

Product Bulletin

Date: March 11, 2024
Update Number: P2024-01
Subject: New Heavy Duty Wall Mount Opener UL Certified to Lift Doors Up to 1,100 Lbs.
Products Affected: 98032

As part of LiftMaster's commitment to provide innovative, customer-centric products, we are pleased to introduce a new pro-channel exclusive heavy-duty wall mount opener, which is the first and only UL 325 certified residential opener on the market capable of lifting standard lift doors up to 180 Sq. Ft and 1,100 lbs. The new HD RJO 98032 starts shipping March 11, 2024.

For the first time, bring homeowners both heavy-duty lifting power and space-saving elegance, along with an ultra-quiet motor ensuring seamless performance from open to close. When customers seek strength and style, the choice is clear: Upgrade to the LiftMaster 98032. Sold exclusively through LiftMaster.

Wall Mount RJO 98032 – The Heavy Weight Champion of Residential Garage Door Openers

- **Strength Beyond Compare:** The RJO 98032 is the sole UL 325 certified residential opener on the market capable of lifting doors up to 1,100 lbs.
- **Endurance Personified:** Powered by a dynamic 24V power-dense motor with peak out power of 389 watts, the RJO 98032 strikes the perfect balance between raw energy and sophisticated technology. Sporting bronze alloy gears and a powerful drive system, the opener promises durability and performance that stands the test of time.
- **Elegance Meets Efficiency:** By eliminating the need for a Cable Tension Monitor and overhead rails, the RJO 98032's sleek design provides smooth operation from beginning to end, mirroring the electronic monitoring system showcased in RJO 98022.
- **Exclusive to the Pro Channel:** This heavy-duty wall mount opener is exclusively offered to the pro channel.

Prime Garage Scenarios for the RJO 98032

- **Heavy Door Compatibility:** From Overlays to Wind Load, Wood to Insulated, RJO 98032 delivers a smooth opening experience for the heaviest standard lift doors up to 180 sq. ft. and 1,100 lbs.
- **Semi-Custom to Luxury Homes:** For semi-custom, custom, or luxury homes, the RJO 98032 becomes an extension of the home's persona - matching the homes' luxury and design.
- **For Automobile Enthusiasts:** The wall mounted design supports car lifts and workshops. Beyond its neat, streamlined appearance, the RJO 98032 offers the security prized vehicles deserve. An automatic door lock deadbolts the garage door every time it closes, ensuring that the home is always protected.
- **The Multifaceted Garage:** The garage is far more than just vehicle storage with 90% of garages serving multiple purposes. The RJO 98032's space-efficient design makes room for uses such as rec rooms, golf simulators, home gyms, and more.
- **Specialty Use Cases:** The strength and durability of RJO 98032 makes it uniquely suited in specialty residential situations such as vertical and high lift, as well as follow the pitch.

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New Automatic Force Set-Up Process for Down Position of Door

For RJO 98032, the limit for the downward door position is set automatically to ensure the most accurate programing for heavy doors. See page 21 in the manual or review the Service Bulletin on setting the Travel and Forces for 98032.

How selling the 98032 benefits your business:

- **Profit Growth:** Boost revenue and margin with an exceptional one-of-a kind high-end opener designed for customers who seek the highest quality and design.
- **Easy Sell:** Only UL certified residential opener capable of lifting doors up to 1,100 lbs.
- **Easy Installation:** Rail-free installation simplifies ordering and shipping.
- **Pro-Channel Exclusive:** The heavy-duty opener is exclusive to the pro-channel.

First Ship	Key Features	Pack-Ins	Service Kits
March 11, 2024	• UL 325 Certified for doors 400-1,100 lbs • Effortlessly lifts standard 180 sq. ft. sectional doors up to 1,100 lbs. • Electronic Monitoring System (No Cable Tension Monitor) • 24V Motor with Peak Out Power of 389 watts • Commercial-Grade Gear Box • Two 485LM Backup Batteries • Smooth, Ultra-Quiet Operation • Bluetooth for Fast Provisioning	• 880LMW Multi-Function Control Panel • 893MAX Remote • 837LM Remote Light • 841LM Automatic Garage Lock	• 041-0400-000: Collar and Hardware • 050DCRJB3MC: Logic Board • 041-0401-000: Transformer • 041-0403-000: Power Cord • 041-0404-000: Decorative Covers • 041-0405-000: Logic Board Cover • 041-0406-000: 24V BBU

If you have any questions regarding the information above, please contact your LiftMaster Sales Representative or visit us at LiftMaster.com/customer-support. For a complete listing of our Product and Service Bulletins, please visit Partner.LiftMaster.com.