

PRODUCT PRESENTATION

For Vehicles Worth Putting Up On a Pedestal

By Mike Sutton

R

ampboss-USA is touting its new vehicle-display ramp as a way to better display vehicles at dealerships.

For years, car dealers have relied on angle-iron displays, that are often unsightly, to showcase vehicles, despite efforts by auto makers to enhance vehicle presentations.

Claiming to have a better idea is Rampboss-USA, the North American licensed distributor of Rampboss-Pty. Ltd. of Australia's patented V1 vehicle-display system.

It offers "undeniable presentation value, unrivaled articulation and appealing aesthetics to match," says Rampboss-USA senior partner Jaime Montalvo.

The V1 is of a modular 5-piece contemporary design. It is made of galvanized steel and plated with a polished aluminum.

Adjustable, steel-mesh ramp beams accommodate vehicles up to a 72-in. track, 134-in. wheelbase and 5,500-lb. curb weight.

Custom-built units offer different materials, special colors and accessories.

Hand-cranked turnbuckles allow the V1's ramp beams to be individually articulated for different display angles. Vehicles fit on



New ramp offers different display angles

the ramps in such a way to give potential customers a full look, the company says.

Rampboss-USA Senior Partner G. Todd Stoney says initial reactions to the \$3,500 product have been positive, adding that three dealers in Florida and Michigan already have purchased units.

Stoney predicts dealers will favor Rampboss "over rustic angle-iron ramps and carousels they're entirely too familiar with."

The company plans production later this year of a heavy-duty unit accommodating trucks and SUVs weighing up to 10,000 lbs. ■

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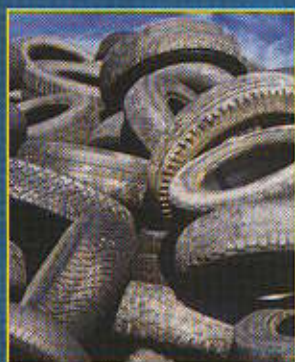
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