



TIP SHEET

Sales Tips About Competitors & Their Products

COMPANY AMERICAN LIFTS

MODEL P-36-040

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TIP SHEET NO. 48

DATE REVISED

(FOR THE LS4-24)

THE AMERICAN LIFTS' MODEL P-36-040 SCISSORS LIFT OFFERS GENERALLY DEPENDABLE PERFORMANCE, BUT IT LACKS THE INNOVATION AND THE STATE-OF-THE-ART DESIGN BUILT INTO THE SOUTHWORTH LS4-24 *BACKSAVER LIFT™*. IT IS THE FEATURES SHOWN BELOW THAT PROVIDE THE LS MODELS GREATER STABILITY, DURABILITY AND FAR MORE DEPENDABILITY.

AMERICAN LIFTS DO NOT OFFER A 24" TRAVEL, 4,000 LBS. CAPACITY SERIES. THEREFORE, THIS COMPARISON IS BASED ON THE MOST LIKELY COMPETITIVE MODEL WHICH IS A 36' TRAVEL.

<u>FEATURE</u>	<u>AMERICAN</u>	<u>SOUTHWORTH</u>	<u>COMMENTS</u>
LEG SET	(8) LEG BARS AND (18) PIVOT/AXLE POINTS	(4) LEG BARS AND (12) PIVOT/AXLE POINTS	33% FEWER MOVING PARTS - LESS MAINTENANCE, LESS CHANCE FOR DOWNTIME
PIVOT POINTS	GREASE FITTINGS	LUBRICATED FOR LIFE	THE PROBLEM WITH RE-GREASABLE PIVOT POINTS IS THEY DO NOT GET REGULAR ATTENTION AND FAIL PREMATURELY
POWER UNIT	3/4 HORSEPOWER	1 HORSEPOWER	OVER 30% MORE HORSEPOWER
CYLINDER VENT	TO ATMOSPHERE	TO RESERVOIR	NORMAL CYLINDER WEEPAGE IS DIRECTED TO RESERVOIR, NOT TO THE FLOOR
DOWN SPEED	FIXED	ADJUSTABLE	LOWERING SPEED CAN BE ADJUSTED TO SUIT EACH APPLICATION
LOWERED HEIGHT	7"	6-1/2"	SOUTHWORTH IS MORE COMPACT
LABOR WARRANTY	NONE	1 YEAR	ONE OF THE STRONGEST WARRANTIES IN THE INDUSTRY
BASE LIST PRICE	\$3,250	\$2,940	SOUTHWORTH MEANS MORE VALUE!!!!!!

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