

Wheeltronic Division of Derland Manufacturing

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Marketing Profile

Wheeltronic is a division of Derland Manufacturing Inc., a 500 million dollar company listed on the Toronto Stock Exchange. Wheeltronic started in 1978. Currently, it sells 54% of all alignment hinged (postless) lifts sold in North America. To compliment its Space Saver Scissor Lift they also have a fully hydraulic Wheelfree 2 post lift and a Quad Rack Four Post Lift both in alignment and non-alignment. The latest addition to the Space Saver line is the company's versatile Mid-Rise 600 series lifts.

Wheeltronic has an established reputation as a supplier of quality automotive lifts with a genuine interest in customer service. The commitment of after-sales support is highlighted with the inclusion of a toll-free number (1-800-268-7959) for Canada and the United States.

Wheeltronic has been a major supplier of quality automotive lifts to many national and international corporations such as Bear Automotive Inc., General Motors and Sears.

Presently, Wheeltronic is seeking to expand its penetration of the U.S. and European markets (nine selective areas) through agents/distributors with sales and service capability.

Products/Services Available for Export:

Space Saver Scissor Lift
Wheel Free Twin Post Lift
Quad Rack 4 Post Lift
Mid Rise 6000 Lift