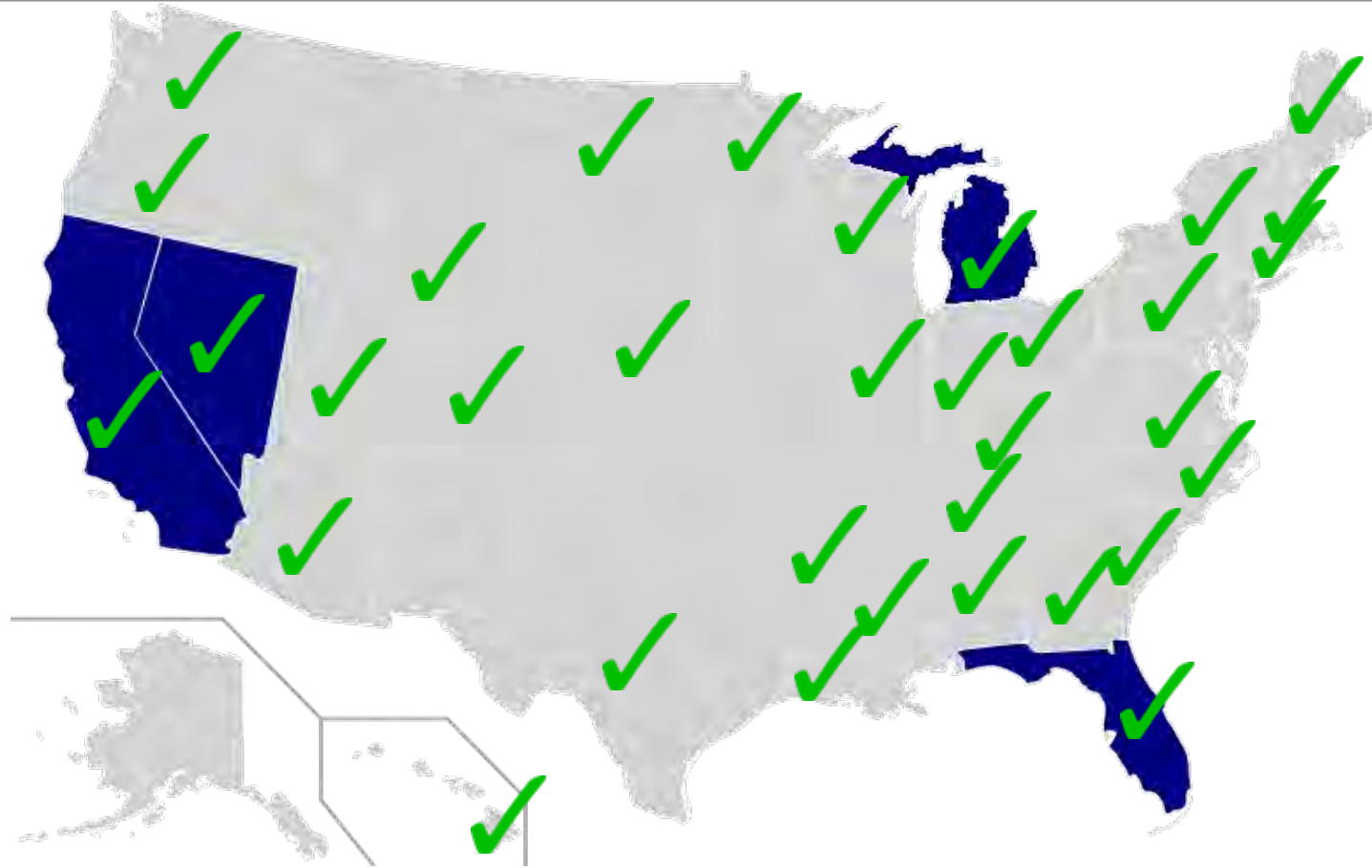


6b. Event Marketing: Trade Shows

Weakness: ~~Getting people to show up (choosing the right location, hours and topic), pricing the event,~~ **converting into sales**







TESLA



Mercedes-Benz



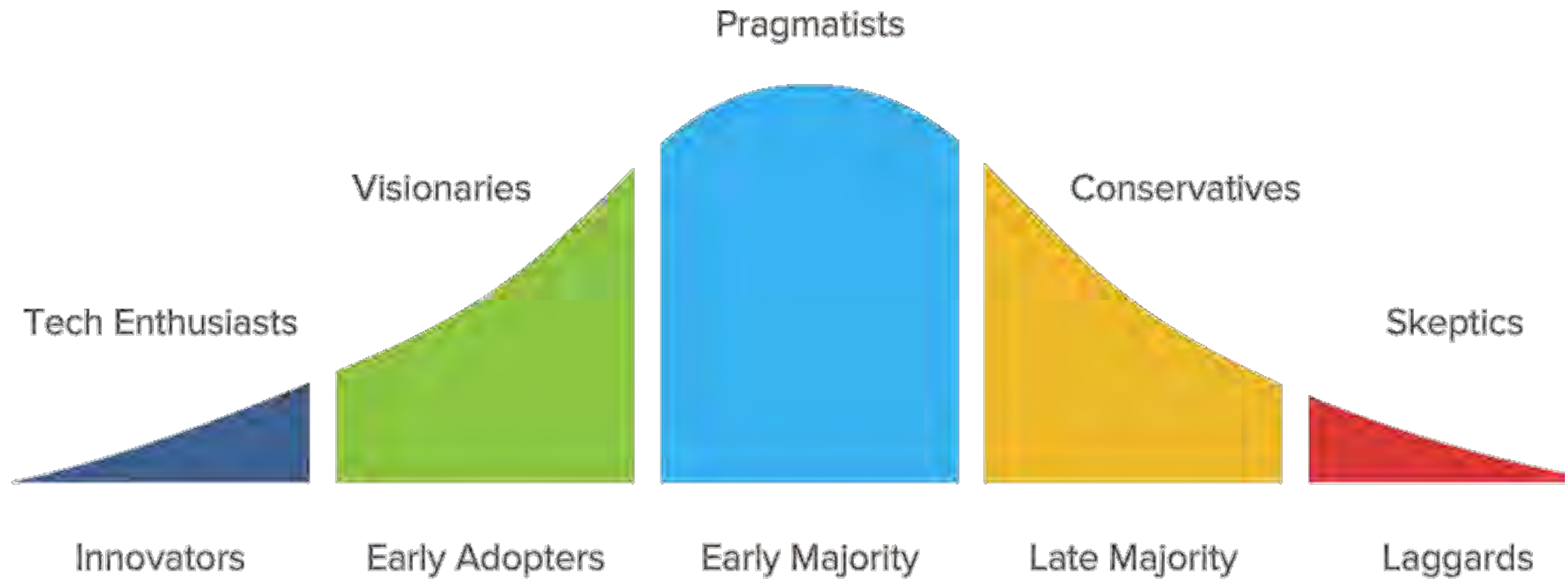
TOYOTA



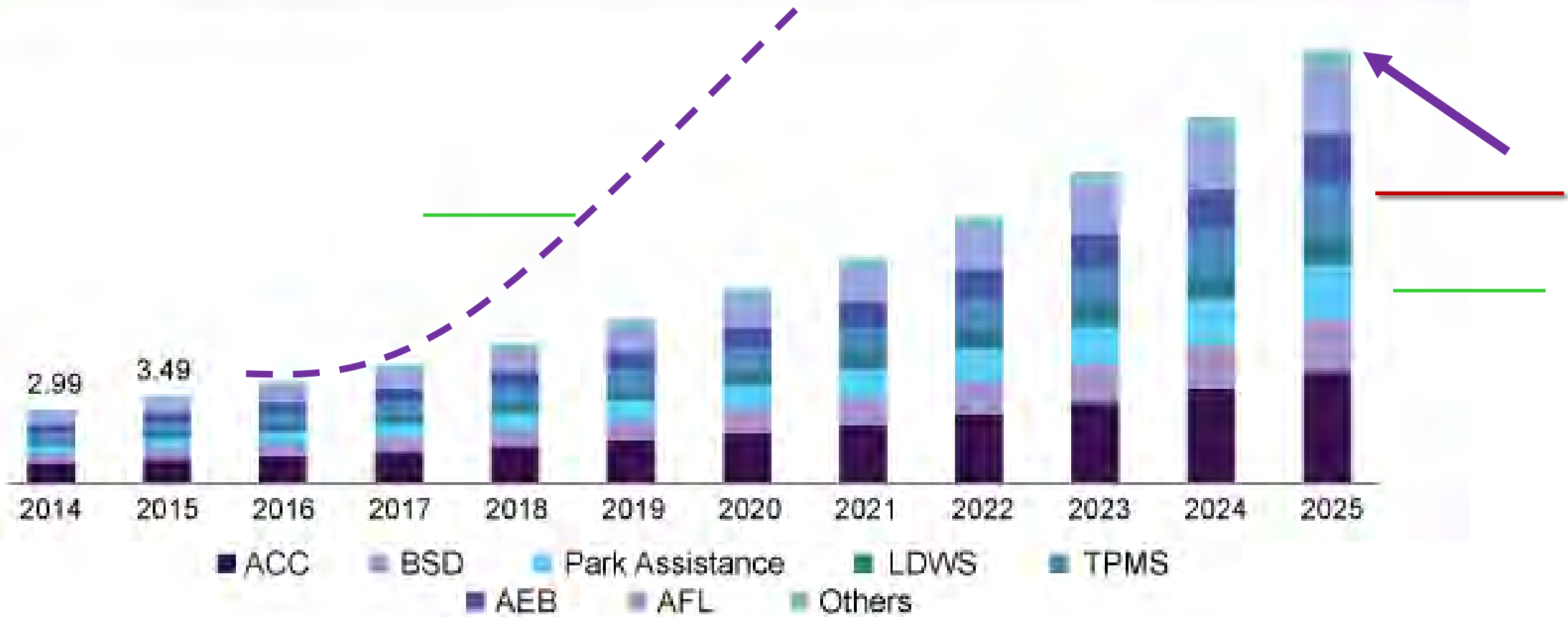
Audi

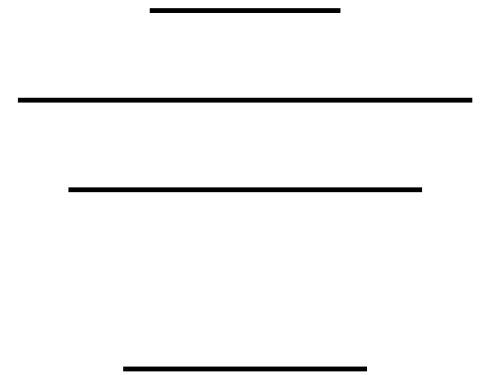
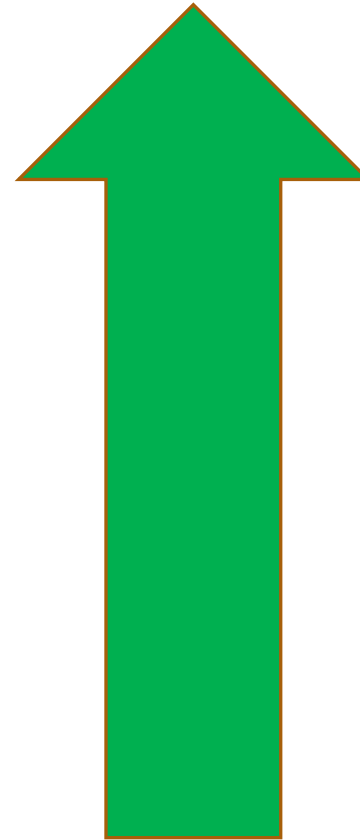
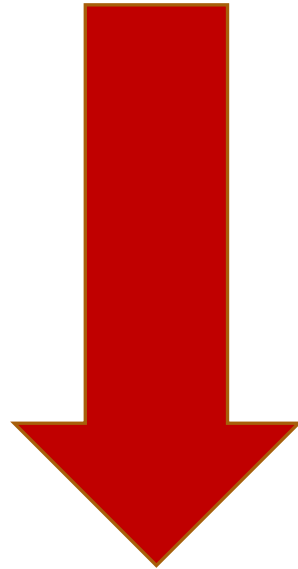
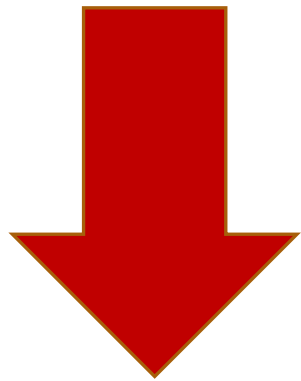






U.S. ADAS market by solution type, 2014 - 2025 (USD Billion)





7. Content Marketing

Earned/owned/paid. Pretty easy to earn:

—

—

Owned

—

—

Paid

—



The key is making sure that the content can stand on its own, and is minimally salesy, just educational.

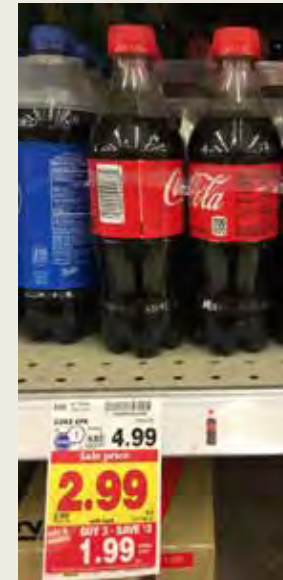
8. Trade Promotion and Consumer Promotion

Trade promotion

-
-

Consumer promotion

-
-



9. Personal Selling

Face-to-face sales; proven for ~70 years across brands and regions that this approach works well

The definition includes telemarketing, but our industry and products lend themselves to in person contact

—

The screenshot shows a LinkedIn page for LiftNow. At the top right, the LiftNow logo is visible. Below it, there are five profile cards arranged in two columns. Each card features a profile picture, the person's name, title, and contact information.

Name	Title	Region	Phone	Email
Paul Stern	Sales Manager	New York, All Regions	(914) 428-4804	psstern@liftnow.com
Ed Moffatt	Service Manager	All Locations	(914) 573-4338	emoff@liftnow.com
Chris Abbate	Sales Representative	Connecticut and Massachusetts	(860) 416-2299	cabbate@connecticut.com
Carla Gape	Sales Representative	Northern/Central New Jersey	(875) 236-1321	liftnowcarla@gmail.com
Cole Van Develde	Sales Representative	Hudson Valley	(908) 309-9044	colovan@liftnow.com

10. Outdoor

Almost useless for our industry-
better for consumer goods

There's no way to measure who's
going to see what. Even placing a
billboard in proximity to repair
shops/customers leads to
wasted \$\$\$

—



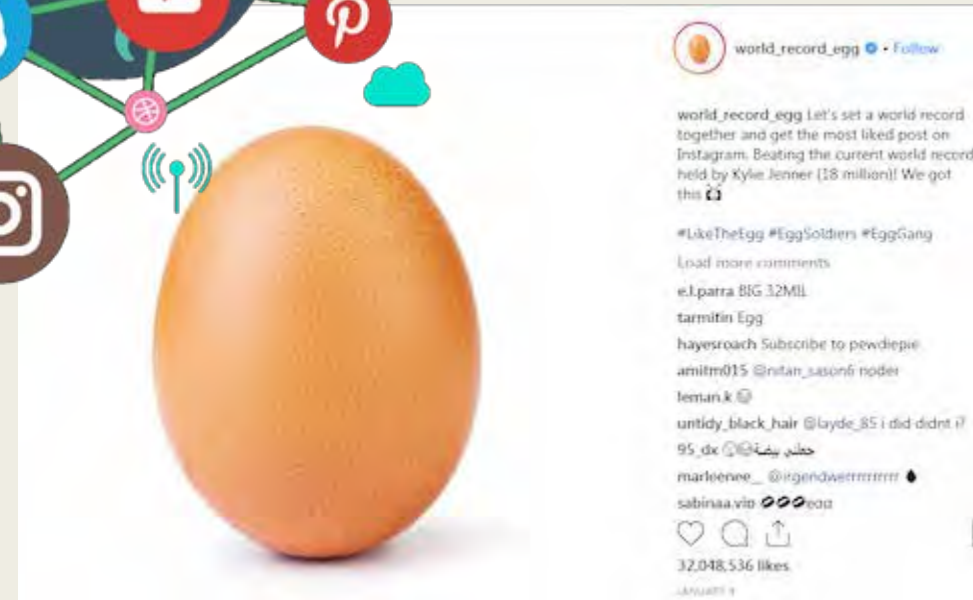
11. Social Media Marketing

The "hottest" marketing at the moment

-
-
-
-

Experience with social media

-
-



12. Partnerships

Partnering with complementary companies to co-promote

Haven't done much of this yet
(there is opportunity)

—

—

Co-branding Campaign: Soundtrack for Your Ride

Music-streaming app Spotify partnered with ride-hailing app **Uber** to create "a soundtrack for your ride." This is a great example of a co-branding partnership between two very different products with very similar goals -- to earn more users.

Here's how it works: When riders are waiting for an Uber ride, they're prompted to connect with Spotify and become the DJ of their trip. Users can choose from their own playlists to determine what they'll listen to.



RIDE

Your music choices you choose
and your ride plays.

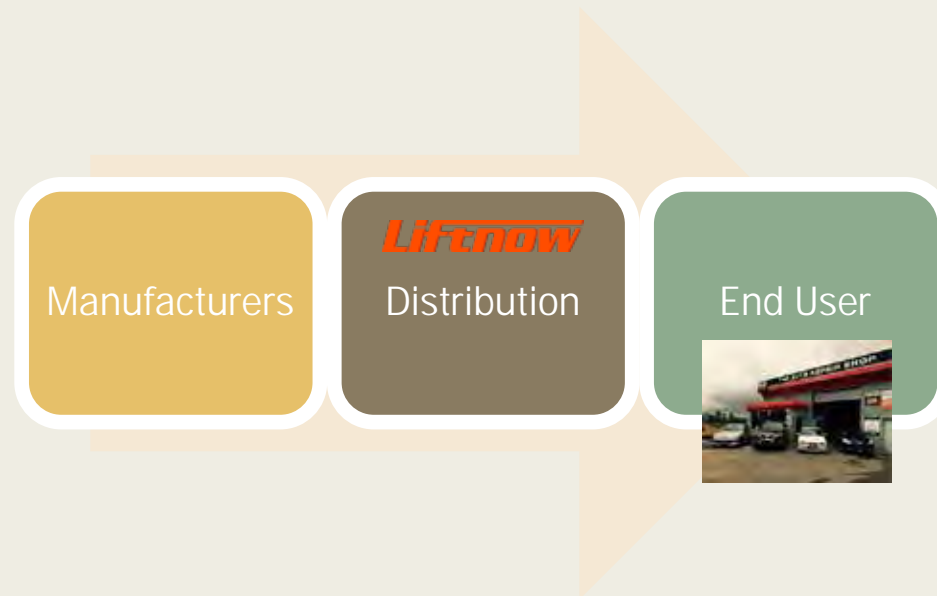


DJ

There's a playlist for every ride.

Reintroducing LIFTNOW:

“LIFTNOW can take an empty lot of land or building and outfit it to be an auto repair shop, body shop, car dealership, or other garage.”



Building Value as a Distributor

This is "Business Development"

Building brand loyalty/recognition past a single brand

—

Goals and Objectives

Not only do we need to measure KPIs, we need to develop and revise them

-
-
-
-

Build brand awareness/recognition/value

-
-

Key Performance Indicators Definition and Examples

A quantifiable measure a company uses to determine how well it's meeting its operational and strategic goals.

- A sales team might track **new revenue**
- A customer support team might measure the **average on-hold time** for customers
- A marketing group will look at the contribution of **marketing generated sales leads**
- Human resources will look at **employee engagement**
- Other areas of the business will look at the **efficiency of processes**

the balance

3/3/2021



Letter of Authorized Distributor

This letter is intended to inform Equalis Group that LiftNow, of Yorktown Heights NY, is a certified distributor of OMER equipment. As we've successfully done with other cooperative purchasing programs, OMER is pairing up with LiftNow to offer a, more-comprehensive, product offering. If LiftNow is successfully awarded the Equalis contract, OMER USA & LiftNow will retain our distributor relationship for the complete length of term for the contract & eligible extensions. These offerings are outlined below;

- OMER FLY 35 (7,700lbs capacity double-scissor lift)
- OMER RED 10 (10,000lbs capacity two-post lift)
- OMER IPPO 45 (10,000lbs capacity double-scissor lift)
- OMER KAR 45 (10,000lbs capacity platform lift – Inverted Scissor)
- OMER KAR 54 (12,000lbs capacity platform lift – Inverted Scissor)
- OMER FOX 65 (14,000lbs capacity platform lift – Scissor Lift)
- OMER KAR 72 (16,000lbs capacity platform lift – Inverted Scissor)
- OMER KAR 82 (18,000lbs capacity platform lift – Inverted Scissor)
- OMER MCO 14.5 Mobile Columns (rated individually at 14,500lbs capacity, with ability to pair up to 10 in a set)
- OMER MCO 19 Mobile Columns (rated individually at 19,000lbs capacity, with ability to pair up to 10 in a set)
- OMER VEGA Parallelogram (Available in 50,000lbs, 75,000lbs & 100,000lbs capacities)

All the platform lifts listed above are available in different lengths & can be offered with many ALI Certified Accessories. All of the equipment listed above & represented by LiftNow is fully certified by the ALI & can be viewed & confirmed on the Automotive Lift Institutes' website www.autolift.org.

Regards,

Thomas Boutwell

Omer USA Inc.

(470)275-5919



Liftnow Automotive Equipment Corp

GOATS.

AMMCO.

BADA.

BASELINE™

Subject to the terms and conditions of this Agreement (as defined below) Hennessy Industries LLC ("Hennessy") and the Distributor ("Distributor") named on the front page, agree as follows:

1. APPOINTMENT

- a. Hennessy appoints Distributor to purchase, inventory, promote and resell on a non-exclusive basis to end-user customers directly within the United States of America only, the products ("Products") listed on the Hennessy price schedule(s) identified. Distributor is being appointed for its unique abilities and shall have no right to assign this Agreement without first obtaining the written consent of Hennessy. The term "assignment" shall include the sale of all or part of Distributor's business, or all or a majority of Distributor's stock, through acquisition or merger.
- b. Distributor shall not under any circumstances sell directly or indirectly, any Product through any electronic retailers, auction houses or classified advertising websites, including, but not limited to, eBay or Craig's List.
- c. If in Hennessy's reasonable opinion Distributor has or may have breached the obligations described in this Article 1, Hennessy, or an independent auditor selected by Hennessy, shall have the right to perform an audit of Distributor's books and records to the extent necessary to verify whether a breach has occurred. Any such audit shall be at Hennessy's cost and shall be conducted during Distributor's reasonable business hours and after reasonable notice and in such a manner as to avoid unreasonable interference with Distributor's business operations.

2. TERM

This Agreement shall commence on the date stated on the front page and shall continue until the end of the calendar year or until terminated in accordance with the provisions of Article 13.

3. PRODUCTS / PRICES

- a. Hennessy agrees to sell and Distributor agrees to buy Products at the net price and in the minimum quantities stated on the price schedules.
- b. Hennessy may discontinue the sale of any of the Products upon giving advance written notice to Distributor.
- c. Hennessy may increase the list prices of Products by giving Distributor 30 days advance written notice. If the price of a Product is increased, Hennessy will apply the old price to firm orders received before the effective date of the price change for shipment no later than 30 days after that effective date.

4. ORDERS / DELIVERY

- a. Orders will be initiated by Distributor's written purchase order and will be binding upon acceptance by Hennessy. Each order for Product must:

- (1) Be received by Hennessy during the term of this Agreement; and
- (2) Specify ship dates no more than 30 days from order date or after the Agreement's expiration or termination date.

- b. All shipments shall be subject to Hennessy's shipment schedule. Hennessy shall endeavor to ship according to Distributor's requested schedule but shall not be liable for any failure or delay in filling an order due to causes beyond its reasonable control.
- c. Shipments shall be F.O.B. Hennessy shipping point. Title and risk of loss or damage shall pass to Distributor upon Hennessy's delivery of Product to a common carrier regardless of the freight terms.
- d. Subject to Hennessy's shipment schedule, Distributor may request changes in ship dates of Products ordered by giving written notice prior to shipment.
- e. Distributor shall notify Hennessy in writing within 30 days from date of shipment in the event of shipment damage, overage or shortage of the order. Notification shall include the date of shipment and the purchase order number. Claims received after 30 days will not be accepted.

5. PAYMENT

Payment shall be made in accordance with terms established in each Product Exhibit attached. Hennessy may modify the terms and/or conditions of this Agreement if the Distributor's account exceeds 15 days past due, if in Hennessy's sole opinion Distributor's financial condition warrants it, or if Hennessy has given the Distributor notice of termination.

6. RESPONSIBILITIES OF DISTRIBUTOR

The Distributor agrees to:

- a. meet the annual targets established by the Exhibits hereto or as otherwise agreed to in writing between Distributor and Hennessy or the Hennessy Authorized Sales Representative;
- b. issue a minimum initial stocking order and place minimum reorders as established in each Product Exhibit or price schedule;
- c. use its best efforts to expand the sale of Hennessy Products by stocking Products and by devoting such management, manpower, marketing, time and effort as may be reasonably necessary to fully develop the available market potential for Hennessy Products;
- d. provide a Resale Certificate for each shipping location or pay sales taxes charged by Hennessy until it provides such resale certificate;
- e. promptly notify Hennessy of any complaints made by customers regarding any issues pertaining to the safety of Products and cooperate with Hennessy in the event of any Product recall or safety notice by delivering to customers notifications and information provided by Hennessy (at Hennessy's sole discretion), or make all information required to deliver such notifications and information available to Hennessy, but solely for such purpose;

- f. comply with the Hennessy Customer Standard Terms and Conditions, found at <https://www.hennessyind.com/coop-policy-procedure>
- g. transact its business as a Distributor in a legal and ethical manner, and comply fully with all applicable laws, rules and regulations, including those of the United States, and any and all other jurisdictions globally, which apply to Distributor business activities in connection with this Agreement.

Without limiting any provision in this Agreement, Distributor specifically agrees to the following Anti-Corruption/Anti-Bribery provisions:

- A. Distributor represents and warrants to HENNESSY that Distributor shall fully comply with all local, national, and other laws of all jurisdictions globally relating to anti-corruption, bribery, extortion, kickbacks, or similar matters which are applicable to Distributor business activities in connection with this Agreement, and that Distributor will take no action that will cause Distributor or HENNESSY to violate any such laws.
- B. Distributor specifically represents and warrants to HENNESSY that Distributor is familiar with the U.S. Foreign Corrupt Practices Act of 1977, as amended (the "FCPA"), and the U.K. Bribery Act and that Distributor shall comply with the FCPA and U.K. Bribery Act, and will take no action that will cause Distributor or HENNESSY to violate these laws.
- C. It is the intent of Distributor and HENNESSY, and Distributor represents and warrants to HENNESSY, that no payment of money or provision of anything of value will be offered, promised, paid or transferred, directly or indirectly, by any person or entity, to any government official, government employee, or employee of any company owned in part by a government, political party, political party official, or candidate for any government office or political party office to induce such organizations or persons to use their authority or influence to obtain or retain an improper business advantage for Distributor or for HENNESSY, or which otherwise constitute or have the purpose or effect of public or commercial bribery, acceptance of or acquiescence in extortion, kickbacks or other unlawful or improper means of obtaining business or any improper advantage, with respect to any of Distributor's activities related in any way to this Agreement, including without limitation any payment of money or provision of anything of value to any employee of any customer in order to secure a sale.
- D. Distributor agrees that should he learn or have reason to know of any offer, promise, payment or transfer of money

or provision of anything of value that would violate the FCPA, the U.K. Bribery Act, or the anti-corruption and anti-bribery laws which apply to Distributor's business activities in connection with this Agreement, Distributor shall immediately disclose it to HENNESSY.

- f. E. Distributor shall provide annual certification of compliance with the FCPA, the U.K. Bribery Act and all other laws applicable to Distributor's activities related to this Agreement in the form provided from time to time by HENNESSY. Distributor shall participate in anti-corruption/anti-bribery training offered by HENNESSY as HENNESSY may direct from time to time.

In addition, Distributor agrees to abide and be bound by any Hennessy policy applicable to similarly situated counterparties of Hennessy of which the Distributor receives notice of in writing.

7. U.S. GOVERNMENT SECURITY REQUIREMENTS

Distributor recognizes that all Hennessy Products are controlled by the U.S. Department of Commerce Bureau of Industry and Security and that some Hennessy Products may be subject to certain export license requirements. Distributor acknowledges that it is prohibited from exporting Products. In addition, Distributor shall:

- a. take reasonable steps to ensure that its end user customers are not purchasing Products for export outside of the United States;
- b. not sell Products, directly or indirectly, to any end users, or to those who Distributor reasonably suspects will sell to end users in countries under U.S. Government sanctions. As of the date of this Agreement, those sanctioned countries are Cuba, Syria, Iran, North Korea and Sudan. Distributor shall comply with any other restrictions applicable to other products as instructed by Hennessy;
- c. not sell to anyone Distributor knows or has reason to believe is included on any U.S. Government restricted parties lists.

8. RELATIONSHIP

The Distributor shall perform the terms of this Agreement as an independent contractor engaged in purchasing Products from Hennessy for resale. Distributor and its employees are not agents, employees, or legal representatives of Hennessy for any purpose and shall have no authority, express or implied, to represent or bind Hennessy. Nothing contained in this Agreement shall be construed as creating a joint venture or partnership between Hennessy and Distributor.

9. INTELLECTUAL PROPERTY RIGHTS & TRADEMARKS

- a. Distributor shall have no right to use Hennessy trademarks, service marks, copyrights, trade names, trade dress, trade secrets, and proprietary information ("Intellectual Property") unless it has first

executed and returned to Hennessy a separate *Hennessy IP License Agreement* in the form attached hereto as the "Hennessy IP License Agreement Exhibit." The use of such Intellectual Property shall be solely for the purpose of promoting and soliciting sales of Products pursuant to this Agreement. The License shall terminate, and Distributor shall retain no right to use Hennessy's Intellectual Property for any purpose, following the expiration or termination of this Agreement.

- b. Distributor will not apply to register Hennessy's Intellectual Property as a trademark, service mark, copyright, patent, domain name, or otherwise in any jurisdiction. Distributor will not adopt, use, or apply to register, any words, symbols, colors, or trade dress Hennessy considers confusingly similar to its Intellectual Property for any reason, including without limitation as part of a domain name, Distributor's company name, or otherwise. Distributor shall not remove, add, or modify any proprietary notices or Intellectual Property attached to the Products or their packaging without Hennessy's express, written consent.
- c. Distributor shall acquire no rights in Hennessy's Intellectual Property except the limited License granted pursuant to this Agreement. Distributor will not, during the term of this Agreement or after its termination, challenge or otherwise contest Hennessy's ownership of its Intellectual Property. Distributor agrees to protect Hennessy's Intellectual Property and will cooperate with Hennessy to stop any infringements or illegal uses of Hennessy's Intellectual Property.
- d. Distributor acknowledges that Hennessy has the right to inspect the quality, nature, and extent of Distributor's use of Hennessy's Intellectual Property. If Hennessy provides written notice of non-compliance with Hennessy's Intellectual Property quality or use standards, Distributor will cure all defects in a commercially reasonable time frame.

10. LIMITED WARRANTY

Terms and conditions of Product warranties and limitations of liability are governed by the documents furnished with each Product and will begin on the date of shipment. Parts, Product repairs and services are warranted for 90 days. Hennessy warranties extend only to the original buyer or end-user customer of a Distributor. Distributor has no authority to extend a greater or different warranty on behalf of Hennessy. EXCEPT AS DESCRIBED HEREIN, NEITHER HENNESSY NOR DISTRIBUTOR SHALL BE LIABLE TO THE OTHER FOR ANY COMMERCIAL DAMAGES OR LOSSES WHETHER DIRECT, SPECIAL, INDIRECT, INCIDENTAL OR CONSEQUENTIAL, AND WHETHER ARISING FROM BREACH OF WARRANTY OR BASED ON CONTRACT, TORT, RELIANCE OR ANY OTHER THEORY.

11. CONFIDENTIALITY

The parties may disclose to each other their confidential and proprietary information which may include, but will not be limited to, information related to new products prior to product introduction, pricing and discount schedules, marketing and other business plans, technical information, drawings, schematics, and financial and other business

records, as well as trade secrets ("Proprietary Information"). Both parties shall be prohibited from disclosing to any third party the other's Proprietary Information and both parties shall instruct their personnel about this nondisclosure requirement. The term "Proprietary Information" includes the terms and conditions of this Agreement. The term "Proprietary Information" shall not include information which (1) is publicly disclosed or is in the public domain through no fault of the party receiving the Proprietary Information; (2) was disclosed pursuant to an applicable law or regulation; or (3) was lawfully disclosed to the recipient party without restrictions. The obligation to protect Proprietary Information, except for trade secrets which are marked or otherwise identified as such by Hennessy, will survive this Agreement for three years after the date of disclosure to the recipient party. The obligation to protect trade secrets shall survive this Agreement indefinitely.

12. TERMINATION

- a. Either party may terminate this Agreement at any time by giving thirty (30) days written notice to the other, with or without cause. Neither the Distributor nor Hennessy shall be liable to the other for damages of any kind or character on account of such termination. Notice of termination by either party shall be sent in accordance with Article 14.
- b. Hennessy may terminate this Agreement for cause if Distributor does not meet the annual minimum threshold sales volume requirement in the Exhibits attached hereto or violates any material term of this Agreement, provided (a) Distributor is given written notice setting forth the alleged breach giving rise to the termination and (b) Distributor fails to correct the breach within 90 days. If Distributor fails to correct the breach within 90 days, HENNESSY may terminate Distributor with 30 days written notice. HENNESSY shall not be liable to Distributor for any claim, losses, or damages related to HENNESSY's decision to exercise its rights under this provision. In the event of termination of this Agreement, Distributor shall return all proprietary documents and confidential items used in performance of the former relationship.
- c. Notwithstanding paragraph a. of this Article 12, Hennessy may terminate this Agreement immediately by giving written notice at any time to Distributor, if Distributor:
 - (1) makes any extraordinary arrangement with its creditors, generally becomes bankrupt or insolvent, goes into liquidation or winding up, ceases to function as a going concern or changes ownership or control; or
 - (2) is delinquent in payment of amounts due to Hennessy; or
 - (3) makes or attempts to make any assignment of this Agreement or any other obligation hereunder without the prior written consent of Hennessy, or has, in Hennessy's sole opinion, engaged in willful misconduct or any act which is detrimental to the goodwill or best interest of Hennessy; or
 - (4) materially breaches its obligations set forth in this Agreement, including but not limited to engaging in the solicitation of sales

outside of the United States or violating the provisions of Articles 1, 6.g., 7 or 9.

- d. Upon termination of this Agreement, except with respect to firm orders already received, Distributor shall cease all sales of Hennessy Products and shall discontinue all advertising of or reference to Hennessy or Hennessy Products except in catalogs or literature that advertise Hennessy Products with other manufacturer's Products that were printed before receipt of the termination notice. If Distributor violates this prohibition, Hennessy may seek immediate injunctive relief and any other legal remedies and Distributor shall be liable to Hennessy for all attorney fees and costs incurred by Hennessy in proceeding against Distributor for breaching such prohibition.
- e. Hennessy may, at its discretion, accept orders on Cash in Advance terms for Products which Distributor was contractually obligated to furnish before the termination date and does not have available in its inventory, provided Distributor gives Hennessy written notice of any such orders within 10 days of the termination date.
- f. The respective obligations of the parties under this Agreement that by their nature would continue beyond the termination, cancellation or expiration of the Agreement, shall survive termination, cancellation, or expiration, including but not limited to Articles 6.e. (Recalls and Safety Notices), 6.f. (pertaining to legal compliance), 7. ("US Government Security Requirements"), and 11. ("Confidentiality").

13. GOVERNING LAW & ENFORCEABILITY

- a. This Agreement shall be governed by and construed in accordance with the laws of the state of Tennessee, except for any laws pertaining to conflicts or choice of laws.
- b. This Agreement, including and together with any related Exhibits, Schedules and Hennessy policies the Distributor received notice of pursuant to Article 6.e (collectively, this "Agreement"), constitutes the sole and entire agreement of the Parties with respect to the subject matter contained herein and therein, and supersedes all prior and contemporaneous understandings, agreements, representations and warranties, both written and oral, regarding such subject matter. This Agreement may not be modified or amended, including by purchase order or other document, except by Hennessy.
- b. The failure of either party to enforce any provision of this Agreement or the Exhibit(s) shall not be construed as a waiver of such provisions or of the right of such party thereafter to enforce each and every provision contained herein.
- c. The unenforceability (or modification to conform to such law) of any provision(s) of this Agreement shall not render unenforceable, or impair, the remainder thereof. If any provision or provisions hereof shall be deemed invalid or unenforceable, either in whole or in part, this Agreement shall be deemed amended to delete or modify, as necessary, the offending provision(s) and to alter accordingly in order to render it valid and enforceable.

14. NOTICES

Notices sent pursuant hereto shall be mailed to the address shown on the cover page of this Agreement or sent by facsimile, email or similar communications, or by certified or registered mail, return receipt requested, or by airmail. Notices will be deemed given in the case of emails, faxes or similar communication when sent (unless in the case of an email an automatic response is generated confirming that the recipient is not in the office or otherwise unavailable to read the communication, in which case alternate means of notification shall be used), and in the case of certified or registered mail, the notice shall be deemed given on the date of receipt. The parties acknowledge that they have an ongoing business relationship and that their ability to transact business hereunder would be unreasonably and unnecessarily restricted by any limitations, statutory or otherwise, upon their ability to freely communicate via facsimile or email. Each party hereby gives the other permission to send to whatever email addresses or facsimile numbers the other needs to send to in order to maintain efficient communications between the parties.

15. ELECTRONIC RECORDS & EXECUTION

This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. It shall not be necessary in making proof of this Agreement or any counterpart hereof to produce or account for any of the other counterparts. The exchange of copies of this Agreement and of signature pages by facsimile or email shall constitute effective execution and delivery of this Agreement as to the parties and may be used in lieu of the original Agreement for all purposes. Signatures of the parties transmitted by facsimile or via email shall be deemed to be their original signatures for all purposes.

Accepted by _____

Date _____



January 10, 2020

Subject: Letter of Certification

To Whom It May Concern:

This letter certifies that **Liftnow**, an automotive equipment distributor located in Yorktown Heights, NY, is an authorized Lincoln Industrial distributor. As such, they are approved to sell all Lincoln products offered by SKF's Tools & Equipment group, including but not limited to grease guns, grease fittings, pumps, and a large selection of automotive shop equipment and accessories.

If you have any questions regarding this authorized Lincoln Industrial distributor, please don't hesitate to contact me.

Sincerely,



Jim Hasara
Inside Sales – Eastern Region
Alemite & Lincoln Lubrication Products
SKF USA Inc



January 13, 2020

To whom it may concern:

LIFTNOW, of Yorktown Heights, New York, is an Authorized Mattei Distributor.

As an Authorized Mattei Distributor, they provide new equipment, genuine parts and lubricants, accessories and, they offer Factory Trained Technicians capable of maintaining, servicing and repairing Mattei air compressors.

Sincerely,

Mattei Compressors, Inc.

Bill Kennedy
Sales & Products Manager



QUALITY STAINLESS PRODUCTS

January 2020

To Whom It May Concern

This document certifies that Liftnow Automotive Equipment Corporation of Yorktown Heights, NY is an authorized distributor for Quality Stainless Products.

Regards,

Mark Weinmann

Mark Weinmann

National Sales Director

314.699.9613 x229

mark@go-qsp.com



Shure Manufacturing Corporation
1901 West Main Street
Washington, MO 63090 USA

Toll Free 800.227.4873
FAX 636.390.7171
Email sales@shureusa.com

January 20, 2020

Paul Stern
Liftnow Automotive Equipment
PO Box 972
Yorktown Heights, NY 10598

Dear Paul,

In regards to your request for verification, this letter can be shared with your customers.

Liftnow Automotive Equipment is an authorized distributor of Shure Manufacturing Corporation in good standing.

If you have further questions, please let me know.

Regards,

A handwritten signature in black ink, appearing to read "M. Vondera". The signature is fluid and cursive, with a large initial "M" and "V".

Michelle Vondera
Accounts Director

SHURE MANUFACTURING CORPORATION



175 Central Avenue
Suite 200
Farmingdale, NY 11735

January 17, 2020

Re: Authorized North American Autel Dealer

To Whom It May Concern:

This letter serves to confirm that *Liftnow.com* is authorized to promote and market Autel automotive diagnostic products and ADAS calibration systems.

We are confident that Liftnow's representative will represent our products in a knowledgeable and professional manner.

Sincerely,
Chloe Hung
Vice President



CHASE PRIVATE CLIENT

Paul Stern

Liftnow Automotive Equipment Corp.

563 Croton Ave

Cortlandt Manor, NY 10567

January 23, 2020

Dear Paul:

Per your request I am writing to verify details on your business account ending 3783. Our records indicate this account was opened 05/10/13 and maintains an average balance in the low 6 figures. The account is in good standing and has no history of insufficient funds nor deposited items returned.

If you have any questions, please feel free to call me at 914-621-1209.

Sincerely,

LuAnn Russell

Branch Manager

"Chase Private Client" is the brand name for a banking and investment product and service offering.

Bank deposit accounts, such as checking and savings, may be subject to approval. Deposit products and related services are offered by JPMorgan Chase Bank, N.A. Member FDIC.

Certain bank managed advisory products and related services, such as custody services, are offered by JPMorgan Chase Bank, N.A. and its affiliates. These assets are segregated by law and are not subject to FDIC or SIPC coverage. Other investment products and services are offered through J.P. Morgan Securities LLC (JPMS), a member of FINRA and SIPC. Annuities are made available through Chase Insurance Agency, Inc. (CIA), a licensed insurance agency, doing business as Chase Insurance Agency Services, Inc. in Florida. JPMS and CIA are affiliates of JPMorgan Chase Bank, N.A. Products not available in all states.

INVESTMENT AND INSURANCE PRODUCTS ARE:

- NOT FDIC INSURED • NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY • NOT A DEPOSIT OR OTHER OBLIGATION OF, OR GUARANTEED BY, JPMORGAN CHASE BANK, N.A. OR ANY OF ITS AFFILIATES
- SUBJECT TO INVESTMENT RISKS, INCLUDING POSSIBLE LOSS OF THE PRINCIPAL AMOUNT INVESTED

August 17, 2020

To whom it may concern,

Please be advised that Lift Now is a Platinum Distributor of all products and brands under the BendPak umbrella of products. They are in good standing as one of our distributors and service providers.

Sincerely,



Dave Shedlock

Director of National Accounts

Mobile [805-207-8836](tel:805-207-8836)

Office [805-933-9970](tel:805-933-9970) EXT 110

Fax 805-933-9160

www.bendpak.com



January 10, 2020

Dear Sirs,

Please let this letter serve as notice that Liftnow Automotive Equipment Corp. and Certified Lift Installation & Maintenance Corp. located in Westchester County, NY is an authorized and approved Challenger Lift distributor and service center.

Should you require any additional information, please do not hesitate in contacting me.

Sincerely,

Sam LaManna
NE Regional Manager
saml@challengerlifts.com
610-731-5267



CHASSIS LINER MINNESOTA:

314 W 86TH ST

BLOOMINGTON, MN 55240

JEFF RATZLOFF: 612-568-1115

CHASSIS LINER TEXAS:

11500 SOUTH PIPELINE RD

EULESS, TX 76040

PARTS: 866-711-3890

TO: LIFT NOW C/O PAUL STERN

PO Box 972

YORKTOWN HEIGHTS NY, 10598

THANK YOU FOR CHOOSING TO WORK WITH CHASSIS LINER SUPPLY
TO OFFER YOUR CUSTOMERS SUPERIOR FRAME EQUIPMENT!

WHAT MAKES CHASSIS LINER SUPPLY DIFFERENT

UNLIKE OTHER COMPANIES, OUR ENGINEERS AND DESIGNERS KNOW WHAT IT TAKES TO FIX A CAR AND HOW BODY SHOP EQUIPMENT SHOULD WORK TO INCREASE YOUR EFFICIENCY AND HELP YOU TAKE ON MORE WORK. AND BECAUSE WE OWN OUR OWN FACTORIES THAT MANUFACTURE OUR BODY SHOP EQUIPMENT, THIS MEANS THAT WE DON'T HAVE TO COMPROMISE ON QUALITY OR FEATURES. OUR DEDICATION TO PROVIDING EVERYTHING YOUR BODY SHOP OR PAINT SHOP NEEDS TO STAY ON SCHEDULE MEANS THAT YOU WON'T HAVE TO WORRY ABOUT COORDINATING WITH A NUMBER OF DIFFERENT MANUFACTURERS TO ENSURE THAT YOUR SHOP IS READY TO GO!

ATTACHED YOU WILL FIND THE PRICE LIST EFFECTIVE 1-1-2019. *PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE DUE TO UNFORESEEN COST INCREASES OF IMPORTED PRODUCTS, RAW MATERIALS, OR CURRENCY FLUCTUATIONS. *

CONTACTS:

FOR NEW EQUIPMENT SALES: JEFF RATZLOFF 612-568-4421

FOR PARTS: DONALD "BO" NORRIS 866-711-3890 (DIRECT) 817-399-7714

BILLING & PAYMENT: KRISTINE HAMILTON 817-299-7706

SHIPPING INFORMATION:

- ALL EQUIPMENT ORDERS WILL BE SHIPPED WITH VIA COMMON CARRIER, INSTALLATION IS NOT INCLUDED. PLEASE CONTACT JEFF RATZLOFF FOR SHIPPING CHARGES.
- CUSTOMER WILL NEED TO SUPPLY EQUIPMENT TO UNLOAD FRAME RACKS, I.E. FORKLIFT OR FLATBED WRECKER WITH FLOOR JACKS.

ORDER AND PAYMENT INFORMATION:

- TERMS WITH OUR DISTRIBUTORS IS: 2% 15, NET 30. CUSTOMERS WILL SAVE 2% OF TOTAL ORDER IF PAID IN FULL 15 DAYS AFTER INVOICE, TOTAL INVOICE TO BE PAID 30 DAYS FROM INVOICE. A 5% PENALTY IF PAID AFTER 30 DAYS FROM INVOICE.