



FOR IMMEDIATE RELEASE

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ABSOLUTE E-Z UP[®] ADDS THE NEW IAWP-7.3[™] INDUSTRIAL AERIAL WORK PLATFORM TO ITS EXPANDING PRODUCT LINE

The smallest unit in the AWP lineup is a workhorse in a compact package.

CHARLESTON, S.C. (Feb. 24, 2011) – Absolute E-Z Up[®] (AEUP) is set to debut the new IAWP-7.3[™], the smallest in its line of self-propelled industrial aerial work platforms, at The Rental Show, Booth #3418, Feb. 27-March 2, at the Mandalay Bay Convention Center in Las Vegas. The IAWP-7.3 is a workhorse in a compact package, easily maneuvers within tight quarters and is a safer and more productive alternative to ladders and scaffolding.

Measuring 43”Lx30”Wx59”H, the IAWP-7.3 has a maximum capacity of 397 lbs. (1 operator plus tools). Combined with a zero inside and 39 in. outside turning radius, the machine can easily maneuver throughout the job site. At 965 lbs., the IAWP-7.3 is ideal for work site sites with restricted floor load capacities.

The IAWP-7.3 features an elevated platform height of 7 ft. 3 in. and can be driven at its full working height of 14 ft., increasing productivity by eliminating the need to lower the platform prior to moving the machine. Its direct drive system provides 270 complete duty cycles (lift up and down) or the ability to drive over 12 miles on a single charge. Compact yet powerful, the IAWP-7.3 features 35% gradeability and a maximum drive speed of 1.9 mph.

Easy to use, the IAWP-7.3 is designed with minimal componentry and a simple control system, minimizing the time it takes to learn how to operate the unit. Fully proportional lift and drive joystick controls allow for precise maneuverability.

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When you're ready to move to the next job site, the integral forklift pockets make light work of transporting the IAWP-7.3. The unit's Wheel Assist Kit™ provides a 3 in. ground clearance to easily load the IAWP-7.3 into a van or pickup truck.

"Companies are looking for ways to increase productivity while at the same time providing safe alternatives to limit liability and OSHA issues. The IAWP-7.3 offers a better worksite solution to ladders and scaffolding, particularly when working at elevated heights," said Mike Buley, AEUP's managing partner. "Safety, productivity, and portability go hand-in-hand with the IAWP-7.3. After some early announcements, we have already had several companies that use old traditional methods asking for demonstrations for the IAWP-7.3. We're confident the unit will be a popular addition to our product offering."

AEUP products have a low cost of ownership. Commonality of parts across model lines means less inventory to stock. The unit's revolutionary lifting system is a radical change in the lift structure in comparison to the design of competitive models. The IAWP-7.3 features an extruded aluminum alloy column that requires no maintenance. With this machine, there are no chains needing yearly inspection and no need to grease columns, resulting in a significant reduction in equipment maintenance costs and increased uptime – which in turn means increased profits.

AEUP offers an industry-leading Platinum™ 10-5-1 warranty: 10 years on the mast and cylinder, five years on all components, and one year (non-prorated) on batteries.

The IAWP-7.3 features a reinforced, all-steel, powder-coated chassis and platform to withstand the harshest of work environments year after year. For more information on the IAWP-7.3 self-propelled industrial aerial work platform and AEUP, visit www.absolute-zup.com.

About Absolute E-Z Up®

Backed by nearly 30 years of industry experience, AEUP's mission is to deliver the most dependable, safest access equipment available with the lowest life-cycle costs. AEUP is based in Charleston, SC, and is the exclusive North, Central, and South American distributor of Bravi access equipment. For more information about Absolute E-Z Up, visit www.absolute-zup.com.

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