



TIP SHEET

Sales Tips About Competitors & Their Products

COMPANY ADVANCE LIFTS
 MODEL 2500K (DL-5)

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Advance Lifts' offer two grades of lift; a standard duty and a deluxe duty. It is likely, in most competitive situations, the standard will be quoted. The deluxe model, with its better features, has a considerably higher list price. The comparison is done to the Advance standard duty machine.

Southworth manufactures only one grade of lift. It is designed and manufactured to be the best money can buy and it is packed with the features that set it a class above.

<u>Feature</u>	<u>Advance</u>	<u>Southworth</u>	<u>Comment</u>
Operating pressure	Up to 3200 psi	Up to 1500 psi	Lower operating pressures reduces the possibility of leakage and extends seal life
Cylinder vent	To atmosphere	To reservoir	Normal cylinder weepage is directed to reservoir, not to the floor
Roller retainers (platform)	No	Yes	Retainers prevent the platform from "tipping up" under impact from loads bouncing onto the hinged end of the platform
Roller retainers (base)	No	Yes	These retainers prevent the legs from lifting out of the base base and they improve overall stability of the lift
Down speed	Fixed	Adjustable	Permits adjusting the lift speed exactly as needed by the application
Scissors legs	Tubular	Solid bar profile cut	Southworth offers ideal solid steel, one-piece design. Full profile puts maximum width at the main axle pin – more stability; less deflection
Lowered height	10"	8"	Shallower pit means easier housekeeping
Pressure hose supplied	No	Yes	Southworth provides a 10' long hi-pressure hose (and vent hose) to run between lift and power unit. It is an extra charge item for Advance
Hydraulic oil supplied	No	Yes	Southworth provides the oil, it is an extra cost with Advance