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## **NEWS RELEASE**

### **Elektron Joins Vehicle Service Group<sup>SM</sup> (VSG) Family of Brands**

**Madison, Ind. (Dec. 10, 2012)** – Vehicle Service Group (VSG) has acquired the assets of Elektron Bremen GmbH, a global manufacturer of resistance welders, plasma cutters and battery service equipment based in Bremen, Germany, since 1942.

Elektron joins Chief Automotive Technologies™ in VSG's portfolio of top collision repair brands. Chief is one of the world's largest manufacturers of 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 repair.

"The Elektron acquisition enables us to offer collision repair shops a 'total repair solution,'" explains Gary Kennon, president of VSG. "We can now supply equipment to diagnose and identify collision damage, repair the damage through pulling the frame, replacing parts or welding, and document that the vehicle was returned to the original manufacturer's specifications. Elektron is an important strategic component as we continue building our global collision business."

Chief has had exclusive marketing and distribution rights for Elektron products in North, Central and South America since August 2011. Mike Cranfill, VSG vice president of collision, has responsibility for the brands.

"It is in our customers' best interests that we work to provide them with the best possible resources for collision repair equipment, vehicle specification data, training and support from a single source," Cranfill says. "Elektron makes some of the finest resistance welders in the world. Their welds have been tested and approved by more vehicle OEMs than any other welder brand. We are privileged to bring Elektron into the VSG family of collision brands."

For more information about VSG, visit [www.vsgdover.com](http://www.vsgdover.com) or call (800) 640-5438. To learn more about Chief or Elektron, visit [www.chiefautomotive.com](http://www.chiefautomotive.com) or call (800) 445-9262.

#### **About Vehicle Service Group**

VSG comprises nine major vehicle lifting and collision repair brands: Rotary Lift®, Chief Automotive Technologies™, Elektron, Forward Lift®, Direct-Lift®, Hanmecson®, Revolution Lift®, Blitz® and nogra®. Based in Madison, Ind., VSG has regional business operation centers and ISO 9001-certified manufacturing facilities in North America, Europe and Asia.

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