

# BlueNews

SUMMER 2014

## **GENIE LAUNCHES RUGGED LIGHTING TOWERS**

Specifically designed for tough work on Australian job sites

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## **ON-LINE TRAINING**

Australian first - Genie technical training has just become easier to access

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## **UPHIRE**

Uphire commits to new generation ZX™-135/70

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## **THE ORIGINAL GENIE® LIFT**

Enhance productivity in a wide variety of applications





**BRAD LAWRENCE**

General Manager,  
Terex AWP Australia

## GENERAL MANAGER'S MESSAGE

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

As we head into 2014, our customers remain cautious but certainly more optimistic than 12 months ago. I am sure everyone would agree that 2013 was a very challenging year with the slowdown in mining construction and little activity in the non-residential market. However, towards the end of 2013 we started to see signs that

non-residential construction was picking up particularly in the cities of Adelaide and Sydney and mining construction, lead by LNG projects, was also showing signs that these massive projects were finally out of the ground and needing equipment.

Globally, it is a totally different story with Genie making more equipment now than ever before. This spike in demand has seen Genie ramp up production in China and open a new manufacturing plant in central USA to satisfy the increased demand. Terex Aerial Work Platform (AWP) Australia now sources equipment from USA, UK, Italy and China.

I am also pleased to announce that we are expanding our service training options for customers with the launch of our new online service training. I have heard it many times before that our customers would like to send their service teams to our face-to-face training programs but due to workloads and remote locations this has not been possible. Our new online service training packages will allow our customers to train their teams from any location as long as it has a computer and internet connection. Obviously we will be continuing our face-to-face program, but we are excited to be expanding our training offering to customers in 2014.

In closing, I'd like to thank you for your business in 2013 and look forward to a prosperous and successful 2014. Happy reading!



**MIKE DAVIS**

Vice President and  
Managing Director,  
Terex AWP Asia Pacific

## REPORT ON THE ASIA PACIFIC REGION BY MIKE DAVIS

FROM CHINA TO THAILAND TO WESTERN AUSTRALIA, THE GENIE® BRAND IS STRONG AND ENJOYING MANY NEW INITIATIVES.

The auto industry in Thailand continues to experience tremendous growth. Last year 2.5 million cars were manufactured in Thailand and this growth creates increased demand for aerial work platforms to build and maintain the factories. For Genie, Thailand has been a great success story.

Thanks to the hard work by our dealers and local Genie team, we have the highest market share in Thailand. The

Genie brand dominates in this competitive market.

The Terex AWP factory in China is ramping up production with dramatic changes. Just a year ago, the factory was making Superbooms. Now there are GS™-46 scissors, Z™-45 booms and the S™-60 booms rolling off the production lines. For 2014, our China factory will introduce the GS™-1930/32 and more boom models. This fits well with our business model as we are manufacturing identical models to the US and Europe, but closer to our key markets in Asia Pacific.

In Western Australia, 2013 was a challenging year. After coming off boom times, the market experienced a slowdown in 2013, although our parts and service business remained exceptionally strong due to the prolific amount of Genie equipment in the mines. The optimism in the West for a strong 2014 is well founded as the \$29 billion Wheatstone LNG project near Onslow is out of the ground and we are delivering the first of many Genie units already.

## MILESTONE 1000TH GENIE® GS™-4047



DEMAND FOR THE GENIE GS-4047 SCISSOR LIFT HAS BEEN SO STRONG ACROSS THE GLOBE, THAT THE 1000TH UNIT ROLLED OFF THE PRODUCTION LINE IN THE UK, LESS THAN 18 MONTHS AFTER THE PRODUCTION BEGAN. THE GS-4047 IS A COMPACT, SELF PROPELLED SCISSOR LIFT WHICH REACHES A HEIGHT OF ALMOST 14 METRES.

The success of the GS-4047 scissor lift both in Australia and throughout the world, is testimony to Genie engineers responding to market needs. The GS-4047 model brings together all the benefits of a compact machine, increased working height and powerful lift capability to perform jobs in confined spaces.

With front-wheel drive and zero inside turning radius, combined with a compact footprint of just 2.49 m long and 1.19 m wide, the GS-4047 lift is ideal for manoeuvring around tight restrictive work environments. This model has been specifically designed for use in lofty spaces where access is very tight.

The Australian market has fully embraced the GS-4047 scissor lift with units operating in warehouses and tilt up construction sites across the nation.



**PRODUCT FEATURE**

# ON-LINE TRAINING FIRST IN AUSTRALIA



GENIE TECHNICAL TRAINING HAS JUST BECOME EASIER TO ACCESS WITH THE LAUNCH OF GENIE ON-LINE TRAINING. THIS IS ANOTHER FIRST FOR AUSTRALIA AND IS GREAT HELP TO CUSTOMERS OPERATING IN REMOTE AND DISTANT LOCATIONS.

In the access industry, Genie is absolutely committed to product training. Genie is proud to be the first aerial work platform manufacturer in Australia to offer on-line training. The new e-learning program utilizes a combination of video, animation and narration to create an interactive learning environment.

Each program is easy to follow and can be paced by the viewer to suit their own circumstances. The initial on-line training offerings from Genie include introductory electrical, hydraulic and machine inspection courses. All courses are available to

registered customers and can be accessed 24/7 for the ultimate in convenience. This allows technicians to train at their own pace.

According to Reg Moss, National Service Manager at Genie, the new on-line service training delivers significant benefits and cost savings to Genie customers.

“Our on-line training allows technicians in remote locations to undertake Genie specific training without having to travel away from their work location,” Reg Moss said.

“This is the most efficient way to train technicians, both in terms of cost and time. It also means that when technicians participate in a Genie face-to-face training session, all the basics have been covered.”

Following the successful launch of the three introductory training modules, Genie is preparing an additional 20 training topics to expand the program further.

## HOW IT WORKS

- Purchase a seat from Genie Training*
- Receive your unique login code*
- Login and commence training*
- Achieve minimum 80% grade  
Certificate issued*
- You can now attend Genie face-to-face Service Training at Genie*

## WHO SHOULD SIGN UP

**These courses are expressly designed for –**

- Service technicians, mechanics, fitters and senior service staff
- Technicians who are new to the Access industry
- Technicians with existing workshop and field experience who would like to extend their knowledge on Genie products

Technicians will be required to complete certain modules prior to attending face-to-face training. This ensures that Genie face-to-face training focuses on technical content, rather than going over basic knowledge.

**Call our Training team on 1800 331 660 to register.**





**Genie**  
A TEREX BRAND  
**V.I.P.**  
**ALL-ACCESS**  
EXPERIENCE

## THE ULTIMATE TOUR

COMBINING A FACTORY TOUR OF THE GENIE FACILITY IN REDMOND (SEATTLE) WITH THE TRI-ANNUAL CONEXPO IN LAS VEGAS HAS TO BE REGARDED AS THE ULTIMATE TRIP FOR THE ACCESS INDUSTRY IN 2014. RESERVE YOUR PLACE AND LOCK IN THE DATES, THIS IS AN EXPERIENCE RARELY OFFERED.

The Genie VIP All Access Experience includes a custom itinerary developed for Genie guests from the Asia Pacific region. The production tour will take guests through the boom and scissor lift lines.

From Seattle, the group will then transfer to the bright lights of Las Vegas for CONEXPO, which is staged at the Las Vegas Convention centre. This five-day convention brings together the biggest, latest and best from the equipment manufacturers, the world over. CONEXPO boasts 2400 exhibitors and 130,000 visitors.

**To participate in the Genie tour and CONEXPO 2014, call 1800 788 633 for more information.**

**MARCH 3 GENIE TOUR**

**MARCH 4-8 CONEXPO**

# SYDNEY MARKET HEATS UP

HUGE NEW PROJECTS UNDERWAY IN THE SYDNEY MARKET ARE A SIGN OF BETTER TIMES AHEAD FOR GENIE CUSTOMERS. THERE CAN BE NO DOUBT THAT WHEN LONG-TERM CAPITAL WORKS ARE UNDERWAY, THE ACCESS MARKET ENJOYS THE BENEFITS.

Possibly the most visible project is the revitalisation of the Darling Harbour. With the last of the conventions and exhibitions packed up and departed, preliminary site works commenced late 2013. Opening in late 2016, the new world class convention, exhibition and entertainment facilities are aimed at ensuring that Sydney remains the choice for competitive business events in the Asia Pacific region.

The project will also see the southern end of Darling Harbour turn into one of Sydney's most innovative residential and working districts.

Nearby and also on the waterfront is the giant Barangaroo project. Barangaroo is located on the western edge of Sydney's CBD, on a 22 hectare site previously used for container wharves.

When complete, the \$6 billion project will include six hectares of new parklands, waterfront walks and parks, commercial office towers, plus apartments all serviced by a new and extensive transport network. Barangaroo is Sydney's largest redevelopment project this century.

Holsworthy Barracks is located in Sydney's west. A total of 13 defence units and four allied facilities are being relocated from Moorebank to Holsworthy Barracks. This is the largest capital works project for the Department of Defence in around 70 years. It will create some 2000 jobs for the local and national economies.

Upon completion, Holsworthy will be home to a new modern facility for the Army's School of Military Engineering, Land Warfare Centre, the Army Logistics Training Centre and various other operation units.



Barangaroo South - Images from Lend Lease  
<http://www.barangaroo.com/news-media/image-gallery/barangaroo-south.aspx>

## CUSTOMER FEATURE

# UPHIRE COMMITS TO NEW GENERATION ZX™-135/70

WHEN GENIE RELEASED THE NEW GENERATION GENIE® ZX™-135/70 BOOM LIFT, SYDNEY BASED HIRE COMPANY UPHIRE JUMPED AT THE OPPORTUNITY TO BE ONE OF THE FIRST TO HAVE THIS MODEL IN THEIR FLEET. ACCORDING TO UPHIRE MANAGEMENT, THE ZX-135/70 IS A HIGH PERFORMANCE, TOP OF THE LINE BOOM LIFT.

“We wanted to get into the big end of town with some bigger boom lifts,” said Uphire MD Nigel McKinley. “I started this business early 2011 with four machines and now there are 150 in the fleet. The Genie® brand is a great fit for our business model, and acquiring the ZX-135/70 quickly proved to be an astute decision.”

Since the Genie ZX-135/70 boom lift came into the Uphire fleet, it has been in constant demand. This unit has been out working in telecommunications, hi-voltage power and high-rise building construction and maintenance.

“We already have a number of stick booms and knuckle booms up to 150ft’,” said Nigel McKinley. “When we saw the new ZX-135/70 was based on the new Genie XChassis™, the same chassis that is used for the SX-180, we decided to bring one into the fleet. Our customers love using it.”

Rich Rigging and Uphire have combined forces to be one of the first in Australia to

place an order for the Genie SX-180 boom lift. This confirms absolute confidence in the Genie brand, the new generation XChassis design and Uphire’s determination to reach greater heights in the Sydney market.

While Uphire has been established for almost three years, MD Nigel McKinley has been in the access and hire business virtually all of his working life. Today Uphire is focused on the Sydney basin, geared to an optimum fleet size of 150 units and supporting the broadest possible market.

Integral to the growth of Uphire has been Rental and Sales Manager, Michael Spence. Michael commenced when the business was quite small and was the ‘go-to’ man for operations, service, parts, deliveries and hire enquiries. Now Uphire has mechanics, drivers and an apprentice on staff which leaves Michael free to focus on rental and sales, while Nigel is able to spend time with customers and also create new business opportunities.

“Genie is a mainstream brand and provides us with an edge in the market,” Nigel said. “Our fleet is young and is based around specific Genie models.... diesel scissor lifts and telescopic and knuckle booms.”

“We have had a lot of experience with the Genie brand and know it well. We have the utmost confidence in Genie.”

## GENIE® ZX™-135/70 ARTICULATING BOOM LIFT

**As the successor to the Genie® Z™-135 model, the new generation ZX™-135/70 boom lift has a great reputation to live up to. It comes as no surprise that this new model comes with significant improvements.**

The Genie ZX-135/70 boom lift makes set up time even faster than before thanks to the XChassis™ design and new angle sensors. This new model has a wider footprint with solid box section axles that pivot smoothly from 2.4 m to 5.2 m to adapt to multiple job site needs.

The new self erecting jib design delivers ultimate flexibility in terms of height and reach, plus up and over clearance.

Added benefits include new joystick controls for simple operation, plus high quality hoses and hard line protection throughout.



# GENIE POPULAR IN THE BAROSSA



BAROSSA VALLEY HIRE IS A FAMILY OWNED AND OPERATED BUSINESS, ACHIEVING GREAT SUCCESS IN THE GENERAL HIRE AND PARTY HIRE SEGMENTS. 2013 HAS BEEN ANOTHER VERY SUCCESSFUL YEAR.

During the year, MD Mark Burton made further inroads to the access market where Barossa Valley Hire is making their mark. With two Genie® electric scissor lifts in the fleet together with a range of Genie® duct lifts, Barossa Valley Hire recently acquired Genie TZ50/30 DS trailer mounted boom lift. This unit has been added to the fleet to support demand from electrical contractors, shed constructors, plumbers and other building trades.

The significance of the latest acquisition is demonstrated by the new Genie TZ-50 lift being on display at the bi-annual Barossa Valley Hire customer appreciation night, staged at Maggie Beer's function centre.

"The Genie people have worked with us to bring the TZ-50 into our fleet," said Mark Burton. "It's a great product and already it is in high demand amongst our customer base."

# ADELAIDE NOW RUNNING HOT

ANYONE WHO HASN'T BEEN TO ADELAIDE FOR A YEAR WILL SEE A MASSIVE DIFFERENCE TO THE STATE CAPITAL. CAPITAL WORKS PROJECTS ARE NEAR COMPLETION AND HAVE CHANGED THE SKYLINE.

Right in the heart of town, two projects sum up the building activity. The iconic Adelaide Oval has received a \$575 million redevelopment to deliver a world class sporting stadium. Total seating has been increased to 50,000 with a new southern stand (14,000) and eastern stand (19,000) complementing recently upgraded structures. The heritage scoreboard and grassed northern mound remain.

Nearby construction on an extraordinary new building, the South Australian Health and Medical Research Institute (SAHMRI) has concluded, following a two-year build. The first stage of the largest health and bio-medical precinct in the Southern Hemisphere was officially opened by the Prime Minister, the Hon Tony Abbott MP.

The visually striking SAHMRI building has been built as part of a new \$3 billion-plus health and biomedical precinct on Adelaide's North Terrace.

Over the next five years, it will be joined by the new Royal Adelaide Hospital, a proposed second SAHMRI research building and two multi-storey medical research and training facilities to create the largest health and biomedical research precinct in the Southern Hemisphere.

The \$842 million South Road Superway project is the biggest single investment in a South Australian road project, and the state's

most complex engineering road construction project to date. The South Road Superway is stage two of the north-south transport corridor upgrade and will deliver a 4.8 kilometre non-stop corridor, comprising of a 2.8 kilometre elevated roadway, from the Port River Expressway to Regency Road.

Genie customer, Access Hire SA, has been an active contractor supplying Genie® aerial work platform equipment to all the major infrastructure projects in Adelaide.



## NORTHERN TERRITORY FEATURE

## GO HIRE – LOCAL HIRER WINNING IN DARWIN

IN A MARKET ENJOYING A SUSTAINED PERIOD OF SOLID GROWTH, DARWIN BASED GENERAL HIRE COMPANY GO HIRE IS RIDING THE WAVE OF SUCCESS. WITH 45 YEARS OF HIRE INDUSTRY EXPERIENCE AMONGST SENIOR MANAGEMENT, GO HIRE HAS PUT THEIR FAITH BEHIND GENIE FOR THEIR AWP FLEET.

Although Go Hire was established by Chris Wilson in January 2011, Chris started in the industry under his father, Larry Wilson, who is considered something of an industry figure in the Darwin market. When Larry Wilson sold Wilson Hire, Chris saw that a new opportunity presented itself in the market.

“Dad had built the general hire business on customer service and high quality product,” said Chris Wilson.

“After being out of the business for a short time, I saw that there was an opportunity to get back into the Darwin market. I decided to position Go Hire as a local company offering great service, quality products and reasonable pricing.”

With two years of operation now behind Chris, the re-entry to the business has definitely paid dividends. The Top End is supporting Go Hire as “the locals” and this extends across all market segments from local tradies to the bigger projects in mining and construction.

A significant reason behind the success of Go Hire in the AWP area is their Genie fleet. Every unit in the fleet is Genie, but one. The Genie models in the Go Hire fleet cover booms to

45ft, RT scissors, electric scissors, single man lifts, a telehandler and a 6 m scissor which is available on a tandem trailer.

“The biggest boom in the Darwin market is a Genie® Z™-135,” said Chris Wilson. “If we need a Z-135, we cross hire with Top End Access as we support one another as best we can.”

With so many big projects under way in the Top End, the Darwin market has become very competitive, although Chris Wilson prefers the term ‘cut throat’ as a more accurate description.

“Genie is vitally important to our success in the access market,” said Chris Wilson.

“The Genie® product is first rate and most importantly the back up service is excellent. There is an exceptional range of fast moving parts kept in Darwin while other parts are easily and quickly available on an overnight service from Brisbane or Perth.”



Key players at Go Hire include (L to R) Anthony Schuppan, Robert Lavender and Chris Wilson

## BACKING DARWIN CUSTOMERS WITH PARTS SUPPORT

A BOOMING MARKET IN DARWIN HAS SEEN AN INCREASE OF GENIE® ACCESS EQUIPMENT BEING USED IN THIS REGION. TO SUPPORT CUSTOMERS IN DARWIN, GENIE MAINTAINS A SOLID SUPPLY OF PARTS IN DARWIN.

With dedicated service via Joab Coyne at Darwin Access Services, there is now easy access to Genie parts on a 24/7 basis. Instead of having to bring in parts from a Genie store in Brisbane, typically a two day turnaround, a big inventory of fast moving parts for Genie models is on hand in Darwin.

A review of Genie equipment operating in the Top End, together with an evaluation of the parts history in the region, determined the specific range of parts held in stock. Having been operational already for a few months, the system is working well.

# THE ORIGINAL GENIE® LIFT

THE GENIE BRAND WAS BORN IN 1966 WITH THE ORIGINAL GENIE® HOIST. THE PRODUCT WAS A UNIQUE PORTABLE PNEUMATIC LIFT THAT WAS SO SUCCESSFUL, IT LAUNCHED THE DEVELOPMENT OF A FULL RANGE OF MATERIAL LIFTS AND AERIAL WORK PLATFORMS USED THROUGHOUT THE WORLD TODAY.

Many attempts have been made to emulate the innovative design of Genie® material lifts, which is a testament to the originality and industry leadership of the Genie brand.

Now, almost five decades after the first Genie Hoist was developed, the key factors behind the success of the Genie material lifts remain the cornerstone of the products: innovation, lightweight, and easy to use. The lifts are purposefully designed to enhance productivity in a wide variety of applications.

As well as the attributes of quality, durability and performance embodied in the Genie brand, Genie offers genuine parts, service and support across Australia and New Zealand.

Today's Genie Super Hoist™ material lift continues the heritage of innovation. The contemporary design is incredibly compact and designed to lift and position a wide variety of materials for installation applications. This portable telescopic, pneumatic hoist can lift 136 kg loads to heights of 3.8m, or 113 kg loads up to 5.6 m.

The Genie Superlift Contractor™ (SLC) material lift is ideal for construction firms and all types of contractors and is well suited for industrial applications and HVAC installations.

The Genie® Lift™ (GL) product comes in three base models and is ideal for all your material handling needs.



GENIE® LIFT



SUPERLIFT CONTRACTOR™



SUPER HOIST™

## PRODUCT FEATURE

# GENIE LAUNCHES RUGGED LIGHTING TOWERS

GENIE HAS RELEASED TWO RUGGED LIGHTING TOWERS, SPECIFICALLY DESIGNED FOR TOUGH WORK ON AUSTRALIAN WORK SITES. THE GENIE® AL™6 SERIES LIGHTING TOWERS ARE WHOLLY AUSTRALIAN DESIGNED AND MANUFACTURED IN SYDNEY.

There are two AL6 light tower models available, the 6000 watt Genie AL6-6000 and 9000 watt Genie AL6-9000. Both feature a compact chassis, Kubota® diesel engine, retractable drawbar and hydraulic mast. Where applications require, mine specification and hydraulic outriggers are also available as an option.

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

## SPECIFICATIONS

MODEL	AL6-6000	AL6-9000
LAMPS	4 x	6 x
Metal Halide	1500W	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



# GENIE® AL™6 SERIES LIGHTING TOWER

## APPLICATIONS

- Mining
- Road Works
- Events
- Emergency Rescue
- Construction

### Tilting light head

Ease of set up with mast extended. Ability to specifically direct light via electrically controlled tilt actuator.

### Hydraulic mast with 360° rotation

Ease of operation; safety feature.

### Lockable engine cabinet

Security feature.

### Fully zinc coated 1.6mm steel panels

Longer life, asset protection, less maintenance, lower costs.

### Dual voltage LED tail lights

Compatible with truck and light commercial vehicle voltage.

### Retractable draw bar

Ease of on truck loading. Extended for towing and set-up stability.

### Sturdy checker plate mud guards

Solid construction, asset protection.

### Fully bonded

Contains oil and fuel spills.

### Wheel rims

Solid construction, asset protection.

# THE TIME IS RIGHT TO GROW YOUR FLEET

WITH THE MARKET SET TO REBOUND IN MANY SEGMENTS IN 2014, THERE HAS NEVER BEEN A BETTER TIME THAN THE PRESENT TO GET YOUR FINANCIAL STRUCTURE IN PLACE WITH TEREX FINANCIAL SERVICES.

Take advantage of low interest rates and get ahead of the game by establishing an account for your business with Terex Financial Services.

A Genie customer 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 Terex Financial Services. 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  
-----

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## GENIE MANUALS FASTER THAN EVER

THE GENIE TECHNICAL PUBLICATIONS TEAM HAS UNDERTAKEN A THOROUGH OVERHAUL OF THE GENIE MANUALS SECTION OF THE WEBSITE. AS A DIRECT RESULT, GENIE MANUALS ARE NOW EASIER TO ACCESS AND DOWNLOAD.

The enhanced download performance can be attributed to moving away from conventional PDF files and adopting a state-of-the-art HTML based system.

Created with mobile-users in mind, the new system has improved performance for mobile users as well as PC users.

The new layout is more user friendly than before, with an easier more intuitive navigation. This site links back to the US GenieLift web site. And by downloading the manuals that you require, you can take them with you on your mobile device to the most remote location.



Log on today at [gogenielift.com](http://www.gogenielift.com) and test the downloads for yourself.

## WHAT GOES UP MUST COME DOWN

**Each year the Dunedin City Council (New Zealand) erects a giant Christmas tree in The Octagon. It takes a crew a full day to put the tree up and just as long to dismantle it and pack it away for the next year.**

Hirepool was brought in to assist with the supply of a Genie® S™-85 boom lift. This enabled workmen to remove the decorations and then dismantle the tree, until next year when the process is repeated all over again.



# GENIE® SX-180 THE HIGHLIGHT AT HIRE 14

THE ANNUAL HIRE AND RENTAL INDUSTRY ASSOCIATION EXPO, HIRE 14, WHICH WILL BE STAGED AT THE GOLD COAST CONVENTION AND EXHIBITION CENTRE, WILL HAVE A SINGLE HIGHLIGHT, THE AUSTRALIAN LAUNCH OF THE WORLD'S TALLEST SELF PROPELLED BOOM LIFT, THE GENIE® SX-180.

Lock in the dates in your diary now, April 29 to May 2, for the official unveiling of the Genie SX-180 boom lift. This will be the first opportunity in Australia to not only view but also evaluate the performance of this incredible machine.

While several pre-production orders have already been received in Australia and New Zealand for the Genie SX-180, it is anticipated that further orders will be placed at HIRE 14 following demonstration of this new release boom lift model.

The Australian access market has a wide range of challenging height applications which will drive demand for the SX-180 boom lift. Genie is committed to servicing the demanding height requirements of building maintenance, construction, telecommunications and mining with the Genie SX-180 boom lift.

The annual HRIA expo brings together all the major businesses in the hire and rental industry. Genie is looking forward to once again presenting a large display of equipment, meeting up with our customers, and staging our celebrated customer appreciation night.



SX-180 boom lift stowed ready for transport.



## PROVIDING SOLUTIONS FOR TOUGH CHALLENGES



**Every now and then, Genie is asked to provide a solution to a problem which comes out of left field. We see these requests as challenges to be met head on and solved.**

A recent task involved the supply of three Genie® Z™-45/22 battery powered booms. The curve ball is that these booms were required to work in New Zealand in Zone 1 conditions, (a workplace where highly flammable materials are present) specifically, the Air New Zealand Paint facility in Christchurch. The booms were modified to meet the regulations required for an enclosed painting situation.

However specialised or seemingly unusual your application may be, chances are that Genie has seen it before, handled it before and provided the access equipment that you specifically need.

# LOGISTICS TEAM

Genie has an absolute commitment to providing industry leading product and parts support. This can only be achieved through a network of logistics personnel strategically located throughout Australia. Our Logistics Team is charged with delivering Genie® products to our customer base as and where required.



**NATIONAL**

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CALL **1800 788 633**



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**New South Wales**

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THANK YOU FOR YOUR BUSINESS!

Effective Date: SUMMER 2014. 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. All rights reserved. Terex, the Terex Crown design, Genie and Taking You Higher are trademarks of Terex Corporation or its subsidiaries. All other trademarks are property of their respective owners. ©2014 Terex Corporation

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