

FOR IMMEDIATE RELEASE

Easily Find All You Ever Wanted to Know about Vehicle Lifts on New Automotive Lift Institute (ALI) Website

Redesigned www.autolift.org houses certified lift and inspector directories

Cortland, NY (June 1, 2015) – The Automotive Lift Institute (ALI) has launched a completely redesigned website at www.autolift.org. The new site brings together information lift buyers, owners and users need, including:

- The official directory of every ALI certified car, truck and vehicle lift, including certified accessories.
- An exclusive directory of ALI Certified Lift Inspectors searchable by ZIP or postal code.
- A list of leading North American lift manufacturers with contact information and website links.
- Access to lift safety standards and materials, including online training.
- Information on purchasing a lift, including FAQs, explanations of lift types and facts about codes and regulations affecting the purchase and installation of vehicle lifts across North America.
- Buyer beware warnings about false or misleading lift claims.

“As the trade association for the North American vehicle lift industry, it is our mission to promote the safe design, construction, installation, service, inspection and use of automotive lifts,” says R.W. “Bob” O’Gorman, ALI president. “Our new website was built from scratch to further that mission. By redesigning the site to be more modern and user-friendly, we have made it as easy as possible for anyone with an interest in vehicle lifts to find the information they need to make smart choices. The website features all-new copy, photographs and navigation.”

As part of the redesign, ALI brought control of its [Directory of Certified Lifts](#) in-house and redeveloped it at the same time as the rest of the site. The Directory of Certified Lifts lists every automotive/truck/vehicle lift that is certified to meet the ANSI/ALI ALCTV (current edition) “Safety Requirements for the Construction, Testing and Validation of Automotive Lifts” standard. If a lift is not listed, it’s not certified. Because lift testing and certification is generally voluntary for manufacturers, lift customers must take charge of their own safety by buying only lifts that have been third-party tested and ALI certified.

The new Directory of Certified Lifts can be browsed by lift type or searched by lift type, manufacturer, brand, model number and/or load rating. Each listing includes the lift's specifications, certification date and manufacturer's contact information. For lifts with certified accessories, the accessories are defined in the listing, including model number, description and rated capacity (if applicable). Listings may also include notes and a picture of the lift.

One new feature of the ALI website is the [ALI History](#) section. Set up in a timeline format, the page takes readers from the Institute's founding in 1945 through its near demise in the mid-1970s, its rejuvenation in the 1980s, and its lift-safety-focused activities in the 1990s through present. The timeline also calls out notable events in the Institute's past, such as the extension of membership to Canadian manufacturers in 1983 and Aug. 5, 2012, when ALI was the primary partner on the Richard Petty Motorsports No. 43 Ford Fusion driven by Aric Almirola in the NASCAR Sprint Cup Series Pennsylvania 400.

To learn more about ALI, visit www.autolift.org or call (607) 756-7775. You can also connect with ALI on Facebook at www.facebook.com/LiftInstitute, on Twitter at www.twitter.com/LiftInstitute, and on YouTube at www.youtube.com/LiftInstitute.

About ALI

Founded in 1945, the Automotive Lift Institute (ALI) is a trade association of North American-based lift manufacturers. ALI's mission is to promote the safe design, construction, installation, service, inspection and use of automotive lifts. In 1947, ALI developed the first Commercial Standard covering vehicle lifts published by the National Bureau of Standards. Today, ALI sponsors several national lift safety standards and offers third-party certification programs for automotive lifts and automotive lift inspectors.

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Editor's Note: Please see attached photo.

Caption: The Automotive Lift Institute (ALI) website, www.autolift.org, has been redesigned to serve as a user-friendly resource for all important vehicle lift information.

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