

## News Release

### Media Contact:

Kristen Simpson  
Simpson Communications, LLC  
(216) 991-4297 office  
[kristen@simpsoncomm.com](mailto:kristen@simpsoncomm.com)

## Chief Redesigns Website to Provide Richer Content, Faster Access

**Madison, Ind. (Nov. 28, 2011)** – Chief Automotive Technologies introduces its updated website, [www.chiefautomotive.com](http://www.chiefautomotive.com), with a fresh design, moving images with featured content, and comprehensive product, parts and pricing information.

The new website also offers an expansive library of customer resources, including:

- Easy access to nearly 100 downloadable product manuals, categorized under pulling, measuring, anchoring, design based repair systems, lifts, welding, and accessories.
- Collision repair parts information, including photos.
- Chief University class descriptions, schedules and registration.
- Quick links to Chief sales professionals and local distributors.
- Convenient access to technical support.

“These enhancements will create a more positive and engaging online experience for our customers,” says Mike Cranfill, vice president of collision. “Packed with comprehensive product, support, and company information, our new website provides easier access to useful content for our customers to gain valuable insights and critical industry information.”

Visitors can now request information or support via convenient online forms in addition to identifying local sales representatives by simply entering zip code information.

Chief’s website also highlights the company’s social media efforts (Facebook, LinkedIn, Twitter and YouTube) as well as an enhanced newsroom. The new site is compliant across all Internet browsers and offers streamlined searching and intuitive navigation, to make it more user-friendly.

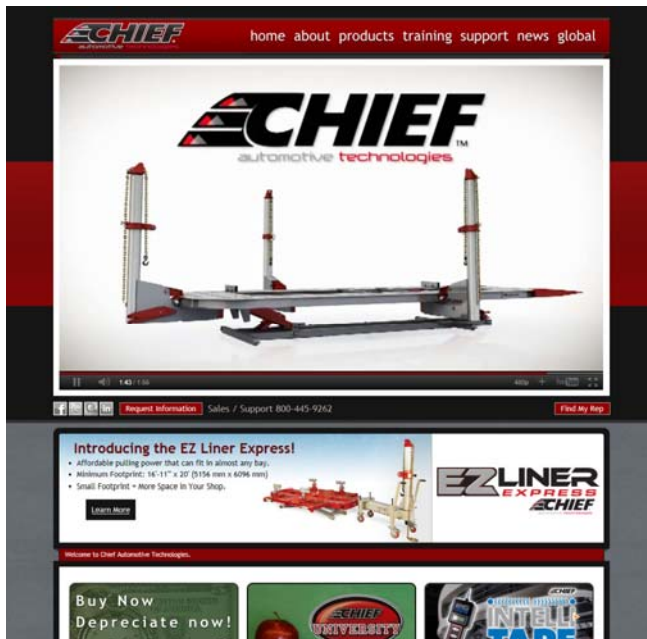
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## About Chief Automotive Technologies

Chief Automotive Technologies, a Vehicle Service Group (VSG) brand, is one of the world's largest manufacturers of high-quality collision repair products and services, including frame-pulling equipment, vehicle anchoring systems, computerized measuring systems, and vehicle frame specifications. Chief is also a leading provider of comprehensive training on structural analysis, computerized measuring, collision theory and design based repair. Additionally, Chief is the exclusive supplier of Elektron welders, battery chargers and plasma cutters in North, Central and South America.

VSG comprises eight major collision repair and vehicle lifting brands: Chief Automotive, Rotary Lift<sup>®</sup>, Forward<sup>®</sup> Lift, Direct-Lift<sup>®</sup>, Hanmecson<sup>®</sup>, Revolution<sup>®</sup> Lift, Blitz<sup>®</sup> and nogra<sup>®</sup>. Based in Madison, Ind., VSG has operations worldwide, including ISO 9001-certified manufacturing facilities on three continents. VSG is part of the Industrial Products segment of Dover Corporation (NYSE: DOV), a multi-billion dollar, global producer of innovative equipment, specialty systems and value-added services.

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Chief Automotive Technologies has launched an updated website that features more comprehensive information in a user-friendly format compatible with all Internet browsers.