



CONTACT:
Donna Walker
Publicist

DWalker@harborfreight.com

818.307.3246

Craig Hoffman
Director, Corporate Communications

CHoffman@harborfreight.com

818.307.0755

WHAT'S LOW-PROFILE, SUPER-DUTY, LIFTS 3 TONS AND IS METALLIC PURPLE ALL OVER?

HARBOR FREIGHT TOOLS ADDS NEW COLOR TO PROFESSIONAL DAYTONA™ LINE OF JACKS RESPONDING TO CUSTOMER VOTE

(September 12, 2023; Calabasas, CA) Harbor Freight Tools is adding a metallic purple 3 Ton Low-Profile Super-Duty Floor Jack with RAPID PUMP® to its best-selling DAYTONA™ line, after customers overwhelmingly chose the new color in a social media poll.

In a Harbor Freight poll conducted via Instagram and Facebook, metallic purple won 57% of the vote, beating out other color options including metallic deep blue, metallic deep green, and metallic black with red accents.

Engineered for the professional mechanic and auto enthusiast alike, the DAYTONA Low-Profile Super-Duty Floor Jack is built to the highest standards and meets or exceeds all current standards under The American Society of Mechanical Engineers' Safety Standards for Portable Automotive Service Equipment (ASME/PASE).

Its RAPID PUMP technology features a dual-piston hydraulic system that lifts vehicles quickly in fewer pumps, while the universal joint release provides precise load control for a smooth descent. To protect against marring, the jack has a rubber saddle pad and a knurled handle with foam bumper.

Other features include a hydraulic pump system with internal magnetic filtration to maximize pump life.

The low-profile design allows for a vehicle to be lifted from 3 ¾ inches to 23 1/8 inches, and the jack lifts up to 6,000 lbs.

Made from all-welded steel, the DAYTONA 3 Ton Low-Profile Super-Duty Floor Jack is currently priced at \$289.99 and is available only at Harbor Freight.

To explore the full DAYTONA line, including floor jacks, jack stands, and dollies, go to [harborfreight.com](https://www.harborfreight.com).

For more information on the DAYTONA 3 Ton Low-Profile Super-Duty Floor Jack—or any of the products in the DAYTONA lineup—please contact the Newsroom at Newsroom@harborfreight.com.

About Harbor Freight Tools

For more than 45 years, Harbor Freight Tools has been America’s go-to source for affordable quality tools. The family-owned company started in Southern California in 1977, when 17-year-old Eric Smidt began transforming his father’s small phone sales business into a successful mail order company, bypassing the resellers, dealing directly with factories, and passing the savings on to the customer. Since then, over 75 million customers have depended on Harbor Freight’s quality and value to earn a living, repair their homes and cars, and pursue their hobbies.

The company opened its first store in 1980. Harbor Freight Tools is one of the nation’s fastest growing retailers, with more than 1400 stores across the country and opening two new stores every week. With 25,000 Associates, the company was recently certified as a “Great Place to Work™” and has been recognized three years in a row by *Forbes* as one of the 20 best large companies to work for in retail and one of the nation’s Best Employers for Veterans. *Forbes* has also recognized Harbor Freight Tools as one of 20 best large companies for women to work for in retail, and one of the best large companies for diversity. The company has also been recognized for the past two years as one of the country’s top employers in terms of diversity and inclusion by *DiversityJobs.com*, by *Fortune* as One of America’s Most Innovative Companies and by *Newsweek* magazine as One of America’s Most Trustworthy Companies both for 2023.

With core values of excellence and continuous improvement, Harbor Freight Tools works to constantly improve the quality of its products and this year will introduce more than 800 new tools and accessories. Harbor Freight Tools locations are open 7 days a week, Mondays through Saturdays from 8 am to 8 pm and on Sundays from 9 am to 6 pm.

Find the very latest news and product press releases from Harbor Freight Tools in our Newsroom, a resource for journalists, influencers and anyone interested in covering Harbor Freight. You’ll also find an archive of our press releases, product and store images, videos, media contacts and more:

<https://newsroom.harborfreight.com/>