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Harmar Signals Change with Launch of its New Tagline

SARASOTA, FLORIDA, May 2, 2016---Harmar launches its new brand tagline —“**Lifts for Life**”. Harmar has evolved since adopting its tagline of “America’s Lift Leader” more than 16 years ago. The new tagline represents a series of changes from Harmar as an organization whose greatest focus is on making lives better through its broad product line of innovative lifts for mobility and accessibility. This simple identification speaks to what Harmar’s product do for people who are mobility challenged. “Harmar products allow them the access to live their lives freely and to the fullest. This change also reminds all of us the meaning of our work and the impact we have on others,” said David Baxter, Vice President of Marketing.

” Today, Harmar is more than ‘America’s Lift Leader’ in industries lift manufacturing. What we do touches on a broader audience—the consumer. Our mission is to provide access to those who are mobility challenged, and to provide greater access for all. Each lift we make, tells a story of how other’s lives are impacted, the freedom and independence it provides to the end user, and how it makes their lives easier. This is who we are and we want our brand identity to reflect that “, said Drew McCartney– Harmar Chief Executive Officer and President.

The new branding tagline will first appear on Harmar’s printed materials across the US this month and will continue to be integrated in over the remainder of the year.

Harmar believes all of its employees have a hand in shaping its brand image, and while branding is the beginning of the story that tells people who we are as a Company, our professionalism, the quality of our work, and how we service our customers speaks volumes about our brand.

For more information about Harmar go to www.harmar.com

Background. Harmar is a leading manufacturer of lifts and inspired by those who are mobility challenged. Harmar is driven to create products that help or enable people to go where they want, when they want, how they want. Harmar’s evolving product lines provide lifts to those who utilize wheelchairs and scooters and include; auto lifts, stair lifts, platform lifts, pool lifts, and more. Through innovation we are committed to help people of all ages overcome their physical mobility at home and away.