

Genie®

A TEREX BRAND

For more information contact
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Getting the Most from Your Genie® 69 DC Series

The latest Genie® rough terrain electric scissor lift, the GS™ 4069, brings a new dimension to the worksite. Now available in, 26', 33' and 40' heights, the new series offers full drive-height for all models.

"These new units from Genie offer increased platform workspace plus increased lifting capacity," said Brian Clifford, Genie Regional Sales Manager, Queensland.

The active oscillating axle is designed so that all wheels remain on the ground to deliver superior traction even on uneven surfaces. This is standard on all models and adds to the versatility of each unit. This makes the Genie 69 DC series a smooth operator inside a factory, while still being a rugged performer outside on the work site.

Genie engineers have opted for brushless AC drive motors to power these new units, which require no maintenance and have the added benefit of running cooler and cleaner. AC motors are more battery efficient, so they deliver more work hours between charge cycles.

Auto-levelling outriggers provide exceptional stability, a feature rarely seen on non-diesel scissor lifts. At the single touch of a button, the outriggers can simultaneously be activated to level the unit.

"These are advanced state-of-the-art machines," says Brian Clifford.

"To appreciate the Genie 69 DC series, book a test session with your regional manager and experience the job site capabilities for yourself."

Brian Clifford,
Genie Regional Sales
Manager, QLD



the blue news

MAY — AUG 2012

news and information to set your sales in motion

FULL DRIVE HEIGHT ELECTRIC SCISSOR LIFT



**AVAILABLE
SEPTEMBER THIS YEAR**

HEIGHT

- 26', 33' and 40'
- Simplified 3-4-5 link stack design
- Full drive height for all units

CAPACITY

- Increased platform work space
- Increased lifting capacity on 26' model

JOBSITE PERFORMANCE

- AC sealed brushless electric drive motors
- Front oscillating axle
- Simplified outrigger function
- 315Ah batteries on Genie® GS™-4069
- Rough-terrain non-marking tyres

FINANCE

- Lower cost of ownership
- Increase your return on investment



General Manager's Message

Welcome to another edition of the **Blue News**, the magazine for Genie customers throughout Australia and New Zealand.

It was great to see you at the recent HRIA. It's a trade show that allows me to get to see all of our customers under one roof, network and share ideas. The highlight was the Genie customer appreciation night where we got to thank our customers for their business over the past 15 years.

Also at the show, we were very excited to launch our latest rough terrain scissor lift. These are advanced and state-of-the-art machines; ones that we know will make a real difference to the work site as the industry moves to 'greener' machines with full rough terrain capabilities.

We also launched the new Operator Protective Structure (OPS). The structure was designed in-house at our Redmond, Washington facility, in response to customer requests globally. We are currently working on Australian compliance and should have this new option available by October.

In this issue of Blue News, we recognize team members that have been with us for more than 10 years. Their contributions deserve to be recognized and each have left their mark

on the industry. I would also like to take this opportunity to recognize other team members who have reached five years of service at Genie in 2012. They include: Peter Stephens, Gillian Forsyth, Alastair Mitchell and Wayne Farrow. Congratulations and thank you for your contribution to our success.

Safety has always been a big part of our core values and we strive to keep it our number one priority with everything we do. Recently, we held a national safety day and encouraged all team members to nominate safety ideas. The response was amazing with more than 80 ideas from 20 team members who shared in prizes worth \$1,200.

We are also very excited about our new online parts portal. Customers can now quickly access our parts database to determine pricing and availability at the touch of a button. Customers wishing to access the parts portal should contact our parts manager, Michael Carmody.

Also outlined in this edition are the Genie service training dates for the rest of 2012. This training has been invaluable for our customer's service teams, and I am happy to report that we have increased our training team in 2012 to include Alastair Mitchell and Michael Sandstrom. Both

of these gentlemen have many years of access experience and are an important part of our growth in 2012.

In closing I'd like to thank you for your business in 2012 and wish the very best for the new financial year. Happy reading!



Brad Lawrence
General Manager Terex AWP Australia



Brad Lawrence, General Manager



Mike Davis, Vice President and
Managing Director, AWP Asia Pacific

Report On The Asia Pacific Region By Mike Davis

Ever since we began selling Genie® products to the South East Asia and India (SEAI) market in the 1990's, we have relied on a great network of dealers to sell and support them. This region is home to more than two billion people with many different nations, languages, and cultures. So our network of local dealers is critical to meeting the needs of our customers in the region. We have been partners with some of these dealers for many years and it has brought us steady growth, success and more importantly, trust and loyalty.

So in May, it was with a feeling of celebration, that Terex AWP SEAI hosted our first Dealer Meeting in three years. The meeting was held in Bangkok, Thailand in recognition of the emerging Thai economy (despite devastating flooding last year) and the growing Thai aerials market. A total of 10 dealers from India, Indonesia, Malaysia, Philippines, Singapore, Sri Lanka, Thailand, and Vietnam gathered for three days with the Terex AWP SEAI team to rebuild old ties, share our challenges and learn from our successes over the last few years.



A team of nine are in rigorous training and will contest the next Tough Mudder event to be staged in Melbourne. With a core of Terex AWP team members, supported by family members and partners, Team Genie is delivering benefits all round.

Victoria Service Manager John Jerkovic, the driving force behind the team, said:

"We were impressed with the inaugural Tough Mudder event staged at Phillip Island. A few of us got together and thought it would be good to put a Genie team together and train up for the next event."

Probably the toughest event on the planet, Tough Mudder events are hardcore 20 km-long obstacle courses designed by British Special Forces to test all around strength, stamina, mental grit, and camaraderie. As the name implies the event is conducted in wet, muddy conditions, adding an extra challenging aspect to the endurance event.

From John's initial concept, the team has evolved to include Mark Cowley, Tim Merritt, Adam Cordwell, Leanne Southall and Brad Lawrence. Boosting the team are Robbie Southall, Blair Leonardi and Ruth McFarlane.



L to R: Mark Cowley - PDI Technician, Tim Merritt - Field Service Technician, John Jerkovic - Service Manager VIC and Adam Cordwell - Field Service Technician

Team Genie has already delivered a mass of benefits all around, even though the group is currently in a training phase. Team members have become more fit, eating a healthier diet and some have lost weight. Morale in the workplace is at an all time high.

As an added benefit, Team Genie is raising money for their nominated charity, Ronald McDonald House. The first event that Team Genie will participate in will be a warm up event on October 27th, with the Melbourne Tough Mudder being staged again at Phillip Island, January 19/20 2013.



Daniel Ho, General Manager of Terex AWP SEAI, opened the meeting and emphasized the safety our products bring to the market. In addition, Daniel reviewed the performance of Terex AWP in 2011 as well as the outlook for 2012.

Stacey Babson-Smith, Terex Chief Ethics and Compliance Officer, was also present to educate and to underline the importance of the Terex Way — values and business practices. Our keynote speaker was Jack Wu, owner of Miway Engineering, our dealer in Taiwan. The AWP industry and especially the rental portion of the business is still very new in many of these developing countries who still rely on used equipment. Jack did an excellent job sharing his strategy of buying new machines for his rental business and how it is driving his success.

The highlight of the dealer meeting was the launch of the new Genie® GS™-4069. With the help of Gary Eglin, Service Manager for Greater China, all the participants learned the new features of this great and long-awaited machine. Some even had the opportunity to drive the demonstration unit. Several orders were received immediately after the launch.



Terex AWP SEAI Dealer Meeting in Bangkok, Thailand

HireQuip Drives Z Re-Brand Program

Following the purchase of Shell New Zealand's retail network of Service Stations and Truck Stops by the NZ Superannuation Fund and Infratil, the decision was made to re-brand the network with a new Kiwi name and brand, Z Energy.

Harkess-Ord was appointed to manage the conversion of all the Shell sites nationally, and being such a massive task needed to select high performing, dependable supply and service partners. HireQuip was selected as the nationwide hire equipment provider after tendering and committing to the "Time Locked" program to provide the essential equipment, support and management of logistical services.

"There was enormous pressure on HireQuip to deliver reliable equipment to get this job done within a very demanding time schedule," said Matt McLaughlin of HireQuip.

Through the tendering stage, HireQuip liaised with Youngman Richardson & Co Ltd, the NZ distributors of Genie® equipment. Ultimately when the contract was awarded to HireQuip, Youngman Richardson & Co Ltd was well positioned to deliver 30 new Genie GS™-3269 RT scissor lifts to HireQuip. The delivery was made in two phases over an eight-week period to assist in HireQuips commitments to Harkess-Ord.

"The performance and availability of Genie access equipment certainly assisted us in providing the correct hire solution," said Matt McLaughlin. "The Genie equipment

being a globally recognised brand and acknowledged for being safe and reliable, were key considerations when selecting the equipment for our Z- Energy commitments."

With HireQuip being chosen for the task, performing to the tight installation schedule was addressed next. This involved six to sometimes eight teams, each responsible for re-branding their assigned site on a weekly cycle. And after each site was completed, HireQuip arranged and provided the transport logistics to re-locate all the access and other ancillary equipment to the next location - continuing the conversion of the rolling rebranding program.

Given the number of Genie scissor lifts involved in the national roll-out, covering both the North and South Islands, and under a tight unforgiving schedule, HireQuip certainly had constant pressure to perform and achieve the KPI's agreed.

Each site had to be inspected prior to delivery of the hire fleet, inductions were provided for appointed contractors, especially as the project involved lots of different operators. "This project was certainly a challenging one and whilst it wasn't without its challenges, everyone was very happy at the conclusion."

"The Genie equipment performed well in application and any back-up required was readily on-hand through the technical support people at Youngman Richardson & Co Ltd."

The purchase strategy by HireQuip to acquire world recognized brands that offer performance and safety, certainly pay dividends on demanding projects such as the Z rebranding program.

HireQuip

YR YOUNGMAN
RICHARDSON
& CO LTD



Matt McLaughlin, Group Asset Manager of HireQuip

Access Solutions – On The Growth Path Again

With the dark days of the Global Financial Crisis now behind them, Michael Biddick and Neil Radley have embraced the Genie brand as they expand their business in the post GFC era.

Auckland-based Access Solutions services predominantly the building and construction industry. Their distinctive yellow and blue branded equipment has a customer base that is loyal and demanding.

“That suits us just fine,” said Michael Biddick. “We are service and product focused. Aluminium scaffold is a big part of our business and this is complimented by our fleet of EWPs.”

As Access Solutions has emerged from the GFC, the company has been turning ever more regularly to Genie for new fleet acquisitions.

“We are in a growth phase and over the past 12 months we have acquired a lot of Genie® equipment: scissors, booms and telehandlers.”

The change in buying preference has come about through Genie expanding their range of scissors and booms.

“There were some key models that Genie has now introduced, the Genie® Z™-40 RJ electric boom for instance. We have always had an excellent relationship with the NZ agent for Genie lifts, Youngman Richardson & Co Ltd.”

Access Solutions has clear plans for the short to medium-term future. Organic growth is high on the agenda and management is keen to get the age of their fleet down to an average of three years.

“We are now in a growth phase and Genie, together with Youngman Richardson & Co Ltd, is a big part of our future. The Genie brand is very well accepted; it’s durable and robust. Their technology is right up there and that’s a benefit to our customers.”

“There are lots of opportunities out there. We have just opened a new Access Solutions branch in Wellington, as we believe that this is the right time to expand and extend our brand into new markets,” Michael Biddick concluded.

YR® YOUNG MAN
RICHARDSON
& CO LTD

ACCESS
SOLUTIONS



Michael Biddick of
Access Solutions

Hirepool — Opportunity Through Adversity

The GFC driven downturn in New Zealand provided the opportunity for Mark Powell, Chief Executive Officer, and his team at Hirepool to assess and restructure their business. And in the expansive review, Hirepool acquired New Zealand Access Hire and their complete fleet of 200 units of access equipment.

Through the strategic re-structure of its operations, the business units have been streamlined and reporting procedures also simplified. Mark Powell brought a business analyst into the senior management team with a view to optimize the fleet and maximize the R.O.I of hire equipment.

“Towards the end of our review process, we became aware that Deane Manley had his New Zealand access hire business on the market,” Mark Powell said.

“We were attracted to the predominantly Genie® fleet, the mix of equipment and the age of the fleet. Most were in the five to six year category, some owned outright and some still under lease.”

“So we did a deal that was good for us and good for Deane to bring across his fleet of 200 units. This was a mix of Genie scissors, Genie booms to 80’ and about 20 Genie telehandlers. All of which have been strategically deployed through the various Hirepool locations across New Zealand.”

With so many additional Genie units in the fleet, Mark Powell is now open to expanding further with more Genie products.

“I believe that we have seen the worst of the GFC,” Mark Powell said with a note of confidence.

“Our focus is on retiring aged plant equipment and replacing with new. Through our energetic review process and growth by acquisition, we are now very well placed to continue as a dominant player in the New Zealand access rental industry.”



Western Australia Mining In A Snapshot — Why The AWP Industry Is Booming In WA



Brought to you by Peter Stephens, Sales Manager WA

Mining in Western Australia, together with the petroleum industry in the state, accounts for almost 90% of the State's income. It hosts an impressive 545 commercial mineral projects, embracing 966 operating mine sites which produce more than 50 different minerals. In 2010–11, there were also 73 operating oil and gas fields. The resources industry continues to play a key role in the economic development and prosperity of the State and the nation.

The value of Western Australia's mineral and petroleum industry reached a record high of \$101.2 billion in 2010–11 representing an increase of 39% over the previous year. This is the first time resource sales have exceeded \$100 billion and is particularly significant considering the 12% appreciation of the Australian dollar against the US dollar during 2010–11.

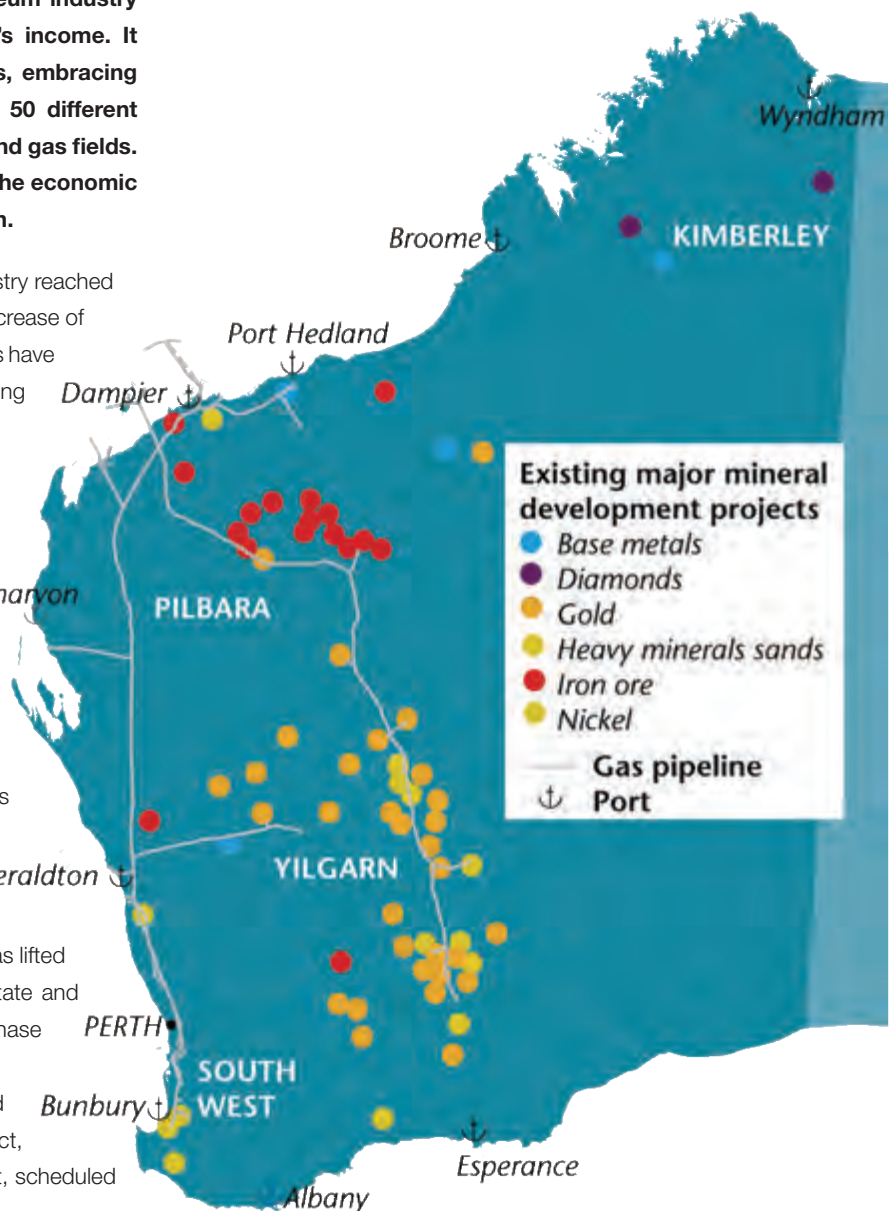
The most outstanding sales outcome in 2010–11 came from the iron ore sector. Coupled with petroleum and gold, these three sectors accounted for 88% of all mineral and petroleum sales.

EMPLOYMENT

Statistics show that there were on average 92,564 people directly employed in Western Australia's mining industry. This represents an increase of 17% compared with 2009–10.

WHAT'S NEXT?

Uranium. The Western Australian ban on uranium mining was lifted in 2008. No uranium mining currently takes place in the state and developing projects are not scheduled to enter their mining phase before 2012-13. Three projects are in the approval process, the Lake Maitland uranium project, which has a proposed start-of-production date of 2012, the Lake Way uranium project, to begin in 2013, and BHP Billiton's Yeelirrie uranium project, scheduled for production by 2014.



Government of Western Australia Department of Mines and Petroleum, (2011) WESTERN AUSTRALIAN MINERAL AND PETROLEUM STATISTICS DIGEST 2010-11. Retrieved Tuesday 22nd May 2012 <http://www.dmp.wa.gov.au>

Force Access Invests Heavily In The Genie® Z™-135 To Support Operations In The Pilbara

Force Access has one of Australia's largest fleets of Genie® Z™-135 and when they recently won a long term order for 40 heavy booms at Fortescue's Firetail Mine at Solomon Hill, they knew that they needed another eight Genie® Z™-135 articulating boom lifts, and to get the job done.

Force has a long association with the Z™-135 from metropolitan construction work to harsh mining applications in remote locations, so the decision to invest in the Z™-135 was an easy one for the team at Force.

John Glover, National Service Manager with Force explains, "The up and over capability of the Z™-135 is unmatched in the market, so the investment decision was an easy one for

us. We have well more than 100 heavy booms deployed throughout the Pilbara so reliability is critical to us when we send gear to remote sites, and the Genie® Z™-135 is a fantastic machine. We have deployed the Z™-135 to dozens of tough environments throughout Australia over the years, and they have never let us down. We have also ordered some new Genie telehandlers for the Firetail project due to their reliability and user friendliness."

Safety is the cornerstone of the operation at Force. Part of the Force commitment to safety is only investing in quality plant and equipment that meets their high standards, and the Genie® Z™-135 certainly makes the grade.

Glover adds, "We have more than 2,000 blue machines in our fleet across the whole Genie

product range. Despite our size, we carefully consider every investment decision we make considering the whole of machine life. The Genie product has always been a good investment decision for Force."

Force Access is a privately owned and operated Australian rental company. Force started from humble beginnings in Brisbane during the mid 90's and is now ranked number 28 in the Global Access Industry with 18 branches across Australia.



John Glover, National Service Manager of Force Access

'A step closer': WA's First Uranium Mine Approved By EPA

Experts predict a long term boom for the AWP industry.

Western Australia's first uranium mine is a step closer to being built but opponents say the proposal is by no means a done deal.

The state's Environmental Protection Authority (EPA) advised the WA Environment Minister recently to approve Toro Energy Limited's proposal to develop its Wiluna uranium project in the mid-west region.

Australia has the world's largest uranium reserves, 24 percent of the planet's known reserves. The majority of these reserves are located in South Australia with other important

deposits in Queensland, Western Australia and the Northern Territory. Currently, WA has no uranium mines.

In 2008, the Liberal state government lifted a six-year ban on uranium mining that was imposed by the previous Labor government.

Toro hopes to proceed with Wiluna by the end of this calendar year.

The mine would employ 350 people during the construction phase and up to 200 permanent workers, and was expected to have a 14 year life.

Rebecca Le May. (22/05/2012). Industry Search Australia & NZ. Retrieved 23rd May. <http://www.industrysearch.com.au> www.wikipedia.org/wiki/Uranium_mining#Australia

Pilbara — Boom Town For The AWP Industry

It's dusty, hot beyond expectation and about as remote as you can get in Australia. This is the Pilbara, the immensely large 28 billion tonne iron ore deposit which is being mined and exported to satisfy China's high demand for steel.

The wealth generated by the mining industry in the Pilbara is staggering. It costs Rio Tinto about \$26 a tonne to get the iron ore from the ground to the cargo hold of the ships in port. At last month's iron ore prices, the profit margin is \$105 per tonne.

The biggest and oldest Pilbara mine, Tom Price, produces 60,000 tonnes a day. Collectively, Rio Tinto mines export 220 million tonnes annually and the anticipated global demand for Pilbara sourced iron ore is a staggering 1,000 billion tonnes a year.

Last year \$40 billion worth of iron ore was exported to China. Mining of Australian minerals is responsible for the high speed segment of the Australian economy. Mining has singularly carried the rest of Australia through the GFC.



GENIE SHINES At The Recent 2012 HRIA Convention And Exhibition

The 2012 HRIA Convention was held from the 1-4 May 2012 at the Gold Coast Convention and Exhibition Centre in Queensland. The theme for the 2012 convention was 'Navigating the Future.'

As well as the opportunity to network with a comprehensive cross section of the hire and rental industry, the Convention provided educational seminars and fantastic social events.

We also took advantage of having most of our customers under one roof and launched our Operator Protective Structure (OPS).

The new Genie® OPS prototype is an optional device for installation on articulating or telescopic boom lifts and provides secondary protection for operators in the event of contact with an overhead obstacle in certain applications.

And we launched the new full-drive height electric scissor lift. Both attracted their share of attention.

L-R Standing:

Adam Phillips, Country Manager Terex Financial Services; Jane Valmadre, Marketing Manager; Brent Markwell, Sales Manager NSW/ACT; Brian Clifford, Sales Manager QLD; Peter Stephens, Sales Manager WA.

L-R Sitting:

Reg Moss, National Service Manager; Mike Davis, VP Asia Pacific; Doug Moreton, Asia Pacific Regional Director, TFS; Brad Lawrence, General Manager Australia; David Greene, Sales Manager VIC/TAS; Michael Scott, Sales Manager NSW/NT/NZ



The Genie display theme celebrated 15 years of operation in Australia. Retro and humorous, the inside display focused on pop culture that was present in 1997 (our first year of Australian operations).

GENIE ALL STAR SPORTS BAR

The theme for the Genie customer function at the HRIA 2012 Convention proved to be another big winner. Promoted under the title of the 'Genie All Star Sports Bar' the evening offered an action-packed, star-studded night.

Guests were ferried to and from the Marriott Hotel in a fleet of stretched Hummers. On arrival, there were cheerleaders to welcome guests with Hollywood movie star lookalikes adorning the grand staircase of the Marriott. The all star cast included Madonna, Austin Powers and the Spice Girls to name a few.

Leading sports personality Max Walker was also on hand as the event's Master of Ceremonies. Big Max was the ever popular host, presenting the Genie team and then mingling with customers to swap sporting yarns while having his photo taken dozens of times over with fans.

Central to the theme was a boxing ring, placed in the middle of the Marriott Hotel's Grand Ballroom. Throughout the night, leading boxers staged three round events, interspersed with the captivating Gold Coast ring girls parading the round numbers.

More than 200 people enjoyed the All Star Sports Bar experience, making the night a wonderful success. To all of the Genie customers who embraced the fancy dress sporting theme, a big thank you for the effort, in particular "Steffi Graff" and the "Batman and Robin" duo who won the fancy dress prizes.

R — Top To Bottom:

L — R:

Peter Stephens (WA Sales Manager, Genie), Craig Plimmer, John Jones, Will Reilly (Access Group of Companies, WA)

L — R:

Vlat Joveski (In2 Access, VIC), Brad Hunter (In2 Access, VIC), David Greene (VIC Sales Manager, Genie), Gary Vaughan (In2 Access, VIC), Bruce Roberts (General Equipment Rentals, VIC)

L — R:

Peter Baxter (Skyreach Sales QLD), Colin McGennissen (Skyreach VIC), Bill Fleming (Skyreach QLD), Rod Leech (Skyreach QLD), Geoff Giddings (Skyreach QLD), Andrew Burke (Skyreach QLD), Mark Van Der Palen (Skyreach QLD)

Rob Douglas (Northern Access, VIC)



2012 Training Schedule

Date: July 23rd – 27th
What: Z™-80 and Z™-135
Where: Western Australia **Trainer:** Chris Bond

Date: August 6th – 10th
What: Focusing on Electric and Diesel Lifts, and Diesel Boom Lifts. Also included is the off-hire course: assisting new comers to the industry.
Where: Queensland **Trainer:** Alastair Mitchell

Date: August 20th – 24th
What: Focusing on Electric and Diesel Lifts, and Diesel Boom Lifts. Also included is the off-hire course: assisting new comers to the industry.
Where: Queensland **Trainer:** Chris Bond

Date: September 10th – 14th
What: Focusing on Electric and Diesel Lifts, and Diesel Boom Lifts. Also included is the off-hire course: assisting new comers to the industry.
Where: Western Australia **Trainer:** Michael Sandstrom

Date: September 17th – 21st
What: Focusing on Electric and Diesel Lifts, and Diesel Boom Lifts. Also included is the off-hire course: assisting new comers to the industry.
Where: New Zealand **Trainer:** Chris Bond

Date: September 24th – 28th
What: Focusing on Electric and Diesel Lifts, and Diesel Boom Lifts. Also included is the off-hire course: assisting new comers to the industry.
Where: South Australia **Trainer:** Michael Sandstrom

Date: October 22nd – 28th
What: Focusing on Electric and Diesel Lifts, and Diesel Boom Lifts. Also included is the off-hire course: assisting new comers to the industry.
Where: Victoria **Trainer:** Alastair Mitchell

Date: November 12th – 16th
What: Z™-80 and Z™-135
Where: Western Australia
Trainer: Michael Sandstrom

Date: November 12th – 16th
What: Focusing on Electric and Diesel Lifts, and Diesel Boom Lifts. Also included is the off-hire course: assisting new comers to the industry.
Where: New South Wales **Trainer:** Alastair Mitchell

With hands-on training, we can help you train your team to maintain your Genie® equipment.

Of course, you can always enjoy the convenience of having one of our field service experts visit your location.

- Comprehensive, Interactive Factory Service Classes
- Field Training Opportunities
- Product and Sales Training Opportunities



Chris Bond, National Safety Training Manager

COST

Training is complimentary to all Genie® customers.

SERVICE TRAINING

Our interactive Service Training offers hands-on experience while learning theory and practical applications, as well as Genie history and the commonality of Genie products. We'll cover troubleshooting and repair, basic and advanced electrical and hydraulic schematics.

OFF-HIRE TRAINING

Designed for new comers to the industry. Covers the basic requirements of servicing and inspection, terminology, standards, floor loading and risk assessments.

WHO WILL BENEFIT FROM THIS TRAINING?

Mechanics, fitters, operations and senior mechanics (for re-training and standardising your company's work procedures).

BOOKINGS

A maximum number of 12 pax per training session. Bookings must be received 10 days prior to course commencing.

QLD & NT:

Kevin Druery, Service Manager

Phone: 0409 054 177

NSW & ACT:

Phillip Mackenzie, Service Manager

Phone: 0407 123 934

VIC & TAS:

John Jerkovic, Service Manager

Phone: 041 7004 602

SA :

Jason Harvey, Service Manager

Phone: 0400 719 352

WA :

Brad Brown, Service Manager

Phone: 0408 010 039

Training Department At Genie

Due to an ever growing demand for factory backed service training, Genie has allocated even more resources in 2012 to its national training programs.

Alastair Mitchell has been added to the training team, having been appointed to the position of Technical Support and Training Manager with responsibility for Queensland, NSW and Victoria. Having been with Genie for five years, Alastair Mitchell commenced as a service technician. Michael Sandstrom is Alastair's counterpart in WA, being responsible for WA, SA and the Northern Territory. Chris Bond remains National Safety and Training Manager, based at Darra in Brisbane.

"The demand for Genie training programs seems to grow every week," Alastair said.

"With so many more Genie machines now in the market, together with new models and new technology, we are finding that our customer base is insisting on factory training for the majority of their service and technical staff."

Key features of our training programs are the dedicated courses conducted on-site and exclusively for Genie customers. When HirePool in Auckland acquired a competitor and brought dozens of Genie® machines into the HirePool fleet, Alastair conducted a special training program for HirePool in Auckland at their premises.

Michael Sandstrom has a similar story to tell in Perth. When a new training program was announced, it was fully subscribed within a few days.

"We recently did an electric scissor lift training weekend with Bonetti Transport Services in Adelaide, and also a Genie® TZ™-50 course for the Power & Water Corporation in Alice Springs."

"We're finding that there is a lot of pressure on our customers to have well documented Genie®-conducted training for their technical staff. No longer is 'years of experience' an acceptable technical qualification."



Alastair Mitchell, Technical Support and Training Manager



Michael Sandstrom, Technical Support and Training Manager WA

Benefits of Training

Staying competitive is the key to sustainability. Training your staff, keeping them motivated and up-to-date with industry trends and new technologies is essential to achieving your business goals, as well as a staff benefit, too. They learn new skills and become a valued asset in the organization.

Training brings direct benefits to business and can yield a return on investment.

BUSINESS BENEFITS

No matter what the industry, or the size of your business, training can have a positive effect on performance and a measurable impact on your bottom-line.

BUSINESS CASE HELPER

Do you want to approach your manager to propose training but don't know how? Find out how to develop and present a strong business case for your training. Go here for help in developing your plan: <http://www.training.com.au> and search for 'business case helper.'

EMPLOYEE BENEFITS

Regular training and learning opportunities are an investment that will allow employees to prosper and develop their careers while giving your business a highly skilled workforce and a competitive advantage in the market.

Measuring The ROI Of Training

'Both international and national research indicates that the increase in labor productivity resulting from targeted training can yield a return on investment of more than 30%.'

Researchers use sophisticated statistical techniques to measure performance before and after the training in order to evaluate its impact.

Find a simple return-on-investment for training calculator here: <http://www.training.com.au> and search for 'ROI calculator.'

STAYING COMPETITIVE

Nationally recognized training can keep your staff on top of industry changes and give you the edge over your competitors.

'Department of Education, Employment and Workplace Relations (DEEWR). Benefits of training. 23rd May, from [training.com.au](http://www.training.com.au)

4 Mistakes to Avoid When Considering Business Finance.

1

Underestimating the value of personal credit

Banks look at your personal credit to get a sense of your track record with financial responsibilities. If you have not the diligence in managing your personal credit, there is strong likelihood that you will take the same approach to your business credit.

2

Applying for the wrong type of loan

One of the most notable pitfalls is business owners using credit intended for a short period of time for a long-term purchase, or vice versa. For example, if you buy a piece of machinery with a loan that was intended to fill a short-term need like employee payroll, then you risk being saddled with a loan that you can't get out from under. Have full disclosure with your finance broker so that they can get the right product for your application.

3

Expecting a loan without a plan to pay it back

A bank won't approve a loan that they don't think will be paid back... obviously. So be sure to detail in your business plan how you are going to make the revenue to pay the loan back. Also, be sure to explain why the loan is critical for your business. Make sure there is a solid business plan as to what you are planning to do with your business and how the financing will support the mission for your company.

4

Waiting too long to approach a bank

Finance is about relationships. There's a much better chance that a bank will lend you money when you need it, if they already know who you are and what your business is. A finance professional can guide you in the preparation of information for an application and discuss what type of lending is most appropriate.

Establish a relationship today – to get your business finance across the line tomorrow.

Call Adam Phillips today for a no-pressure-chat. He's regularly in your area.

Country Manager, Terex Financial Services
Ph: (07) 3456 4412 Mob: 0488 110 430



Financial Solutions That Work

Perhaps the only thing more comprehensive than our vast product line is our wide range of effective finance and leasing solutions. These are individually structured to complement customers' cash flow and budgets.

The team of finance professionals at Terex Financial Services™ knows the importance of working closely with our customers to understand the unique challenges of their business and their financial goals and requirements. Obtaining finance is often a time consuming task, so we work hard to provide reliable, flexible and responsive service.

The Terex Financial Services™ team can assist in all areas of asset management, from the analysis of future equipment values through to the disposal of used equipment.

Terex Financial Services™ is part of the Terex family, so you'll work directly with financial professionals who understand your business and can help you get the equipment you need based on your business goals and objectives.



Rapid Access Australia The First To Sign On With Terex Financial Services™

Rapid Access Australia is officially the first company to secure vital equipment funding through Terex Financial Services™.

Rapid Access Managing Director Graeme Munro regards his new arrangement with Terex Financial Services™ as a major enhancement for his business.

“Having a line of funding available through Terex Financial Services™ is a great benefit to companies like mine in the access industry,” Graeme Munro said.

“Genie is a key brand in our fleet. Now that we have access to both the Genie® product range and Terex Financial Services™ finance, we have the complete package from our key supplier.”

Terex Financial Services™ was established in Australia to assist Terex and Genie customers by delivering competitive finance solutions. Headed up by Adam Phillips, (Terex Financial Services, Country Manager, Australia), the single objective is to work with customers and provide a dependable line of finance.

“No one in the finance industry knows the hire and rental business like we do,” said Adam Phillips. “Moreover we know how our

customers operate and the week to week conditions of the market in which they work.”

Rapid Access Australia is regarded as a medium-sized entity in the access industry. The company was established in 1998 in Newcastle. While the initial vision in 1998 was to operate a business with a fleet of 30 machines, the reality today is vastly bigger. They now have more than 500 units in the fleet spread across three branches, two in New South Wales, and one in Queensland.

Brent Markwell (Sales Manager, NSW/ACT) informed Graeme of the impending launch of Terex Financial Services™. Adam Phillips soon went through the program with Graeme who quickly appreciated the benefits of using the package on offer.

“The Terex package turned out to be more competitive than the banks in terms of the interest rate,” Graeme Munro said.

“And whereas the banks tend to look at the access market in general, Adam Phillips’ sole

focus was on my business as an individual entity. The people at Genie and Terex Financial Services™ understand our business model, our needs and the way this industry operates.”

“Our new partnership with Terex Financial Services™ is a logical extension of the wonderful relationship that we have with Genie.”

As a result of having a new line of finance with Terex Financial Services™, Graeme has acquired two Genie GS™-3246 slab scissor lifts, one Genie Z™-45/25 RT articulating boom lift and a Genie GTH™-4013 telehandler with more orders to come shortly.

Graeme acknowledges that access to conventional finance sources in the past has restricted the growth of his business. However, he is now confident that with Terex Financial Services™ supporting his business, Rapid Access is set to reap the rewards associated with the growth in both the Queensland and NSW mining driven markets.



Adam Phillips, Terex Financial Services, Country Manager — Australia
with Rapid Access Managing Director Graeme Munro

NATIONAL SAFETY DAY

Genie recently conducted their second annual National Safety Day, an important event where the entire focus of the company, at all levels, is on safety issues.

"The idea is to get everyone to critically assess safety issues and then submit suggestions to the Genie Safety committee," said Brad Lawrence, General Manager.

"We encourage everyone in the Genie family to identify hazards and come up with safety ideas. Even though our safety record is very good, we still received a total of 77 great ideas from 21 members of the Genie team across Australia."

To recognise the contribution by team members, \$1,200 in gift cards were distributed amongst the team members, who offered the best ideas.

One innovative idea was to put a step at the rear of the Genie service vans. Instead of stepping up on the tow ball to get into the back of the van, an appropriate step makes the job safer and less prone to an injury from slipping.

Another simple idea to be adopted involves having safety glasses available at critical points where safety vests are placed. Visitors and anyone entering the workplace can now equip themselves with both a safety vest and protective eye wear at the same time and at the same location.

Another great suggestion was to make every work station ergonomic. This includes foot rests, document holders, chair elevation and angle, desk to chair height ratio. Often, it's the small details that can have the biggest impact.

"Safety affects everyone at Genie, so it was gratifying to see so many ideas put forward. A special mention goes to Ashley Naggs (Purchasing Officer — Qld) who put forward a whopping 26 ideas. Jill Forsyth (Accounts Payable Officer — Qld) put forward six suggestions and Tony Mussell (Warehouse Supervisor — Qld) put forward eight," said Brad.

The suggestion that requires the most effort (ongoing effort) is marking and refreshing the marking of all walkways using non-slip paint. As you can appreciate, this is a task that never ends. This was also the most popular suggestion, with the most amount of people recommending it.

A total of 77 ideas were generated out of the recent National Safety Day. The following super-stars received a gift card for their outstanding ideas:

- Alastair Mitchell
- Brian Clifford
- Carl Manson
- Daniel Adrichem
- Ashley Naggs
- Brett Dougherty

- Gavin Maxwell
- Gillian Forsyth
- Michael Sandstrom
- Michael Scott
- Srinu Kyanam
- Tony Mussell
- Victoria Wright
- Mike Randle
- Robyn Hardy
- John Radford
- Kylie McDougall

After the National Safety Day, a Safety Committee was formed to implement the suggestions. The Committee of eight is made up of:

Chris Bond, National Safety & Training Manager as Chairperson

Clive Brown, Purchasing & Inventory Officer, QLD

Tony Mussell, Warehouse Supervisor QLD

Tony Gibson, Trades Assistant, QLD

Brad Lawrence, General Manager

Jason Muir, Workshop Supervisor QLD

Greg Taylor, National HSE Manager

Julie Stokes, Administration Coordinator QLD

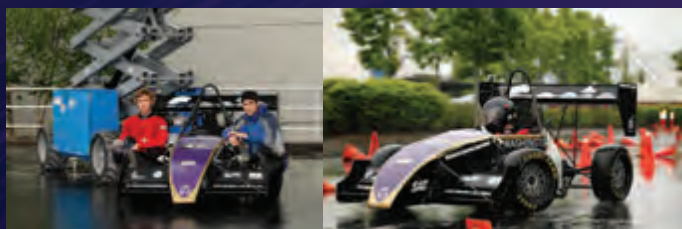
The Committee was formed to implement the suggestions and to keep Genie a safe place to work. So far, 18 of the 77 suggestions have been completed. The other 59 are in the process of being implemented.

Please contact Chris Bond on Chris.Bond@Terex.com for any safety issues you would like the Safety Committee to adopt.



GENIE WORLD NEWS

Terex Sponsors Electric Race Car



Terex Aerial Work Platform employees, and a few engineering students from University of Washington, spent a rain-soaked few hours at the company's Redmond headquarters recently, putting the students' battery-powered formula race car through its paces.

The car, developed partly through a grant from Terex, is a conversion of a previously existing gas-powered UW race car.

"Powered by 111-volt lithium polymer battery packs, the car can accelerate to 60 miles an hour in four seconds and can hit a top speed of 85 miles an hour," said Melinda Smith, Marketing Communications Manager, Terex AWP.

For Terex, a reason for sponsoring the car is to gather more data for the company's own project of improving the technology for its battery-powered and hybrid-power aerial lifts.

"We sponsored the vehicle in the fall, and gave the students some funds to develop the car," Smith said. "In turn, they were going to test out battery technology because we use lead acid batteries, and they were testing lithium polymer batteries."

Team Member Represents Terex At Royal Garden Party

In recognition of the valuable contribution that Terex makes to the UK industry, team member Dale Camsell was recently invited to attend a Royal Garden Party held on the grounds of Buckingham Palace in London.

Royal Garden Parties are held annually and provide the opportunity for The Queen to recognize outstanding public service contributions from organizations, such as charities, civil service, armed services and industry. People from all walks of life are invited on the recommendation of a number of national organizations. During the event, Dale was able to chat with Prince Michael of Kent.

"It is a huge honor to be invited to a Royal Garden Party," said a delighted Dale (Director of Engineering Conformance, Terex Construction Europe, Middle East, Africa, and Russia). "I am grateful to be nominated, and I feel extraordinarily privileged to have received this invitation, but as far as I'm concerned I am simply accepting this honor on behalf of Terex. It is the Terex contribution to UK industry that is being recognized here — I've simply been doing my job."

Dale is responsible for product compliance activities across the Terex Construction and Materials Processing product portfolio.



Dale Camsell, Director of Engineering Conformance, Terex Construction EMEAR, outside Buckingham Palace

New Product Innovation — NEW Operator Protective Structure (OPS)

Pioneering a unique standard for operator protection systems, Genie has recently launched a new Operator Protective Structure (OPS). The new Genie OPS prototype is an optional device for installation on articulating or telescopic boom lifts and provides secondary protection for operators in the event of contact with an overhead obstacle.

“We are aware of incidents where operators made contact with overhead obstacles while operating aerials,” said Scott Krieger, Senior Product Manager, Genie Booms and Telehandlers. “Ultimately, the operator in conjunction with the worksite supervisor is responsible for identifying and avoiding overhead obstacles. But as a secondary measure, we are working both independently and with various partners to provide protective solutions for a variety of worksite conditions.”

Based on the concepts of other SAE operator protective standards, the Genie OPS can be attached to boom lifts with 6' to 8' platforms and allows for excellent visibility. The tubular steel structure is designed to transfer the kinetic energy into surrounding structures while maintaining a protected area for the operator. It weighs 17 kilograms and is bolted directly on the boom lift's platform; no modifications are needed.



Operator Protective Structure (OPS)

The new Genie Operator Protective Structure (OPS) Prototype is designed to provide additional protection to the operator in some applications*. Based on one of the concepts of other SAE operator protective standards, Genie is pioneering our own standard for operator protective structures.



- For use on 6' to 8' platforms
- Suitable for all CE and ANSI certified platforms

- Allows for excellent visibility



- The tubular steel structure is designed to transfer kinetic energy into surrounding structures, while maintaining a protected area for the operator.

- It weighs less than 40 lbs (17 kg)
- Bolts directly to the boom's platform; no modifications are required.

*No system will add protection for operators in all situations.



THE GENIE TEAM CELEBRATING 15 YEARS

This year marks the 15th year that Genie has been servicing customers in Australia. Since the Genie® brand was established in Australia, we have strived to provide the highest level of customer service in the AWP industry.

In this edition of Blue News, we acknowledge some of our longest serving team members. These team members have contributed to not only making the Genie brand the strength that it is today, but have given our brand a personal touch.

1997

TEAM MEMBER SERVICE ACHIEVEMENTS ACKNOWLEDGED

Terex places a great deal of value in the people who make our company such a strong, customer focused organization.

In recognition of the outstanding and valuable service offered by our dedicated team members, we acknowledge their service below. Congratulations to everyone.

5 YEAR SERVICE

Peter Stephens – 2012 Alastair Mitchell – 2012
Gillian Forsyth – 2012 Wayne Farrow – 2012

Brad Lawrence



Current General Manager at Terex AWP Australia, Brad Lawrence, joined the company in 2000 as the company's Financial Controller. Over the ensuing years, Brad also worked as Operations Manager before being promoted to his current role in 2006.

Mike Davis



Mike Davis started with Genie Industries as a Design Engineer in Redmond, Washington USA in 1996.

Mike moved into the management area in 2006. Currently, Mike is Vice President and Managing Director of Terex AWP Asia Pacific and is based in Brisbane.

Michael Scott



With 13 years service, Michael Scott is somewhat of an icon in the Australian access industry. Michael arrived at Genie with 24 years industry experience, having worked in the technical area, training, sales and management.

Graeme Brear



Graeme Brear is one of the 'Genie originals' still with the company. 1997, Genie started with seven team members and Graeme was one of them.

Graeme commenced in the workshop and later moved into the technical support role having responsibility for Australia, Asia and the South Pacific.

Chris Bond



Chris Bond came to Genie with a technical background in the hire and rental industry.

With Genie's growth, more machines and more customers meant that there was a growing demand for professional training and support.

"The highlight of my career with Genie has been the satisfaction of seeing people that we have trained succeed in this industry," Chris said.

Brett Ashby



We welcome Brett Ashby to the Genie family based in Sydney. Brett is a qualified Auto Electrician who loves the smell of caffeine and methanol in the morning.

Our resident petrol head enjoys anything that revs, vibrates and makes noise from boats to drag cars, having worked with Bob Sheppard Racing specializing in Top Fuel Dragsters.

Gavin Maxwell



With a background as an aircraft fitter with the RAAF and then Qantas, Gavin Maxwell began his career at Genie as the Workshop Foreman.

Along the journey, Gavin has focussed his career in the area of Stock Control. Today he is the National Stock Controller, but along the way he has also played a significant role in the area of OH & S.

Clive Brown



When Clive commenced at Genie, he was studying and worked part-time to help unload containers. That was almost 13 years ago.

Today, Clive Brown is the company's Purchasing Officer. "The major change that I have seen at Genie in my time has been technology," Clive said. "While our machines have always been safe, today they are even more so while also being easier to operate."

Bradley Brown



Brad Brown commenced with Genie in the WA branch in March. With a background in the crane industry, having owned and operated his own business for 17 years in South Africa, Brad joined Genie as the company's WA Service Manager.

Brad rates the Genie brand as first class. "The product is top quality and highly regarded in the industry," Brad said.

Launch Online Parts Portal

Vital information about Genie® parts and their availability is now a lot more accessible with the recent launch of the new Genie Parts Portal. For customer convenience and efficient time management, the new online system has proven a massive winner all-round.

The new Parts Portal was conceived by Michael Carmody, Group Parts Manager, in September last year. He could see how much time was being taken up by Genie customers asking basic parts questions, regarding parts availability and price.

“Working in previous companies I had seen how efficient an online parts system could be,” Michael Carmody said. “So we worked with our IT people and rolled out a new online parts system on April 1st this year.”

By logging-on through a password protected link, customers have access to the Genie® parts inventory where parts can be identified, their availability checked and pricing confirmed.

The Genie Parts Portal has been progressively made available to the customer base. Currently

almost 60 customers have registered, covering both Australia and New Zealand markets.

The new system also allows Genie team members to log on via their phone or laptop while in the field to access parts information. This allows our team members in the field to respond to customers questions on the spot.

Given that the Parts Portal went live recently, the benefits have been immediately apparent. The calls to the Genie Parts Department for routine parts data has dropped by 40%. This means that customers are “being served” by the online portal quicker than waiting to talk to a parts

interpreter. An added benefit is for service contractors who can log in after hours to check parts.

Customers who wish to register and gain access to the Genie Parts Portal should contact Michael Carmody, Group Parts Manager on 07 3456 4460 or email Michael.Carmody@terex.com



A snapshot of the Online Parts Portal showing the part number, price and availability.

Thank you for your business!

Effective Date: April 2012. Product specifications and prices are subject to change without notice or obligation. The photographs and/or drawings in this document are for illustrative purposes only. Refer to the appropriate Operators' Manual for instructions on the proper use of this equipment. Failure to follow the Operators Manual when using our equipment or to otherwise act irresponsibly may result in serious injury or death. The only warranty applicable to our equipment is the standard written warranty applicable to the particular product and sale and we make no other warranty, express or implied. Products and services listed may be trademarks, service marks, or trade names of Terex Corporation, Terex South Dakota, Inc., and/or their subsidiaries in the USA and other countries. All rights reserved. Terex is a registered trademark of Terex Corporation in the USA and many other countries. Genie is a registered trademark of Terex South Dakota, Inc. in the USA and many other countries. ©2009 Terex Corporation

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