



First Choice Becomes Exclusive Distributor of Industry Leading Vehicle Lifts

First Choice expands its line of product offerings to provide the widest range of innovative lifting solutions.

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[Hillsborough, NJ June 8th, 2021] – First Choice, leader of Automotive Equipment sales and installation services announces the expansion of its Vehicle Lift offerings today. First Choice is becoming an exclusive distributor for several industry leading manufacturers, which include: Nussbaum Automotive Solutions, OMER USA, Challenger Lifts, & PKS Lifts.

The expansion was made to solidify a portfolio of products that address a growing need for readily available, state-of-the-art solutions to resolve current end-user challenges, including:

- Excessive lead times & supply chain breakdowns
- Navigating short and long-term pricing pressures
- Retrofitting equipment to meet new vehicle and Electric Vehicle (EV) lifting requirements
- Product safety and training concerns, as workplace safety becomes top priority
- Overall cost of ownership/lifespan, as the focus on profitability intensifies in post pandemic economies

“For the last 25 years, First Choice has carefully vetted our vendors to ensure our customers have access to the industry’s best product offerings. Our focus has always been to deliver products that solve not only today’s challenges but also tomorrow’s obstacles and beyond,” noted Nick Contey, President. From inception, First Choice has expanded its portfolio annually to position itself as a “one-stop shop” for all Service and Parts Equipment needs. First Choice made the decision to bring on several vendors to cover the vast number of lifting applications.

“In the past, we’ve experienced that having one single vendor for vehicle lifts was simply not enough. Let’s face it, there is an overwhelming number of applications and markets for Vehicle Lifts and our highly diverse customer base demands solutions for each individual project,” says Joseph Contey, Vice President. “We are extremely excited and energized to officially bring these vendors onboard. It enables our firm to provide exclusive and customized solutions specifically designed for their applications.”



Nussbaum Automotive Solutions has manufactured automotive lifts in Gastonia, North Carolina since 2012. They are part of a 78-year-old, family owned, and third generation Vehicle Lift & Parking Systems Manufacturer Nussbaum Group, based in Germany. The firm has a long

and proven history in providing the industry’s most innovative and highest quality lifts in the world, which have shaped the light duty market. With manufacturing plants in the USA and Germany, Nussbaum leverages its ability to control quality and keep lead times short. Over the years, the firm has established strong relationships with the world’s leading car manufacturers, enabling them to not only receive OEM approvals, but to help design these specifications. *“New product development at Nussbaum is always task, never cost driven. If you buy a Nussbaum lift today, we expect it to be in your workshop for at least 15-20 years. New cars and their new technologies will create new repair opportunities during this time. We commit to continuously develop the right solutions, accessories and parts, which will enable your business to benefit from these opportunities, without compromising the expected lifetime of your Nussbaum lift.”* Steffen Nussbaum, CEO. Nussbaum has welcomed First Choice with an announcement posted on their homepage, which can be found at: <https://us.nussbaumlifts.com/>



OMER USA, based in Atlanta, GA and headquartered in Italy, is another Lift industry veteran with roots from the 1970's. OMER is the world leader in Heavy Duty platform lifts. OMER gained much of its notary with the introduction of the VEGA Lift, an industry leading heavy duty Parallelogram Platform Lift. The newer OMER KAR Lift is the most robust and versatile Vertical Rise Platform Lift on the market today. It's the worlds leader in durability and reliability. *"OMER USA is excited to enter in this strategic agreement with First Choice Automotive Equipment as a distributor for OMER. For many years, First Choice has been synonymous with quality products, superior services delivered to their clients and business values with extensive experience in their expertise. OMER USA is confident that our partnership with First Choice will achieve great results by providing our customers with outstanding quality and exceptional customer service. We are certain First Choice will continue providing customers with innovative and high-quality lifts while continuing to offer an expanding, multi-purpose, product range. OMER USA is proud to support First Choice in the distribution of our elevation solutions,"* Carlo Gfall, Managing Director.



Challenger Lifts, a division of Snap-on Incorporated, is a comprehensive line of automotive lifts that represents decades of commitment to finding inspired lifting solutions. Challenger aims to increase your shop's efficiency, maintain safety and enhance your revenue potential. Challenger Lifts has secured many OEM Car Manufacturer approvals and has become a top choice in many Vehicle Repair Garages. *"Challenger Lifts is excited to work with First Choice in New Jersey. We believe that our partnership will benefit both Challenger and First Choice as well as many customers. Our combined focus on the customer is the key to a successful collaboration. We look forward to growing together."* Jeff Murray, VP of Sales and Marketing.



PKS Lifts, headquartered in Ontario, CA has over 50 years of collective experience in the lift industry, PKS has built a reputation in manufacturing Heavy Duty Lifts. The firm is a leader in lift innovation and maintains a competitive edge by utilizing the latest technologies in lift automation controls and hydraulic fluid power. PKS is known for their quality workmanship, excellent customer service and ability to design or customize any lift. *"Our goal is to provide our customers with Heavy-Duty lifting solutions that require little maintenance, while offering safety, reliability and above all else customer satisfaction".* John Fiorucci, Director of Operations.

First Choice would like to remind you that we will continue to fully support and maintain every product that we sell. This includes all products dating back to 1996, our first year in business, to the present. Our addition of exciting new product lines will not change our ability to maintain and repair past product lines.

[About First Choice Automotive Equipment](#)

[First Choice Automotive Equipment](#) - a "One-Stop Shop" for all vehicle repair facilities - is a market leader providing design, sales, installation, and service all under one roof. Family owned and operated since 1996, First Choice has established strong and direct relationships with the industry's most innovative manufacturers. The company is backed by it's talented and experienced staff who focuses on delivering the highest quality of work. From Air Compressors, to Waste Oil Heaters, First Choice covers it all.