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**AIR LIFT EXPANDS SUSPENSION SOLUTIONS LINEUP FOR HALF-TON PICKUPS**

Lansing, Mich. – As light-truck segment sales in the U.S. continue to exceed industry expectations, climbing toward a six-year high in market share and increasing 18.8 percent from a year ago, Air Lift Company is keeping pace, adding six new applications for half-ton pickups to its growing line of suspension solutions.

Air Lift's newest kits for half-ton trucks are part of its LoadLifter 5000™ series kit line, which works with the vehicle's existing suspension, delivering up to 5,000 pounds of load leveling capacity, eliminating sway and squat, and increasing safety and comfort when towing or hauling heavy loads.

Further improving on its high-quality suspension line, Air Lift's air spring kits will feature Goodyear® Engineered Products air springs for optimum performance. Half-ton pickup owners can add an Air Lift WirelessAIR™ compressor system to gain independent control of air springs with convenient one-touch inflation and deflation from inside or outside the vehicle.

Family owned for more than 60 years, Air Lift has the ability to quickly respond to customer demand, more so than larger, more unwieldy after-market manufacturers.

“We've engineered these applications in direct response to customer demand as smaller tow vehicles gain in popularity, in-part because of rising gas prices,” said Kevin Mehig, president, Air Lift. “Half-ton trucks are also in greater demand because RV makers have created more half-ton towing fifth wheels and sliding hitches. Our ongoing goal is to deliver the high-quality, easily installed suspension systems our customers want.”

Air Lift's new adjustable suspension solutions for half-ton applications are available for the following vehicles:

- 2007-2014 Chevy/GMC Silverado/Sierra 1500 GMT 900, 2WD and 4WD
- 2002-2008 Dodge Ram 1500, half-ton pickup 2WD & 4WD
- 2004-2014 Ford F-150, half-ton pickup (new body) 2WD & 4WD

Leading the industry in suspension solutions, Air Lift offers more choices for half-ton trucks than any other air spring kit manufacturer, with half-ton solutions available in its AirCell™ line, a maintenance-free microcellular urethane spring for vehicles with constant loads; RideCONTROL™ kits for half-ton, SUV, CUV and mini pickups with leaf springs; LoadLifter5000™ heavy-duty air spring kits; and LoadLifter5000™ ULTIMATE air spring kits, with an exclusive internal jounce bumper for the ultimate in ride comfort and safety.

#### About Air Lift

Air Lift Company, founded in 1949, is a third generation, family owned suspension specialty company based in Lansing, Michigan. Air Lift is committed to engineering, manufacturing and selling the highest quality suspension product kits that fit, work and last. Air Lift products are available at retailers across the country as well as internationally. For more information, contact Air Lift Company by calling (800) 248-0892, or on the web at <http://www.airliftcompany.com/>.

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