

News Release

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Chief Automotive Technologies to Market Elektron Products in North, Central and South America

Madison, Ind. (Aug. 22, 2011) – Chief Automotive Technologies has assumed the exclusive marketing and distribution rights to Elektron products in North, Central, and South America, effective immediately, through an agreement with ELEKTRON Bremen GmbH. The products will be marketed under the “**Chief-Elektron**” brand.

Chief is a leading manufacturer of collision repair equipment, including frame-pulling machines and computerized measuring systems. ELEKTRON Bremen is a market leader in the manufacture of a full line of vehicle repair equipment, including resistance welders, battery chargers and plasma cutters.

“We are pleased to announce this business alliance between two great collision industry brands, Chief and Elektron,” says Bernard Cribier, chairman of the board of Elektron. “This strategic partnership will provide expanded sales and service coverage for Elektron products throughout North, South, and Central America.”

As part of the agreement, Elektron Inc. will continue to provide customers in the Americas with technical and operational support. Timothy Morgan, managing director — Americas, and his team remain with the company.

“Bringing together these two strong brands and distribution networks will provide customers with a single source for state-of-the-art collision repair equipment, data and training designed to reduce cycle times and increase shop profits,” says Mike Cranfill, vice president of collision for Chief’s parent company, Vehicle Service Group (VSG). “We are excited to begin working together, and invite the industry to visit with us in our booths at NACE and SEMA this fall.”

For more information about Chief Automotive Technologies, contact your local Chief distributor, call 877-644-1044, or visit www.chiefautomotive.com. Chief is also active on Facebook, www.facebook.com/ChiefAutomotive and Twitter, <http://twitter.com/ChiefAutomotive>. For more information about Elektron, visit www.elektron-bremen.com or call 855-932-WELD (9353). Elektron is active on

Facebook, www.facebook.com/Elektron-Inc and YouTube, www.youtube.com/ElektronWelding.

About Elektron

Elektron, established in Bremen, Germany, in 1942, is the global leader in welding equipment and battery service equipment. The company has operations in Germany, the United States, and China, as well as sales in more than 110 countries. With more OEM homologations than any other product on the market, Elektron continues to grow. Its manufacturing facility is located in Bremen, Germany.

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 repair.

VSG comprises eight major collision repair and vehicle lifting brands: Chief™ Automotive, Rotary Lift®, Forward® Lift, Direct-Lift®, Hanmecson®, Revolution® Lift, Blitz® and nogra®. 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.



Timothy Morgan, Elektron managing director — Americas (left) and Mike Cranfill, vice president of collision for Vehicle Service Group (VSG), seal a new alliance between Elektron and Chief Automotive Technologies. The two companies have reached an agreement to give Chief exclusive marketing and distribution rights for Elektron products throughout North, Central and South America.