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**BossLifts by Herkules Debuts Two New Vehicle Lifts at SEMA 2017**  
*VLA 04 and VLA 05 join other robust lift offerings at booth 11139*

Walled Lake, Michigan, October 30, 2017- - - Providing shops with the ability to confidently lift vehicles for optimal ergonomic positioning, BossLifts by Herkules has added two new additions to its vehicle lift line, the VLA04 and VLA05 vehicle lifts.

With raised heights of 43.25 and 30 inches respectively, BossLifts VLA04 and VLA05 are the newest pneumatic powered, straight vertical lifts from the company, each providing 6000 lbs. of lifting power. The VLA04 has a single platform and a lowered height of only 4.625 inches; the VLA05 has a lowered height of 4.375 inches, and safety stops that allow numerous working height options. These new lifts join the popular BossLifts VLA03 vehicle lift and Herkules offerings in booth 11139 at the internationally acclaimed SEMA Show, which runs from October 31<sup>st</sup> through November 3rd in Las Vegas.

“Shops have embraced our American-made, straight vertical pneumatic lifts, and so we leveraged our vast lift experience to develop additional options,” Todd Bacon, Herkules President and CEO remarked. Kevin Prost, VP and CFO added, “The continued success of BossLifts by Herkules shows that there is a market for quality-built, American-made lifts within the US.” To learn more about these and other BossLifts by Herkules offerings, visit [www.bosslifts.com](http://www.bosslifts.com) for more information.

Established in 1984, Herkules Equipment Corporation is a USA-based manufacturer with three distinct product lines. The original Herkules supplies the Automotive Paint & Body Repair industry, having designed, manufactured, and patented the first Paint Gun Washer. The BossLifts division supports the Oil Change, and Tire Service markets with innovative lifts and air jacks. The EnKon division designs and manufactures Scissor Lift Table Systems for the assembly and manufacturing industries. Herkules products are manufactured in Walled Lake, Michigan and supported by Michigan-based customer service.

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