

BlueNews

AUGUST 2013

ZX™-135/70 SIGNIFICANT REDESIGN AND IMPROVEMENTS

One of the best Genie®
products just got better

.....

INNOVATION DRIVES GENIE LEADERSHIP

Absolute commitment to
provide industry leading
technology

.....

CUSTOMER FEATURE

Brisbane based Action
Equipment breathes
life into aging Genie®
products

.....

BACKING INDUSTRY IN THE TOP END

Big things happening in
the Northern Territory



GENERAL MANAGER'S MESSAGE



Brad Lawrence,
General Manager,
Terex AWP Australia

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

The past six months has certainly been challenging times for everyone in our industry. The slowdown of mining construction and political uncertainty throughout all levels of government has impacted confidence levels. Whilst the reality of these difficult times is upon us in earnest, many customers are still very optimistic of the future. Based on that optimism, Genie Australia continues to invest in new products and in our value proposition so we can offer the best possible support to our customers during both the good and difficult times.

I recently had an opportunity to visit our factories in the US and could not be more impressed with the new products we will be releasing over the next two years. I am sure everyone now knows that we have the largest boom lift in the industry with the Genie® SX-180, but that is only the beginning. With many other boom configurations planned for release in 2014. We have also redesigned many of our telehandlers and are planning to launch a full range of GTH products in 2014.

From an after-market perspective we are focusing on supporting our customers where you need us. We now have full-time support in the Pilbara and this is only the beginning with growth in parts and service also planned for central Queensland and Darwin.

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

REPORT ON THE ASIA PACIFIC REGION BY MIKE DAVIS



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

nearest contenders by 30'. A steady stream of customers, media, and even competitors came through the Genie booth to see the awesome new Genie SX-180. This new model is expected to be available in the Australasian market early next year.

Recently, I visited the Northern Territory to meet our valued Genie customers. Operations in mining are expected to continue to grow, however the opportunity for future growth in Darwin is a dramatic expansion of liquid natural gas production. In addition, the US military has announced plans to station more troops in Darwin.

Both of these projects will need a lot of aerial lifts. I visited a number of customers who are preparing for the dramatic increase in work. Genie already enjoys a strong presence in the region and will be supporting the Northern Territory customers through this period of accelerated growth.

Finally, the annual Hire Rental Industry Association Convention in Sydney again proved to be a significant landmark event, not only for Genie but the industry as a whole. It was gratifying that the convention was so well attended and that so many of our valued Genie customers visited our display and participated in our annual Customer Appreciation Night – Vintage Havana. It was a fantastic night!

First Genie® GS™-4047 Sold

THE VERY FIRST GENIE® GS™-4047 HAS NOW BEEN SOLD IN AUSTRALIA. THE GENIE GS-4047 CUSTOMER IS A BRISBANE-BASED HIRE AND RENTAL COMPANY, WHICH ALREADY HAS GENIE AS THE FAVOURED BRAND IN THEIR FLEET.

The new Genie GS-4047 is a purpose designed full height drive self-propelled electric scissor lift that meets the demands of tightly packed, high rise indoor spaces. The GS-4047 lifts up to 350 kg to a maximum working height of 13.70 m and a platform height of 11.70 m.

Contact your local Sales Manager to find out more about the GS-4047.

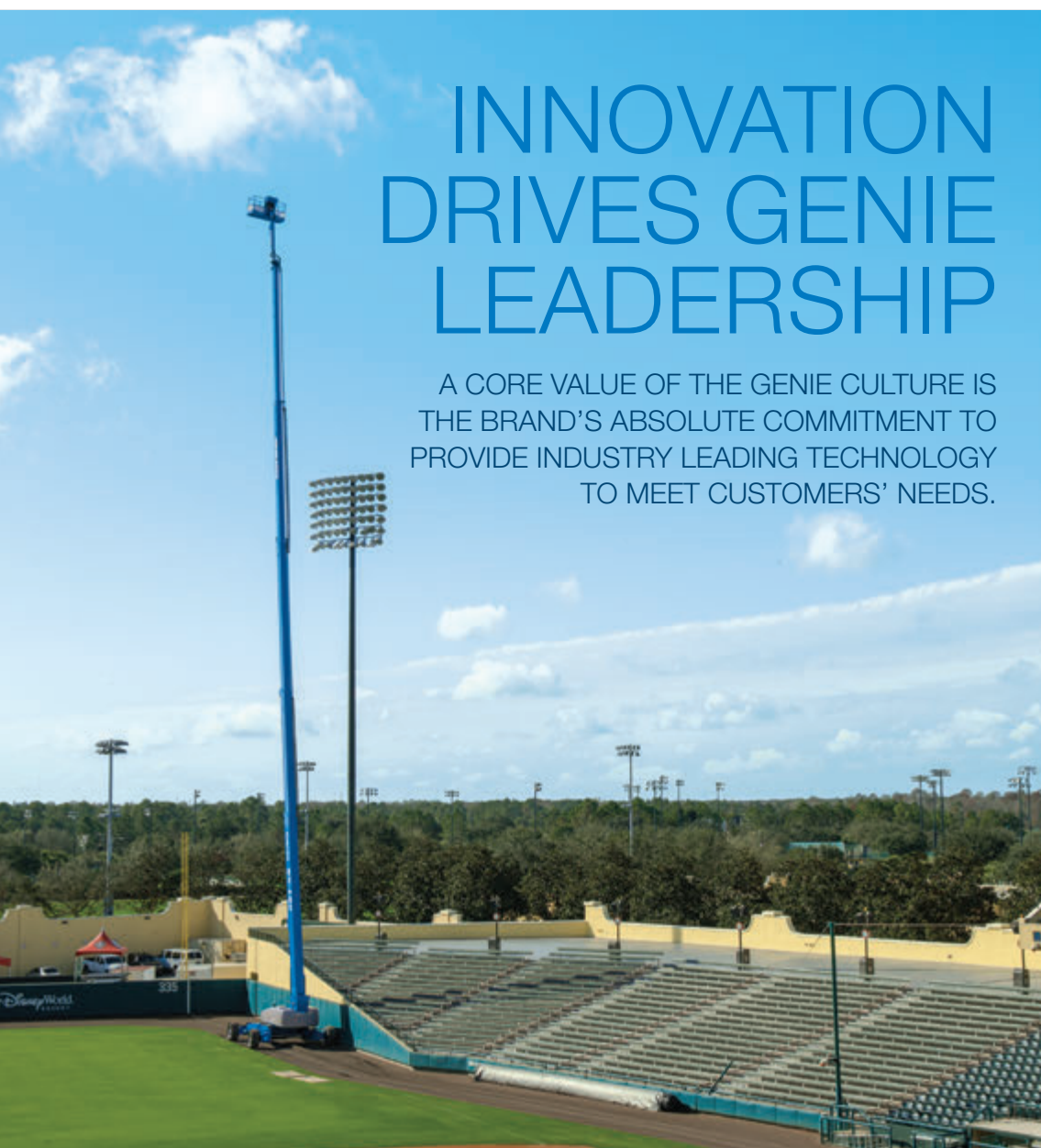


STAGED EVERY THREE YEARS, BAUMA IS THE GRANDDADDY OF ALL CONSTRUCTION EQUIPMENT TRADE-SHOWS WITH OVER 500,000 VISITORS ATTENDING THE SHOW IN MUNICH, GERMANY THIS YEAR.

The highlight of the show for Genie was the unveiling of our newest product, the Genie® SX-180. The introduction of the new 180 foot boom, the world's tallest self-propelled boom, has enabled Genie to claim the position of industry leader, outreaching the

INNOVATION DRIVES GENIE LEADERSHIP

A CORE VALUE OF THE GENIE CULTURE IS THE BRAND'S ABSOLUTE COMMITMENT TO PROVIDE INDUSTRY LEADING TECHNOLOGY TO MEET CUSTOMERS' NEEDS.



A quick appraisal of Genie product development confirms that there is ample evidence to back this commitment to innovation. In 2003/04 Genie released its GS™-4390 and GS™-5390 rough terrain big deck scissors, the highest scissor lifts in the Australian market and a veritable industry defining product. Then in 2006/07 we unveiled the Z™-135, the tallest articulated boom lift in the industry.

Through the global downturn, Genie continued with an expansive research and development program, maintaining a workforce of engineers and designers working on new equipment and product improvements. The focus for Genie continues to be innovative, industry leading technology.

This year was again a landmark year given that the world's tallest self-propelled boom lift, the Genie SX-180, was released at the bauma trade convention in Germany. We also released the redesigned ZX™-135 articulated boom lift. These products share the Genie X-Chassis™ system, the next generation chassis for self-propelled super boom lifts.

"The Genie SX-180 is exceptionally significant," said Brad Lawrence, General Manager of Terex AWP Australia.

"This new release continues the Genie tradition of being market leader in the development of innovative solutions to meet customer and job site requirements. But specifically, the SX-180 provides our customers with an opportunity to access a market previously

dominated by truck mounted lifts. This is a segment with great rental rates, so we are providing Genie customers with a wonderful opportunity."

Based on the success of the Genie X-Chassis, Brad Lawrence confidently points to more developments to follow.

"Genie is absolutely committed to further product development around the X-Chassis."

"Our direction is consistent and that is where we aim to maximise on returns to customers when they include Genie products in their fleet. We did that with the 53' scissor, the Genie Z-135 boom and have hit the sweet spot yet again with the new Genie SX-180."

GLOBAL

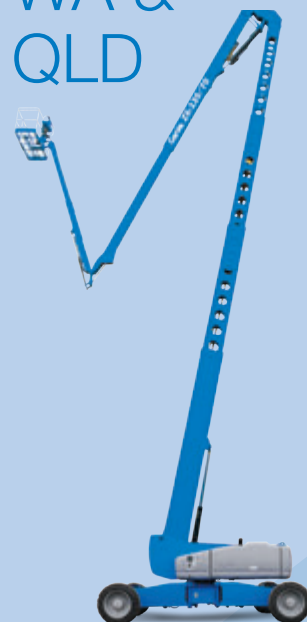
TEREX RANKED WORLD'S #1 IN ACCESS

According to the annual survey of the construction industry conducted by International Construction magazine, Terex ranks as the largest access manufacturer in the industry. The Yellow Table survey is regarded as the industry standard.

The rankings which rate Terex as the number one performer are based on total revenues from equipment sales last year. The overall strength of the Terex brand was further reinforced with the company ranked 8th globally taking account of all sectors in the construction industry.



FIRST TWO ZX™-135's SOLD IN WA & QLD



TRUKAI INDUSTRIES ACQUIRES GENIE® ARTICULATING BOOM LIFT

IN PAPUA NEW GUINEA TRUKAI IS A HOUSEHOLD NAME IN FOOD AND AGRICULTURE. TRUKAI RICE HAS BEEN THE TOP-SELLING BRAND OF RICE IN PNG SINCE 1970.



The Trukai rice operation is based around the bulk importation of rice principally from Australia, packed into 40' shipping containers. At their head office in Lae, the rice is unloaded from the containers, processed and then packaged for distribution to retail outlets.

Back in 2006, Trukai purchased a scissor lift, a Genie® GS™-2668 RT, with a reach of 10.0 m, for use in the production plant. As the business developed and the need for additional equipment became apparent, Trukai had no hesitation

in approaching Genie in Brisbane for advice.

"We have had a trouble free run with our Genie scissor lift," said Paul Gware of Trukai. "Over the years it has proven to be very reliable and extremely robust so it made sense to look at another Genie lift for our current needs."

After discussions with Brian Clifford, QLD & PNG Regional Sales Manager, Trukai purchased a Genie® Z™-45/25J RT boom lift. This unit was ultimately packed into a shipping container and sent to Lae in PNG via sea freight.

Genie then followed up the delivery with a comprehensive training and support program presented by Brian Clifford and Reg Moss, National Service Manager.

"The support from Genie has been first rate," said Paul Gware. "Brian and Reg conducted hands on training for nine of our employees. Reg also provided some technical training regarding routine maintenance with our in house auto electrician."

With the Genie Z-45/25J RT fully commissioned and operating, it is put to good use every day. The boom lift provides good access to get workers to the top of silos,

inspect walkways, service screw conveyors and change flood lights in the warehouse and mill area. With shipping containers full of rice constantly arriving and being stacked two and three units high, the Genie boom lift is used to inspect the top containers for damage or leakage.

"We are really happy with the Genie boom lift and the support that we have received from Genie in Brisbane," Paul Gware concluded.



CUSTOMER FEATURE

GLOBAL HIRE & SERVICES EXPANSION INTO CAIRNS

LOCAL OWNERS DELIVERING CUSTOMER FOCUSED SUPPORT FOR LOCAL BUSINESSES IS THE RECIPE FOR SUCCESS FOR DARREN MORRISON AND RYAN CREIGHTON, THE OWNERS OF GLOBAL HIRE & SERVICES IN FAR NORTH QUEENSLAND. IN FACT, THE MAGIC FORMULA HAS BEEN SO SUCCESSFUL THAT THE ORIGINAL TOWNSVILLE BRANCH HAS BEEN COMPLEMENTED WITH A NEW BRANCH IN CAIRNS.

Business partners Darren Morrison and Ryan Creighton are well trained and experienced operators in the access hire industry. Having worked for some of the big

national companies, the duo went out on their own in January 2010.

Both originally from Far North Queensland, Darren Morrison heads up the Townsville operation, while Ryan manages the new Cairns branch.

While the Townsville branch is predominantly access equipment the team at Global identified an opportunity in Cairns for a broader audience. As the Cairns access market is smaller, the Global team decided to open a branch incorporating both General Rentals and Access Equipment, a winning combination for this regional centre.

"Our decision to move into the Cairns market centred on the lack

of a genuine local, independent hire company in this region; the same opportunity that we identified in Townsville," Ryan said. "And once again Genie has been a wonderful support to our expansion effort. Like Townsville, the Cairns branch has a solid line of access equipment."

The Cairns general hire division of the business is fairly typical of a company supplying both the building trade and weekend DIY customers.

"Our approach has certainly been one where we can give the trade industry instant solutions to their problems. Many of our customers are local blokes just like us. We support them well and they in turn support us."

Genie has played a big part in the company's development and now the expansion phase of Global Hire & Services. "There is a lot to like about the Genie® brand. Their products are first rate and their aftermarket support is the best in the business. When it comes to parts and service, Genie understands that FNQ is a long way from Brisbane and work hard to ensure problems are rectified really quickly."

If growth and diversification are worthwhile business objectives, then Global Hire & Services can be justifiably proud of their achievements to date. And the future is looking very promising too.



(L to R) Ryan Creighton and Darren Morrison of Global Hire & Services

CLUB GENIE

THE ANNUAL HRIA CONVENTION HAD A QUIRKY TWIST THIS YEAR, BEING STAGED AT THE FAMED LUNA PARK VENUE IN SYDNEY. IN THE SHADOWS OF THE CONEY ISLAND ENTRANCE, THE GENIE DISPLAY WAS COMPRISED OF THE GENIE® GS™-4047, THE GENIE® GS™-3369 DC AND THE NEW GENIE AUSTRALIAN-BUILT LIGHTING TOWER.

The opportunity to meet up with many of our valued existing and prospective customers underscores the importance of exhibiting at the HRIA Convention.

And once again, the Genie Customer Appreciation function coincided with the Convention. The Genie Club, a Vintage Havana themed night club, was another brilliant success. The Customer Appreciation night presents us all with an opportunity to meet in a social environment and enjoy the company of our customers.

Highlights of the night included Australian singing sensation Kate Ceberano, the fantastic Cuban band Lorenzo y su Swing, colourful dancers and spectacular servings of wonderful food.

It was gratifying to see so many customers get involved in the activities of the night, singing, dancing and thoroughly enjoying themselves.



Above: The entrance to the Genie Vintage Havana themed night club. **Right (top to bottom)** The new GS™-3369DC outside the entrance to Coney Island. Kate Ceberano with David Fraser from Coates Hire. The talented Cuban dancers perform at the Genie Customer Appreciation function.



Malcolm Pfrunder of Action Equipment

PROVIDING A VIABLE SOLUTION FOR AGING EQUIPMENT

A COMMON PROBLEM FOR COMPANIES IN THE ACCESS INDUSTRY IS HOW TO DISPOSE OF AGING EQUIPMENT. SELLING USED EQUIPMENT INTO THE LOCAL MARKET CAN ULTIMATELY CREATE A DIRECT COMPETITOR, TRADING AT DISCOUNTED RATES WITH A FLEET OF OLD BUT WELL-SERVICED MACHINES.

One company providing a very viable solution across Australia is Action Equipment. Headed by industry stalwart and ex-Genie manager, Malcolm Pfrunder, Brisbane based Action Equipment is purchasing Genie® equipment and placing it in offshore markets.

“We are providing both a service and a solution for the access

industry,” Malcolm said. “Action Equipment is paying cash for Genie equipment, from all corners of Australia. We are buying virtually exclusively for the export market.”

While reluctant to specify the exact nature of markets where used Genie machinery is destined, Malcolm confirms that he has customers in both developed and emerging countries. Action Equipment is also working with Genie branches in select locations.

Once used Genie equipment is purchased, it is checked to be fully operational. Small amounts of cosmetic detailing work may be undertaken where warranted. Then, after thorough cleaning, the unit is exported.

Typically, Action Equipment purchases surplus access

equipment, units that are from seven to eight years old through to equipment past its time for a 10 year inspection.

“Our service is also an aid to fleet operators who want to clear old stock to make way for new capital acquisitions. Having old equipment that is difficult to sell can tie up capital and be difficult to shift. That’s where we help out.”

“And unlike many brokers, we actually buy the stock and take ownership.”

Typical of a transaction is a Genie® GTH™-4514 telehandler. This unit was purchased by Action Equipment and it was put through the process which included a thorough mechanical appraisal, respray and a set of new decals. It has now found its way to Myanmar (Burma) to become

the first Genie telehandler in the country.

In addition to the purchase and export of used Genie equipment, Action Equipment’s Perth branch is also working closely with some of the bigger hire and rental companies to provide a refurbishment service. In the event that a machine returns from hire and needs more than a pressure clean, Action Equipment has the skill and facilities to paint and refurbish back to an acceptable state with the costs often being chargeable as customer damage. This is a growing aspect of Action Equipment’s business and is saving their hire company clients the costs associated with running their own paint and repair shop.

BACKING INDUSTRY IN THE TOP END

WHILE THE NORTHERN TERRITORY REPRESENTS A VAST TRACT OF REMOTE LAND, IT HAS A TINY POPULATION BASE AND HAS HISTORICALLY REPRESENTED A SMALL AERIAL PLATFORM MARKET. BUT THERE ARE BIG CHANGES HAPPENING.



The NT is rich in natural resources. Existing mining operations are well established and expected to grow in coming years. However, the huge opportunity looming on the horizon will be the dramatic expansion of liquid natural gas production.

Driving this massive growth is the Ichthys LNG project. It is planned that \$33 billion will be spent in coming years in the Darwin region to build workforce housing, processing plants, marine facilities and so on. Moreover, the US military has announced plans to station 2,500 more troops in the coming two years.

Naturally, all of these new projects and the expansion of existing mining projects will

demand a significant amount of aerial work platforms over the next few years.

Genie is assisting our customers in Darwin who are working towards and preparing for the dramatic increase in demand that is coming. With a wealth of experience gained from supporting customers in the remote and harsh Pilbara region of WA, Genie is very experienced and well placed to provide Darwin customers with exceptional products and industry leading aftermarket support.

Genie maintains a strong presence in the Darwin region and has a long, loyal history with many customers. The future is indeed very positive.



TEREX FINANCIAL SERVICES

TEREX FINANCIAL SERVICES™ IN AUSTRALIA AND NEW ZEALAND CONTINUES TO DEVELOP WITH GROWING ACCEPTANCE AMONGST GENIE AND TEREX CUSTOMERS.

In a recent boost to the finance program, Terex Financial Services (TFS) has entered into a relationship with an additional high profile funder. Having access to multiple funding sources helps customers receive the best possible deal.

Currently major financiers are sending mixed messages to the access industry, and the appetite for funding access equipment has waned a little. Our funders have made an ongoing commitment through formal agreements to TFS that they will continue to fund Genie® equipment regardless of the economic climate.

Record low interest rates mean that there has never been a better time to finance equipment. Get in now at the bottom of the interest rate cycle and benefit in the coming years. "This is the perfect time to retire old equipment and upgrade with new Genie technology. A reduction in average fleet age will lead to increased efficiencies and less downtime," said Country Manager Adam Phillips.

"At Terex Financial Services we are part of the Terex family, we understand the access industry and the way it operates. We are completely in tune with your needs and know the very best way to assist you to upgrade your fleet."



**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.

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TAKING
YOU HIGHER

GENIE® ZX™-135/70

New toggle switch platform controls provides intuitive easy to use controls

Lift speed to full height in 96 seconds with primary and secondary booms extended

2.44 m (8') platform
272 kg capacity
160° rotation

Industry leading 23.01m up and over clearance

Two - stage jib boom extends to 6.1m with 110° vertical rotation

New angle sensors for improved reliability

New inner cable track in secondary boom for enhanced service life and durability

New ground controls panel has raised tactile press buttons

New footprint eliminates need for additional counterweight

New X-chassis design has in-house fabricated steel box sections with updated axle and steer sensors

Rated chassis slope increased to 4.5° from 3.4° - can accommodate a range of site conditions

New larger footprint, reduces tyre load and contact pressures



TAKING GENIE TRAINING TO KARRATHA

A CORE VALUE OF OUR COMMITMENT TO CUSTOMER SERVICE IS THE EXTENSIVE RANGE OF TRAINING PROGRAMS OFFERED TO GENIE CUSTOMERS. THE COMMITMENT TO EXCEPTIONAL PRODUCT SUPPORT IS NO BETTER ILLUSTRATED THAN THE RECENT SERIES OF TRAINING COURSES CONDUCTED IN KARRATHA, WESTERN AUSTRALIA.

Karratha is the gateway to the vast Pilbara mining region. All of the prominent Genie customers servicing the Pilbara region with Genie® access equipment have branches in and around Karratha. So to provide the best support service possible, Michael Sandstrom (Technical Support/Training Manager for WA) spent five consecutive days of specialized training in Karratha.



The first day was devoted to Genie® GS™-DC electric drive scissor lifts, day two focused on the Genie® Z™-80/60 boom lift while a full three days was devoted to the Genie® Z™-135, one of the most prolific articulating boom lift models to be used in the Pilbara.

Genie customers that participated included Onsite Rentals, Access Hire and Tru Blu. The training venue was organized with the kind support of Onsite Rentals Manager Craig Neil, who also assisted with transportation of Genie machines for the service workshops. The machines used in the training sessions were supplied by Alan Harris of Access Hire.

"This training program was made possible through the wonderful cooperation of Genie and our customer group in the Pilbara," Michael said.

"This is an excellent example of the hire industry coming together for the common good in this remote region. The training programs ran seamlessly and as a direct result, our customers are now better trained and capable of servicing the Genie brand in the Pilbara," Michael concluded.

THE HUMAN SIDE OF WORKING IN THE PILBARA

SUPPORTING CUSTOMERS IN THE PILBARA BRINGS WITH IT A HEIGHTENED DEGREE OF RISK. THIS IS ONE OF THE MOST INHOSPITABLE, REMOTE PLACES IN AUSTRALIA.

At Genie we're all very proud of our Service Technician, Carl Manson, who went well beyond the call of duty to assist at a single vehicle accident.

A service technician from Access Hire rolled his car three times. Carl was the first to stop and lend assistance. After checking over the driver, Carl used his satellite phone to notify Access Hire management of the accident and notified Solomon Mine of the situation.

The good work didn't end there. Carl stayed with the driver, assisted in rolling the car back on to its wheels and then followed him back to Karratha.

Alan Harris of Access Hire said that Carl Manson was to be commended for the fine support that he offered.

"Up here it is a long way between services and what Carl did was above what was expected. I realise that time up here is precious, and know your Genie client may be disappointed that their machine was not repaired."

"However I think these items fade into insignificance when compared to a life. On behalf of Access Hire and myself, thank you for assistance."

Genie management fully recognizes the outstanding steps that Carl took to assist a fellow worker. As a mark of appreciation, Brad Lawrence, General Manager, made a special presentation to Carl, comprising a trophy and a gift voucher.



Carl Manson, Service Technician with Brad Lawrence, General Manager, Terex AWP Australia

LIFE IN THE PILBARA

NOTHING CAN PREPARE OUR FIELD SERVICE TECHNICIANS FOR WORKING AND LIVING IN THE PILBARA. FOR ADAM CORDWELL FROM MELBOURNE, WORKING ON ROTATION IN THE PILBARA HAS BEEN AN EXCEPTIONAL AND HIGHLY WORTHWHILE EXPERIENCE.

"This is the most remote, bizarre place to work," said Adam. "In summer the heat is an unbearable 45 degrees with really high humidity. You have to keep hydrated and I find that I've drunk all of my 5 litre Esky by lunchtime."

"Then just a few weeks ago we got 270 mm of rain in 24 hours. The extremes in weather are amazing. This is a tough place to work and due to the vast remoteness, you have to be self reliant."

Although he is based at Karratha, Adam is often called out to distant mine sites to attend to Genie® equipment. A routine visit to Newman from Karratha involves a seven-hour road trip each way. It was while Adam was en-route to Newman recently that a freak storm hit, rendering the road impassable. Adam had no option but to turn around and head back to Karratha.

"There are places that I've been to that are so remote that you can go two or three days without seeing a soul. You need to be very careful and carry plenty of water and food and be prepared to fend for yourself."

"It's a unique experience up here. And while I miss my family in Melbourne it's really good to know that our Genie customers in the Pilbara definitely appreciate the support service that is now available."



GENIE BBQ TRAILER READY FOR ACTION

THE FINAL TOUCHES HAVE BEEN COMPLETED TO THE GENIE BBQ TRAILER AND ITS NOW READY AND AVAILABLE FOR LUNCH TIME BBQ'S AT YOUR PREMISES.

If you are in South East Queensland, and would like to book a BBQ for your team, contact Brian Clifford on 0438 741 207 or Tony Hillier on 0409 054 177. In addition to the workplace BBQ, Genie can also coordinate Genie® product demonstrations on site as a complete Genie package.

WATCH THIS SPACE FOR WHEN IT IS VISITING YOUR STATE.



GS™-1932 TRAILER PACKAGE

TRADIES WHO HAVE THE NEED FOR THEIR OWN PORTABLE LIFT WILL BE IMPRESSED BY THE 'TRADIES COMBO' ON OFFER FROM GENIE. THIS POPULAR COMBINATION COMPRISES A GENIE® GS™-1932 SCISSOR LIFT SUPPLIED ON A BLUE CUSTOM BUILT TANDEM AXLE TRAILER.

This is a complete self-contained package, ready to tow away and ready for work. The combo is ideal for painters, plumbers, electricians, anyone who has the need to work at elevated heights.

"This appeals to hire and rental customers who want to provide a portable solution for their trade customers," said David Greene, Regional Sales Manager for Vic & Tas. "And it's equally relevant to tradies who want to purchase the combo outright."

The Genie GS-1932 is a durable self-propelled electric scissor lift. The maximum platform height when fully extended is 5.79 m. This delivers a maximum working height of 7.79 m. When working indoors, the platform is rated to carry two people.

All up weight of the Genie GS-1932 is 1,500 kgs, making it towable behind most trade or commercial vehicles.

For full details of the Tradies Combo together with pricing, contact your Genie Regional Sales Manager.



MEET THE GENIE PARTS INTERPRETER TEAM

Whatever the part, wherever the need, Genie is committed to a parts supply system widely regarded as the best in the business for aftermarket parts support. Headed up by Group Parts Manager, Michael Carmody, knowledgeable and Genie-trained Parts Interpreters are based in Brisbane, Sydney, Melbourne and Perth.

"There is an important human side of our parts support service," said Michael Carmody. "Many of our customers deal with our skilled parts support people on a daily basis. This is a great opportunity to introduce the Genie team to our valued customers, and put a face to the voice on the phone."



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THANK YOU FOR YOUR BUSINESS!

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