



Kirk Dawson Named General Manager of Vehicle Service Group (VSG) – The Americas as Matt Webster Retires

Dawson takes reins of top brands including Rotary, Chief, Forward and Ravaglioli

Madison, Ind. (Sept. 18, 2018) – Vehicle Service Group (VSG) has named Kirk Dawson vice president and general manager – The Americas effective Dec. 1, 2018. VSG is the parent company of 13 leading brands in the vehicle lift, wheel service and collision repair markets including Rotary, Chief, Forward, Ravaglioli and Direct-Lift. Dawson takes over from Matt Webster, who is retiring after 35 years with the company.

In his new role, Dawson will be responsible for VSG’s commercial business in North and South America, where he will be based at the manufacturer’s American headquarters in Madison, Indiana. Dawson reports to Niclas Ytterdahl, VSG president.

“Matt has been a tremendous asset to VSG as his leadership helped us grow from a North American niche manufacturer to a global enterprise. He will be truly missed. However, with Kirk’s resume of commercial successes, his knowledge of our marketplace and his passion for our customers, we are well positioned to continue to successfully grow in the Americas,” said Ytterdahl.



Dawson joined VSG as vice president of heavy duty in 2012 and was promoted to vice president of lifting equipment in November 2016. Prior to that he held a number of positions at Cummins Inc. in customer facing roles within their engineering, marketing, sales, customer service and distribution organizations. Dawson graduated from Rose-Hulman Institute of Technology with a bachelor’s degree in mechanical engineering.

For more information about VSG, visit www.vsgdover.com. You can also follow the brands on Facebook, Twitter, Instagram and YouTube.

About Vehicle Service Group

Part of Dover Corporation’s Engineered Systems segment, VSG is a strong, diverse and dynamic global leader in the vehicle service industry. It comprises 13 major vehicle lifting, wheel service and collision repair brands: Rotary, Chief®, Forward®, Direct-Lift®, Revolution®, Hanmecson®, Ravaglioli, Elektron, Blitz, Nogra, Butler, Space and Sirio. Headquartered in Downers Grove, Illinois, VSG has operations worldwide, including ISO9001 certified manufacturing centers in North America, Europe and Asia.

Media Contact:
David Fischmer
Vehicle Service Group – The Americas
(812) 265-9543
dfischmer@vsgdover.com