



## **FOR IMMEDIATE RELEASE**

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### **TEREX AWP REFINES ITS GENIE® PARTS TEAM IN EMEAR** *Strategically aligned to meet customers' needs*

ROOSENDAAL, THE NETHERLANDS (7<sup>th</sup> November, 2018) – Under the leadership of Matt Treadwell, new Vice President of Parts & Services, supporting the Genie® brand, Terex AWP has aligned its global parts and services strategy. Nominated by Matt Treadwell, Ryan Lusso is appointed to the newly created position of Senior Director Global Parts. Ryan Lusso has formulated a new commercial strategy that will measurably improve the Terex AWP customer relationship and experience with the Genie brand worldwide, with immediate effect also in the EMEAR (Europe, Middle East, Africa and Russia) region.

Backing this initiative in the EMEAR region, effective since July, the company has appointed Dominique Luijckx and René Reniers to the newly created positions of Regional Parts Manager.

The aim of these new roles focuses on customer uptime, increased urgency and improved processes to ensure parts availability, as well as expedited service support and diagnostics for Genie Genuine Parts across the EMEAR region.

Dominique Luijckx will support customers in Central, Eastern, Southeastern and Southern Europe, Middle East, North and South Africa, Russia and Ukraine. René Reniers holds responsibility for Genie customers in Benelux, Germany, Austria and Switzerland (G.A.S), Poland, Baltic States, Czech Republic and Nordic countries. Both report to Phil Taylor, Genie Senior Parts Manager, Terex AWP for EMEAR who remains responsible for customers in the UK and Ireland.

From a medical background, for which she holds a degree, Dominique Luijckx comes to the Genie brand from Terex AWP logistics partner Ceva, where she worked for the past five years and most recently as Transport Supervisor Terex Cranes & Assistant Supervisor for Terex AWP.

After a degree in Applied Sciences from the University of Avans Breda and a diploma in Sales Management in The Netherlands, René Reniers joins the Genie brand from Tractel (manufacturer of

lifting, handling, height safety and access equipment), where he held the position of Sales Manager for Benelux and Denmark.

“These new appointments are a big step forward in taking our parts and services organization to a new level,” said Taylor. “I have every confidence in the hands-on experience of Dominique and René in setting the foundations for greater satisfaction and building long-term business partnerships with our Genie customers in the EMEAR region.”

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**About Terex:**

Terex Corporation is a global manufacturer of lifting and material processing products and services delivering lifecycle solutions that maximize customer return on investment. Major Terex brands include Terex, Genie, Powerscreen and Demag. Terex solutions serve a broad range of industries, including construction, infrastructure, manufacturing, shipping, transportation, refining, energy, utilities, quarrying and mining. Terex offers financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services. More information about Terex is available on its website: [www.Terex.com](http://www.Terex.com), and on its LinkedIn page -- [www.linkedin.com/company/terex](http://www.linkedin.com/company/terex) and Facebook page -- [www.facebook.com/TerexCorporation](http://www.facebook.com/TerexCorporation).