

BlueNews

NOVEMBER 2013

**GENIE®
GS™-69 RT
SERIES**
Rugged,
High Quality,
High Utilisation.

.....

TOP END FEATURE

Northern Territory
riding high.

.....

GENIE® Z™-135

Reaching high in
South Australia.

.....

GENIE® AL™6-SERIES

Customer demand
drives new light tower.



GENERAL MANAGER'S MESSAGE

WELCOME TO ANOTHER EDITION OF THE *BLUE NEWS*, THE MAGAZINE FOR GENIE CUSTOMERS THROUGHOUT AUSTRALIA AND NEW ZEALAND.

Whilst business remains challenging for everyone, Terex Aerial Work Platforms (AWP) Australia is continuing to invest in its value proposition and new products. To this end I am pleased to announce that we have joined forces with NEPEAN Transport in Sydney and will be selling the Genie® AL™6 light tower throughout Australia and New Zealand. NEPEAN produces a high-quality product and together with our after-market support network we are confident that this product will meet our customer needs. The AL6 light tower come in two models, 6000 watt and 9000 watt with hydraulic outriggers available as an option.

At the end of 2012, we surveyed our customers to learn how we could better support you and your business. Whilst the results were positive with more than 1/3 of our customers highly likely to recommend Genie, the data also revealed that there is still a lot more we could be doing to help our customers grow their businesses. Armed with this data, the Genie leadership team developed a three year strategic plan designed to deliver a superior customer experience. The core of the strategic plan comprises three fundamental elements namely, products, aftermarket support and the Genie team. Over the next three years, we will be focusing on these three key areas with the ultimate aim of better supporting our customers. I look forward to reporting our progress in future editions of *Blue News*.

In closing, I'd like to thank you for your business and look forward to earning your business each and every day. Happy reading!



BRAD LAWRENCE
General Manager,
Terex AWP Australia

HAPPY 40TH TO THE GENIE® LIFT

GENIE LIFT PROUDLY ADMITS TO TURNING 40

FORTY YEARS AGO, IN 1973, DESIGNERS WERE STRIVING TO PRODUCE A NEW MATERIAL LIFT. ULTIMATELY IT WAS NAMED THE GENIE LIFT AND TODAY WE REFER TO IT SIMPLY AS THE GL.

Over the intervening years since 1973, we have seen an enormous number of new and exciting machines developed by Genie and put into the workplace. Often it's easy to forget where it all began and how far the Genie engineers have brought our products.

This simple lift is responsible for spawning a range which now boasts four model heights, multiple load handling configurations, and a lifting capacity of up to 227kg /500 lbs. With many thousands of units sold, it's hard to imagine all of the tasks this lift has completed over the years.



REPORT ON THE ASIA PACIFIC REGION BY MIKE DAVIS

ALTHOUGH 2013 HAS BEEN A CHALLENGING YEAR FOR MUCH OF ASIA PACIFIC, THERE ARE SIGNIFICANT SIGNS OF IMPROVEMENT AND CONSIDERABLE OPPORTUNITY IN MANY REGIONS.

This quarter I visited Adelaide, South Australia, one of the areas experiencing growth. This city is enjoying a strong period of construction with numerous large projects underway. Unlike many of the major cities in Australia where we have seen a slowdown in non-residential construction this year, the Adelaide metropolitan area is experiencing a boom. There is \$2 billion of work currently in progress including a new hospital, medical research centre, elevated highway and redevelopment of the historic Adelaide Oval.

I also travelled to South Korea and Japan, two hotspots of activity, visiting customers and Genie team members in Seoul, Busan, and Nagoya. While in Seoul, I toured the two largest construction aerial rental companies in South Korea; Aju Rentals and Korea Rental. I then traveled to Busan, South Korea's second largest city, to visit the Genie warehouse and PDI centre.

In Japan, I attended the Yuasa tradeshow in Nagoya, Japan's third largest city. Yuasa, a

large equipment dealer, supplies a network of 300 small and medium-sized rental companies across Japan. Yuasa holds five regional shows a year with a combined attendance of more than 50,000 visitors. The two-day show at Nagoya saw in excess of 9,000 visitors. It was a great chance to spend some time with the Yuasa team as well as meet many of their valued customers.

With optimism about the Japanese economy arguably at its highest level in two decades the future is looking very positive for Japan and much of the Asia Pacific region in 2014.



MIKE DAVIS
Vice President and Managing
Director, Terex AWP Asia Pacific

PRODUCT FEATURE

AL™6-SERIES LIGHT TOWER

GENIE RESPONDS TO CUSTOMER DEMAND FOR A RUGGED LIGHTING TOWER SUITABLE FOR WORK IN THE AUSTRALIAN MINING SECTOR WITH THE LAUNCH OF THE GENIE® AL™6-SERIES LIGHT TOWERS. THE STANDARD MODEL IS A 6000 WATT MODEL WITH A 9000 WATT MODEL VARIANT.



Designed and developed in Sydney in consultation with NEPEAN Transport, the Genie AL6-series light towers are manufactured exclusively for Genie. They are now available for order with 2013 delivery available.

“With many of our customers supplying Genie equipment to the mining sector, we were constantly fielding queries about the opportunity to support our customers with a quality, mine specified lighting tower,” Brad Lawrence said.

“We researched the market and felt that there was an opportunity to provide an Australian built lighting tower that measures up to the Genie standards of quality. The Genie AL6-series light tower is the outcome of our work with NEPEAN.”

NEPEAN is one of Australia’s leading privately owned, specialised engineering and industrial and manufacturing groups. The Sydney based NEPEAN organisation is 100 percent Australian owned and operated. NEPEAN is acknowledged for their superior quality and rugged construction with a capacity to manufacture to custom specifications.

Over recent months a pre-production lighting tower was presented to key customers for

their feedback and the reaction has been nothing but positive. The advice received from Genie customers indicated that this is the right product for the mining sector, engineered to Genie quality and marketed with a Genie value-for-money price ticket.

There are two AL6 light tower models available, the 6000W AL6-6000 and 9000W AL6-9000, and both feature a compact chassis, Kubota diesel engine, retractable drawbar and hydraulic mast. Where applications require, hydraulic outriggers are available as an option too.

When fully extended, the mast height of the AL6-6000 light tower reaches 8.40m high – retracted and stowed, the overall height of the trailer is just 2.3m. Total weight for towing is approximately 1500kg. A 160 litre fuel tank provides sufficient diesel fuel for 70 hours of continuous operation.

The Genie AL6-series light towers are available exclusively through the Genie sales network and will be supported by the extensive Genie parts and service network throughout Australia.

LIGHT TOWER FACTS

SPECIFICATIONS

MODEL	AL6-6000	AL6-9000
LAMPS METAL HALIDE	4 x 1500W	6 x 1500W
HEIGHT (MAST FULLY EXTENDED)	8.40 m	10.00 m
HEIGHT (MAST LOWERED)	2.30 m	2.30 m
LENGTH (DRAWBAR RETRACTED)	2.45 m	3.30 m
LENGTH (DRAWBAR EXTENDED)	3.25 m	4.05 m
WIDTH	1.80 m	1.80 m
GROUND CLEARANCE	0.28 m	0.28 m

PRODUCTIVITY

OPERATING TIME	70 hrs approx
LIGHT ROTATION	346° manual rotation
MAXIMUM WIND SPEED OPERATIONS	100 km/h 100 km/h
NOISE LEVEL	<70 dB(A) at 7 m in free field conditions

POWER

POWER SOURCE AL6-6000	Kubota D1403 diesel engine rated at 10.7 kW @ 1500 rpm
POWER SOURCE AL6-9000	Kubota D1703 diesel engine rated at 12.8 kW @ 1500 rpm
ELECTRICAL SYSTEM	12 V 12 V
ALTERNATOR	Mecc-Alte 13 kVA
FUEL CAPACITY	160 L 160 L

WEIGHT

WEIGHT (WET)	1500 kg	1600 kg
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CONEXPO 2014 ARE YOU GOING?

BY ANY MEASURE THE CONEXPO CONVENTION IN THE USA IS BIG. THIS EVENT, TO BE STAGED AT LAS VEGAS IN MARCH 2014, BRINGS TOGETHER THE BIGGEST, LATEST AND BEST FROM EQUIPMENT MANUFACTURERS THE WORLD OVER.

As part of the Terex display, Genie will be exhibiting its latest product innovations including the new SX-180 telescopic boom lift at CONEXPO. The Genie® SX-180 is the world's tallest self propelled boom lift and is sure to be one of the leading attractions at the Terex display.

More than 2,400 exhibitors will be at CONEXPO, showcasing new products and technologies from every major construction industry including asphalt, aggregates, concrete, earthmoving, lifting, mining, utilities and more. Over 130,000 attendees, including a number from Australia, will be passing through the Las Vegas Convention Centre over the five days of the CONEXPO convention. If you are planning to attend please contact your regional Sales Manager to join the Australian Genie contingent.

SURVEY ENHANCES GENIE CUSTOMER SERVICE

LATE IN 2012, WE SURVEYED THE AUSTRALASIAN CUSTOMER BASE TO EVALUATE HOW CUSTOMERS VIEW THE BRAND, THE PRODUCTS AND AFTERMARKET PARTS AND SERVICE SUPPORT. THE RESULT OF THIS WORK HAS BEEN DOCUMENTED AND DEVELOPED INTO A THREE YEAR STRATEGY.

While this survey has been undertaken by Genie in both the USA and European markets previously, the customer survey in Australia and New Zealand was a first.

"The feedback from customers was very gratifying and positive," said Brad Lawrence.

"More than 1/3 of our customers are highly likely to recommend Genie to a colleague, whereas less than 1/4 would highly recommend a competitive brand."

Armed with this data, the Genie leadership team developed a three year strategic plan designed to deliver a superior customer experience. The core of the strategic plan comprises three fundamental elements, exceptional products, industry leading aftermarket support and having the best team in the industry.

In the product area, Genie identified on-time delivery, high quality and reliable products, and innovative industry leading products as key customer requirements.

"We are pleased to announce that a number of new products will soon be introduced into the Australian market including the AL™6 light towers, the SX-180 boom lift an extended range of telehandlers," said Brad Lawrence.

Based on customer feedback, the aftermarket support program has already seen a number of new initiatives put into action. These include remote support in regions such as the Pilbara, Darwin and central Queensland. Another focal point is technical support and customer service training with on-line training also soon to be introduced, while the Genie parts portal continues to introduce more features.

"For Genie to have the best team in the business, we need to focus on factors such as customer requirements, our safety culture

THREE YEAR STRATEGIC PLAN 2013- 2015

Three key Strategic Focuses:



and continuous improvements through Terex Business Systems," said Brad.

"Our objective is to have the best team in the industry, delivering exceptional products and leading aftermarket support. A strategy which will benefit Genie customers in the next three years and beyond."

ADELAIDE SERVICE EXPANDS



The level of customer support in the South Australian market has been boosted with the appointment of Nick Keith to the position of Field Service Technician. Nick joins Jason Harvey and Reg Thompson as part of the SA Service Team.

Together Jason, Reg and Nick are responsible for providing Genie customers with service and aftermarket support on elevating work platforms, telescopic material handlers, light towers and other associated Genie® products.

Prior to joining Genie, Nick had a wealth of industry experience as a Field Service Technician working for Coates and previously with NTP Forklifts.

CUSTOMER FEATURE

GENIE® Z™-135 REACHING HIGH IN SOUTH AUSTRALIA

South Australian Health and Medical Research Institute (SAHMRI) under construction.

CONSTRUCTION IS WELL UNDERWAY ON AN EXTRAORDINARY NEW BUILDING IN ADELAIDE. THE SOUTH AUSTRALIAN HEALTH AND MEDICAL RESEARCH INSTITUTE IS EXPECTED TO BE COMPLETED BY THE END OF THIS YEAR, FOLLOWING A TWO-YEAR BUILD.

From the outset, Genie® equipment has been on site, being provided by Access Hire SA. Account Manager, Greg Lees, said that his company had been supporting a broad range of contractors on site.

“We have been involved with the SAHMRI project from the outset and watched with pride as the structure has grown and taken shape,” Greg Lees said. “This is a striking project attracting world acclaim.”

“Over the duration of the contract, we have supported smaller contractors, shop fitters, electricians and many others with a full range

of Genie equipment. This has included lots of scissor lifts, both electric and all terrain.”

Most recently, Access Hire has been supporting a major contractor who is installing the aluminium and glass facade to the building. This is an extensive and complex process with the glass work reaching from the ground all the way to the top floor then over a curved parapet in a bird's nest design.

Three Genie Z-135 boom lifts have been working on site to allow the installation to progress. The Genie boom lift deemed the best unit for the job based on the reach of the boom plus its small footprint.

“The Genie Z-135 gets the workers right to the top of the structure then some more,” said Greg Lees. “In terms of both height and reach, the Z-135 has proven to be ideal.”

“A major consideration has also been the site itself. This is a hard job to work on as there are weight restrictions and the site being in the centre of Adelaide is tight. Again the Genie Z-135 fits the site perfectly for our client.”

Genie has also been the brand that workers on site have accepted as well. All the feedback to Access Hire SA has been that the Genie brand is reliable and can be used with confidence, and of course, it has proven to be easy to operate.

FACT

Construction work here is expected to create around 1,400 direct and 1,500 indirect jobs and once completed the facility will house up to 675 researchers.

<http://www.health.gov.au/internet/ministers/publishing.nsf/Content/mr-yr10-nr-nr143.htm>

DARWIN THE HUB FOR TOP END EXPANSION



TOP END BIG DEALS

WHILE A NUMBER OF AUSTRALIAN MINING PROJECTS HAVE RECENTLY STALLED DURING 2013, DARWIN HAS PROVEN TO BE THE SHINING LIGHT FOR CIVIL AND MINING OPERATIONS IN AUSTRALIA. THERE ARE SOME MASSIVE PROJECTS PLANNED OR UNDERWAY.

These include the giant Itchys LNG project. This has now entered the construction phase and is estimated that during the peak of construction, 4,000 workers will be needed in Darwin. The Xstrata Macarthur River zinc mine is undergoing a \$360m expansion that will see the capacity of the mine double.

The Darwin Airport is undergoing a large expansion program in a \$60m project, effectively doubling the size of the existing terminals. Also, the Darwin Waterfront precinct is in the process of its second stage of development with the addition of 1,300 residential apartments, retail suites, a marina and community infrastructure.

WITH THE RAPID GROWTH IN DEMAND FOR ACCESS EQUIPMENT IN THE NORTHERN TERRITORY, THE INDUSTRY HAS GROWN TO THE EXTENT THAT A NUMBER OF NATIONAL RENTAL COMPANIES HAVE MOVED INTO DARWIN TO HAVE A LOCAL PRESENCE.

Recognising the growth of the industry in the region, the HRIA and EWPA convened a special information night staged in Darwin at Il Lido Waterfront Kitchen with 43 people in attendance. The group was comprised of representatives of local Darwin companies, suppliers and representatives of national companies, Genie included.

"The EWPA and HRIA jointly facilitated the function in order to bring the Top End industry together," said Phil Newby, Executive Director of

the EWPA. "While the projects are spread right across the vast Top End, Darwin is pivotal to the activity."

"This is a vast market faced with all the same issues that companies throughout Australia have to contend with. There are serious work site compliance issues, Safe Work laws, machinery compliance... all to be addressed in a particularly hostile environment."

"We brought everyone together and they started talking and quickly acknowledged that everyone is confronting the same issues. This is an elevating work platform market in a very heavy industrial setting. There are some major contractors in the Top End and the investment runs into the billions of dollars."

As a result of the inaugural meeting, the feedback has been positive to the point that many participants have pushed for another meeting. Ultimately, Phil Newby expects a division of the EWPA will be formed to represent the Top End of Australia.

SERVICE TRAINING IN THE NORTHERN TERRITORY

A SERVICE TRAINING COURSE RECENTLY STAGED IN DARWIN HAS BEEN ACCLAIMED AS AN OUTSTANDING SUCCESS. AS A PART OF THE COMMITMENT FROM GENIE TO THE TOP END, GENIE TECHNICAL SUPPORT & TRAINING MANAGER, MICHAEL SANDSTROM, TRAVELLED TO DARWIN TO RUN THE COURSE FOR A RANGE OF SERVICE TECHNICIANS FROM THE LEADING HIRE COMPANIES.

Participating in the course were Force Access, Top End Access, Wilson Hire, Go Hire and Onsite.

Over the intensive training period in Darwin, Michael Sandstrom covered four courses which focused on specific Genie® models. These included the GS™-DC electric drive scissor, GS™-RT rough terrain diesel scissor lifts, (in particular the GS™-2668RT and GS™-3268RT) diesel boom lifts and a half day "off-hire" course.

"We are always pleased to visit our customers on location to ensure they receive factory training and technical assistance from Genie," Michael said.

"The Top End is certainly a very busy place in the access industry, so to deliver training to our customers in their home town ensures that we get the best possible attendance."



SERVICE SUPPORT EXPANDS IN DARWIN

WITH MORE THAN 15 YEARS OF PROVIDING GENIE® EQUIPMENT INTO DARWIN, THERE ARE AN ESTIMATED 300 GENIE UNITS ALREADY IN THE MARKET. AND THE GENIE FLEET GROWS BY THE WEEK AS THE MARKET DEMANDS MORE EQUIPMENT.

Genie has always prided itself on providing first-rate aftermarket support for the Genie equipment in the Top End, and this year it just got better!

Darwin Access Services, the first service specialist in the Northern Territory, wholly dedicated to access equipment delivers on the ground Genie servicing. Darwin Access Services is owned and operated by Joab Coyne.

According to Joab Coyne, the strength of the Genie brand in the Top End can be attributed to the industry leading service support provided by Genie.

“The Top End market is a pretty harsh place for equipment,” Joab said. “Genie is the best by far when it comes to backing their products. The priority of Genie is to keep the equipment

running and this can only be achieved through top rate service and parts support. They care and it shows.”

Joab began in the access industry with Top End Access. After seven years, he established Darwin Access Services with the sole objective of providing first rate service support right across the Top End. This involves regular trips to Alice Springs, a 3000 km round trip by road.

As a local, born and bred in Darwin, Joab is convinced that Top End people like to support local business.

“It is personal. People in Darwin like to deal with and back the local tradies and suppliers. Positive word of mouth is pretty important in Darwin and we get a lot of business this way. People are familiar with both Genie and me because we’ve both been here a long time.”

Having built a strong presence in the Top End market over so many years, Genie is proud to have formed a strong service association with Joab. Together, we are dedicated to the support of Genie customers right across the Northern Territory.



PARTS SUPPORT IN TOP END

In the Top End, Genie is certainly the dominant brand of access equipment. Genie has enjoyed strong customer relationships and sustained growth in the Darwin market and with the region currently set to experience another boom period, Genie continues to invest in customer support for the region.

Genie recognizes that a critical element of aftermarket support is readily available parts. To reduce machinery down time and keep your fleet operational for longer, Genie has invested in holding a wide range of Genie Parts in Darwin.

Now instead of down time waiting for parts to arrive from the southern states on either overnight air freight for smaller parts, or road freight which typically takes a week for larger parts, an extensive inventory of Genie Parts will be on hand in Darwin.

This will help ensure that Genie equipment is kept out on hire and operating at a productive level.



AAH TEAM BACKS GS™-69RT SCISSOR LIFTS

DESPITE THE CURRENT YEAR BEING ONE OF THE TOUGHEST EXPERIENCED BY TRENT HOGAN AT AUSTRALIAN ACCESS HIRE (AAH), THE COMPANY HAS CONTINUED TO BUILD ITS FLEET, WITH THE GENIE® BRAND THE MAINSTAY OF ITS 1000 UNIT SYDNEY BASED OPERATION.

At the heart of the company's success is the Genie® GS™-69RT series of diesel powered rough terrain scissor lifts. When the GS-69RT series was launched in Australia in 2011, Trent Hogan purchased the very first unit. And based upon his success with the GS-69RT series in particular and an affinity with the Genie brand, Trent has added almost twenty GS-69RT series units to the AAH fleet.

"The NSW market has been really flat through 2013, but that has not stopped me from purchasing quality Genie equipment," Trent Hogan said.

"The one thing that I will not compromise on is the quality of the AAH fleet. Cheap equipment

does not bode well for the business. It's not what customers want and in the long run it hurts when you come to retire units out of the fleet."

The Genie GS-69RT series has been a brilliant acquisition. Trent makes a point of purchasing his units fully optioned and that includes being approved and ready for work in the mines.

"The features on the Genie GS-69RT series are first rate. The big sliding deck, oscillating axles, non marking tyres, on-board generator, slide out access for servicing, self levelling feature, and joystick control."

"Everyone that uses a GS-69RT series just loves them and they specifically ask for this model when re-hiring. By having so many of these highly-optioned models in the fleet, we have created a market for these scissor lifts. We've educated our customers by providing them with the best product."

"I am convinced that AAH as a company is valued higher because of our preference for Genie and the number of Genie units which are in my fleet."

"Genie has done a great job in making the GS-69RT series easy to operate and service. Whereas some brands have a lot of plastic components, the Genie units have extensive use of steel making them so much more robust. The slide out engine provides industry-leading access that makes servicing so much easier and quicker."

While Trent says the NSW market was measurably stronger two to three years ago, he is confident about the return to buoyant conditions. A change in government in NSW and now federally, has already seen some big projects spring up.

The Darling Harbour exhibition and convention precinct is undergoing a massive redevelopment, the Holsworthy Army base relocation project is under way, Westfields is expanding in NSW and there are new road tunnel projects scheduled for Sydney.

"AAH is set to ride the next wave of development in NSW and Genie will continue to be a major factor behind our success," Trent concluded.

TAKING
YOU HIGHER™

GENIE® GS™-69RT SERIES SCISSOR LIFTS

Increased work space gives the user more room to get the job done

Full height swing gate for ease of access

Up to (40')
12.19m full drive height

4 person, up to 680kg, 20% increased lift capacity

Larger (5') 1.52m extension deck

True proportional lift and drive for smooth precise control

Simplified link stack design provides commonality across entire GS-69 RT series

4x4 with rear piston motors for added jobsite performance. 40% gradeability

Auto level and auto retract outrigger functions

Low maintenance steering king pin design

Full swing out doors provide easy service access

Non-marking eco foam filled tyres

Active oscillating axle keeps all wheels on the ground for climbing hills and obstacles





DID YOU KNOW?

THE GENIE WEBSITE OFFERS A WEALTH OF INFORMATION ON GENIE PRODUCTS, PEOPLE AND PARTS. BUT DID YOU KNOW THAT THERE IS ALSO A BIG SECTION DEVOTED TO TECHNICAL DOCUMENTS?

In this area, customers have access to product manuals, safety data sheets, fuel consumption data, safe work method statements and risk assessments.

In the area of Risk Assessment there are specific documents dedicated to the use of Articulated Booms, Telescopic Booms, Slab Scissor Lifts and Rough Terrain Scissor Lifts.

"The data which we upload on to the Genie web site is there to assist our customers in the safe operation of Genie equipment," said Reg Moss, National Service Manager.

"This is vital after-market information which is particularly relevant to our customers.

For more information go to :

[www.genielift.com.au/
technical-documents](http://www.genielift.com.au/technical-documents)



NSW INDUSTRY GATHERING AT WESTRAC



THE NSW BRANCHES OF THE ELEVATING WORK PLATFORM ASSOCIATION OF AUSTRALIA AND THE TELESCOPIC HANDLER ASSOCIATION OF AUSTRALIA RECENTLY HELD A MEMBER GET TOGETHER AT THE WESTRAC FACILITY AT TOMAGO, NEAR NEWCASTLE.

Westrac is one of the world's largest Caterpillar dealers in the world. The 23 hectare site consists of 12 purpose built structures which include a 12,000m² Parts Store, General Construction Workshop, a Highway Truck Centre, main Administration Building, Heavy Construction Workshop and a two million litre underground storage tank for recyclable water.

"The Westrac facility is one of the most impressive properties that I've been fortunate enough to visit," said Michael Scott, Regional Sales Manager NSW, NT & NZ.

"The day included a tour of Westrac, BBQ lunch and the association meeting. As a means to get people interested and involved on the EWPA and TSMA, the visit to Westrac was certainly a winner."

HIANZ HIGHLIGHTS

MARKET CONDITIONS IN NEW ZEALAND CONTINUE TO SHOW STEADY GROWTH, A TREND WHICH HAS BEEN EVIDENT FOR THE PAST THREE YEARS. LOCAL CONTRACTORS ARE BUSY AS CHRISTCHURCH REMAINS THE FOCUS OF ON-GOING RE-CONSTRUCTION WORK IN COMMERCIAL AND CIVIL WORKS.

Recognising that the market is getting stronger, the Hire Industry Association of New Zealand recently staged their annual conference with delegates descending upon the beautiful location of Wairaki Resort, Taupo.

Youngman Richardson & Co, the authorised NZ distributor for Genie was the principal sponsor of HIANZ. At the conference, Youngman Richardson & Co was well represented with range of Genie® lifts which included a GS™-1932 scissor, TZ™-34 trailer mounted boom and a GH™-5.6 Super Hoist™.



While the conference presents a unique opportunity to meet up with Genie friends, the Wairaki resort also provided the perfect setting to network over golf and other associated activities. A highlight of the conference was the street party theme night which featured a magician and carnival entertainment.

Genie recognises and appreciates the excellent work undertaken by Youngman Richardson & Co in presenting the Genie products to the NZ rental companies.

TEREX FAMILY BUSINESS

Prominent Melbourne company, Membrey's Transport and Crane Hire used a Genie® S™-45 boom lift and two 20 tonne Terex® pick & carry (Franna) cranes to perform maintenance work on the hoppers at a fertiliser factory in Tyabb.

"We have a number of the Terex pick and carry cranes in our fleet," said Craig Membrey. "For this particular job, the Terex cranes and the Genie boom lift proved to be the perfect combination to complete our work safely and on time."



LATE NIGHT SERVICE SUPPORT

EVERY NOW AND THEN WE HEAR OF A SITUATION WHERE A GENIE TEAM MEMBER HAS QUIETLY GONE WELL BEYOND THE CALL OF DUTY TO HELP OUT A CUSTOMER. SUCH IS THE RECENT SITUATION INVOLVING JAMES MILLEN OF THE SYDNEY BRANCH.

During the week, in the small hours of the morning, James received a call from a customer who was operating a Genie® Z™-34 articulating boom lift which had stopped working. At 1:00 am it's unusual to receive a request for help, so based on further inquiry it evolved that the unit was in the Sydney CBD and stuck on the footpath. There were strict access controls in place and the unit had to be offsite in time for the morning rush hour.

James tried to troubleshoot the problem over the phone before heading to the Genie workshop in Sydney for appropriate parts. When he arrived on site, James discovered a relatively small problem with the mounts on the hydraulic pump and had the Z-34 boom lift operating perfectly again in just 30 mins.



JAMES MILLEN
Field Service Technician, NSW

This enabled the customer to have the site clear of the Z-34 boom lift and barricades by 7:00 am, as required under the work permit.

As a result of his initiative and good work, James received an email of thanks from the customer David Kane of Power Access along with a personal phone call of thanks from Terex AWP General Manager, Brad Lawrence.

READY SET-TFS

WITH A CHANGE IN GOVERNMENT FOLLOWING THE FEDERAL ELECTION, THERE IS NOW RENEWED HOPE IN MANY SECTORS THAT THE ECONOMY IS ABOUT TO SURGE. SINCE JANUARY THE MINING SECTOR HAS STALLED, BUT NOW THERE IS GENUINE ANTICIPATION THAT A NUMBER OF PROJECTS WHICH HAD BEEN PLACED ON HOLD, WILL NOW MOVE AHEAD.

With this in mind, it is a perfect time to get ahead of the market and prepare for a surge in business activity. Terex Financial Services (TFS) offers a range of financial programs that allow Genie customers to secure a line of finance and have this in place ready to access at short notice.

"We expect there to be a growth in demand for Genie® equipment," said Adam Phillips, Country Manager – Australia and New Zealand for Terex Financial Services.

"The best way to meet this demand and win new business is to have immediate access to finance from TFS."

Genie customers can have pre-approval for a line of credit and then access funds as and when required. While competitors are seeking funds and completing the paperwork, you can quickly win new business and deliver Genie equipment to your customers.

The process to establish a line of credit begins with a phone call to Adam Phillips. He can then outline the steps involved to set up an account with TFS. It's that simple.



**ESTABLISH A
RELATIONSHIP TODAY!**
TO GET YOUR BUSINESS
FINANCE ACROSS THE LINE
TOMORROW.

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

Country Manager,
Terex Financial Services

Ph: +61 7 3456 4412
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SERVICE MANAGERS

Genie has an absolute commitment to providing industry leading technical support. This can only be achieved through a network of Service Managers strategically located throughout Australia.

CALL 1800 331 600



NATIONAL

REG MOSS

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TECHNICAL SUPPORT

Supporting the Service Managers and their team of technicians are three Technical Support people who assist customers with immediate telephone support.

CALL 1800 331 660



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