



Herkules Equipment Corporation  
2760 Ridgeway Court  
Walled Lake, MI 48390-1662  
Phone: 248-960-7100  
Kathleen Okray, Marketing Manager ext. 209

## **Herkules Adds Industry Vet Bonner to Vehicle Lift Sales Team**

*Walled Lake, Michigan, December 27, 2016*—Herkules Equipment Corporation is pleased to announce the addition of Mark Bonner to the company's Vehicle Lift Representative team. An industry veteran, Mr. Bonner will help build market awareness of the company's BossLifts by Herkules vehicle lift line.

"Our goal is to partner with industry experts that share our passion for manufacturing quality American-made lifts, and the Mark Bonner certainly fits the bill," said Russ Terry, National Sales Manager for Herkules. "Mark is an outstanding addition to our team; his extensive industry knowledge, experience and expertise will provide a vital tool in expanding our market. A respected industry veteran, Mark enhances our efforts in developing and sustaining continued strong business growth, short and long term."

Mr. Bonner has worked in the automotive technologies sales and merchandising for nearly forty years. He began his career with San-Bar in 1978, and served as the National Sales Manager for Heritage Merchandising, the Sales Manager for Poly-Dyn and most recently as a Sales Director for Premier Lube and Equipment Repair. He recently became the owner and CEO of Automotive Technologies Merchandising and Training (ATMT) LLC.

The BossLifts by Herkules product line features vehicle lifts and air jacks that support shop efforts and speed processes. Levering the engineering knowledge and experience gained through the development of our customized industrial lifts, the BossLifts were developed with safety, efficiency and ergonomics in mind. For more information, contact Herkules by phone at **800-444-4351**, email at [info@herkules.us](mailto:info@herkules.us), or visit our website at [www.herkules.us](http://www.herkules.us).

Established in 1984, Herkules Equipment Corporation is a leading USA-based manufacturer. Herkules products are manufactured in Walled Lake, Michigan and supported by Michigan-based customer service.

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