COLUMNLIFT™ SERIES

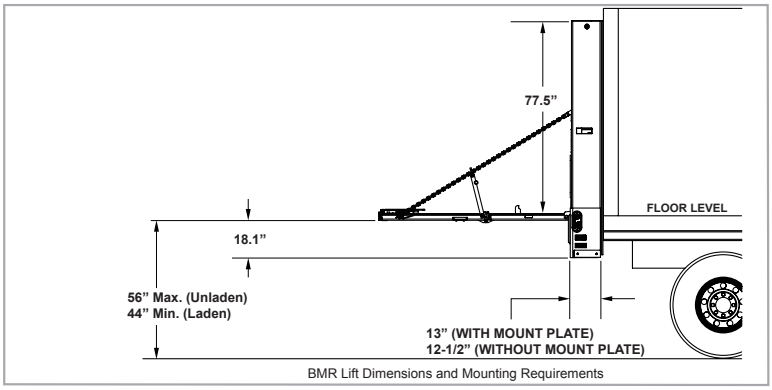
The Next Generation BMR

MAXON®

BMR SPECIFICATIONS

The best selling direct lift in North America just got better

- New Optional Bolt-on Design
- New Platform Opening / Closing Mechanism
- Rollers OR Slide Pad Configurations
- New Column Impact Guard
- New Main Control Location
- New "Power Down on Demand" Activation
- Mechanical Platform Adjustment
- New Chain Anchor Position
- New Retention Ramp Locking Mechanism
- Flashing platform lights
- MAX GRIP® and Cycle Counter standard
- New Plastic Pump Box and Hydraulic Set-up
- New Battery Box Option with Built-in DC/DC Converter & Resettable Circuit Breaker
- **Galvanized Finish – STANDARD!**



BMR Lift Dimensions and Mounting Requirements

NOTE: Please review appropriate liftgate installation manual for full vehicle and or body requirements to ensure proper fitment.

				With 16" Aluminum Retention Ramp (ARR)				
Model	Lifting Capacity			60" x 85" (30"+30")	72" x 85" (36"+36")	84" x 85" (42"+42")	60" x 85" (36"+24")	72" x 85" (42"+30")
Bed Height : Min - Max				44" to 56"	44" to 56"	44" to 56"	44" to 56"	44" to 56"
BMR-35	3,500 lbs.	Approx. Wt.		1,928 lbs.	2,079 lbs.	2,228 lbs.	1,957 lbs.	2,076lbs.
BMR-44	4,400 lbs.	Approx. Wt.		1,928 lbs.	2,079lbs.	2,228 lbs.	1,957 lbs.	2,076 lbs.
BMR-55	5,500 lbs.	Approx. Wt.		1,940 lbs.	2,091 lbs.	2,240 lbs.	1,969 lbs.	2,088 lbs.
BMR-66	6,600 lbs.	Approx. Wt.		1,940 lbs.	2,091 lbs.	2,240 lbs.	1,969 lbs.	2,088 lbs.
				With 12" Fixed Ramp		With Single Cart Stop	With Dual Cart Stop	With ACS*
Model	Lifting Capacity			60" x 85" (36"+24")	72" x 85" (42"+30")	60" x 85" (36"+24")	72" x 85" (42"+30")	60" x 85" (36"+24")	72" x 85" (42"+30")	72" x 85" (42"+30")
Bed Height : Min - Max				44" to 56"	44" to 56"	44" to 56"	44" to 56"	44" to 56"	44" to 56"	44" to 56"
BMR-35	3,500 lbs.	Approx. Wt		1,959 lbs.	2,080 lbs.	1,959 lbs.	2,080 lbs.	1,962 lbs.	2,083 lbs.	2,125 lbs.
BMR-44	4,400 lbs.	Approx. Wt		1,959 lbs.	2,080 lbs.	1,959 lbs.	2,080 lbs.	1,962 lbs.	2 083 lbs.	2,125 lbs.
BMR-55	5,500 lbs.	Approx. Wt		1,971 lbs.	2,092 lbs.	1,971 lbs.	2,092 lbs.	1,974 lbs.	2,095 lbs.	2,137 lbs.
BMR-66	6,600 lbs.	Approx. Wt		1,971 lbs.	2,092 lbs.	1,971 lbs.	2,092 lbs.	1,974 lbs.	2,095 lbs.	2,137 lbs.

Steel Platforms

				With 16" Aluminum Retention Ramp (ARR)				
Model	Lifting Capacity			60" x 85" (30"+30")	72" x 85" (36"+36")	84" x 85" (42"+42")	60" x 85" (36"+24")	72" x 85" (42"+30")
Bed Height: Min - Max				44" to 56"	44" to 56"	44 " to 56"	44" to 56"	44 " to 56"
BMR-35	3,500 lbs.	Approx. Wt.		1,902 lbs.	2,019 lbs.	2,133 lbs.	1,900 lbs.	2,018 lbs.
BMR-44	4,400 lbs.	Approx. Wt.		1,902 lbs.	2,019 lbs.	2,133 lbs.	1,900 lbs.	2,018 lbs.
BMR-55	5,500 lbs.	Approx. Wt.		1,914 lbs.	2,031 lbs.	2,145 lbs.	1,912 lbs.	2,030 lbs.
BMR-66	6,600 lbs.	Approx. Wt.		1,914 lbs.	2,031 lbs.	2,145 lbs.	1,912 lbs.	2,030 lbs.

Grated Steel

				With 16" ARR			With 12" Fixed Ramp		With ACS*
Model	Lifting Capacity			60" x 85" (30"+30")	72" x 85" (36"+36")	84" x 85" (42"+42")	60" x 85" (36"+24")	72" x 85" (42"+30")	72" x 85" (42"+30")
Bed Height: Min - Max				44" to 56"	44" to 56"	44" to 56"	44" to 56"	44" to 56"	44" to 56"
BMR-35	3,500 lbs.	Approx. Wt.		1,523 lbs.	1,573 lbs.	1,622 lbs.	1,494 lbs.	1,546 lbs.	1,585 lbs.
BMR-44	4,400 lbs.	Approx. Wt.		1,523 lbs.	1,573 lbs.	1,622 lbs.	1,494 lbs.	1,546 lbs.	1,585 lbs.
BMR-55	5,500 lbs.	Approx. Wt.		1,535 lbs.	1,585 lbs.	1,634 lbs.	1,506 lbs.	1,558 lbs.	1,597 lbs.
BMR-66	6,600 lbs.	Approx. Wt.		1,535 lbs.	1,585 lbs.	1,634 lbs.	1,506 lbs.	1,558 lbs.	1,597 lbs.

Aluminum Platforms

* ACS stands for "Automatic Cart Stop"

Note: Weight shown for 102"W weld-on unit. For bolt-on units need to add 122 Lbs. Weights for pump assembly, battery box, frame for pump & battery box mounting, hoses & options are not included.

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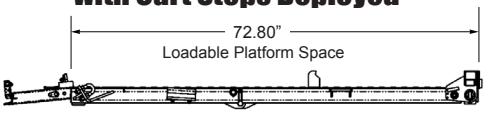
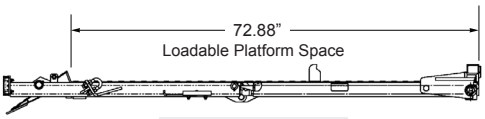
Optional Features

- Bolt-on
- Rollers or Slide Pads
- Dual Pump & Motor
- Power Down on Demand
- Header Kit
- Dome Light
- Auxiliary Control
- Hand-Held Control
- Conspicuity Tape
- Pressure Gauge

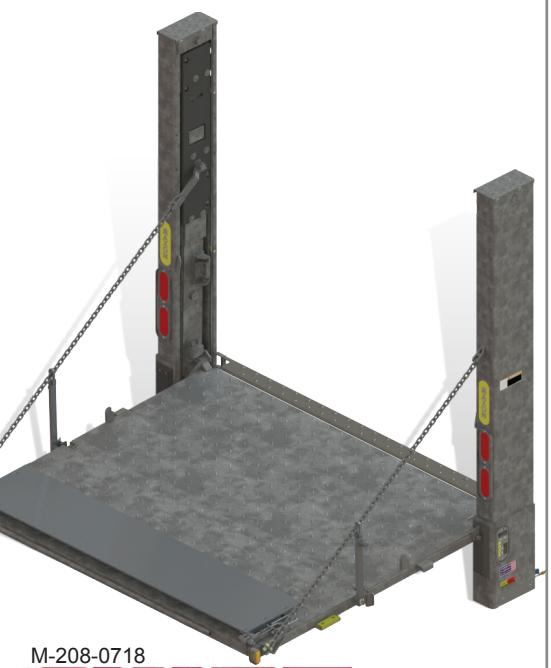
Loadable Platform Space with Cart Stops Deployed

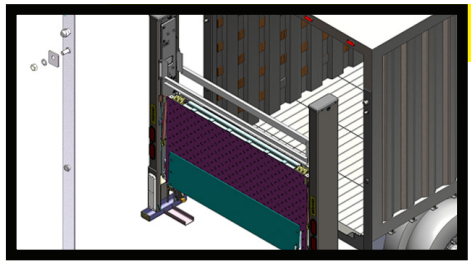


Single/Dual Cart Stop



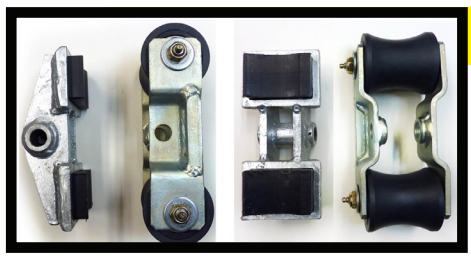
Automatic Cart Stop





New Optional Bolt-On Design

New bolt-on design concept reduces overall gate depth by 1.75 inches



Rollers OR Slide Pads

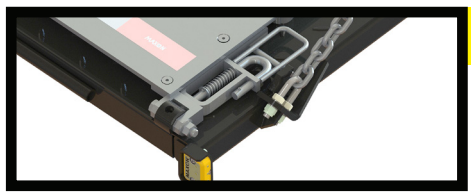
As an industry first, the BMR is available with rollers or slide pads

New Switch Location

Control switch is located on the column and now features an optional power down on demand button

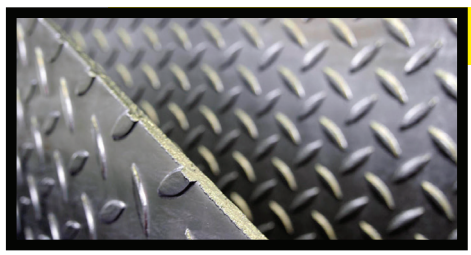
New Pump Box / Hydraulic Design / LED Controller

Pump and battery box are mounted on a galvanized bolt-on hanger frame. Master disconnect switch is accessible from front of the pump box. Hydraulic components are mounted on a vertical plate that makes all components easily accessible for service. Controller Quick Diagnostic Built-in LED serve as function indicators



New Retention Ramp Mechanism

The new retention ramp mechanism makes it easy to lock and unlock the ramp and keeps it tightly stowed during transit



Fully Galvanized - STANDARD

Galvanization is the process by which zinc is coated over corrosive (easily rusted) metals. The process of galvanizing not only protects from corrosion of various 'soft metals' but also adds strength to the original, uncoated metal

M-208-0718

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