

Moon Motorsports Relies on Serco Hydraulic Lift to Provide an Efficient *RIDE READY* Customer Experience

Equipment Focus: Serco SDL Series Hydraulic Lift

Family-owned [Moon Motorsports](#) is dedicated to the powersports riding and ownership experience. The dealership's *RIDE READY* mantra neatly sums up what the generations-old business delivers for its motorcycle, ATV, SxS UTV, and snowmobile customers every day.

When the dealership's owners decided to build their new site, which opened in 2007 northwest of Minneapolis, they decided to install an exterior hydraulic lift. This would enable staff to quickly and easily load newly purchased equipment and unload vehicles when customers dropped them off for servicing without requiring them to provide their own ramps.

Lift provides added value

The dealership never had a lift at its prior location, so installing a lift at our new site meant a significant improvement in service and value, said BJ Halcy, General Manager.

"Loading and unloading powersports equipment without a lift can often be slow and cumbersome for customers," Halcy pointed out.



"With a hydraulic lift, we can roll the powersports equipment right off the platform and onto a pickup or trailer, the customer then secures it and is on their way."

Moon Motorsports' original pit-mounted lift eventually wore out from years of wear and tear. During the winter

(continued)



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Impacts & Results



End User Focus: *Smooth Operation*

Adjustable hinged bridges cover the gap between lift and transport vehicle.



Key Impact: *Increased Safety*

Much safer loading and unloading of larger, heavier powersports equipment.



Financial Benefit: *Gains In Efficiency*

Service personnel can dedicate resources to more value-added activities for customers.

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season, the lift was subjected to ice and snowmelt along with snow plowing to clear the dealership's service driveway.

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BJ Haldy, General Manager
Moon Motorsports – Monticello, Minnesota

“We could no longer maintain the old lift, so it was time for a replacement,” Haldy explained. Familiar with local distributor [Star Equipment, Inc.](#), Haldy contacted Territory Manager Jim DeMars about a new hydraulic lift.

Out with the old and in with the new

Star Equipment, Inc. installed Moon Motorsports' new [Serco SDL Series](#) hydraulic dock lift directly into the dealership's existing pit without any required modification to the pit itself. Haldy added, “The new Serco lift easily dropped in once the old lift was removed and we were able to use the same hydraulic line.”

Among the new lift's various features, Haldy commented, “We really like the Serco lift's two hydraulic cylinders which provide more lifting power and double the weight capacity compared to our previous single-cylinder lift.” The hydraulic system contains a special low temperature oil that allows it to easily handle Minnesota's extreme cold winter weather.

Moon Motorsports used its original lift primarily for motorcycles and ATVs. The dealership now also sells much larger and heavier SxS UTVs. Heavy-duty hinged bridges on the Serco lift help to cover any gap between the lift and the vehicle used to transport the equipment.

More efficiency means better customer service

Overall, the Serco lift provides customers and personnel a much safer and faster loading/unloading experience. And the dealership's most important investment benefit is a significant gain in efficiency for its service department.

“Our service advisors don't have to spend so much time on unloading or loading inbound and outbound customers and can dedicate more resources to repair orders, handling phone calls, and other value-added activities instead of moving equipment around,” Haldy pointed out. “

It's not unusual for Moon Motorsports to have four to five customers lined up waiting for the dealership to open on Saturday mornings. The Serco lift allows service personnel to efficiently process customers, tag their equipment, and then move it on for servicing.

“Several of our customers drive two or three hours to the dealership, so the lift helps us quickly get their equipment unloaded, serviced, and then get them back on the road the same day by early afternoon,” Haldy concluded. “That all contributes to a base of very satisfied *RIDE READY* customers.”

Serco SDL Series Hydraulic Dock Lifts

The Serco SDL Series Hydraulic Dock Lift is the perfect alternative to space-consuming truck well recesses and concrete ramps. Its efficient design works well in restricted spaces and can accommodate a wide variety of truck sizes and styles, from 20" step vans to 60" high bed vehicles. The option to pit-mount or surface-mount this dock lift inside the building or at the front of your loading dock adds to its versatile and high-performance capabilities.

Design Advantages

- Works well in restricted spaces
- An affordable solution to space-consuming concrete ramp
- Accommodates a wide variety of truck sizes and styles
- Can be pit- or surface-mounted
- Dual hydraulic lifting cylinders for optimum performance

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