

## **FOR IMMEDIATE RELEASE**

### **ALI Lowers Price of *Lifting It Right* Online Lift Safety Training Course** *Interactive course teaches technicians proper lift use and maintenance*

**Cortland, NY (Jan. 21, 2016)** – The Automotive Lift Institute (ALI) has lowered the price of its [\*Lifting It Right\*](#) online lift safety training course from \$29 to \$24 per person. The interactive course, hosted by NASCAR legends Richard and Kyle Petty, teaches vehicle lift operators how to properly use car and truck lifts in dealerships, independent shops, fleet maintenance garages, vocational schools and other facilities.

ALI, the trade association focused on vehicle lift safety, introduced the online course in 2014 in cooperation with dealer services provider KPA. It is the latest evolution of *Lifting It Right* training ALI has offered in various formats for more than 25 years.

“We have been very happy with the success of the *Lifting It Right* online course over the last two years,” says R.W. “Bob” O’Gorman, ALI president. “This course has helped us train nearly 12,000 lift operators on proper lift use and maintenance procedures for safer workplaces. We noticed a spike in sales when we ran promotions to lower the course price by \$5, so in the interests of making the program as affordable as possible for everyone, we have decided to lower the price to \$24 in 2016.”

In *Lifting It Right*, a narrator guides trainees through information about lift types, the vehicle lifting and lowering process, and lift maintenance. Throughout the presentation, real-world scenarios are presented in an engaging, interactive format to provide a positive learning environment and reinforce the trainee’s understanding of each topic. Participants have up to 90 days after registration to take the course and pass an online test. At the conclusion of the program, a certificate of completion is generated and stored online. It can also be printed and displayed or filed if desired. Each participant also receives a copy of ALI’s Automotive Lift Safety Tips card and the *Lifting It Right* safety manual (a \$10 value) by mail after successfully completing the course.

For more information about *Lifting It Right* or any of the other products and services available from ALI, visit [www.autolift.org](http://www.autolift.org) or call (607) 756-7775. You can also

connect with ALI on Facebook at [www.facebook.com/LiftInstitute](http://www.facebook.com/LiftInstitute), on Twitter at [www.twitter.com/LiftInstitute](http://www.twitter.com/LiftInstitute), and on YouTube at [www.youtube.com/LiftInstitute](http://www.youtube.com/LiftInstitute).

## About ALI

Founded in 1945, the Automotive Lift Institute (ALI) is a trade association of North American-based lift manufacturers. ALI's mission is to promote the safe design, construction, installation, service, inspection and use of automotive lifts. In 1947, ALI developed the first Commercial Standard covering vehicle lifts published by the National Bureau of Standards. Today, ALI sponsors several national lift safety standards and offers third-party certification programs for automotive lifts and automotive lift inspectors.

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**Editor's Note:** Please see attached image.

**Caption:** The Automotive Lift Institute (ALI) has lowered the price of its [Lifting It Right](#) online lift safety training course from \$29 to \$24 per person in 2016.

Media Contact:  
Kristen Simpson  
Simpson Communications  
[kristen@simpsoncomm.com](mailto:kristen@simpsoncomm.com)  
216-991-4297

0150-1079  
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## Common Types of Lifts

### Surface-mounted Lifts



Automotive Lift Institute (ALI) provides details that matter, including: the latest lift types and functionality, regulatory changes, best safety management practices, and more.



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