


COMPETITIVE ADVANTAGE

	Indirect Competitors		Direct Competitors
Base Price (Model Dependent)	\$2,500	\$2,925 - \$4,400	\$2,500 - \$7,000
Installation Price	DIY	No Installation Required	\$700-\$1,100
Additional Electrical Work	Yes	No	Yes
Lift Capacity	< 1,000lbs	1,300lbs	1,000-2,000lbs
Customizable	No	Yes	No
Same Model Fits Trucks & Vans	No	Yes	No
Self Contained Batteries	No	Yes	No
Easily Removable	No	Yes	No
Platform Travel Distance	32"	34" - 48"	28" - 50"
Usable Platform Space	62"(W) x 22"(L)	48"(W) x 50"(L)	55"(W) x 27"-48"(L)
STT Light Package Add-On	No	Yes	Yes