

**It's time for
lift distributors
to get more
respect from
your suppliers.**



MOHAWK LIFTS

Proudly made in the U.S.A.

Are you tired of...

1

Competing against 8 or 10 other **Challenger**, **Rotary**, or **BendPak** resellers in your area?

2

Unreasonable lead times?

3

Losing **Challenger** sales to **Snap-On Industrial** with \$0 commission?

4

Losing sales to internet resellers at \$7,000 for a 10,000lb 2-Post, while you get the crumbs doing only the installation?

Rotary selling to government at **41% off of list delivered**?
What's left for you?

6

Ridiculous freight charges costing you sales and margin?

5

Quality control issues from Chinese made lifts?

7

8

Selling the same lifts as **NAPA** and **O'Reilly Auto Parts**

9

Limited product offerings with no direct access to big lifts.

**Get the respect
you deserve
with a protected
sales territory
and outstanding
commissions**

*It's time you partner
with a lift supplier that
doesn't compete against you!!!*

Mohawk sets up distributors for success

- **Wider range of products** with more features
- **Instant emails of every lead** in your territory
- **Exclusive sales territories**
- **Sales assistance**, not factory-direct competition
- **Outstanding warrantees** that don't cost you money
- **Extensive sales support literature**
- **Co-op tradeshow dollars**
- **National advertising support**

*How many leads did
your lift supplier send
you last week?*

ATTENTION: LIFT DISTRIBUTORS

**Partner with a lift
supplier that has
a full product line
you'll be proud to sell**

**Mohawk provides the best warranties,
so you can stand behind every sale
with confidence.**



**MOHAWK
LIFTS**





Two-Post Lifts
from 7,000 –
30,000 lbs



Mobile Column Lifts
from 14,000 –
30,000 lbs



Four-Post Lifts
from 19,000 –
120,000 lbs



Parallelogram
from 50,000 –
100,000 lbs



Vertical Rise Lifts
from 35,000 –
99,000 lbs



**Material
Handling Lifts**
from 18,000 –
30,000 lbs

A lift business model that works for you

- **ACCESS TO THE ENTIRE LIFT MARKET**
(all models)
- **IMMEDIATE PAYMENT UPON INSTALLATION**
WHEN LIFTS COME FROM YOUR STOCK
- **FOR GOVERNMENT USERS, LEARN TO SELL,**
YET NOT GO TO BID
- **OUTSTANDING COMPENSATION**
- **FANTASTIC INSTALLATION RATES**
with the easiest lifts to install
- **EXPAND YOUR BUSINESS**

*Check out
these examples*

Government sale examples



**2-Post
20,000 lb**

Contract Price
\$22,938.82

Distributor Price
\$17,984.20

Installation &
Commission Total
\$6,292.29



**Wireless Mobile
Column 18,000 lb**

Contract Price
\$39,983.49

Distributor Price
\$34,923.60

Installation &
Commission Total
\$6,070.12



**4-Post
50,000 lb**

Contract Price
\$121,042.61

Distributor Price
\$101,018.55

Installation &
Commission Total
\$21,427.09

Shown are examples from govlifts.com

*But don't take
our word for it...*

See what other distributors have to say

“ Mohawk not only provides a one of a kind product, but with factory authorized territories **we can offer our customers the one on one attention they want and deserve...**we have benefitted quite a bit with large orders including **multi unit column lift orders and a 75,000lb 4 post order.** ”

— Steven, Equipment Distributors Inc., MI

“ We once represented a very well-known brand of lifts. While we sold a much larger volume of two post lifts, **we made approximately one-tenth of the profit we make when selling Mohawk.** ”

— Crystal, Fulton Associates, NC

“ It’s no secret that the majority of the components on a Challenger/Rotary Lift come from overseas ...and with container freight skyrocketing since the pandemic, **there’s never been a better time to be in business with Mohawk.**

With the majority of their lifts meeting “*Buy America Standards*” they’ve been unaffected by the rise in container freight. **Mohawk is now essentially building Cadillacs at Chevy pricing.**

— Dylan, ACE Service & Installation, NY

“ Having worked with many lift manufacturers in the past, I cannot think of a single manufacturer that can **provide both a standard line of inventory solutions and be able to deliver something completely custom.**

— Michael, Bay Automotive Distributing, PA

**Make more money
and be proud of the
products you sell!
Let's talk.**



**MOHAWK
LIFTS**

Contact Us
800-833-2006
distributors@mohawklifts.com

STARTED BY DISTRIBUTORS

BUILT BY DISTRIBUTORS

ORIENTED TOWARDS DISTRIBUTORS

GROWING WITH DISTRIBUTORS