

Mechanical Freight Lift Positions New Cars in a “Jewel Box” Display



The Challenge

A Honda Dealership in California wanted to stack two cars in a “jewel box” glass display case in front of their dealership to attract customer’s passing by a nearby highway. They wanted a lift solution that could take one car to the upper level and lock into position for display.

The Autoquip Solution

Autoquip designed an open back mechanical cantilever freight lift for visibility of the car from either side of the display box. The freight lift is rated for a 4,000 lb. capacity and 12 feet of travel. It is designed with a platform locking system to hold position for an open display area. The drive system is hidden above the ceiling at the upper level, the mast feet are embedded beneath the showroom floor, and the underside of the platform was fully covered to appear as a ceiling – all for aesthetic purposes.

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The Solution Benefits

The *open back* mechanical cantilever serves as a display fixture to create a beautiful showroom attraction without detracting from the mechanics of the lift structure.