

## News Release

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### Chief Automotive Technologies: Find Us on Facebook

**Madison, Ind. (May 3, 2011)** – Chief Automotive Technologies, a leading collision repair equipment manufacturer, has launched Facebook and Twitter feeds. Now, collision repair shop owners, technicians, estimators and insurance appraisers can easily access more resources online to find up-to-date company, product and training information.

“Social media will play an instrumental role in our communication efforts moving forward,” says Mike Cranfill, vice president of collision. “We are excited that Chief can now share frequent updates on our product lines, and can provide timely details on our comprehensive training curriculum, including schedules, locations and registration information.”

Chief University™, the trusted training arm of Chief Automotive Technologies, has trained thousands of collision repair professionals who seek a deeper knowledge and understanding of measuring, analyzing and repairing vehicle structural damage. Course offerings include: design based repair, computerized measuring, structural analysis and repair, steering and suspension and collision theory. More than 100 sessions are held annually in training centers throughout North America.

Chief’s Facebook and Twitter followers will receive timely updates on training courses, as well as new product developments for the collision repair industry. Over time, Chief plans to highlight specific collision repair techniques and tips, and to support industry professionals in building relationships and sharing ideas and insights.

To find and follow Chief Automotive Technologies across the social web, visit: [www.facebook.com/ChiefAutomotive](http://www.facebook.com/ChiefAutomotive) and [www.twitter.com/ChiefAutomotive](http://www.twitter.com/ChiefAutomotive).

For more information about Chief Automotive Technologies, visit [www.chiefautomotive.com](http://www.chiefautomotive.com) or call (800) 445-9262.

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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 repair.

VSG comprises eight major collision repair and vehicle lifting brands: Chief™ Automotive Technologies, 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.

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